



EAST WEST
BREWING

CONNECTING CULTURES THROUGH CRAFT BEER

Ho Chi Minh City's first American Style Craft Brewery & Kitchen concept, serving artisanal handcrafted beer and modern cuisine in a contemporary and exciting setting.

A Letter From East West Brewing Co.

Every great city in the world has an **iconic local craft brewery** and we aspire to fit that role for Ho Chi Minh City.

Welcome to the East West Brewing Co.

We are proud to bring you the very first craft brewery and restaurant concept in HCMC.

We would like to invite you to visit our facilities that consist of our brewery, taproom, and restaurant to experience our unique concept.

With a modern industrial designed venue, we hope to achieve a fun, warm, friendly, and approachable atmosphere that is accompanied with upscale customer service and unparalleled craft beer and exceptional foods.

Our state of the art brewery was custom designed by our in-house team and will be publically showcased in our establishment where customers will be able to see the brewing processes and the fermentation activities from anywhere in the restaurant or taproom.

Our beers are crafted with passion and using only the finest natural ingredients. While technical knowledge is required to craft good beer, we are constantly learning and innovating to craft great beer.

Our menu provides an elevated and sophisticated take on traditional western and Vietnamese comfort food using only the finest quality of locally sourced ingredients that is ensured to pair well with our beer.

We are located in the heart of District 1, HCMC, an area that brings together the local community, expats and tourists from around the world.

For our local neighbors, we welcome you to unwind, unplug, and connect with friends over great craft beer and food. And for the globe trotters, we hope you will make East West Brewing Co. your "home away from home" every time your travels bring you to our great city.

We are ready to serve you in every way possible.

Sincerely,



Loc Truong
General Manager



Sean Thommen
Head Brewer

East West Brewing Company



Connecting Cultures through Craft Beer

Our mission is to artfully craft high quality beer that everyone can enjoy and we foster integrity in everything we do. Authenticity and innovation are the core foundations for the flavors in every **handcrafted beer** that we brew.



We are driven by our core values, which are devoted to using **the freshest and finest quality ingredients** to deliver authentic and bold flavors for our customers.

Craft beer is our **passion** and we hold ourselves accountable to remaining true to our mission statement and hope that it is apparent in every ounce of our beer. In pursuit to delivering quality brew, we are driven to accomplish this concept by brewing a wide range of styles and experimenting with different ingredients from the **East to the West**.

Meet Our Brewers

SEAN THOMMEN - Head Brewer

With an **American head brewer** on the team – **Sean Thommen** from Portland has had over 15 years of combined experience with crafting, from home brewing to professionally brewing. He studied in Chicago and Germany in brewing science, and began brewing professionally for over 10 years in the city of Portland, Oregon, USA; also referred to as the “Craft Beer Capital of the World”. Sean is extremely excited to share his extensive brewing knowledge and is dedicated to advancing the craft beer culture here in Vietnam.

TRUNG DAU - Brewer

What started out as just curiosity, **Vietnamese brewer** – **Trung Dau** developed a passion for beer and began studying the science of brewing. He began experimenting on his own, and realized that this was a career he would like to pursue and eventually become a professional at.

Under the guidance of Head Brewer – Sean Thommen, Trung aspires to become the first **Vietnamese Master Craft Brewer**. By doing this, he not only hopes to instill in the younger generation to take pride in everything that they do, but to also learn more about the art that is brewing craft beer.



Industrial Mixed Design

East West Brewing Co. is the first design oriented craft brewery in Vietnam and is one of the **most unique breweries in the world.**

With a modern industrial designed venue, we hope to achieve a fun, warm, friendly, and approachable atmosphere that is accompanied with upscale customer service, unparalleled homemade food, and handcrafted beer.



Every aspect of customer experiences was taken into consideration during the initial process of designing our brewery. We carefully reviewed and considered them in every aspect and perspective; which included the flooring, wall materials, to each individual piece of furniture, lightings, and even the sounds and ambiance within the venue.

With an innovative and traditional menu, an authentic and fresh handcrafted beer selection, and a unique barrel aging room, East West Brewing Co. is Ho Chi Minh City's destination for stunning décor, amazing views, and an unforgettable culinary and drinking experience in Vietnam.



Product & Service

OUR BEER

It begins with the search for **flavor** – paying close attention to quality ingredients to find the perfect balance of taste and aroma. And while we savor the result, we are just as fascinated by its creation.



We live to add our own touch to things and always explore different and better ways to brew. We take things a step further and combine **European tradition** and **American concepts** to craft our own styles that often include a taste of Eastern culture.

Through this approach, we aim to reinvigorate the industry and introduce customers to beers they have never tried before. We are proud to brew a **wide range of styles** that blend superior ingredients – from the **East to the West**.

Beer Styles



EAST WEST PALE ALE

Our flagship East West Pale Ale represents everything a well-balanced pale ale should be. With inspirations from both sides of the world, our refreshing hop forward ale provides a perfect balance of German malts with New Zealand and American hops. This delightfully crisp and handcrafted ale is the toast of Saigon.

Aroma: floral and citrus, notes of stone fruit and lime

Flavor: mild honey, citrus zest, lightly toasted bread, refreshing, fairly dry

Mouthfeel: light, medium

Color: pale gold

IBU: 32

ABV: 6%

Food pairing suggestions: seafood, salads, cheeses, poultry, grilled meats, fried food, pasta, soup



FAR EAST IPA

Far East IPA takes an international route. This full-bodied India Pale Ale is loaded with malt, hops, and yeast from all over the world. From aromatic American centennial hops to New Zealand's tropical Nelson Sauvin hops, this beer provides a beautiful inter-pacific aroma that is enjoyable all year round.

Aroma: pine, citrus, melon, passion fruit, and white wine

Flavor: lemon, soft maltiness, gooseberry, grapefruit light bitterness

Mouthfeel: medium

Color: orange, amber

IBU: 54

ABV: 6.7%

Food pairing suggestions: fried food, shellfish, Indian or Thai curries, fruit forward dishes, fish, salads



SUMMER HEFEWEIZEN

Everything that a classic German wheat ale embodies. Combined with German noble hops and rich wheat malts, our Summer Hefeweizen delivers a bold, refreshing, clean flavor. Tailored to fit any occasion, so kick your feet up, pour yourself a glass, add a slice of orange, and enjoy.

Aroma: floral with clove, pepper, and banana.

Flavor: mildly sweet, lightly nutty grain with honey, dry yet refreshing

Mouthfeel: medium, full

Color: light hazy gold with hues of orange

IBU: 20

ABV: 5.9%

Food pairing suggestions: spicy food, fruit, gamey meats, duck, chicken, stews, fried fish, light desserts



SAIGON ROSÉ

This crisp and light bodied wheat ale contains a refreshing acidity and luscious fruit forward profile of fresh raspberries. Pink rose hues and berry perfumes, the Saigon Rosé delivers a crisp, clean, and subtle sweetness that is perfect for any occasion.

Aroma: fresh berries, citrus, floral

Flavor: raspberry, light maltiness, honey, citrus

Mouthfeel: light, crisp

Color: hazy pink

IBU: 12

ABV: 3%

Food pairing suggestions: light appetizers, herbaceous salads, fruit, seafood



MODERN BELGIAN BLONDE

Deceivingly strong, with aromas of bold bouquets from the Belgian yeast and unique blend of hops, this is a modern take on a Belgian classic. Malts provide a strong foundation, while balancing the medley of pilsner, pale, and wheat hops. An infusion of Vietnamese palm sugar provides a contemporary twist to this Belgian classic.

Aroma: banana, spice, floral, herbaceous

Flavor: light hops, spicy and earthy, lightly caramelized sugar, mild honey

Mouthfeel: medium, effervescent

Color: straw gold

IBU: 23

ABV: 7.6%

Food pairing suggestions: white fish, shellfish, salads, raw fish, light soups, spicy foods, chicken, vanilla or fruit desserts

MODERN BELGIAN DARK

Our Modern Belgian Dark takes on a traditional approach with a dose of local ingredients. Complex with rich malts that delivers strong aromas of caramel and baked bread, with a hint of spiciness. We switched out the traditional use of Belgian candy for local Vietnamese palm sugar to give a vanilla and toffee depth.

Aroma: raisin, fig, toffee, baked bread, spice

Flavor: notes of vanilla and malt, low bitterness, long finish

Mouthfeel: full, smooth

Color: deep copper brown

IBU: 23

ABV: 8.1%

Food pairing suggestions: barbequed, grilled and roasted meats, beef soup and stews, cheese, rich desserts, chocolate



COFFEE VANILLA PORTER

Our coffee vanilla porter uses a unique cold press coffee blend designed to compliment the robust character of the beer. The inter play of deep roasted malts and Vietnamese coffee are perfectly married, while the addition of vanilla contributes layers of decadence. It is truly smoothness in a glass.

Aroma: chocolate, coffee, vanilla, toasted bread

Flavor: bittersweet cocoa, coffee, vanilla, caramel, nutty, toffee-like

Mouthfeel: medium, full

Color: dark brown/black

IBU: 20

ABV: 7%

Food pairing suggestions: rich desserts that play off notes of coffee, vanilla, and cocoa



INDEPENDENCE STOUT

You have the freedom to be bold. Our Independence Stout is an intense dark ale that encompasses a range of rich and complex flavor profiles. The malts, fruit esters, hops, and alcohol are harmoniously in balance. Not for the faint of heart due to its aggressive nature and high alcohol content, therefore this beer is to be savored and respected.

Aroma: coffee, dark chocolate, slightly burnt tones, dark fruit

Flavor: complex, prunes, mild chocolate, caramel, lingering roast, warm character

Mouthfeel: rich, full

Color: opaque black

IBU: 68

ABV: 12%

Food pairing suggestions: roasted root vegetables, grilled red meats, heavy stews, smoked meats, desserts

Our Food

MATT VENZKE - THE ROCK & ROLL CHEF

To call Chef Matthew Venzke bold would be an understatement.

Matt is an intense and charismatic chef, and the dishes he creates possess that same energy and intensity. Since joining East West, Matt is determined to elevate the menu, introducing many original dishes that are emphatically modern, yet pay homage to tradition. Recently from Los Angeles, CA, USA - a hub of multicultural cuisine - Matt excels at combining ingredients from different cultures to challenge the craft has a beer drinker's palette. Matt's thirst for new inspiration has taken him around the world, broadening his knowledge, understanding, and respect for cuisine of various cultures. At East West Brewing, Matt now seeks to leverage his experiences, crafting unique dishes with both Eastern and Western influence.



Formal Background:

With over 12 years of experience working in some of the best kitchens in Los Angeles and around the USA, Matt is a versatile and skillful chef that can truly do it all. He has also had the privilege of working inside the kitchens of a handful of Michelin Star Restaurants across the USA, where he honed his individual cooking style. After these experiences, Matt sought to take on bigger culinary challenges, like creating the culinary program for Milwaukee Wisconsin's Lakefront Brewery.

Activities:

When he isn't in the kitchen, Chef Matt can be found playing impromptu guitar or saxophone gigs, in each of the cities he has called home. For a time, he was even a national tour manager for a few Rock n' Roll bands! Matt's contagious zest for life, and enjoys exploring new destinations around the world for knowledge, flavors and fun. It is during these travels that he fell in love with the culture and the people of Vietnam.

Quote:

Love and live life to the fullest, eat well and rock and roll!



OUR KITCHEN

East West Brewing Co. aims to create **a new standard for food** offered at brewery restaurants.

Classic Western cuisine with Asian flavors inspires our **fresh, authentic, and original menu** that pair perfectly with our handcrafted beer. Our contemporary dining rooms add to the **memorable dining experience** we bring our guests each and every visit.

SHARING MENU

Our **sharing menu** is designed for shared dining and encourages social interaction. Our dishes can be easily shared amongst groups or enjoyed individually, and it enables everyone at the table to fully enjoy all of menu has to offer. Shared plates' dining is all about **bigger flavors**, more variety, expanded opportunities, and broad influences. It showcases the full range of the kitchen, and gives customers the **opportunity to experience** so much more flavor. This concept is truly about **increasing variety and flavor** in a full-service restaurant experience.

Press & Client

Our Press Link

AnyArena - http://anyarena.com/en/life/get-inside-east-west-brewery-saigon_13511

Am Thuc Viet Nam - <http://amthucvietnam.com.vn/su-kien-am-thuc/nha-may-bia-thu-cong-lan-dau-xuat-hien-tai-sai-gon.html>

AsiaLife - <https://www.asialifemagazine.com/vietnam/new-wave-craft-beer-brewers/>

Bangkok Asia - <http://bk.asia-city.com/travel/news/guide-ho-chi-minh-city-vietnam>

Boston Herald - http://www.bostonherald.com/lifestyle/food_beverage/2017/01/herald_takes_tour_of_craft_beer_loving_city

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Singapore Asia - <http://sg.asia-city.com/travel/news/its-a-pretty-good-time-to-visit-ho-chi-minh-city-and-heres-why?platform=hootsuite>

Tuoi Tre - <http://tuoitre.vn/tin/can-biet/20170227/mo-hinh-nha-may-bia-thu-cong-doc-dao-tai-tphcm/1270568.html>

Vietcetera - <http://vietcetera.com/east-west-brewing-co-how-this-team-plans-to-shape-vietnams-beer-future/>

VN Express - <http://kinhdoanh.vnexpress.net/tin-tuc/quoc-te/bia-thu-cong-bung-no-o-viet-nam-3611417.html>

Word Magazine - <http://www.wordvietnam.com/people-culture/the-stories/the-rise-of-craft>

Our Client

