



MARCO POLO
HONGKONG HOTEL
HONG KONG

News Release

For Immediate Release

DON YOUR DIRNDL & LEDERHOSEN! THE 27TH MARCO POLO GERMAN BIERFEST GETS READY TO ROCK HONG KONG



Hong Kong, 5 September 2018 – A signature event since its inception in 1992, the 27th Marco Polo German Bierfest kicks off on 17 October and will run for 24 public nights until 10 November. The event – which garnered the Silver Award for ‘Best Event Team’ at The Marketing Events Awards 2018 presented by Marketing Magazine – brings *über* fun to guests by the award-winning event team, against the breathtaking backdrop of Victoria Harbour.

Partygoers at Hong Kong’s longest-running outdoor Oktoberfest get dressed up in traditional lederhosen and dirndl creating a wonderfully authentic ambience. The nightly fun hits a high note when Die Notenhobler band from Germany plays folk and oompah tunes and hosts interactive dancing and drinking games. Along with a variety of entertainment, guests can enjoy authentic Bavarian dishes, including the best crispy pork knuckles in Hong Kong, freshly cooked nightly – and, of course, the finest German beers.



Most Popular Beer – Erdinger Weißbräu

Marco Polo German Bierfest proudly serves the highly popular **ERDINGER** beer. The world-famous German brewery has been creating superb wheat beers since 1886, including **Erdinger Weissbier** with citrusy notes and a fresh after-taste, and the full-bodied **Erdinger Dunkel**. Marco Polo German Bierfest is also the only venue in Hong Kong to exclusively offer **Fischer's Helles**, known for its clean malt flavour. Plus, there will be limited quantities of the special-edition **Erdinger Oktoberfestbier**, with a gold colour and seasonal fruit notes, that is produced once a year for the festival, ensuring guests enjoy a genuine Oktoberfest vibe in Hong Kong.

There are many ways to say “Prost” at the Marco Polo German Bierfest! In addition to beer, there is a wide selection of other beverages, such as Jägermeister, Jägerbomb, red and white wines. Non-alcoholic energy drinks, juices and soft drinks are also available.

Guten Appetit!

Last year, Marco Polo German Bierfest served 52,440 litres of beer, 21,360 pretzels and 14,953 roast pork knuckles. For the 2018 edition, our culinary team will prepare nightly mouth-watering culinary feasts featuring authentic German dishes, such as **Roast Pork Knuckle Served with Braised Red Cabbage and Gratinated Potato** (HK\$185), **Pan-fried Sausages “Nürnberger” Style with Sauerkraut and Mashed Potato** (HK\$150), **Roast Herb-marinated Half Chicken with Carrot and Potato Salad** (HK\$160), **Pan-fried Salmon Cutlet served with Creamed Spinach and Boiled New Potato** (HK\$160), and **Roast Lamb Leg with Garlic Served with Braised Red Cabbage and Gratinated Potato** (HK\$165).

Capping the hearty feast is an array of traditional German desserts, such as **Apple Strudel with Vanilla Sauce**, **German Cheesecake with Forest Berry Compote**, **Black Forest Cake** and **Fresh Strawberry Tart with Ice Cream**, all served at HK\$85 per portion.

Die Notenhobler Band from Germany

Since 1994, Die Notenhobler Band from Germany has been the official band of the Marco Polo German Bierfest. The rousing musicians wear original Oberkrainer clothes as they sing traditional tunes and play hearty folk music. Their entertaining antics along with popular drinking competitions and traditional games, such as the Alphorn-blowing Contest and Chicken Dance, create a truly memorable ambience for partygoers.

Band Show times: 7:30pm – 11:00pm



Ticketing

Tickets are available from now on via HK Ticketing and at the entrance of the event. Table bookings can be made for parties of 20 or more with pre-payment. Book early, seats are limited. For enquiries, please contact (852) 2113 3217.

As an added bonus, special edition souvenir beer mugs printed with the 27th anniversary logo will be given out to adults on Fridays and Saturdays, and specially designed hats will be distributed onsite as a surprise for guests on selected nights.

Programme Details

- Date : 17, 19 October - 10 November 2018
- Time : Opening Hours 6:00pm - 11:00pm
Happy Hour (Daily)* 6:00pm - 7:00pm
- * **Buy one glass of beer by Octopus at any bar counter and receive one additional glass of beer on the spot**
- Venue : Viewing Platform, Level 6, Marco Polo Hongkong Hotel
Harbour City, Tsim Sha Tsui, Kowloon
- Entrance : **Sundays to Thursdays**
- Fees Adult: HK\$160 (includes one beer)
Child: HK\$120 (includes one soft drink)
- Fridays and Saturdays**
Adult: HK\$280 (includes one beer and one beer mug)
Child: HK\$160 (includes one soft drink)
- Enquiries : 2113 3217
- Ticketing : www.hkticketing.com / (852) 3128 8288
(Adult tickets only; tickets for persons under 18 are available at the entrance)
- Website : www.gbfbk.com
- Facebook : www.facebook.com/marcopologbf
- Weibo : www.weibo.com/gbfbk
- YouTube : www.youtube.com/marcopologbf
- Instagram : marcopolohongkong



Note to Editors:

Marco Polo Hotels - Hong Kong

Situated in the heart of Tsim Sha Tsui in Kowloon, the three Marco Polo hotels in Hong Kong, namely Marco Polo Hongkong Hotel, Gateway Hotel and Prince Hotel, form part of Harbour City – Hong Kong’s largest shopping complex with more than 450 shops featuring the world’s leading luxury brands. The three hotels comprise 1,459 well-appointed and spacious guestrooms and suites, all equipped with complimentary handy smartphone and Wi-Fi plus deluxe amenities. Every Marco Polo hotel befits the new-age traveller, whether on business or leisure, with its elegant design, impeccable service and modern comforts. The three Marco Polo hotels in Hong Kong are part of Wharf Hotels, a wholly-owned subsidiary of The Wharf (Holdings) Ltd, a Hong Kong-listed company with core business interests in property and investments in communications and container-terminal operations.

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 32 brands with over 500 hotels in 78 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA’s award-winning loyalty programme, DISCOVERY, provides 12 million members exclusive opportunities to immerse themselves in local cultures wherever they travel. For more information, visit discoveryloyalty.com.

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