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Press Release
For immediate release

Creating Moments of Togetherness at Meatsmith During Ramadan

Celebrate Iftar with our specially curated menu for Ramadan by Jeje Soekarno



Jakarta, March 2023 — Meatsmith welcomes the month-long spiritual journey, Ramadan. It's that time of the year for Iftar gatherings to break the fast with family, friends, colleagues and loved ones. This year, the culinary team, headed by Culinary Director, Sebbie Kenyon, has teamed up with Jeje Soekarno, a renowned lifestyle influencer and content creator who truly enjoys Middle Eastern delicacies to line-up their



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personal favorites for this Ramadan's festivities, presenting two choices of Ramadan Special Platters.

Ramadan Special Collaboration Menu with Jeje Soekarno

To celebrate the Ramadan, Meatsmith invites guests to join a delectable journey during this Holy Month, filled with specially curated dining experiences to break the fast by Jeje Soekarno. Since a young age, Jeje has loved traveling and trying cuisines from around the world. On his trip to Singapore a few years ago, he had his first experience of Date Toffee as well as Roasted Lamb Leg and it has left a big impact on his love for food, especially with Middle Eastern cuisine.

Looking back at his experience, Jeje has always hoped to experience the same thing back home in Indonesia, especially in the city where he lives, Jakarta. The two choices of Ramadan Special Platter set for 4-6 persons offers their: Whole Roasted Lamb Leg with Middle Eastern Flavors served with Couscous, Smoked Yogurt, and Chilli Harissa, or Whole Roasted Chicken with Middle Eastern Flavors, each at for IDR1,600,000++ and IDR900,000++, respectively.

In addition, each set includes:

- Dips: Pomegranate Roasted Pepper Walnut, Whipped Smoked Beetroot, Mint Yogurt Lemon Zest
- Entrées: Chickpea Hummus with Pickled Vegetable and Assortment of Flat Bread
- Sweets: House-made Pistachio Date Cake & Middle Eastern Doughnuts with Mixed Nuts Toffee and Orange Caramel Sauce

Both Ramadan Platter are available from 23 March until 21 April 2023, everyday from 11 AM to 10 PM. Meatsmith is the perfect place to celebrate Iftar with our scrumptious smoked and barbecued meats and specially curated Ramadan Menu.



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About MeatSmith

From the team behind the Michelin starred and 50Best, Burnt Ends Hospitality Group, in Singapore, bringing an American steakhouse and smokehouse with custom-built wood-fire elevation grills and giant Southern Pride smokers.

MeatSmith is a steakhouse concept that covers barbecue from all different aspects, ideologies, cultures, and flavors, all of which surround around amazingly tasty wood-fired barbecued food and steaks. The food at MeatSmith reflects a big flavored and family-friendly style of eating. Among the things you'll find on the menu: family-style meat platters, dry-aged Porterhouse and Tomahawk Steaks, 14-hours smoked Beef Brisket, slow-smoked Chicken to Salmon Steak with smoked roasted tomatoes, and an array of delicious sides all perfectly designed for all sizes of dining gatherings.

A curated beverage program with an artisanal wine list, craft beers, crafted cocktails, and a fine spirits collection with a focus on Whiskey and Bourbons that complements the style of the cuisine.

Combined with our friendly service with emphasized professional expertise, MeatSmith creates a vibrant environment and experience to dine in, leaving guests longing to come back for more.

About Ateria

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, their team of dedicated professionals is committed to serving consumers with life-changing dining experiences utilizing the latest technological advances. Ateria



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operates SaladStop!, % Arabica, Meatsmith, Meatsmith Xpress, Grains of Glory, Revive Smoothies in Indonesia with over 150 brand locations by the end of 2022.

About Burnt Ends Hospitality Group

Burnt Ends Hospitality Group is a Michelin and 50 Best awarded group with restaurants in Singapore and internationally, under founding chef and owner Dave Pynt.

All of the restaurant brands focus on wood fire cooking, offering a relaxed atmosphere where guests can dine with friends or family to enjoy thoughtfully prepared, tasty food made with the best available produce.

The flagship restaurant is the acclaimed one-star Michelin, Worlds and Asia 50 Best awarded restaurant Burnt Ends. A modern wood fire restaurant in Singapore's Dempsey neighbourhood, serving modern barbecue and drink list comprised of boutique wines and artisanal spirits in a fun, relaxed atmosphere. At the heart of this modern barbecue restaurant is an open-concept kitchen with a custom four-tonne, dual cavity oven and four elevation grills.

Other international brands are The Ledge by Dave Pynt, that brings Burnt Ends' much-loved style of modern barbecue to the beach, in Maldives, and the latest addition to the family, Meatsmith Steakhouse in Jakarta, Indonesia.

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