

THE MURRAY

HONG KONG

For immediate release

THE MURRAY STAGES ITS FIRST GARDEN OKTOBERFEST

Showcasing premium beers, traditional snacks and live entertainment

24 September 2021, Hong Kong SAR, China – Soon becoming a go-to destination for unique craft beers in the Central neighborhood, the newly launched Beer Garden at The Murray, Hong Kong, a Niccolo Hotel continues to lift the beer drinking experience with its first Garden Oktoberfest from 4 to 16 October 2021.

Interconnected to the outdoor areas of restaurants on the Garden Level, the highly accessible and pet-friendly Beer Garden overlooks the hotel's majestic façade and stately arches. Decked with lights, foliage and colourful flags, and with German music played live, the open-air bar is staging a cosy and exclusive **Garden Oktoberfest**.

Märzen, typically brewed before summer in March, was the original beer served at the Oktoberfest. Guests will have an opportunity to sample the traditional tastes of Germany with **Gweilo Oktoberfest Märzen** – a malty beer with light copper colour and remarkably comprehensive flavours.

Another highlight of the night is **Gweilo Oktoberfest Helles**. The golden-coloured lager with bright and creamy foam carries aromatic notes of bread crust and honey.

Festbier by Young Master Brewery is also available during the two-week event. Brewed locally in Hong Kong, the malty lager is celebrated for its rich, toasty and bready flavours.

Young Master Classic Pale Ale is brimming with delightful fruity, floral and zesty aromas from hand selected hops to balance its delicate malt base.

Pairing with the beers is an array of authentic German small plates prepared à la minute. Light and appetising, the **Smoked Herring Salad** (HKD 90*) presents a refreshing medley of green apple, beetroot and sour cream sauce to entice any palate.

Crispy and crackling on the outside and tender on the inside, the **Pork Knuckle** (HKD 225*) is served with pickled red cabbage and the flavourful dish goes perfectly with a large stein of chilled beer.

An Oktoberfest experience will not be complete without **Nürnberger Sausage** (HKD 95*). Complemented with classic sauerkraut and mashed potato, it is an all-time favourite in German festivals and party menus.

Brezel Bread (HKD 95*) is a staple in German beer gardens and The Murray's house-made version stays true to the authentic recipe to presents this essential Oktoberfest classic.

Infused with onion, chive and sour cream, the house-made **Smoked Salmon Mousse** (HKD 95*) makes the perfect complement to the Brezel Bread.

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Entry ticket is priced at HKD 128* per person including one pint of beer. Early bird offer at HKD 100* per person including one pint of beer is available before 30 September 2021. Additional beers are priced at HKD 58 for half a pint, HKD 78 per pint and HKD per litre.

Private event packages with free flow beers are also available from HKD 30,000* for up to 50 persons.

Venue: Beer Garden, UG Level
Date: 4 to 16 October 2021
Time: Monday to Friday, 4:30 p.m. to 10 p.m. (live entertainment between 6:30 p.m. and 9:30 p.m.)
Saturday, 12 p.m. to 10 p.m. (live entertainment between 5:30 p.m. and 8:30 p.m.)
Price: HKD 128* per person including one pint of beer
Early bird offer at HKD 100* per person including one pint of beer (before 30 September 2021)

Book online at https://bit.ly/GardenOktoberfest_EN. For enquiries, please call +852 3141 8888 or email themurray@niccolohotels.com.

*Prices are subject to 10% service charge.

About The Murray, Hong Kong, a Niccolo Hotel

The Murray, Hong Kong, a Niccolo Hotel is a high-profile preservation project by British international studio for architecture and integrated design Foster + Partners. The hotel, part of Hong Kong SAR's Conserving Central initiative, was previously the stand-alone Murray Building, one of the city's most iconic landmarks. The USHKD 1 billion contemporary sanctuary features 336 oversized rooms and suites spanning 25 floors. Other facilities include a swimming pool and spa, a stunning rooftop bar with breath-taking views of the central business district and the green oasis of Hong Kong Park, a series of signature restaurants and bars, as well as creative meeting and event spaces. The Murray is also the first hotel in China and Hong Kong to be listed as "Sharecare VERIFIED® Health Security with Forbes Travel Guide" to recognise the hotel's health security achievement. The Murray is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries. Further details on The Murray are available at niccolohotels.com.

About Ultratravel Collection

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com.

A NICCOLO HOTEL

THE MURRAY

HONG KONG

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About The Leading Hotels of the World, Ltd. (Leading Hotels of the World)

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A NICCOLO HOTEL