

Siaran Pers

Untuk Segera Ditayangkan

% Arabica Hadirkan Menu Baguette ke Jakarta

Menu baguette yang telah lama ditunggu akhirnya tiba di Jakarta untuk menemani pilihan kopi istimewa dari % Arabica.



Jakarta, Maret 2023 — Pada tanggal 20 Maret 2023, % Arabica Indonesia menghadirkan menu *baguette* lezat di semua cabangnya di Jakarta. Dikenalkan pertama kali di Bali pada November 2022 silam, pilihan kudapan *baguette* dari % Arabica telah menjadi opsi tambahan yang menarik di deretan pilihan *pastry* yang tersedia. Menu *baguette* ini juga cepat menjadi favorit para pengunjung % Arabica Bali Kuta Beachwalk.

% ARABICA

Terinspirasi dari sajian khas Paris, menu *baguette* % Arabica menyuguhkan dua opsi rasa: ayam dan salmon, yang masing-masing disajikan menggunakan roti *sourdough baguette* hangat, bahan-bahan roti lapis segar, serta saus berkarakter simpel namun kaya rasa.

Para pelanggan yang berkunjung ke gerai-gerai % Arabica di Jakarta dapat menikmati roti lapis *baguette* untuk sarapan cepat atau sebagai teman minum minuman *latte* % Kyoto atau Spanish yang menjadi ciri khas % Arabica. % Smoked Chicken Baguette Sandwich diracik menggunakan daging ayam asap, *mustard* madu, bawang merah yang dimarinasi, daun selada, irisan alpukat, keju brie Prancis, dan olesan *mustard butter*. Sedangkan, % Smoked Salmon Baguette Sandwich terdiri dari daging ikan salmon asap, irisan bawang merah berlapis *mustard* madu, daun adas, irisan avokad, dan olesan krim keju.

Menu % Arabica *baguette* ini ditawarkan seharga Rp65.000++ per porsi dan tersedia untuk makan di tempat atau dibungkus.

% Arabica Jakarta Roastery
Jl. Taman Gunawarman Timur No.6
T. 0811 9620 2000
Monday - Sunday, 08 AM - 10 PM
Instagram: @arabica.indonesia

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About % Arabica

% Arabica is a brand recognized globally thanks to its distinctive % logo (reminiscent of coffee cherries on the branch of a coffee plant), inimitable store aesthetic and, most importantly, the brand's high-quality specialty coffee menu, all brewed using state-of-the-art equipment. The brand's international acclaim is testament to founder Kenneth Shoji's four core values:

% ARABICA

- #SeeTheWorldThroughCoffee - The notion of Kenbun (which, loosely translated, means 'to see and to hear' in Japanese) led founder Kenneth Shoji to create this brand motto. The company aims to open stores in amazing destinations globally so that young baristas can see the world, set personal goals, and, one day, challenge the world with their own ideas. Twice a year, % Arabica invites baristas from around the world together for a programme of events in different cities to give them an opportunity to travel, explore, and learn more about coffee and its global reach.
- Timelessness - % Arabica remains true to its brand identity of offering the best beans, the best service, and the best state-of-the-art equipment. It does not need to follow or adapt to fads and trends. Kenneth believes 'something good does not have to change' so the drinks menu is simple and minimal. Japan is famed for having many 100-year-old companies and remaining true to its core values, % Arabica aims to bring sustainable long-term stability to the company, customers, and the supply chain.
- Identity - Aesthetically, % Arabica spaces showcase the highest attention to detail; a minimal yet purposeful design and all original features, down to even the light switches, door handles and amplifiers. Each store places wood-paneled Slayer espresso machines at center stage which have been custom-made and built by hand in the USA.
- Japanese sense of beauty - % Arabica celebrates its Japanese roots by highlighting the culture's hardworking, simplistic, and functional ideologies. Baristas are encouraged to work with Teinei (being mindful of your surroundings) and not waste a single movement or moment in their workflow. Every cup of coffee served must be made to the best of their abilities to showcase the quality of every component in the cup and show to customers the dedication of every member of the global team that played their part in bringing % Arabica to Indonesia and other countries worldwide.

About ATERIA Group

The goal of Ateria is to enrich the lives of Indonesian consumers through a well-curated selection of global brands. As a tech-enabled, AI-integrated, multi-brand lifestyle F&B operator, Ateria's team of dedicated professionals is committed to serving consumers with life-changing dining experiences utilizing the latest technological advances. Ateria operates SaladStop!, % Arabica, Meatsmith, Meatsmith Xpress, Grains of Glory, Revive Smoothies in Indonesia with the hope of expanding to 150 brand locations by the end of 2023.

MEDIA CONTACT:

Chelly Pramida Octavia

Marketing Manager

ATERIA Group

Email: chelly.octavia@ateria.co.id

Mobile: +62 812 8147 4047

Sonia Febriany

Senior Account Manager



P R E F I N I T E
COMMUNICATIONS

E-mail: sonia@prefinite.id

Mobile: +62 878 9000 1994