

NEWS RELEASE

APARTHOTEL CITADINES COMMEMORATES INTERNATIONAL COFFEE DAY WITH CELEBRATION OF COFFEE CULTURES AROUND THE WORLD

Singapore, 4 October 2023 – In celebration of International Coffee Day this October, The Ascott Limited (Ascott), a lodging business unit wholly owned by CapitaLand Investment, has unveiled a series of coffee activations at properties around the world under its aparthotel brand, Citadines. The campaign seeks to welcome everyone to the world of Citadines, where city living meets the passion of coffee!

Citadines believes that every city has its unique heartbeat and celebrates its love for city living through the culture of coffee. [‘For The Love of Coffee’](#) is a signature of the Citadines brand, with year-round collaborations delivering exciting and flavourful experiences for guests, no matter where they are in the world. With more than 120 activations across its portfolio of Citadines properties in over 100 cities across 31 countries, this marks the strongest and most widespread participation since launching this annual event in 2021.

In an immersive exploration of coffee culture, Citadines invites travellers and coffee lovers to join the brand on a journey that delves into the city's pulse through the passion of coffee. Through a line-up of unique coffee experiences, Citadines aims to take its guests on a sensory voyage through its properties worldwide, to explore the vibrant urban culture of each city, one cuppa at a time.

Ms. Tan Bee Leng, Ascott’s Managing Director for Brand & Marketing, said: “As our fastest growing brand with almost 200 properties to date, Citadines is a very important brand in Ascott’s portfolio. Supported by its design versatility, favourable guest demographics and resilient market fundamentals, we are confident to continue growing Citadines, which has one of the most extensive global footprints amongst aparthotel brands. We have pivoted our offerings towards a hybrid model that would not only allow us to offer the option of both hotel rooms and serviced residences, but also a robust programme that better caters to the lifestyle needs of our guests.”

“At Citadines, coffee is more than a beverage; it's a symbol of the city's spirit. Just as every city has its unique landmarks, traditions, and culture, so does its coffee. Citadines is dedicated to showcasing the diversity of each city through its coffee. From the rich Café Crème of Paris to the aromatic Kopi-O in Singapore, Citadines offers coffee experiences that will activate the infinite possibilities of city living. This International Coffee Day, whether you're a coffee connoisseur or just looking for a unique way to experience city living, Citadines invites you to embark on a journey of taste, culture, and discovery. At Citadines, every cup tells a story, and every city has its own tale to share. Come, sip, and savour the flavours of the city with us. We can't wait to brew up unforgettable memories with you.”

Fall in Love with "The Flavourful Fusion" of Vietnam

Found in Binh Duong, a province that beautifully combines its rich history with modern development and often referred to as the "Gateway to Vietnam's South", [Citadines Central Binh Duong](#) offers a glimpse into the soul of Vietnam.

On arrival at the property, guests enjoy complimentary "Salt Cream Coffee" + Coffee Cookies, uniquely and exclusively offered at Citadines Central Binh Duong, serving as the perfect start to their coffee journey in Vietnam. Guests can then step out and explore the charming cafés of Vietnam, where they can extend their delightful coffee adventure with the iconic Cà Phê Sữa Đá - a delightful concoction of strong Vietnamese coffee, sweet condensed milk, and ice. A refreshing and indulgent way to experience Vietnamese coffee, this treat is an essential for coffee lovers and travellers looking to indulge in Vietnam's caffeine history.

Experience Singapore's "Coffee and Community"

Singapore's coffee culture truly resonates with Citadines' signature 'For the Love of Coffee' programme, a collaboration with local communities to deliver unique coffee-related Citadines experiences to guests. Across Citadines properties in Singapore, immersive coffee-inspired art paintings that deliver on the theme 'For the Love of Singapore' by local coffee artist, Vivian Lee, will be on display to encourage guests to engage in a sensorial experience as they indulge in coffee treats both visually and aromatically.

Situated amidst the iconic skyscrapers and vibrant streets of Singapore's Central Business District, [Citadines Raffles Place Singapore](#) serves as a prime location for travellers to fuel their energy with their daily dose of coffee. To celebrate International Coffee Day, guests at Citadines Raffles Place Singapore can experience Latte Art Workshops and Coffee Scent Mixology Workshops in the month of October to appreciate Singapore's unique coffee culture. After a morning of coffee workshops, guests can conveniently head out to the "kopi tiam" or the coffee shops of Singapore, where Singapore's coffee tradition comes alive.

Dive into "The Romantic Aromas of Cafés" in Europe

Europe is a tapestry of coffee cultures, from the passionate espresso aficionados of France to the timeless and elegant coffee houses in Austria, and the tradition of "sobremesa" in Spain, where coffee extends the pleasure of shared moments after meals. The European coffee scene is a fusion of tradition and innovation, where each cup tells a story of craftsmanship. From 2-6 October, guests at selected Citadines properties in Europe will be treated to barista sessions on-site where they will learn more about the stories behind local coffee and their origins.

Overlooking the Seine, just minutes from the famed Trocadéro, [Citadines Trocadéro Paris](#) offers the quintessential Parisian experience to all guests. In the second week of October, coffee serves will be transformed into a canvas of artistry via the introduction of a coffee art printer. Guests can

also start their day like a true Parisian with a leisurely breakfast at a nearby café, sipping a café crème or a café au lait along with a freshly baked croissant. The aroma of freshly roasted beans, the inviting warmth of the coffee cup, and the enchanting atmosphere of Paris all blending into a symphony of sensations.

Presenting "The Archipelago of Coffee Diversity" in Indonesia

[Citadines Sudirman Jakarta](#) is located in a city that never sleeps and where modern skyscrapers stand side by side with traditional markets and historic landmarks. Jakarta is dotted with specialty coffee shops and cafés that take pride in serving locally grown beans. These establishments often boast distinct aesthetics, providing a cosy haven for guests to leisurely enjoy a cup of coffee.

For the month of October, guests at Citadines Sudirman Jakarta can savour the art of coffee with Latte Art Workshops, embark on a TikTok-fuelled coffee adventure to find coffee spots around the property, and enjoy complimentary brews from passionate local artisans stationed at the lobby.

Exploring "The Café Culture Down Under" in Australia

Sydney, a vibrant and cosmopolitan city, is renowned for its stunning landmarks, beautiful beaches, and a coffee culture that is second to none. The city is dotted with specialty coffee shops that take pride in sourcing the finest beans, roasting them to perfection, and crafting unique coffee experiences.

Guests staying at [Citadines Walker North Sydney](#) can begin their coffee journey in Sydney with a quintessential Australian creation - the Flat White. The property boasts a café check-in counter where guests are welcomed with a fresh cup of coffee. [Ascott Star Rewards \(ASR\)](#) members can also enjoy free daily coffee served at the reception and appreciate Australia's quality coffee every morning.

"The Coffee Revival" of the Philippines

In the heart of the Philippines, [Citadines Bay City Manila](#) is strategically located at the heart of the bustling Entertainment City. The modern property is surrounded by office buildings and retail shops, and places guests in the ideal spot to delve into the distinctive coffee culture of the city. Guests can truly immerse themselves in the welcoming embrace of Filipino hospitality while savouring the rich flavours of locally sourced coffee, choosing from a wide range of specialty coffee shops and cafés in Manila that proudly serve locally sourced beans.

Guests at Citadines Bay City Manila will be greeted with a flavourful café check-in experience at an integrated reception that incorporates the rich coffee heritage of the Philippines. Here, guests can indulge in the delightful flavours of the Philippines over a cup of coffee served by Citadines associates, Citazens. From 1-14 October, guests can immerse themselves in the world of coffee art

at the Coffee Art Exhibition held at the lobby. A Coffee Art Painting Workshop is also available for those who want to get hands-on and creative with their coffee-inspired artwork.

China's Blossoming Coffee Culture

The story of coffee in China reflects a nation's journey of discovery, where coffee dreams awaken amidst the centuries-old traditions of tea. Today, the coffee culture in China is a harmonious blend of tradition and modernity. Cafés dot the streets and alleys of Chinese cities, and the aroma of freshly brewed coffee wafts through the air, symbolising the country's embrace of new tastes and cultures.

At [Citadines South Chengdu](#), every bag tells a unique story of passion, inspiration, and a shared love for coffee. In the second week of October, guests can look forward to a DIY coffee-inspired canvas bag stamping activity where guests and associates get together, express themselves, and share in the joy of creation. At selected properties including [Citadines Gaoxin Chengdu](#) and [Citadines Xingsha Changsha](#), guests can enjoy freshly brewed coffee during their stay, providing them with the perfect morning fuel before embarking on their city exploration.

"The Coffee of Hospitality" in the Middle East

At [Citadines Culture Village Dubai](#), a luxurious oasis amidst the bustling energy of the city, the rich tradition of Middle Eastern coffee culture finds a unique and modern expression. In the heart of this vibrant property, guests are invited to indulge their senses in a journey of flavours and colours through activities such as Blind Coffee Tasting and Coffee Cup Artwork Competition from now until 7 October 2023.

Coffee ceremonies in the Middle East are a symbol of hospitality and respect. When invited to someone's home, it is customary to be served coffee as a gesture of welcome. These events at Citadines Culture Village Dubai go beyond the ordinary coffee experience. They not only allow guests to delve into the world of Arabian coffee but also foster a sense of community, creativity, and connection. Coffee, in this context, becomes a medium for conversation, artistic expression, and the celebration of Middle Eastern hospitality—a tradition that welcomes guests from around the world to share in the joy of coffee.

Every city is unique. Citadines, which means ‘city dwellers’ in French, strikes a chord with travellers who seek quality city living. With the tagline ‘For the Love of Cities’, Citadines offers travellers the comfort of a serviced residence and the flexibility of a hotel. The brand is anchored upon the commitment to provide guests with the best of city living while inspiring them to live, work and play in infinite ways. Guests can look forward to the reliability that comes with the familiarity of Citadines hospitality, while at the same time collect enjoyable memories of their stays as they immerse themselves in the different personalities of each and every city where Citadines is present in.

Through its brand signature programme, activ∞, the Citadines brand seeks to consistently curate unique experiences and service offerings that best meet the needs of its guests. From mid-October this year, Citadines properties around the world will launch a series of short-form videos that will invite guests to kick start city living with the brand.

To find out more about the signature brand experiences guests may enjoy at Citadines properties around the world, please visit: <https://www.discoverasr.com/en/citadines>

-END-

About The Ascott Limited

Since pioneering Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with more than 930 properties globally. Headquartered in Singapore, Ascott's presence extends across more than 220 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott's diversified accommodation offerings span serviced residences, coliving properties, hotels and independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include Ascott, Citadines, lyf, Oakwood, Quest, Somerset, The Crest Collection, The Unlimited Collection, Preference, Fox, Harris, POP!, Vertu and Yello; and it has a brand partnership with Domitys. Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

A wholly owned business unit of CapitaLand Investment Limited, Ascott is a leading vertically-integrated lodging operator. Harnessing its extensive network of third-party owners and in-market expertise, Ascott grows fee-related earnings through its hospitality management and investment management capabilities. Ascott also expands its funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

For more information on Ascott's industry record of close to 40 years and its sustainability programme, please visit www.discoverasr.com/the-ascott-limited. Connect with us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

About CapitaLand Investment Limited (www.capitalandinvest.com)

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 June 2023, CLI had S\$134 billion of real estate assets under management, and S\$89 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero emissions for scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

Issued by: The Ascott Limited Website: www.discoverasr.com
168 Robinson Road, #30-01 Capital Tower, Singapore 068912

For more information, please contact:

Sandpiper on behalf of The Ascott Limited:
Ascott@sandpipercomms.com

