

Press Release

For Immediate Release

% Arabica Brings Its Baguette Menu to Jakarta

The long-awaited baguette menu finally arrives in Jakarta to accompany % Arabica's great selection of specialty coffees.



Jakarta, March 2023 — On 20 March 2023, % Arabica Indonesia offered its delicious baguette menu at all of its branches in Jakarta. Introduced in Bali last November, % Arabica's baguettes have become exciting additions to the brand's selection of pastries and have become one of their best-selling items.

Inspired by the Parisian delight, % Arabica's baguette menu features a special chicken and salmon flavor, expertly created using freshly baked sourdough baguette, fresh sandwich filling ingredients, and a simple and clean-tasting spread.

% ARABICA

Guests coming to any % Arabica branch in Jakarta can enjoy the baguette sandwich, for a quick breakfast or to accompany their % Kyoto or % Spanish lattes. The % Smoked Chicken Baguette Sandwich is filled with smoked chicken, honey mustard, marinated red onion, lettuce, avocado slices, French Brie cheese, and a mustard butter spread. On the other hand, the % Smoked Salmon Baguette Sandwich is filled with smoked salmon, red onion slices marinated with honey mustard, dill leaf, avocado, and cream cheese spread.

The delicious % Arabica baguette sandwich is offered at IDR65,000++ and is available for dine-in or takeaway.

% 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:

- **#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.

% ARABICA

- 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.

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