



Press Release

FOR IMMEDIATE RELEASE

The Grand Opening of M Marini Caffè

Malaysia's First Dedicated Caviar and Champagne Dining Outlet

KUALA LUMPUR, 25 APRIL 2014 – M Marini Caffè, the latest outlet in the stable of Marini's Group, owned by Modesto Marini, unveiled an elevated dining experience with the who's who of Kuala Lumpur's social elite and celebrities recently. Guests were regaled with champagne and sampled a selection of mouth-watering bites at Malaysia's first caviar and champagne dedicated caffè.

While traveling with his family in Italy last year, Modesto had the idea of bringing a piece of the vintage Italian charm to one of his eateries. Coincidentally, the location for the caffè concept was presented to him and he figured this would be the best project that would convey his particular idea.

He said that Malaysians have grown more discerning towards fine cuisine and after the success of Marini's on 57, he knew that the time was right to bring the Italian caffè culture here.

"I wanted to combine Italian elegance with casual comfort while still allowing one to enjoy the finest in life, champagne, caviar and caffè! Hence, the birth of M Marini's Caffè, the first venue in Malaysia to focus on serving champagne with caviar, and of course, the best Italian gourmet coffee," added Modesto.

Spread across the modern interior of the outlet, guests were greeted with glasses of bubbly champagne and invited to sample an assortment of light appetizers and salads, handpicked collection of jet-fresh seafood and oysters, and homemade breads.

Modesto said, "As Malaysia's first caviar and champagne dedicated caffè, M Marini Caffè serves many different types of caviar and champagne from all around the world, and in doing so, allow Malaysians to experience the Italian culture. Our goal is also to create an oasis for



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fashionistas and shoppers alike, where they can refresh and recharge in between their shopping.”

Besides the obvious champagne and caviar, he has found that Malaysians generally have not experienced the Italian styles of cold pastas, aperitivo and crudo. Now they will have the opportunity to do so, at M Marini Caffè.

Expect a built-in caviar bar offering the widest selection of premium caviars such as the infamous Russian Beluga, Sevruga, Imperial Osetra, Herring, Petaluma Ocean Trout and Pike. The caffè offers several unique dining experiences, where patrons can choose to sample the caviar platter or the crudo and aperitivo.

The menu focuses on responsibly sourced seafood using the highest quality ingredients. Enjoy raw to lightly cooked fish creations such as the tuna tartar, the Petaluma ocean trout to sous-vide ocean trout; and seafood platters that come with oyster, shrimp, lobster and blue mussels. In addition to unique seafood options, the menu includes other items such as meats, cold pastas and daily seasonal specials.

Breakfast and brunch is available all day including light gourmet fares, eggs and salad, luxury delicacies, cold pastas, crudo, specialty coffee and tea, and an extensive collection of fine wines and champagnes.

The décor was planned meticulously to draw a comparison to luxury and all of the wonderful imagery of Italy. Complementing the classic European ambience, the 60-seat dining caffè features silk fabric chairs, antique fixtures, and a sleek marble bar.

Reservations for M Marini Caffè can be made by calling +603 2386 6030. For more information, visit www.mmarinis.com.

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ABOUT M Marini Caffè

Tucked in the bustling city of Kuala Lumpur, M Marini Caffè is Malaysia's first caviar and champagne dedicated café. The caffè redefines "la dolce vita" with its sophisticated offerings and elegant décor. M Marini Caffè personifies luxury and takes a step further by infusing chic casual elements and extensive menu, delighting the epicurist in you. Glamorously and elegantly put together, the décor promising indulgence and comfort.

www.mmarinis.com

ABOUT MERCATUS+

Mercatus+ is a multi-award winning, full-service, brand communications agency. As an integrated agency, it specialises in branding, advertising and reputation management. Founded in London in 1992 as MSM, it changed its name to Mercatus+ in 2012. Its Malaysian operations began in 2003, and it has been consistently voted as one of the Top 10 branding agencies since 2009, winning the coveted A&M Silver Cube Award for Branding Agency of the Year in 2012.

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