

PRESS RELEASE

76th Oktoberfest at the Sofitel Philippine Plaza Manila

Manila, 9 September, 2014—“EinPrositEinProsit!” Join the most authentic German beer festival in the Philippines, the 76th Oktoberfest on the 17th and 18th of October at the Sofitel Philippine Plaza Manila’s Harbor Garden Tent. Guaranteed to make you sing and dance all night long is the world famous original Hofbräuhaus band and show from the legendary Hofbräuhaus in Munich, founded by the Duke of Bavaria in 1589. First time in the Philippines is also Lissie, internationally acclaimed female yodeller. Experience an authentic Oktoberfest with musicians playing on cow-bells, the traditional folk dance of Bavarian Schuhplattler, the unique sounds of the gigantic Alps Horn and Goaßlschnalzer - men cracking their whips in tune to Bavarian music.

“The Sofitel Philippine Plaza is delighted to continue to be the home of Oktoberfest for the next four years. Through the years, we have seen how Oktoberfest has helped promote camaraderie among the Filipinos and Germans and we are extremely pleased to have contributed to this. The German-Filipino community can expect more excitement and thrill at every Oktoberfest at the Sofitel Philippine Plaza.” says Adam Laker, Sofitel Philippine Plaza General Manager. “Ever since it’s founding in 1906, the German Club Manila has helped the poor and underprivileged, supported victims of natural calamities and stood by the Filipinos in times of persecution and war. This strong commitment towards the Philippines and its people is being upheld and further intensified to this date by the Club’s over five hundred members. As in all our events, a considerable part of the proceeds of the Oktoberfest will go to our charity projects.” says Per-Andre Hoffmann, German Club Manila President.

Sofitel Philippine Plaza Master Chefs will be preparing a sumptuous Bavarian spread from fresh roasted pork knuckles, laugen rolls, grilled German sausages and mouth-watering pastries paired with refreshing, ice cold San Miguel beer free flowing for all to enjoy. Dance to traditional Bavarian Oktoberfest music, German party music and international hits.

Last year, over 4,000 guests got caught up in the Oktoberfest fever where more than 30,000 liters of beer, 1,000kgs of German sausages, 300 kgs of pork knuckles and 250 kgs of sauerkraut were consumed in a span of two days.

The Harbor Garden Tent will be converted into an authentic Biergärten or beer garden with Oktoberfest tables and benches. Ladies in dirndl and gentlemen in their Lederhosen add to the spirit of Oktoberfest.

After an evening of festivities, enjoy a restful sleep at Sofitel Philippine Plaza Manila with our special Oktoberfest rooms package.

Adding excitement to this year's grand celebration is the raffle draw with over a million worth of prizes. Proceeds go to the German Club's welfare projects.

Oktoberfest is brought to you by San Miguel Brewery Inc., Visa International and Coca Cola FEMSA, DB Schenker, Air Berlin by Etihad and MheDemag. Other sponsors include Canon, IsochemPharma, Bosch, BDO, Thai Airways, Mighty Corporation, Argonauta, Seda Hotels and Puma.

Media sponsors include ANC, BusinessWorld, Fox International Channels, Philippine Star, Philippine Daily Inquirer, Metro Society and Rogue.

Tickets start from Php 3,300.00 (non members rate) and Php 3,200.00 (members rate) with a discounted rate of Php 3,250 for groups starting from 20-40 people.

For inquiries, please call the German Club Manila at (632) 818.4236 (for entry and raffle tickets) or Sofitel Philippine Plaza at (632) 832.6988 and (632) 551.5555 ext. 6988 (for room reservation), or email reservations@germanclub.ph; h6308-fb2@sofitel.com.

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