

**PRESS RELEASE**  
For immediate release

**SUDESTADA CELEBRATES ACHIEVEMENT AND COLLABORATION THIS  
SEPTEMBER**

*Sudestada marks a milestone year with Chef Victor Taborda's achievement, bringing fresh opportunities for culinary innovation and global collaboration.*



**Jakarta, 1 September 2024** — What a year it has been at Sudestada! Fresh off the heels of our incredible fifth-anniversary celebration in July, we are thrilled to announce a groundbreaking moment: Chef Victor Taborda has been appointed as the **Lamb Ambassador** (Lambassador) of Meat and Livestock Australia. This prestigious recognition marks a monumental step in our culinary journey, and we cannot wait to see where it leads.

This appointment goes beyond showcasing the rich, nutritional allure of Australian lamb. It represents a rare and exciting opportunity for chefs worldwide — including here in Indonesia — to learn from the best in the field. It is about bringing cutting-edge techniques, fresh perspectives, and innovative ways to elevate the experience of Australian lamb to new heights for our culinary enthusiasts.

As part of this year's thrilling MLA program, Chef Taborda will embark on an inspiring culinary voyage to Melbourne from October 27 to November 2, 2024, where he will



join other esteemed chefs from across the globe in a deep dive into the world of Australian lamb.

To mark this milestone, Sudestada is launching a special “**Fiesta del Cordero**” menu collaboration on 4 September 2024, featuring the esteemed Chef Stefu Santoso, Executive Chef of APREZ Catering by AMUZ Group. For this extraordinary collaboration, each chef will present three mouthwatering lamb dishes. And to make this celebration even more special, this exceptional menu will be available to our guests until 31 October 2024.

Get ready to indulge in an unforgettable lamb experience during this celebration period! Our special menu features a tempting selection that includes **Kofta Tacos**, **Mafaldine Lamb Ragu**, **Lamb Skewer**, **Lamb Shank**, **Kambing Guling Style**, and **Sudestada Lamb Chop**.

### **Negroni Week**

Sudestada is excited to join Negroni Week from 16-22 September, celebrating the iconic cocktail with a special twist. Enjoy our Aged Negroni, crafted with gin, sweet vermouth, and orange bitters, aged to perfection for 30 days. Available for IDR 160,000++, it's a must-try for Negroni enthusiasts. Join us in raising a glass to this timeless classic!

### **Life is Wine-derful**

This month, Sudestada's monthly wine promotion, **Life is Wine-derful**, features an exquisite selection from the renowned Feline vineyards. Treat yourself to Feline Verdeca Puglia, Feline Anarkos Puglia Rosso, Feline Sum Salento Susumaniello, and Feline Giravolta Primitivo di Manduria — all at exceptional prices starting from just IDR 600,000++ per bottle.

### **“Brew-tastic” with Guinness**

Due to popular demand, we are also extending our **Brew-tastic** promotion until the end of September. Relish the taste of a perfectly poured, ice-cold Guinness on tap at a special price of IDR 100,000++ for a 500ml glass (originally IDR 130,000++).

### **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!

## For media inquiries, please contact:

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