



GRILL'D TO OPEN FIRST INTERNATIONAL RESTAURANT IN BALI

Australia's favourite burger brand is en route to Bali, with Managing Director and Founder of the Grill'd Group Simon Crowe announcing the company will welcome its first international restaurant, Grill'd Bali, to Seminyak Square in late December, 2019.

Bali was the logical first international location for the brand for a handful of reasons; its proximity to Australia, the burgeoning population of expats, and rising numbers of Australian tourists who visit the holiday island all year round. On top, there's also the availability of high-quality, fresh produce.

"Bali is the perfect destination to expand the Grill'd brand internationally," explains Crowe. "It has a great service culture, a strong, well-trained hospitality workforce, and hard-working farmers who are growing some seriously good produce."

Sitting on busy Jalan Kayu Jati, on the former site of the Grocer & Grind café, the iconic building has been lovingly restored by a team of prominent local builders renowned for their work on fellow Bali dining institutions Mexicola, Tropicola, Da Maria, and Uni, to name a few.

Casual but refined is the mantra for the new space, which has been designed as a sanctuary for customers wanting to enjoy a meal in air-conditioned surrounds, while watching Seminyak's crowds pass by. The existing building's impressive structure and high roofline have remained, while the interiors have been transformed courtesy of an impressive open kitchen, where customers can see the burgers being made. The space now also houses custom-designed bar, bespoke lighting and furniture, with seating for 150 inside and out.

While the menu will be familiar to loyal Grill'd fans, there will be some new additions exclusive to the Bali restaurant. Grill'd Chef & Menu Innovation Manager Josh Powell (ex-Vue de Monde, Circa and The Fat Duck) has tailored the menu to suit the island's relaxed lifestyle and holiday makers who want to take their time grazing on a selection of dishes over a cocktail or three.

It will feature all classic Grill'd homemade burgers including the new Beyond Meat range, famous chips and healthy salads, as well as an exclusive selection of shared sides such as crispy onion rings, crunchy corn fritters, cheesy chips, tasty chicken bites and charred broccoli with homemade yoghurt sauce.

Dishes will be created using only the best of Bali produce. Grill'd has already formed relationships with the best local producers on the island, with only the best beef, chicken, eggs, and vegetables to be on the menu, partnered with bread baked fresh every day.

An extensive cocktail list will accompany the menu, designed by Bali's best bartender, Gogon (ex-Bikini). Classics include Relish the Day (Bloody Mary), Monkey Colada (Pina Colada), Whisky Whistle (Whisky Sour), That Bali Mojo (Mojito) and Vesper Vibes (Espresso Martini) while the 'Fancy Pants' menu features creations like Butterfly Kisses (Butterfly pea gin, soda and turmeric cordial), Pink Knight (vodka, dragonfruit, cranberry, galangal syrup and twist of lime), Pine Star (white rum, pineapple jam, starfruit, cinnamon syrup and a hint of citrus), Passionate Tango (vodka Chambord, passionfruit, mango, ginger beer and lime) and She'll Be Apples (vodka, fresh apple juice, rosemary and spice).



The soft drink collection is also unique to Grill'd Bali and will present a range of housemade sodas, iced teas, local Kombucha root beers, freshly squeezed juices and milkshakes. In a nod to its new island home, the eatery will crack open whole young coconuts for customers to enjoy with their burgers and sides. Even the playlist will maintain the tropical theme, mixed by Bali's music magician Gus Till, the specially selected tunes promise to put customers in a holiday mood.

For those with a sweet tooth, there will be a build-your-own ice cream bar, where vanilla or chocolate ice-cream is covered in milk or dark chocolate then sprinkled with seasonal local toppings like roasted coconut, dried berries and nuts.

Grill'd Bali will also feature the company's integral community-focused Local Matters program, which gives back to local businesses and charities that support Grill'd. Since launching Local Matters in 2011, Grill'd has raised over \$4,500,000 for more than 30,000 local community groups across Australia.

"Every month our Bali restaurant will share Rp2,500,000 with three different local groups. We're looking forward to making a real difference to the people and businesses that support us," says Crowe.

Grill'd Bali is located at Jalan Kayu Jati no 3X, Petitenget Beach, Seminyak and will be open daily from 10am – 2am.

Ends.

NOTES TO EDITORS:

About Grill'd: Established in Melbourne in 2004, Grill'd is one of the largest privately-owned restaurant groups in Australia. With 138 burger restaurants across Australia and one in Bali, Grill'd employs more than 4,000 staff, and prides itself on working with local suppliers to ensure the provenance, quality and freshness of all its ingredients. Over the years, Grill'd has been recognised for its outstanding service and dedication to excellence by winning awards such as KPMG's Top 10 Australian Brands in Customer Experience Award and Roy Morgan's Australian Customer Satisfaction Award for Quick Service Restaurant Of The Year in 2018, and No. 1 Best Restaurant Chain in Asia-Pacific by Conde Nest Traveller in 2014. Additionally, each Grill'd restaurant donates money back into their local community each month. Through this 'Local Matters' program, Grill'd has donated more than \$4.5 million to local communities across Australia over the past 15 years.

Grill'd Bali location: Jalan Kayu Jati no 3X, Petitenget Beach, Seminyak