

Burger & Lobster Makes Its Indonesian Debut at Plaza Indonesia, Jakarta

London's iconic dining concept arrives with premium lobster, legendary burgers, and a bold new benchmark for premium casual dining.



Jakarta, 30 January 2026 — London's globally celebrated dining brand Burger & Lobster officially opens its first Indonesian restaurant at Plaza Indonesia in Central Jakarta, marking a major milestone in the city's ever-evolving culinary scene. Renowned for its unwavering focus on premium wild-caught Atlantic Lobster, prime-cut beef burgers, and a vibrant yet refined dining atmosphere, the Jakarta opening introduces a new standard for premium casual dining in Jakarta.

The story of Burger & Lobster began in 2011, when four school friends gathered on a London rooftop with a simple yet radical idea: instead of offering everything, focus on doing just a few things exceptionally well. Wild-caught Atlantic Lobster and quality beef burgers became the brand's twin pillars. That philosophy led to the opening of the first Burger & Lobster restaurant in Mayfair, London, serving just three items: the Mayfair Burger, Lobster Roll, and Classic Whole Lobster. The clarity and confidence of the concept quickly turned Burger & Lobster into a global sensation.

"From day one, we believed that simplicity, when executed with passion and quality, could create something truly special," says Riccardo LaMonica, Managing Director of Burger & Lobster for Middle-east & Asia. *"Jakarta felt like the perfect next chapter for us. It's a city with an exciting food culture, a growing appetite for premium dining, and diners who genuinely appreciate bold flavours and great ingredients."*

Today, Burger & Lobster operates 18 locations worldwide, spanning London, New York, Bangkok, Qatar, and now Jakarta. The Plaza Indonesia restaurant brings the brand's globally loved dishes to Indonesia, while introducing locally inspired creations such as the Chilli Bumbu Lobster, an Atlantic lobster coated in a tangy, sweet-and-sour spicy sauce and served with fragrant garlic butter rice.

·Burger & lobster·

The decision to enter Indonesia reflects Burger & Lobster's strategic regional expansion. Jakarta stands out as one of Southeast Asia's most dynamic dining destinations, with a rapidly maturing hospitality landscape and a strong audience for international brands. Plaza Indonesia, located in the heart of the capital's most prestigious retail and lifestyle district, was chosen as the ideal launch location. Its well-travelled, quality-driven clientele aligns seamlessly with the Burger & Lobster ethos of accessible luxury.

"At Burger & Lobster, we specialise rather than diversify," Riccardo adds. "We focus on a few hero ingredients and elevate them through craftsmanship and consistency. Jakarta diners can expect the same experience they would enjoy in London or New York, delivered with warmth, energy, and a sense of celebration."

The Jakarta restaurant seats 114 guests across a mix of red leather booths, low dining tables, high tables, and bar counter seating. While there is no dedicated private dining room, sections or the entire restaurant can be reserved for corporate events and celebrations. A smoking section is also available. The restaurant operates daily, with DJs setting the mood every Friday and Saturday night.

Design plays a central role in the Burger & Lobster experience. The Jakarta restaurant is conceived as a progressive spatial journey, with the atmosphere evolving as guests move through the restaurant. It strikes a balance between cosiness and energy, allowing diners to choose an experience that matches their mood. Upon arrival, the front area feels relaxed, open, and welcoming — an easy-going space designed for casual gatherings and spontaneous visits. As guests move deeper into the restaurant, the environment becomes more intimate and private, with softer lighting, cosy seating, and thoughtful zoning creating a sense of retreat ideal for longer meals and meaningful conversations.

The journey culminates at the bar, where the mood shifts once more. Here, the energy becomes vibrant and electric, driven by music, movement, and interaction — a space designed for celebration and late nights, while still maintaining the brand's refined character. For the first time in Burger & Lobster's global history, high tables are positioned directly beside the pass, offering diners a front-row view of the kitchen's rhythm and precision.

A striking centrepiece is a giant handcrafted lobster sculpture by acclaimed Malaysian artist Nizam Abdullah, imported from Malaysia and serving as both an art statement and a bold brand icon. The interior also incorporates Burger & Lobster's recognisable blue tiles and red leather booths, alongside a bespoke, wave-inspired brass feature wall that subtly evokes the movement of the ocean.

The menu highlights the brand's heroes across land and sea. Star dishes include the Lobster Roll, Classic Whole Lobster, Mayfair Burger, Beast Burger, Hanging Tender Steak, and Lobster Smashed Burger, alongside starters such as Prawn & Calamari and Beef Cheek Skewers. Desserts include Pistachio Chocolate Mousse and Hazelnut & Banana Bread Pudding. All dishes are prepared without pork, lard, or alcohol, ensuring full compliance with halal requirements in Indonesia.

Signature cocktails such as the Lobstar Martini, Pistol Punch, and Dragon Fruit Cooler, along with crafted mocktails, complete the experience. The soundtrack moves effortlessly from day to night, blending R&B, Hip Hop, Jazz, Funk, Soul, and Nu-Disco.

With its arrival at Plaza Indonesia, Burger & Lobster Jakarta brings London-born simplicity, premium ingredients, and vibrant energy to the heart of the capital, inviting diners to gather, indulge, and rediscover the power of doing a few things brilliantly well.

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About Burger & Lobster

Founded in London in 2011 by four school friends with a shared passion for exceptional food, Burger & Lobster was built on a simple yet powerful idea: perfect two hero ingredients, which are wild-caught lobster and prime-cut beef burgers. What began as a single restaurant in Mayfair with just three menu items has since evolved into a globally recognised premium casual dining brand.

Today, Burger & Lobster operates 18 restaurants across major cities, including London, New York, Bangkok, Doha, and Jakarta, delivering a consistent experience defined by quality ingredients, generous portions, and warm, attentive service. Known for serving luxury without pretension, the brand combines vibrant energy with refined comfort, offering a dining atmosphere that is both elevated and welcoming.

At its core, Burger & Lobster champions honest cooking, simplicity done right, and memorable moments around the table. It shares a mission to bring people together through great food, bold flavours, and an unmistakable London spirit.

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