

**Press Release**

*To be released immediately*

**Sudestada Launches Asado de Viernes**

*Sudestada has prepared some exciting programs for the upcoming months*



**Jakarta, April 2023** — Sudestada never stops being a pioneer in this field. To close April and to welcome the warm month of May, Sudestada has cooked up a new and exciting dining experience.

**Asado de Viernes**

Starting Friday, 28 April 2023 Sudestada will have **Asado de Viernes**, a celebration of Asado, the Argentinian social gathering and barbecue technique. Asado de Viernes highlights not just the cooking technique but the celebration. The center of which is the Monolith grill, where Chef Victor Taborda will grill various cuts of meats. The all-you-can-eat program will be held every Friday from 5 pm to 8 pm. It will feature a



wide variety of meat cuts, such as Picanha, Striploin, Chorizo de Carne, Roasted Chicken, Chicken Skewers, and Grilled Mollejas. There will also be unlimited side dishes, like grilled veggies, garlic rice, sauteed baby potatoes, and grilled pineapple. Guests are also invited to try a free-flow beer package to go alongside the promotion. The Asado de Viernes is offered at IDR 355,000++ per person with add on a beer free flow promotion at IDR 200,000++ per person.

### **Mother's Day**

Sudestada will also hold a one-night celebration to celebrate Mother's Day on Sunday, 14th May. In collaboration with Scentible, Sudestada will be giving away premium gift packages worth IDR 300,000 each to the first 20 mothers who come to Sudestada and order T-bone steak. The Mother's Day celebration is available for dine-in only.

#### **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](http://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 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 are 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 a 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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