



P R E F I N I T E
C O M M U N I C A T I O N S

PRESS RELEASE

** To be released immediately*

Sudestada Offers Interesting Programs This October

Sudestada presents tailored food and beverage programs that patrons should not miss.



Jakarta, October 2022 — Usher in October with a series of bespoke events at Sudestada. The Argentinean grill, bar, and café has prepared interesting programs for their customers, offering interesting promotions and to celebrate the Halloween festivities.

Argentinian Special Dish

If you have not tried mollejas, then you are in for a treat! Indulge yourself in the special meat cut available at Sudestada this month. Mollejas, also known as sweetbread, is a cut of beef from a cow's thymus gland. The meat is tender and usually used to make appetizers or side dishes. Mollejas at Sudestada are available for dine-in and take away the whole of October with the price of IDR 210,000++ per portion.

Jalan Irian No.15 RT.9/RW.5, Gondangdia Menteng Kota Jakarta Pusat, DKI Jakarta,
10350

Meat and Wine

What is savoring the best steak without a glass of wine? Sudestada offers guests an attractive package this October comprising of steak and wine. By buying the Meat and Wine promotion, guests can get a 350gr Ribeye Steak and half bottle Catena Alta Malbec, including one side dish. Available all day throughout October, the package is priced at IDR 1,380,000++ and is for dine-in only.

International Coffee Day

Inspired by International Coffee Day celebrated every 1 October, the bar crew at Sudestada have prepared two unique coffee-based cocktails called Almond Bonita and Basilica Coffee Cocktail. Guests can enjoy these concoctions at IDR 135,000++ per glass or a generous promo package of only IDR 200,000++ for two glasses of the cocktail. The cocktails are available all day in October for dine-in only.

Pizza, Birra, Y Faso

Sudestada also invites guests to celebrate International Beer and Pizza Day this October by offering two bundling packages of pizza and brew. Guests can pick between a package of 2 bottles of beer and 1 pizza or 4 bottles of beer and 1 pizza priced IDR 250,000++ and IDR 350,000++, respectively. The pizza choices are Pepperoni, Mozzarella, and Napolitana. This deal is available all day, every day this month for dine-in only.

Asado Night with East Indies

Sudestada welcomes back Asado Night this 8 October with East Indies Gin. Asado Night is an Argentinian-style barbecue night that brings together families and friends. Asado also refers to a large section of a cow's rib cage that produces delicious meat cuts. During the one-night event, guests will be treated with Sudestada's asado grilled meat and a free-flow gin & tonic cocktail courtesy of East Indies Gin. The dining event is offered at IDR 550,000++ per person, including free flow East Indies Gin' gin & tonic from 6 pm to 8.30 pm. Should guests want to continue with the free-flow of gin & tonic until 10 pm, they can add the additional package that only costs IDR

250,000++ per pax. There will also be a DJ performance by Baya to light up the event.

Tacos & Tequila Night

Let's celebrate the return of Sudestada's famous icon, the food truck, on the 14th of October! Starting from 4pm to 8pm guests who order a margarita will be able to claim their free tacos from the food truck. This event is supported by Herradura.

Halloween-Themed Event

What is October without a Halloween celebration? To celebrate the spookiest month of the year, Sudestada will have a Halloween-themed event on 28 October 2022 under the theme Dia De Los Muertos. At this event, guests are invited to enjoy Sudestada's delicious menu and special cocktail by Jack Daniels No. 7 specially crafted by a guest bartender, Fahri Yusuf. In addition guests will be entertained by a saxophonist during the event.

For more information and reservation, please call 021 392 8944 or WhatsApp at 0811 9126 556.

SUDESTADA Jakarta

Daily, 11 AM – 10 PM

For order and availability, WhatsApp to 0811 9126 556

Dine in, delivery and takeaway available.

@SudestadaJakarta

www.sudestadagrill.com

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ABOUT SUDESTADA JAKARTA

Located in the charming neighborhood of Menteng, Central Jakarta, Sudestada lights up Jakarta's dining scene with its mouth-watering Latin menu with an Argentinian flair. With the first Asado fire pit in Jakarta, Sudestada Jakarta immerses its diners in the vivacious Argentinian culture and lifestyle through a wholesome dining experience in its wide range of authentic delicacies and lively neoclassical interior and décor.

Sudestada in Spanish it means "powerful wind," particularly similar to the cool strong breeze before a mighty storm. The name is regarded as an auspicious name that brings good luck in Argentinian culture. Helmed by Argentine chef and owner Victor Taborda, Sudestada Jakarta's authentic Latin flavors is reflected in its three concepts, the grill, bar and café. The shared menu offered is especially designed to bring people together over food similar to an "Asado" or a cherished family gathering around the grill.

The two-storey building welcomes guests daily from breakfast until late, guests may feel transported to Buenos Aires, the capital of Argentina, as they are welcomed with the amiable charm of an Argentinian home. At Sudestada Jakarta, guests can expect cozy and rustic ambience within its spacious indoor and outdoor spaces with contemporary picturesque interior complemented with friendly hospitality that reflects the iconic Argentinian culture and lifestyle.

You may come as a guest, but leave as El Amigo!

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