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**Press Release**

*For Immediate Release*

**The Coach Restaurant Turns One with Bold Steakhouse Move and New Coffee Shop Launch**

*The Coach Restaurant, Coach's first-ever dining destination, enters May with exciting momentum and three major announcements.*



**JAKARTA, 9 MAY 2025** — The Coach Restaurant, the first dining concept by global lifestyle brand Coach, marks a significant milestone this May with exciting developments. Since its debut in Jakarta just one year ago, the restaurant has captured the attention of culinary enthusiasts and earned glowing reviews, quickly becoming a standout destination in the city's dining scene.

To celebrate its first anniversary and continued success, The Coach Restaurant unveiled three key initiatives. Among them is the highly anticipated opening of a new

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Coach's Outlet at Jakarta Premium Outlet—bringing the brand's signature style and elevated experience to even more fans in Indonesia.

**Steak with You!**

Drawing inspiration from the iconic steakhouse culture of New York, The Coach Restaurant is embracing a bold new direction—one that puts premium, dry-aged steaks at center stage. At the heart of this evolution is a curated selection of USDA Prime cuts, each dry-aged for 35 days to develop rich, nutty flavors and an unparalleled tenderness rarely found elsewhere in Jakarta's dining scene.

Highlights from the steak menu include the T-Bone 28oz (800g), Porterhouse 35oz (1kg), and Cowboy 32oz (900g)—each one a showstopping centerpiece. Under the guidance of Executive Chef Gabriel Jamias, these cuts are complemented by an array of elevated sides—think asparagus, truffle and cheese fries, creamy spinach and artichoke, mashed potato—as well as handcrafted sauces like house-made BBQ, béarnaise, truffle mushroom, and Heinz 57.

Whether it is for dinner, drinks, or an evening out, The Coach Restaurant now offers a steakhouse experience as stylish and vibrant as its heritage.

**The Coach Restaurant's First Anniversary – a party for all!**

To celebrate a major milestone, The Coach Restaurant is thrilled to host an exclusive evening of music, food, and festivity on Saturday, 31 May 2025. Titled "*The Coach Restaurant Anniversary*," the event promises a vibrant and unforgettable experience that blends elevated dining with energetic entertainment. The night begins with a limited-seat, curated dinner experience from 6:00 PM to 8:00 PM, offering guests an exclusive Anniversary Set Menu crafted by Chef Gabriel Jamias and his culinary team. Priced at IDR 750,000++ per person, the set includes three courses—an appetizer, a main course, and a dessert—with highlights such as Lobster Roll, New York Strip Steak, Shrimp Alla Vodka, and the indulgent Over The Top Sundae. The dinner experience also includes a special gift: a complimentary mini perfume for each guest who books the set menu.

At 8:00 PM, the celebration opens up to the public with a First-Drink Charge (FDC) and transitions into a high-energy party. Guests can expect a dynamic atmosphere powered by an exclusive DJ performance from the local music collective, surprise cocktails and culinary treats throughout the night, and three special cocktails from the steakhouse joint, featuring Coachmen's Martini, Diamonds & Pearls, and Bonnie's Gin Fizz.

The Coach Restaurant's anniversary event is designed as a one-night-only celebration of community, creativity, and culinary flair. With limited dinner seats and an open

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invitation to join the festivities afterward, it's set to be an extraordinary evening where guests dine, dance, and celebrate together.

**The Coach Coffee Shop is Coming to Jakarta Premium Outlet**

Jakarta Premium Outlet is turning up the excitement this June with the arrival of The Coach Coffee Shop, opening inside the Coach outlet at one of the city's most talked-about shopping destinations. Spanning 170 square meters and accommodating up to 50 guests, this stylish new café brings a fresh take on classic New York street corners, infused with a playful twist. The design nods to the brand's Big Apple roots with a modern flair: wallpaper printed with a New York cityscape and a warm, welcoming outdoor space featuring wooden seating surrounded by lush vertical gardens.

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**About Coach**

Coach is a global fashion house founded in New York in 1941. Inspired by the vision of Creative Director Stuart Vevers and the inclusive and courageous spirit of its hometown, the brand makes beautiful things, crafted to last—for you to be yourself in.

Coach is a Tapestry, Inc. brand. Tapestry is publicly listed on the New York Stock Exchange under the ticker TPR.

**About Kanmo Group**

Kanmo Group, an ISO-27001 certified organization, was formed in 2005. As the partner of leading retail brands from around the world, the group occupies a leadership position within several market segments in Indonesia. Operating across retail, wholesale, online, and travel retail channels, Kanmo Group has positioned itself as a leading omnichannel operator in Indonesia. It runs more than 300+ physical stores spread across 16 cities, several own-brand websites and marketplace stores, as well as wholesale channel distribution spread across 60+ cities and 1000+ points of distribution. These points of distribution include specialty stores, baby Tours, department stores, modern grocery, pharmacies, and the like. The vision of Kanmo Group is to 'inspire and enrich life journeys' for aspiring Indonesian consumers. Come visit us <https://kanmogroup.com> to learn more.

**SOCIAL MEDIA:** @Coach; @TheCoachRestaurant; #CoachNY

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