

EAST WEST  BREWING CO.

East West Brewing Co.

Event Sales Kit 2018

# OUR MISSION



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 our craft beers.

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 in pursuit to delivering quality brew, we are driven to accomplish this concept by brewing a wide range of styles with different ingredients from the **East to the West**.

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

Our customers expect more when it comes to dining. As such, we use only fresh natural ingredients for our menu – and that includes every item, from appetizers to beer selections.

# OUR EVENTS



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 homemade food and craft beer.

With an innovative and traditional menu, an authentic and wide array of craft beer selections, and a unique barrel aging room, **East West Brewing Co.** is HCMC's destination for stunning décor, amazing views, and an **unforgettable dining and drinking experience in Vietnam.**



# OFFERING FULL EVENT PACKAGES



- Birthdays / Anniversary Events
- Corporate Events
- Customer Tailored Events
- Year-End Parties
- Social Networking Events
- Press Conferences

We offer space for both small and large groups of customers. We can hold an event for up to 200 participants at our establishment, with decorations based on each of our customer's needs.

We comprise of 3 main areas: Tasting Room, Restaurant, and Rooftop Beer Garden.



# TASTING ROOM



## Types of Events Catered

- After Party Events (anniversaries, weddings, etc.)
- Social Networking Events
- Team Bonding Events
- After Work Parties
- Private Parties

## Key Features

- Area: 50m<sup>2</sup>
- Private Service
- Bar Service
- Beers on Tap: 10-14 kinds
- Food Servings: canapés, finger foods, tapas

## Capacity

- Seat: 30 pax
- Cocktail Party: 50 pax



## Types of Catered Events

- Social Networking Events
- Team Bonding Events
- Birthday Parties
- Year End Parties
- After Work Parties
- Anniversaries
- Sit-Down dinners
- Graduations

## Key Features

- Area: 180m<sup>2</sup>
- Private Service
- Bar Service
- Beers on Tap: 10-14 kinds
- Food Servings: set menu, sharing, canapés, tapas

## Capacity

- Seat: 80 pax
- Cocktail Party: 120 pax

# ROOFTOP BEER GARDEN



## Types of Catered Events

- Social Networking Events
- Team Bonding Events
- Birthday Parties
- Year-End Parties
- After Work Parties
- Anniversaries
- Sit-Down Dinners
- Graduations
- Outdoor Events

## Key Features

- Area: 180m<sup>2</sup>
- Private Service
- Bar Service
- Beers on Tap: 10-14 kinds
- Food Servings: set menu, sharing, canapés, tapas

## Capacity

- Seat: 80 pax
- Cocktail Party: 120 pax

# OUR CRAFT 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**.



# 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 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 hopes to instill in the younger generation to take pride in everything that they do, and to learn more about the art that is brewing craft beer.

# BREWERY TOURS



At East West Brewing Co. we will be offering [Brewery Tour & Tastings](#) where you can get a “behind the scenes” look into the action and craftsmanship behind our beers.

Here you can immerse yourself in the history of the East West brand, experience the entire craft brewing process, taste the special malts, and smell the hops used for our very own brews.



# CORE BEER STYLES



## EAST WEST PALE ALE

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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.



## FAR EAST IPA

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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 Sauvignon hops, this beer provides a beautiful inter-pacific aroma that is enjoyable all year round.



## SUMMER HEFEWEIZEN

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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.



## SAIGON ROSÉ

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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.



## MODERN BELGIAN BLONDE

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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.



## MODERN BELGIAN DARK

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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.



## COFFEE VANILLA PORTER

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Our coffee vanilla porter uses a unique cold press coffee blend designed to compliment the robust character of the beer. The interplay 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.



## INDEPENDENCE STOUT

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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.

# OUR KITCHEN

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

Classic Western cuisine with Asian flavors inspires our **fresh, authentic, and original** menu that pair perfectly with our craft beers. 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 the menu has to offer.

Shared plates' dining is 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.



# EXECUTIVE CHEF

Chef Matthew Venzke



Chef Matthew Venzke is an intense and charismatic chef, and the dishes he creates possess that same energy and intensity.

From Los Angeles, CA, USA - a hub of multicultural cuisine – Chef Matt combines ingredients from different cultures to **challenge the craft beer drinker's palate**. Chef Matt's thirst for new inspiration has taken him around the world, broadening his knowledge, understanding, and respect for cuisine of various cultures.

## Formal Background:

With over **12 years of experience** working in some of the best kitchens and Michelin Star Restaurants in Los Angeles and around the USA, Matt is a versatile and skillful chef that can truly do it all.

Chef Matt Venzke is now **leading the culinary program** at East West Brewing Co. in HCMC, Vietnam.

## Quote:

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



San Diego

# BOOK YOUR NEXT EVENT WITH US!



For booking enquiries please contact:

**Ms. Tiffany Nguyen**

Food & Beverage Manager

email: [tiffany.nguyen@eastwestbrewing.vn](mailto:tiffany.nguyen@eastwestbrewing.vn)

mobile: (+84) 908 26 33 99





For reservations, please contact us at  
**EAST WEST BREWING CO.**

📍 181 - 185 Ly Tu Trong Street, District 1. Ho Chi Minh City  
🌐 [www.eastwestbrewing.vn](http://www.eastwestbrewing.vn)    ✉ [booking@eastwestbrewing.vn](mailto:booking@eastwestbrewing.vn)

☎ 0913 06 07 28  
📱 [f | @eastwestbrewery](https://www.instagram.com/eastwestbrewery)