

News Release

Prost! Marco Polo Changzhou Introduces German Bierfest to the Dragon City



19 October, 2016 (Changzhou, China) – Last week, Marco Polo Changzhou held its inaugural German Bierfest at its outdoor Riverside Garden from 12 to 15 October.

For four days, more than 1,000 beer lovers flocked to the Dragon City's largest beer festival to experience this unique German folk festival and its colourful traditions, resulting in more than 3,000 litres of Erdinger Weißbräu beer being consumed. General Manager Mr. Jorgen Christensen kicked off the evening and shouted, "O' zapft is," together with the celebrated guests. The German musical group "Muncher Band (Germany) Trio" played during the dazzling event, exciting the crowd even more with their traditional Bavarian tunes commonly associated with Germany and Oktoberfest.

News Release

“Oktoberfest is a popular autumn celebration. It’s a way to practice the spirit of ‘Gemuetlichkeit,’ whereby the joy of the harvest and fellowship are celebrated with friends and neighbours,” said Mr. Christensen. “This unique event provided guests with the opportunity to take part in one of Europe’s most popular traditional festivals and I am happy to introduce it to the beautiful city and people of Changzhou.”

The most popular bier - Erdinger Weißbräu

This year Marco Polo German Bierfest featured the widely popular German beer - Erdinger Weißbräu, a classic with 129 years of history in wheat beer brewery. With a selection of Erdinger Weissbier with a harmonic and sparkling taste, Erdinger Dunkel with full-bodied flavour and limited quantities of special edition Erdinger Oktoberfest with a gold colour and heavy fruit note which is produced only once a year, guests can rest assured that a genuine Oktoberfest vibe was delivered.

Chefs in Marco Polo Changzhou prepared a nightly mouth-watering culinary feast featuring authentic German dishes such as Roast pork knuckle served with braised red cabbage and gratinated potato, Pan-fried sausages with sauerkraut and mashed potatoes. For non-beer drinkers, a wide selection of beverages is offered, such as juices and soft drinks. At Marco Polo German Bierfest, there are many ways to say “Prost!”

The special edition beer mugs printed with German Bierfest logo and specially designed German Bierfest hats are becoming the new fashion trend in the Dragon City.

News Release

About Urban Oasis - Marco Polo Changzhou

Located in the Xinbei District and adjacent to the famous Dinosaur Park of Changzhou, Marco Polo Changzhou is surrounded by 78,000 square meters of lush garden and oversees the Zaojiang River. It is 10 minutes' drive to Changzhou railway station and 30 minutes' drive from Changzhou Airport. This well-designed development features 271 rooms and suites in the hotel and 31 rooms and suites in The Mansion. For guests preferring the exclusive comfort and personalised service of The Continental Club, our designated guest floors come with unparalleled benefits that have become hallmarks of the Marco Polo hospitality. Culinary delights flourish at the hotel restaurants, offering guests a variety of dining choices. Keeping in line with its impeccable service quality, the hotel provides abundant choices of nearly 2,000 square metres of indoor meeting facilities which include the pillarless Marco Polo Ballroom and 20 well-equipped multi-function rooms. For self-relaxation, the indoor swimming pool, fitness centre and outdoor tennis court or chess room are all waiting for you to explore.

For more information please visit marcopolohotels.com

About Global Hotel Alliance

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over eight million members. GHA currently includes more than 30 brands, encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit gha.com

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