

For Immediate Release

Paulaner Wirtshaus Macau to Host the First Oktoberfest in Taipa Village Macau

*Seven varieties of Paulaner beer complemented by authentic Bavarian cuisine
to celebrate the finest art of Munich brewing*



Macau, 24th September 2021 – Paulaner Wirtshaus Macau – the city’s first official Paulaner beerhouse – takes great pleasure in hosting the first German Oktoberfest to be held in the historic destination of Taipa Village Macau. Taking place throughout October on Friday and Saturday evenings, this fun-filled, big-on-beer celebration will feature a wide range of special menus offering seven varieties of Paulaner draft beer and authentic Bavarian cuisine. The festivities will include eclectic live band performances, interactive themed games and traditional celebratory fixtures to recreate the atmosphere of Germany’s most famous annual event.

The first official Paulaner beerhouse in Macau, Paulaner Wirtshaus brings authentic flavours from the heart of Bavaria to Taipa Village, adding even more international diversity to this thriving epicurean destination. During Oktoberfest, customers can enjoy a glass of seasonal Paulaner beer or a selected cocktail or mocktail, as well as savoury barbecue snacks, with a combo ticket valued at MOP98 per person. An early-bird promotion is on offer at MOP78 per person up to 30th September. Members of designated groups, associations and institutes will also be entitled to the special price of MOP78 per person during the entire Oktoberfest period. In addition to the ticket combo offer, customers will be pampered by a generous selection of Bavarian beer and food packages valued between MOP198 and MOP688, including Paulaner Brauhaus Platter and Beer, Pretzel Tree and Beer, Roasted Whole Chicken “Oktoberfest” Style and Beer, Paulaner Brotzeit Platter and Beer, as well as Paulaner Sausage Platter and Beer.

Originating in the quintessential German city of Munich, Paulaner has been synonymous with the art of brewing for almost 400 years, producing renowned, expertly brewed beer since 1634.



This prestigious, storied German beer brand has inspired people with a passion for, and pride in, the brewing and traditional handcrafted beer culture that it represents around the world.

“The debut of Oktoberfest at Paulaner Wirtshaus Macau demonstrates our commitment to bringing world-class gastronomic festivities to Macau,” said Jose Reis, Head of Food & Beverage at Taipa Village Destination Limited. “We are truly dedicated to introducing innovative and exciting new dining concepts, contributing further to the diversity of culinary options in the area.”

“We are very excited to be supporting the first Oktoberfest to be held in Taipa Village Macau and look forward to creating a true Munich-inspired Oktoberfest experience for all our guests,” said Lars Eckart, Managing Director, Paulaner Franchise & Consulting GmbH.

Paulaner Wirtshaus Macau is the perfect place to gather with family and friends, in the heart of Taipa Village, to indulge in the comforting excellence of authentic Bavarian beer and food in either the restaurant’s convivial dining areas or on its captivating rooftop terrace, and to be transported on a European journey to the historic beerhouses of Munich in the Bavarian heartland and the home of the world’s finest brewing. This authentic German beerhouse lifts the thriving international dining scene in Taipa Village to a new level, offering locals and visitors alike a dining experience that’s new and exciting, yet at the same time steeped in tradition.

Oktoberfest at Paulaner Wirtshaus Macau

- Date** : 1st October to 31st October 2021 (every Friday & Saturday)
- Time** : 6:00 pm – 12:00 am
- Address** : Rua dos Negociantes No.41-43, Taipa Village, Macau
- Price** : Standard Door Price at MOP98 per person
Early-bird Price (up to 30th September) at MOP78 per person
Special Price for Designated Group Members at MOP78 per person
*Price includes one beer, cocktail, or mocktail and one barbecue snack

For enquiries or reservations, please contact Paulaner Wirtshaus Macau:

- Phone** : +853 2838 1038
- Social media** : Facebook / WeChat # paulanermacau
- Email** : reservations@paulaner-wirtshaus-macau.com



About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of Taipa Village Macau, with the goal of attracting both local and international visitors to this popular heritage district. Under the brand of “Taipa Village – Authentic Macau”, its goal is to foster sustainable heritage in the area – blending architecturally outstanding local shophouses with vibrant retail and food & beverage concepts – benefitting Macau’s community and creating a new tourist attraction in the city.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager that has been leading the regeneration of Taipa Village for almost two decades. Sniper Capital is committed to supporting and promoting the area alongside the Macau government and local business and property owners.

www.snipercapital.com

About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best preserved part of Taipa. Formerly home to local fishermen, Taipa Village, with its traditional shophouses and quaint cobbled streets, offers a welcome, refreshing alternative to the glitz of the neighbouring Cotai Strip. Richly endowed with a mix of Portuguese and Chinese architecture, and boasting unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

About Paulaner

The name Paulaner has stood for the finest of Munich’s beer culture since 1634. Paulaner is a long-established, family-owned company established in Munich that has blossomed as a globally-minded, modern, successful brand. The popularity of Paulaner beer has always extended beyond the city limits of Munich. This special enjoyment of beer, our uniquely skilled brewmasters, and the famous Bavarian way of life are just a few among many sources of



Paulaner's success, both locally and internationally. Paulaner remains connected to its origins, as exemplified by Oktoberfest in Munich and the annual Salvator strong beer festival – two inimitable Munich traditions. In our restaurants worldwide, we aim to give all of our customers a sense of being present in Munich and the traditions of the city we call home.

www.paulaner-wirtshaus-macau.com

For more information and images, please contact:

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