



PRESS RELEASE - For Immediate Release

Blossom Steakhouse Opens its Doors at Icon Bali Mall in Sanur

BALI, INDONESIA — July 2024 - On Friday, July 12th, Blossom Steakhouse held its grand opening, celebrating the launch of Bali's newest luxury steak and seafood diner. Located within the recently opened Icon Bali Mall in Sanur, the venue is already among the most highly anticipated destinations in the area for steak and seafood and looks to redefine the F&B scene along Bali's eastern coast, a well-established area that has experienced the growth of an increasingly diverse population in recent years.

Behind the grand opening is the Syrowatka family, a distinguished name in Bali hospitality for their over two decades of experience owning some of Indonesia's top hotels and restaurants, most notably the Balinese-inspired Dapur Raja restaurant in Ubud. Their expansion into Sanur marks the debut of their first steakhouse, in what they see becoming a coveted destination for residents and tourists alike.

Blossom Steakhouse exudes an ambience of modern elegance, with an interior design that reflects sophistication and comfort, featuring plush seating, ambient lighting, and tasteful décor that combine to create an inviting atmosphere. The seating areas include an indoor dining room, outdoor balcony seating overlooking the Indian Ocean, and a private VIP room that seats up to 12 patrons at once. For large gatherings, Blossom Steakhouse can accommodate bookings of up to 100 guests.

Icon Bali Mall's position on Sanur Beach makes it an ideal setting for an upscale and picturesque dining experience. Located on the east end of the upper ground floor, Blossom Steakhouse enjoys a prime location that offers convenient access to shopping, entertainment, and ocean views.

Leading the culinary charge at Blossom Steakhouse is esteemed Executive Chef Brenton Banner. With expertise in modern cooking techniques and a passion for using high-quality ingredients, he has 14 years of valuable experience in the kitchen, having previously owned and operated a prestigious Chef Hat Award-winning restaurant in Melbourne, Australia. When asked about what he intends to bring to Blossom Steakhouse, Chef Brenton stated, *"I don't like to complicate things, but rather let good produce speak for itself. I just enjoy pleasing people, and making them happy through food."*

Each dish prioritises quality and flavour, with reliable kitchenware to back it up. Blossom Steakhouse is home to its very own dry-ager, where premium meats from Australia, USA, Japan, and Indonesia are on display in the main dining room. The dry-ageing process breaks down the enzymes in the beef, making the steaks more tender while removing moisture to give the steak a beefier flavour. The use of a charcoal grill extends the depth of each cut, forming a crispy outer layer with a unique flavour profile of its own.



Straight off the charcoal grill come some of Bali's finest dry-aged steaks, including the 280g O'Connor Rib Eye, 850g Stockyard Gold Rib Eye, and the 1100g USAD Prime Tomahawk. The American USAD Prime Tomahawk is intensely flavourful due to its intact rib bone and is dry-aged for 30 days, the longest on the menu. Non-aged cuts are also available, like the Mizayaki A5 Rib Eye from Japan, marbled perfectly to combine a tender bite with a subtle boost in flavour. For those seeking a milder alternative, the Tokusen Wagyu Tenderloin is a taste of Indonesia with a lower fat content.

Beyond steak, Blossom Steakhouse's menu boasts a selection of seafood delicacies, namely the 400g Whole Baby Snapper, 180g BBQ Octopus, 500g Slipper Lobsters, and 1000g Whole Rock Lobster, each sourced sustainably from Balinese fishermen. A favourite off the menu already are the oysters, fresh out of the ocean and served by the dozen on a round plate perfect for sharing. Appetisers, salads, soups, burgers, wraps, and desserts complete the extensive menu.

Behind the bar is an experienced mixologist, ready to concoct a series of signature and classic cocktails on the drink menu, such as variations of the Negroni, Martini, and more. Blossom Steakhouse also hosts a curated wine list, internationally sourced to pair perfectly with any selection of beef. Highlighted pours include the light Pinot Noir from New Zealand, the heavier Boekenhoutskloof Chocolate Block red blend from South Africa, and the renowned Two Island Reserve collection from Indonesia.

Looking ahead, Blossom Steakhouse plans to introduce a signature Sunday Roast, offering a traditional feast of succulent meats and seasonal accompaniments. Further, the restaurant is exploring the possibility of launching a breakfast menu in the near future.

For more information, please contact Blossom Steakhouse via email at info@blossomsteakhouse.com or visit <https://www.blossomsteakhouse.com>.

To view and download photos of Blossom Steakhouse for media purposes, please visit xxx.

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About Blossom Steakhouse: 'Blossom' blossomed from the vision of its owners, Dewi and Anthony Syrowatka, who bring over 20 years of culinary passion and expertise. Their journey began with establishing a fine-dining restaurant, Apéritif Bali, and a casual restaurant, CasCades, at the 5-star resort, Viceroy Bali, along with the authentic Chinese restaurant, Golden Monkey, in Ubud. The success of Golden Monkey led to a new location in Sanur, right next to Blossom Steakhouse. With this wealth of experience, their hearts brimmed with a desire to create a space where families and friends could weave memories as rich and flavourful as the steaks and seafood sizzling on our grills.