

# east

东隅 BEIJING

## Press Release – FOR IMMEDIATE RELEASE

### EAST, Beijing to Host Devilish Thrills for All Ages this Halloween

**(26 September, 2018, Beijing)** – This Halloween, award-winning restaurant *Feast (Food by EAST)* and chic bar and live music venue *Xian* at EAST, Beijing will be preparing a range of festivities and spooky activities to celebrate Halloween.

The Spooktacular Halloween full-buffet brunch returns to *Feast (Food by EAST)*, featuring a wide range of brunch favourites and delicious fresh seafood, with a special Halloween twist. Guests are encouraged to come dressed for the occasion wearing their spookiest outfits for a chance to win prizes in a Halloween costume contest – prizes will be awarded to both children and adults so everyone can join in the fun. The Halloween brunch is available on 28<sup>th</sup> October, 11:30am-3:00pm, RMB 398\* per person.

This year, *Xian* presents “Escape from the Haunted Hospital!” where the whole space will be completely transformed with Halloween decorations. All children that come to brunch can get free tickets and the brave little ones daring to enter can play a range of games, whilst learning interesting facts along the way as they attempt to escape the haunted hospital. With a mad doctor on the loose there will be a surprise waiting around every turn. Face painting will also be available for all. The Haunted Hospital will be open from 1:00pm to 5:00pm on Sunday 28<sup>th</sup> October, complimentary for guests and their children dining at *Feast* on the same day or RMB 50\* per child with one accompanying adult.

Halloween isn't just for the little ones; adults are also invited to dress in their best costumes for *Xian's* Halloween Party on 27<sup>th</sup> October. *Xian* will be transformed into a mischievous playground for the night. Face painting for adults will be available to turn any outfit into a last minute costume. Rivals, *Xian's* rocking house band takes the stage calling all the creatures of the night to the dance floor from 9pm.

# east

东隅 BEIJING

*Feast (Food by EAST)* is a vibrant all-day dining restaurant at EAST, Beijing. Originally created in EAST, Hong Kong with great success, *Feast* brings the philosophy of “simple things, done well” to the Beijing dining scene. For reservations, please call +8610 8414 9820.

Located on the first floor of EAST, Beijing, *Xian* is a bar and live music venue with a distinctly modern vibe featuring the best in Beijing local craft beer from The Craft Container, freshly shucked imported oysters at The Oyster Bar and delicious thin crust pizzas – there is something for everyone at *Xian*. Inspired by the whimsical and industrial elements of the neighbouring 798 Art District, *Xian* is dynamic venue designed for Beijing’s selective tastemakers. For reservations, please call +86 10 8414 9810.

*\* All prices quoted are inclusive of 10% service charge and 6% VAT.*



Xian Haunted House



Halloween Brunch



Feast (Food by EAST)



Xian bar

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东隅 BEIJING

## About EAST, Beijing

EAST, Beijing is a lifestyle business hotel located at INDIGO – a new retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguo, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in and out experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. With 2 restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business hotel with a life'. The hotel is just 15 minutes from the airport, the CBD, and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car.

EAST, Beijing is Swire Hotels' fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST, Hong Kong.

For more information, please visit: <https://www.east-beijing.com/en/>

## About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travelers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public

# east

东隅 BEIJING

and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, follow by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

## About INDIGO

INDIGO, situated south of Jianguotai Road and east of Jiuxianqiao Road in Chaoyang District, Beijing, is a retail-led mixed-use project with a total site area of approximately 59,000 sqm (approximately 631,000 sq ft), and a total gross floor area of approximately 176,000 sqm (over 1,890,000 sq ft), excluding car park. It consists of a trendsetting shopping mall, a 25-storey Grade A office tower - ONE INDIGO, a lifestyle business hotel with 369 rooms and suites - EAST, Beijing, and an over 17-hectare open park. INDIGO mall and ONE INDIGO have been awarded Leadership in Energy and Environmental Design (LEED) Gold and Platinum pre-certified ratings from the U.S. Green Building Council respectively.

ONE INDIGO and INDIGO mall have started operation.

INDIGO is a joint venture between Swire Properties and Sino-Ocean Land. For more information, please visit [www.indigobeijing.com](http://www.indigobeijing.com).

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# east

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