

Press Release

For Immediate Release

Celebrate Global Running Day with % Arabica

% Arabica Indonesia gives appreciation to all runners with delighted surprise.



Jakarta, June 2023 — To celebrate Global Running Day on 7 June 2023, and as a token of appreciation for Indonesia's running community, % Arabica had a delightful surprise to every runner who dines in at any of the % Arabica stores in Jakarta before or after their run. From 3 to 11 June 2023, all runners were able to simply visit % Arabica stores sporting a running outfit and share their % Arabica experience on Instagram to enjoy something delicious, which was available all day and exclusively for dine-in only.

Still in conjunction with celebrating Global Running Day, % Arabica is thrilled to support and engage with the IndoRunners Community in Jakarta, on Sunday, 11 June 2023. The event took place at % Arabica Jakarta Roastery, nestled in the charming Senopati neighborhood. % Arabica welcomes all running enthusiasts to join this exciting opportunity, with % Arabica Jakarta Roastery serving as both the starting and finishing point. As an added bonus, Febrian, a social media persona and accomplished runner who recently completed the prestigious Boston Marathon, will participate to encourage other runners.

Ubud Food Festival 2023

Later this month, % Arabica will be participating in the upcoming Ubud Food Festival 2023. From 30 June to 2 July 2023, % Arabica will be showcasing its exquisite specialty coffees at Taman Kuliner Ubud, an event that celebrates the diverse culinary scene in Ubud.

During this event, % Arabica will set up a captivating booth where attendees can indulge in an exceptional range of coffees. Their team of skilled baristas will be on hand to prepare and serve % Arabica's signature blends and single-origin coffees, ensuring a memorable coffee experience for all visitors.

Ubud Food Festival is renowned for bringing together food enthusiasts, industry professionals, and culinary experts worldwide. It provides an ideal platform for % Arabica to engage with coffee lovers, introduce them to their unique coffees, and showcase the artistry and precision that go into every cup.

% Arabica invites all festival-goers to visit the booth at Taman Kuliner Ubud during Ubud Food Festival 2023 and experience the distinct flavors and aromas of % Arabica's specialty coffees. This is a wonderful opportunity for coffee lovers to interact with % Arabica's team, learn more about the brand's sourcing and roasting processes, and appreciate the craftsmanship behind the beloved brand.



% Arabica Jakarta Roastery
Jl. Taman Gunawarman Timur No.6, Jakarta
T. +62 811-9620-2000
Monday - Sunday, 7 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.
- 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.

% ARABICA

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, and Revive Smoothies in Indonesia with the hope of expanding to 150 brand locations by the end of 2023.

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