

Press Release

For immediate release

% Arabica Brews Fresh Beginnings at Pondok Indah



A Brand New Store, New Pastries, and Cold-Pressed Juices.

Jakarta, 5 July 2025 — % Arabica Indonesia marks a bold new chapter with the opening of its ninth store, % Arabica Jakarta Pondok Indah, on Saturday, 5 July 2025. Set within the dynamic and fashion-forward Pondok Indah Mall 2—an iconic retail landmark in one of South Jakarta’s most prestigious neighborhoods—the new store underscores the brand’s continued commitment to delivering world-class coffee experiences to Jakarta’s ever-evolving community of discerning coffee enthusiasts.

The new Jakarta store features a wide frontage with a shallow layout. Tucked beside the kitchen counter, a narrow passage leads to a small outdoor seating area. To seamlessly connect the indoor and outdoor spaces, the design incorporates a continuous wooden pergola that runs through both zones. Matching furniture lines the corridor from interior to exterior, while uniform lighting above the pergola blurs the boundary between inside and out — creating the illusion of a semi-open space. It’s the perfect place to enjoy a special cup of coffee, surrounded by an airy atmosphere that feels both intimate and open.

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The 154-square-meter space is a study in minimalist elegance, staying true to % Arabica's design ethos with a bright, white-dominated palette and a serene, open layout. With 61 thoughtfully arranged seats, the store invites guests to pause, reconnect, and savor both their surroundings and their cups. Blending the energy of Pondok Indah Mall 2—one of South Jakarta's premier lifestyle destinations—with the calm ritual of coffee culture, this new location exemplifies % Arabica's vision of elevating everyday moments through intentional design and world-class craft.

The design of % Arabica Jakarta Pondok Indah is crafted by the renowned Japanese architect Nao Kameda/Chika Yamagami, from interior design studio no.10—the creative force behind many of % Arabica's most iconic stores worldwide. Following Nomura no. 10 standout work on % Arabica Bali Kuta Beachwalk, % Arabica Jakarta PIK Drive Thru, and % Arabica BSD City The Breeze, the studio once again brings its signature harmony of form and function to life in this latest outpost.

The new Jakarta location has a wide frontage and shallow depth. However, a small outdoor seating area appears through a narrow passageway next to the kitchen counter. no. 10 came up with a design that visually and experientially connects the inside and outside of the store. A wooden pergola runs through both sides, while a series of identical furniture pieces lines the aisle from interior to exterior. Uniform light pours down from the top of the pergola on the interior side, creating the illusion that the outdoors is seamlessly flowing inside. Enjoy a special cup of coffee while being surrounded by an open feeling, almost as if everything is part of a semi-outdoor space.

To mark the opening of % Arabica Jakarta Pondok Indah, the brand is unveiling an exclusive menu of seven handcrafted pastries available only at this location, including:

- **Sunny Breakfast** – a croissant filled with beef bacon mornay and topped with a sunny-side-up egg
- **Sausage Roll** – flaky pastry wrapped around homemade sausage
- **Pecan Pie** – a rich, buttery classic with roasted pecans

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- **Mushroom Quiche and Beef & Spinach Quiche** – savory and satisfying choices for brunch lovers
- **Blueberry Danish and Raspberry Danish** – delicate seasonal pastries that balance sweetness and tartness

Each of these new pastries is thoughtfully crafted to complement the unique flavor profile of % Arabica coffee. Whether you're sipping on a bold espresso or a smooth latte, the pastries are designed to elevate your coffee moment — balancing sweetness, texture, and aroma in every bite. It's the perfect pairing for those who appreciate attention to detail, from bean to bite.

And for the first time in Indonesia, the brand also introduces three cold-pressed juices: % **Green Detox** (kale, lemon, cucumber), % **Beeterave** (beetroot, apple, orange), and % **Carrotene** (carrot, orange) — each created to offer a naturally refreshing, healthful boost to complement the coffee ritual.

% Arabica also introduces an exclusive, limited-edition creation available only at this location: % the Seoul Latte. Crafted from carefully selected single-origin coffee, the Americano-based drink is made with curated single-origin beans and a dash of oat milk, perfect for those who want to enjoy a light coffee with the mouthfeel of a latte. This combination makes % Seoul Latte a must-try for those seeking a truly special experience.

“This new store opening at Pondok Indah is a continuation of our journey to bring beautifully crafted coffee experiences to more people—now enhanced with a curated menu exclusive to this location.” said **Astrid Kusumadewi, General Manager of % Arabica Indonesia.**

Whether you're nearby, in need of a coffee boost, after work, or simply craving something refreshing — drop by the newly opened % Arabica Jakarta Pondok Indah, located on the Lower Ground floor of Pondok Indah Mall 2. Be among the first to enjoy

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% Arabica's new selection of pastries and cold-pressed juices, crafted to pair perfectly with your favorite cup of % Arabica coffee.

More than just a coffee destination, this new space is envisioned as a communal haven. During this inviting retreat, South Jakarta's cosmopolitan crowd can gather, unwind, and embrace % Arabica's guiding philosophy: "See the world through coffee."

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% Arabica Jakarta Pondok Indah
Pondok Indah Mall 2, Ground Floor
Jalan Metro Pondok Indah, Jakarta Selatan
Tel: 0811-1992-0010
Email: hello@arabica.co.id
Instagram: [@arabica.indonesia](https://www.instagram.com/arabica.indonesia)
Opening hours: 8:00 am – 10:00 pm

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

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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. 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, Grains of Glory, and Revive Smoothies in Indonesia with hopes of expanding to more brand locations by the end of 2025.

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P R E F I N I T E
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