

A golden experience in the City of Gold

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*American Express members celebrate the **pre-opening** of the new Aurum restaurant in Sandton's iconic Leonardo at an exclusive VIP pre-launch.*



Hot on the heels of announcing the winners of the American Express Dining Awards 2020, Amex gave members an opportunity to purchase an exclusive first-ever VIP dining experience at what promises to be one of South Africa's hottest new culinary destinations. The bespoke #AmexExperience, which took place on 1 November, was a preview of the new Aurum restaurant in Sandton's iconic Leonardo, the tallest building in Africa.

Aurum, which means 'gold' in Latin, was delighted to welcome Amex members to its very first sitting on Friday night, which proved to be an unrivalled dining experience.

Guests at the luxury event, which was held in conjunction with prestigious champagne house, Ruinart (established 1729), were greeted with champagne and canapés on arrival and then hosted to a sumptuous three-course meal paired with Ruinart champagne and a range of premium wines.



“This unique occasion was an expression of Amex’s brand promise and of our commitment to providing members with preferred access to the very best lifestyle experiences the country has to offer,” says Chris Wood, Head of American Express South Africa.

Aurum offers a menu informed by contemporary European cuisine and delivered with local flair.

“Our aim is to engage diners on an emotional level,” says Paulo Santos, Aurum’s MD and Senior Partner. “At this very special first sitting, we set out to deliver a total dining experience for American Express Cardmembers and to leave them with cherished memories based on an old-world approach to service that is innovatively combined with a new-world approach to cuisine.”

“American Express and Aurum were delighted to be able to offer Amex Cardmembers the opportunity to attend the preview of a restaurant of this calibre,” says Wood. “It was a unforgettable experience that expressed the intrinsic value of fine food paired with good relationships.”

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