

EDIPRESSE
MEDIA

MALAYSIA
TATLER

BEST

RESTAURANTS

INTRODUCTION



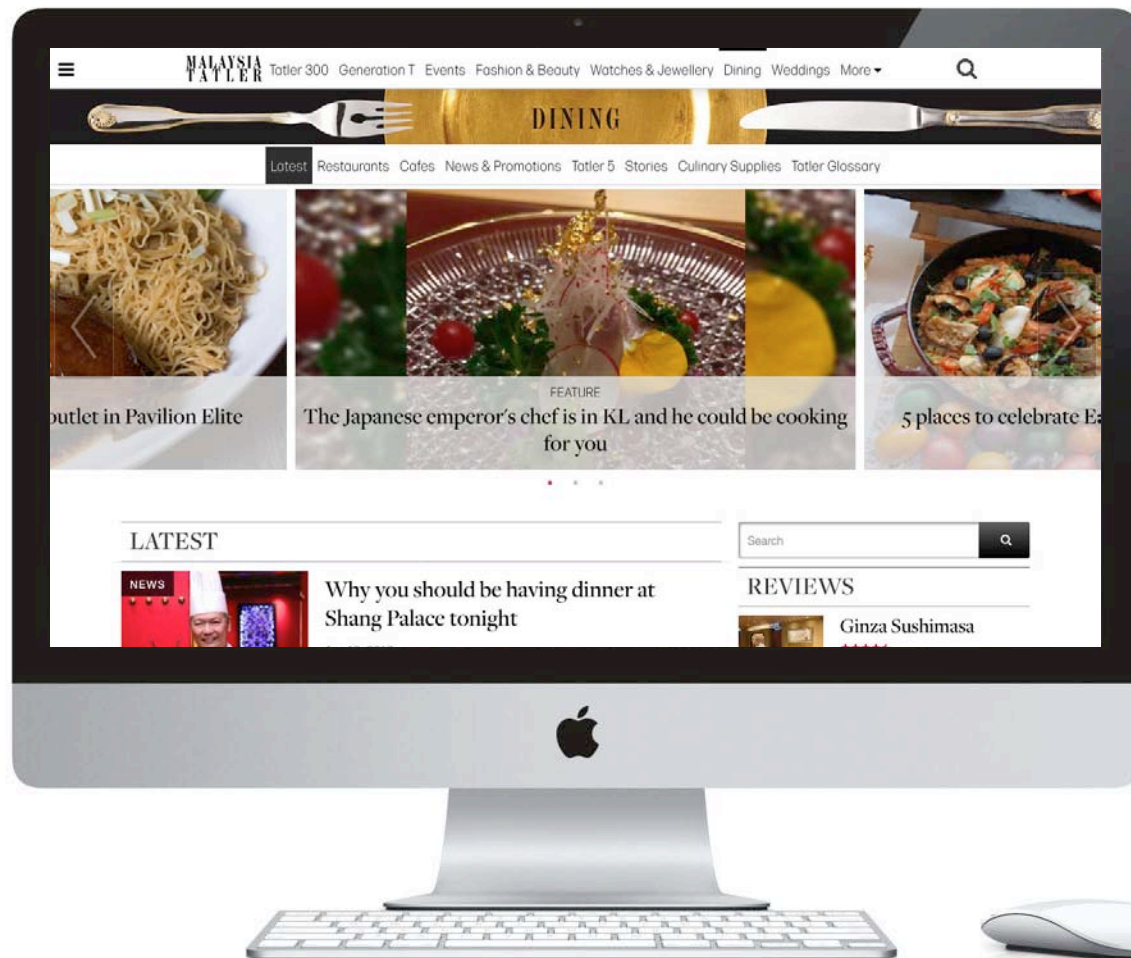
For the past 24 years, Malaysia Tatler's Best Restaurants Guide (BRG) has been serving up the best eateries from around the country.

The unbiased reviews in BRG are carried out by a carefully selected group of seasoned writers and bon vivants who truly appreciate good food.

Now the cross-platform guide includes casual eats and 5-star dining establishments, both in a glossy publication and also on the MalaysiaTatler.com website.

BRG 2018 will culminate with an award ceremony at a curated food event in December this year.

MALAYSIA TATLER DINING



Malaysia Tatler Dining

We play a crucial role guiding gourmands who are planning their next meal and are on the lookout for exciting dining experiences with comprehensive restaurant listing, dining news & promotions, restaurant reviews, food features and videos.

As one of the most prestigious dining website in Malaysia, our cross-platform solutions is tailored to showcase your brand to a wider audience.

THE GUIDE

Malaysia Tatler's Best Restaurants guide offers a quick assessment of each restaurant in four key areas:

SETTING décor and ambience
food presentation, taste, texture and quality

BEVERAGE wines, whiskies, sake and cocktails

SERVICE greeting, menu knowledge and overall service

Each area of assessment will contribute to the final, overall star rating.

Also included, a comprehensive evaluation under **Why Go, What to Order and Recommended Dishes**; a useful tool when looking for the best restaurant for a particular occasion and to satisfy your craving. The convenient index, categorised by location and cuisine is also very helpful.

FRENCH

Lafite

★★★★☆





WHY GO
For exquisite French dining coupled with world-class wines and impeccable service, Lafite is the place to go for a gastronomic experience like no other.

WHAT TO ORDER
The **sea urchin tart**, is made with buckwheat flour and filled with sea urchin mousse is a combination of crème fraîche, tarragon and Australian native finger limes. Another noteworthy appetiser is the **grilled Atlantic octopus**, which is slightly charred on the outside and cooked to perfection inside.

A classic entrée is the **lobster thermidor in a mustard and béchamel sauce**. The generous portions of the lobster meat are complemented perfectly with the grilled emmental cheese.

The **Angus beef with seasonal asparagus, tomato bernaise sauce and comte cheese meringue** is cooked perfectly to order. The star of the dish is no doubt the tomato bernaise sauce, which adds a whole new dimension to the standard cut of beef.

The **valrhona chocolate mousse with passion fruit filling and peanut nougatine** surrounded by cacao bubbles is a deliciously sweet finish to the grand meal. The already excellent flavours of this delectable dessert are further elevated by the tang of the passion fruit filling.

RECOMMENDED DISHES

- Mackeral fillet lightly smoked and grilled, brocc rabe, quince compote and avocado cream
- Buckwheat tart with sea urchin mousse
- Slow cooked and braised beef oxtail in red wine sauce

DRINKS Lafite has an extensive wine list including a number of rare and exotic vintages such as the 1928 Chateau Labour, the 1945 Chateau Lafite Rothschild and even the 1949 Chateau Margaux.

PRICE: RM400/PERSON

YEAR ESTABLISHED: 1995

OPERATION HOURS: MON TO FRI: 12:00 PM-2:30 PM; MON TO SAT & P.H: 7:00 PM-10:30 PM

PRIVATE ROOMS: YES

VALET: YES

PORK-FREE

MAP REF: A


Shangri-La Hotel Kuala Lumpur, 11, Jalan Sultan Ismail, 50250 Kuala Lumpur
TEL: +603 2079 3900 www.shangri-la.com/kualalumpur



More on the restaurants visit [MalaysiaTatler.com](#)

PRINT

Home > Dining > Restaurants > Lafite



Rating ★★★★★

Cuisine: Modern European Location: KL City Centre

Shangri-La Hotel Kuala Lumpur, 11, Jalan Sultan Ismail, 50250 Kuala Lumpur, KL City Centre, Malaysia

+603 2079 3900
http://www.shangri-la.com

OVERVIEW

Open Hours	Dress Code	Dress Code
Mon - Fri: 12 PM - 2:30 PM	Mon - Sat: 7 PM - 10:30 PM	Smart Casual
Reservation	Style	Cuisine
Yes	Yes	French
Private Room	Alcohol/Drinks Code	Price Range
Yes	Yes	Yes

REVIEW

SETTING ★★★★★

Located in the grand lobby of Shangri-La Kuala Lumpur, Lafite is one of Kuala Lumpur's most premier fine-dining establishments. The elegant and classic restaurant boasts high ceilings and ample space between each table. Its full-length glass window looks out on to the grander Shangri-La Plaza, which is built with vegetation. The chairs have a wide berth and are extremely comfortable, perfect for a power lunch or a business dinner.

FOOD ★★★★★

The **sea urchin tart**, a unique take on a traditional tart, is made with buckwheat flour and filled with sea urchin mousse that is a combination of crème fraîche, tarragon and Australian native finger limes. Another noteworthy appetiser is the **grilled Atlantic octopus**, which is slightly charred on the outside and cooked to perfection on the inside. The dish is accompanied with a corn cream risotto, which is served with a hint of apricot. Thanks to the addition of their garlic potato and sautéed papaya.

For mains, a classic dish is the **lobster thermidor** in a mustard and béchamel sauce grilled with emmental cheese. Served in a lobster tail, the generous portion of lobster meat is complemented perfectly by the grilled emmental.

The **Angus beef with seasonal asparagus, tomato bernaise sauce and comte cheese meringue** is another must to try. The beef is cooked perfectly, to order but the star of the dish is no doubt the tomato bernaise sauce, which adds a whole new dimension to the standard cut of beef.

The **valrhona chocolate mousse with passion fruit filling and peanut nougatine surrounded by cacao bubbles** is a deliciously sweet finish to the grand meal. The already excellent flavours of this delectable dessert are further elevated by the tang of the passion fruit filling.

DRINKS ★★★★★

Lafite has an extensive wine list including a number of rare and exotic vintages such as the 1928 Chateau Labour, the 1945 Chateau Lafite Rothschild and even the 1949 Chateau Margaux. In addition to the classics, there are also up and coming selections from well-known wine and old world regions. The wine list is given change periodically and offer a wide range of choices.


SERVICE ★★★★★

The service at Lafite is one of the best experiences you will have in Kuala Lumpur. The host greets you by name upon arriving and shows you to your seat while the servers are extremely polished and very well versed with the menu.

PRICE ★★★★★

RM400/Person

The list with RM400 including four glasses of wine. When dining at a restaurant in a hotel with an excellent reputation and a high standard of food, one must expect the price to be on the higher end and at Lafite, you can be assured that your money is well spent.

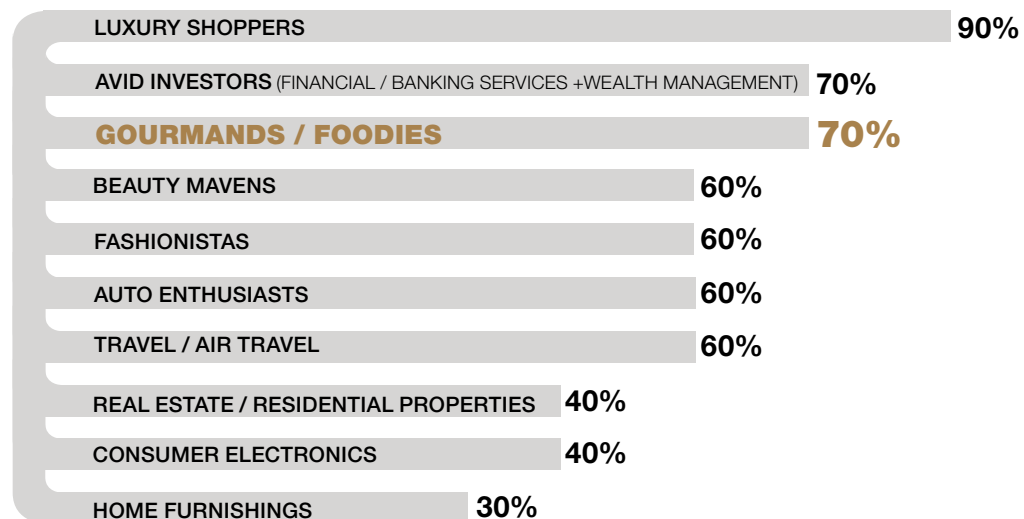


DIGITAL

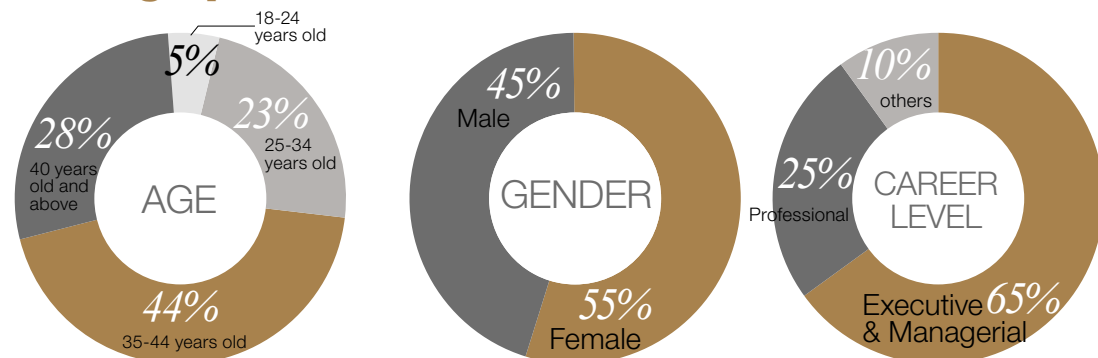
READERSHIP PROFILE

High purchasing power

Affinity index - online behaviour of Tatler users



Demographics



Print Circulation	
Circulation	
Newsstands	5,500
Subscriptions	4,690
Merchant Restaurants	400
Corporate Purchases*	6,910
Clubs	300
Airport Lounge	200
Priority Banking	150
Ministries	250
Vips**	700
Promotion Copies / Clients & Advertising Agencies	900
Total	20,000

* Amex, Celcom, Maybank, MAAKL,
 ** Royal Families, Business owners, Corporate top management, Socialite, etc.

DIGITAL PLATFORMS

Website Performance (monthly traffic)

3,000,000 *Source:  Google Analytics
PAGE IMPRESSIONS

150,000 *Source:  Google Analytics
MONTHLY UNIQUE VISITORS

14,000+
NEWSLETTER DATABASE


8 IN 10
VISIT ONCE A WEEK
OR MORE, ACROSS
DEVICES OF CHOICE

88%
VISITORS SAID THE WEBSITE
GIVES THEM IDEAS ON WHAT
TO DO & WHERE TO GO

Social Media

Daily updates on the world of luxury lifestyle via our social media platforms.

	Facebook.com/malaysiatatler	28,000 followers
	Instagram (@MalaysiaTatler)	20,000 followers



Malaysia Tatler Dining App

This mobile app is an invaluable guide to the local fine dining scene. With comprehensive information on over 100 restaurants, cafes and bars, it enables users to browse for gastronomy options within their area to locate the best or latest selections in town as well as read expertized Tatler reviews.

Key features include:

- Shake iPhone to get recommendations of the best restaurants
- Browse by location, cuisine and price
- Search directly by restaurant name or address
- Restaurant reviews and photos in one click
- The newest and most up-to-date restaurant and bar openings
- The latest restaurant promotions
- Our Top 5 list for every occasion or craving

RATES & PACKAGES

Premium	Deluxe	Standard	Elementary
Digital - MT.Com (Dining Section) <ul style="list-style-type: none"> e-Review (Incognito): 1x (4 restaurants each includes 6 pictures, menu + map, website hyperlink) *Promo: 4x *Feature review (by invitation): 4x *LREC banner (50%SOV): 2 weeks *E-newsletter (Top banner): 4x Chef Interview: 1x Highlight under feature restaurant in BRG page 	Digital - MT.Com (Dining Section) <ul style="list-style-type: none"> e-Review (Incognito): 1x (2 restaurants each includes 5 pictures, menu + map, website hyperlink) *Promo: 2x *Feature review (arranged): 2x *LREC banner (50%SOV): 2 weeks Highlight under feature restaurant in BRG page 	Digital - MT.Com (Dining Section) <ul style="list-style-type: none"> e-Review (Incognito): 1x (1 restaurant each with 5 pictures, map, website hyperlink) *Promo: 1x 	Digital - MT.Com (Dining Section) <ul style="list-style-type: none"> e-Review (Incognito): 1x (1 restaurant each with 4 pictures, map, website hyperlink) *Promo: 1x
Print - BRG 2018 <ul style="list-style-type: none"> Advertisement: 1x Double page spread 4x Review pages with 2 pictures each 	Print - BRG 2018 <ul style="list-style-type: none"> Advertisement: 1x Full page 1x Review pages with 2 pictures each 	Print - BRG 2018 <ul style="list-style-type: none"> Advertisement: 1x Full page 1x Review pages with 2 pictures each 	Print - BRG 2018 <ul style="list-style-type: none"> 1x Review pages with 2 pictures each
RM 15,000 + 6% GST	RM 11,000 + 6% GST	RM 6,500 + 6% GST	RM 4,000 + 6% GST

Price inclusive 15%agency commission , if any.

*T&C : Dec17 -Nov 2018 utilization, 3 weeks notice. Subject to availability

Unutilized entitlements cannot be brought forward. Editorial feature upon editor's discretion,no draft will be sent back for preapproval.

PRINT RATES

Malaysia Tatler Best Restaurant Guide		
Type	No. of Pages	Rate
Outside Back Cover	1	RM 10,400
Inside Front Cover Spread	2	RM 19,500
Inside Back Cover	1	RM 8,800
Double Page Spread	2	RM 12,200
Full Page	1	RM 6,100
Full Page Facing Intro. / Contents	1	RM 6,700

Note:

- All rates are subject to 6% GST
- The above rates include the 15% advertising agency commission



MATERIAL SPECIFICATIONS

Supply material in high resolution PDF file
(with fonts & images embedded)

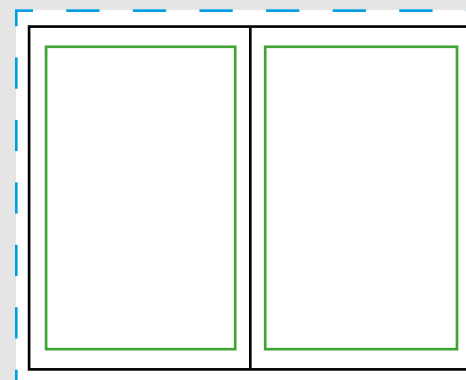
Note: Working files will not be accepted

Remarks

1. All picture resolutions not less than 300 dpi (relatively scale 1:1).
2. Files to be saved as CMYK where possible in TIFF (Mac version), JPEG, EPS (Mac version) or PSD format.
3. Printing colours are in CMYK unless for pantone colouring system (special charges apply).
4. Standard ISO Colour proof (FOGRA 39) MUST be provided to ensure colour quality. Laser printouts are not acceptable.
5. Screen Line: 175dpi for colour
6. The Publisher reserves the right to trim 10mm off each edge to the trimmed page size. Type matter and illustrated material not intended to bleed must be kept to this tolerance.
7. Binding gutter space allowance: Inside Front Cover Spread must allocate 6-7mm on each side of gutter. No live matter should cross the binding gutter.

Advertisement Measurements

DOUBLE PAGE SPREAD



BLEED SIZE (H) X (W)

240mm x 266mm

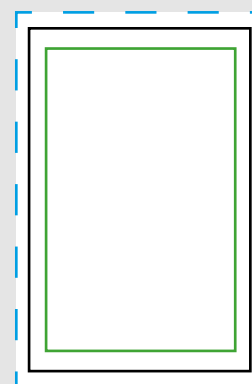
TRIMMED SIZE (H) X (W)

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TEXT AREA (H) X (W)

210mm x 108mm

SINGLE PAGE



BLEED SIZE (H) X (W)

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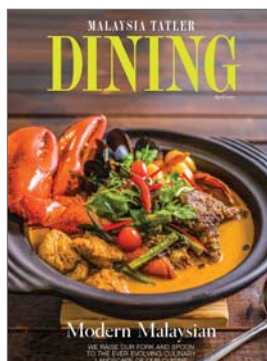
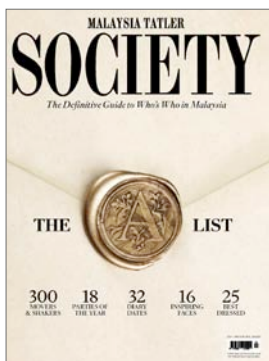
TRIMMED SIZE (H) X (W)

230mm x 128mm

TEXT AREA (H) X (W)

210mm x 108mm

Other Tatler titles



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