



*Shorter days and setting sun  
Set the stage for AUTUMN fun*



**Sophisticated dining**

To enjoy delicious food, superb service and stunning views, look no further than Red Bean Central

page 03



**Trendy street food**

Capture the essence and variety of many much loved street food dishes

page 06 - 07



**A warm welcome home**

No matter how far apart her visits to La Siesta Trendy are, everyone remembers her

page 11



**Do Van Dan (Mr.)**  
Chairman/CEO

Elegance Hospitality Group

## *Chairman's message*

A warm welcome to all our Hanoi guests as we head into autumn.

Please enjoy this edition of EHG Post, with information relating to our hospitality group, new initiatives and promotions to help you make the most of your Hanoi stay. We also make suggestions of cultural activities in and around the city.

Our People section focuses on Thao, FOM at E Central Hotel and Long, Executive Chef at the Gourmet Corner restaurant. Both are long-time employees who have been with EHG for 10 years.

Autumn F&B promotions feature happy hours, special lunches and wine discounts across our bars and restaurants. This edition focuses on two Red Bean restaurants. Red Bean Central is one of the most inspiring places to wine and dine, while we feature Red Bean Trendy's delightful lunchtime buffet menu with over 60 street food dishes from around Vietnam.

A new project is the rebranding of our award-winning spa business. We explore the story behind the new look 'La Spa' and its vision. Another recent initiative is our EHG Ambassador program. In each edition, we chat with one of EHG's regular and loyal guests to find out what entices them back to our hotels. This autumn we meet Ms Robyn Bushell from Australia.

As we turn our attention to this year's mid-autumn festival on 24 September our cultural article features how mooncakes are made. Staying on the food theme when touring Hanoi you may love the chance to explore the city at night from the back of a vintage Vespa. Check out the delicious 'Hanoi by Night' food tour with Hanoi Vespa Tours.

In the meantime, EHG and all the staff wish you a happy autumn and we hope you enjoy your time in Hanoi.

A handwritten signature in black ink, appearing to be 'Do Van Dan', with a long horizontal line extending to the right from the top of the signature.

“

*We are able to combine a five-star experience with*



## Sophisticated dining at La Siesta Central Hotel & Spa

To enjoy delicious food, superb service and stunning views, look no further than Red Bean Central Restaurant situated on the 7th floor of La Siesta Central Hotel & Spa. A color palette of muted black, white and grey, together with sophisticated furnishings creates a soothing ambiance.

The view from Red Bean's floor to ceiling windows and upper terrace leads your eyes across the treetops to witness Hoan Kiem Lake in its entirety. It will take your breath away, whether in daytime with the Lake's deep emerald green color or at night as the city lights twinkle on the surface.

The food incorporates modern Vietnamese and Northern Vietnamese classic dishes, staying true to the roots of the five elements, metal, earth, wood, fire and water, which are important in the philosophy of Vietnamese cuisine.

The highly professional, friendly, English-speaking restaurant staff ensure your dining experience at Red Bean Central is truly memorable.

Meal times are:

Breakfast 06.30 to 10.00

Lunch and Dinner from 11.30 with last orders at 21.45

A delicious afternoon tea served between 14.30 and 17.00

Happy Hour from 17:00-19:00



*a down-to-earth personality.*”

# F&B promotions

## Autumn (September-October 2018)

EHG's restaurants and bars have a great selection of food and beverage offers to celebrate autumn, one of the most beautiful seasons in Vietnam.

**RED BEAN CENTRAL RESTAURANT**  
7th floor, Hanoi La Siesta Central Hotel & Spa  
Add: 1 Cau Go Str., Hoan Kiem Dist., Hanoi  
Tel: (+84-24)3938 0963, Ext: 705

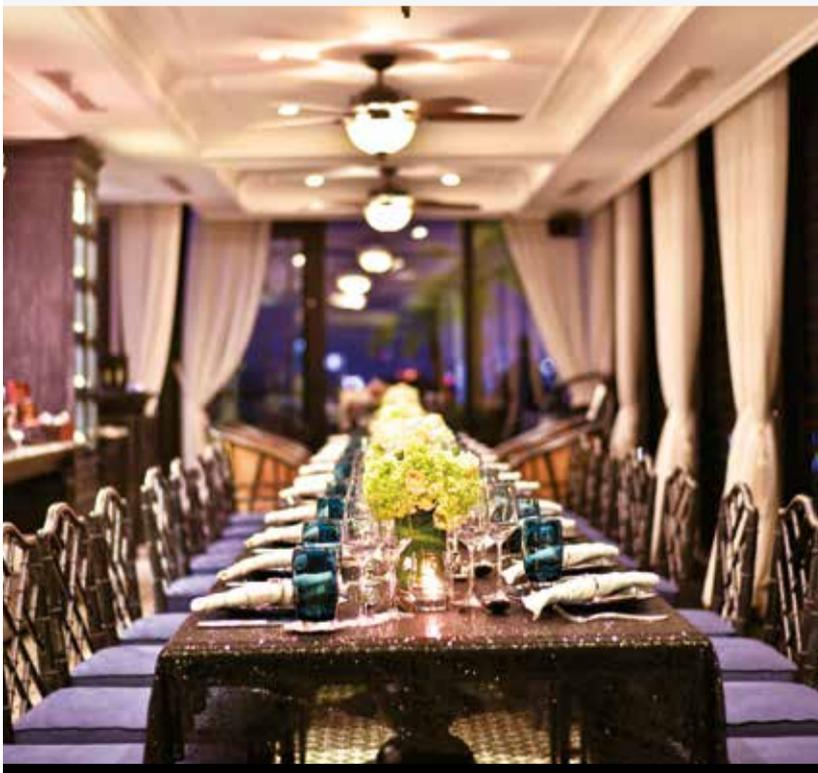


Scan here, get there!



**HAPPY HOUR**  
Buy 1 get 1 free on local beers, mixed drinks  
Buy 2 get 1 free on all cocktails, Trappist and craft beers  
Applies to cocktail menu and imported beers  
Available 17:00-19:00  
*Red Bean Central restaurant, 7th floor and rooftop Twilight Sky Bar*

**ONE-YEAR ANNIVERSARY CELEBRATION**  
1 complimentary glass of wine for all hotel guests with dinner  
This celebration offer applies to 17 to 23 September 2018  
*Red Bean Central restaurant, 7th floor*



**RED BEAN TRENDY RESTAURANT**  
8th floor, Hanoi La Siesta Trendy Hotel & Spa  
Add: 12 Nguyen Quang Bich Str., Hoan Kiem Dist., Hanoi  
Tel: (+84-24) 3923 4026



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**HAPPY HOUR**  
Buy 1 get 1 free on classic cocktails, mixed drinks, wine by the glass and beers  
Available 17:30-18:30

**TRENDY SPECIAL COMBO**  
Enjoy a complimentary bottle of Australian or Chilean white wine with an order of fresh lobster

**STREET FOOD DELIGHTS**  
Enjoy 63 street food dishes from all around Vietnam  
Price at USD11/guest  
Available 12:00 – 15:30



**RED BEAN CLASSIC RESTAURANT**

Ground floor, Hanoi La Siesta Hotel & Spa  
Add: 94 Ma May Str., Hoan Kiem Dist., Hanoi  
Tel: (+84-24) 3926 3641, Ext 8105



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**HAPPY HOUR**

Buy 1 get 1 free on classic cocktails and mocktails  
Buy 2 get 3rd one free on Hanoi and Truc Bach beers and our signature cocktails  
Buy a 4-craft beer combo at only VND320.000 (save up to 25%)  
Available daily 16:00-18:00  
Applies to drinks in the same category and/or price

**THE GOURMET CORNER RESTAURANT**

12th floor, Hanoi La Siesta Diamond Hotel & Spa  
Add: 32 Lo Su Str., Hoan Kiem Dist., Hanoi  
Tel: (+84-24) 3935 1632



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**HAPPY HOUR EVERY DAY**

Buy 1 get 1 free on classic cocktails and mixed drinks  
Buy 2 get 1 free on Signature cocktails  
Buy 3 get 1 free on Signature craft beer "Diamonds in the Sky"  
Available 17:30 -18:30  
*The Gourmet Corner Restaurant, 12th floor and rooftop Diamond Sky Bar*



What's new?



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## TRENDY STREET FOOD

Just like Vietnam's social fabric, its street food culture is diverse, delicious, crowded and inclusive. Traditional street food vendors can be mobile sellers serving one type of dish only, balancing their equipment and ingredients on either end of a bamboo pole as they wander the streets. Stallholders without fixed storefronts who serve a small variety of dishes from the same spot each day or the permanent street food eateries with extensive menus, and their tables and chairs overflowing onto the pavements...

Whatever your take on Vietnamese cuisine it is undeniable that street food and Vietnam are synonymous. Some of the most delicious, intriguing and simplest of foods are served at street side establishments, many of which are now firm favorites on the sophisticated city restaurant scene.

Vietnamese cuisine has been influenced by China, India, France and other neighboring countries while the focus is on color, texture, aroma, flavor and harmony of yin and yang stimulating the senses and creating a cuisine consistently ranked in the world's top 10. Each region

has its own specialties often based on closely guarded family recipes handed down through the generations. The astonishing variety of dishes are influenced by climate, seasons, geography, traditions, culture and legends. Street food plays a critical role in Vietnamese culture, not just for the enjoyment of eating but according to traditions of harmony, luck, worship and family relationships. Many creations are also founded on an infinite variety of rice. Regarded as the unofficial symbol of Vietnam and a gift from God, rice is the nation's sacred commodity and main staple food. It is combined with fish, pork, beef, chicken, tofu, vegetables, aromatic herbs, lemongrass, cilantro, mint, chili and condiments such as nuoc cham, nuoc mam...

Red Bean Trendy has captured the essence and variety of many much loved and lesser known street food dishes in its new lunchtime buffet menu featuring over 60 dishes from around Vietnam, split evenly over starters, mains and desserts. The freshly devised dishes feature northern savory favorites, spicier central fare and the south's sweeter tooth reflecting and symbolizing Vietnam's 58 provinces and 5 centrally controlled municipalities. Each comes with a story behind its origins, the combined result being an intriguing menu painting a picture of Vietnam's history and society through food. Different varieties of fresh and fried rice crepes and rolls, white bun noodles, BBQ meats and fish patties, sweet and savory young rice dishes, fresh and fried spring rolls, tangy flavorsome broths and soups, delicious che desserts and sticky rice dishes take the diner on a journey from north to south and vice versa.

**Lunchtime buffet menu**  
Red Bean Trendy, 8th Floor,  
12 Nguyen Quang Bich Str., Hanoi  
Daily, 12:00 – 15:30  
**USD 11/person**





## La Spa - Our Story

The name 'La Spa' was chosen as a succinct way to explain our business and keep it aligned to the La Siesta operation. However, we soon realized the name carries more meaning as La Spa perfectly reflects the spirit of our brand.

Firstly, keeping the prefix 'La' of the 'La Siesta' brand pays homage to the foundations of our operation and the values that have guided us over the past 10 years. For our customers it retains a link and a level of familiarity with our original brand.

'La' means leaf in Vietnamese and this is the main raw ingredient in essential oils, herbal pillows and teas. Leaves are part of the Vietnamese people's cultural traditions and daily life. They are used in traditional medicine, healthcare, beauty and skin care products, shampoos and saunas as well as in cultural and spiritual rituals to bring luck and good health.

La Spa's new logo features four leaves inside a circle. paying close attention, one can see the leaves depict the cycle of life, moving from young to old and back to young showing continual growth. Contrary to the general belief that the number four brings bad luck in Asian cultures, we believe four symbolizes great and auspicious things:

- The four seasons (spring, summer, fall and winter)
- The four cardinal directions (north, south, east and west)
- The cycle of life (infancy, childhood, adulthood and renunciation)
- The four physical elements (fire, air water and earth)

We believe four is a perfect number full of energy and symbolizing honesty, stability, solidity and credibility... qualities to which the La Spa brand aspires.

Consequently, when entering La Spa one experiences and sees: four kinds of essential oils, four types of teas, four signature spa packages and four exclusive La Spa products (shower gel, shampoo, conditioner and body lotion). Four is also important in our business ethics and our core values of being:

- Professional and stable
- Luxurious and following international standards
- Honest and trustworthy
- A caring employer looking after our staff

The new name is just the beginning. We hope that our customers will share their La Spa experience and our story with others. We will continue to write about our own experiences, what our customers think, praise our employees, promote new initiatives and share our contribution to society and the community. La Spa's mission is to continue as the pioneer in Vietnam's spa industry.



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# HANOI BY NIGHT - FOOD TOUR



Tour Price: USD85 per person  
 Tour starts from: 18:00-22:00  
 Make private tour: 35 % surcharge

Originally, there were very few motorbike tour companies in Hanoi but with a burgeoning tourist industry came a number of Vespa tours. Vespa means wasp named after its appearance and provides one of the most thrilling ways for explore Hanoi. Hanoi Vespa Tours offer some great itineraries from 2.5hrs to 5hrs in duration giving great city insights.

Arguably, the most atmospheric time of the day to explore Hanoi is at night. Taking the 4hr Hanoi by Night food tour gives you the best of all worlds.

Soak up the vibrancy and night colors of Hanoi after dark. Come with an empty stomach, as there are plenty of food stops. Sample Hanoi's delicious local cuisine that captivates all food lovers. Whizz around the maze of streets

and down hidden alleyways, visiting areas and food stalls known only by the locals. Sample rice and noodle dishes, soups, meat cooked on skewers and over open fires; watch the world go by sipping lemon tea in a popular local hang out. Continue through the city, take in the amazing views of Hoan Kiem Lake by night with a myriad of lights reflected on its surface; past the Hanoi Opera House, up to Chuong Duong Bridge, follow the iconic ceramic wall and to Ba Dinh Square ... The evening ends on a high note at a trendy live music bar. Join the young Hanoians as they show off their musical talent – you may even have a chance to take the stage yourself!

Your English speaking Vespa driver/guide will pick you up from your hotel and drop you back at the end. The tour includes meals, water, one free drink, entrance fees and rain poncho (if needed).

To book this tour (and/or one of the other five trips) please speak to your hotel reception.

Scan here, get there!



## Our people

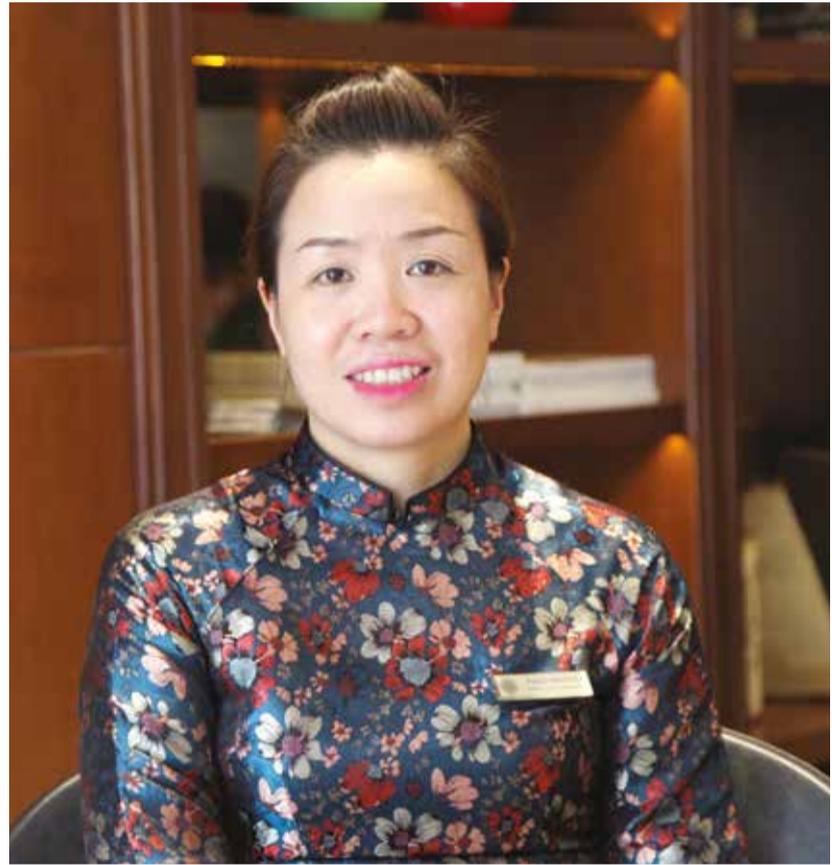


### From Cook to Executive Chef

**Long Nguyen (Mr.), Executive Chef,  
The Gourmet Corner Restaurant**

Since his high school days Long was inspired by celebrity Chef programmes on TV and he knew he wanted to become a chef. No one in his family had a job remotely like this and he had to battle hard against his family's wishes. His parents opposed his career choice so he had to work extra hard to prove himself to them. It was not easy in the early days and he often had to work for no money just to get the right training and knowledge. However, invaluable advice he received helped him stay focused and inspired his enthusiasm: to accept criticism, seek out good people who could share their professional experience and to read as much as possible about cuisine in Vietnam and around the world. This he did and after gaining an Intermediate Certificate in Cooking and Hotel Operations from Hanoi Tourism College, he landed his first job in 2008 with the Perfume Pagoda tourism management board. A year later, he moved to the Conifer Hotel near the Hanoi Opera House before accepting the role as cook at EHG's Gourmet Corner restaurant, which had just opened in 2010.

Long was delighted to be involved right from the start in this new restaurant venture. Fast forward eight years to today and Long's passion, creativity and hard work (values he instills in aspiring chefs) has paid off, as he is now the restaurant's Executive Chef. He loves working here because of the professional working environment, career development and employee focus. He also values how friendly and united the team is. Everyone has an open-minded approach supporting one another as a family. He is extremely proud of the restaurant's success and his contribution to this. His plan now is to continue to improve his knowledge, to refine his skills in line with EHG's development and to be recognized as an excellent Executive Chef throughout the EHG operation.



### Inspired work from the heart

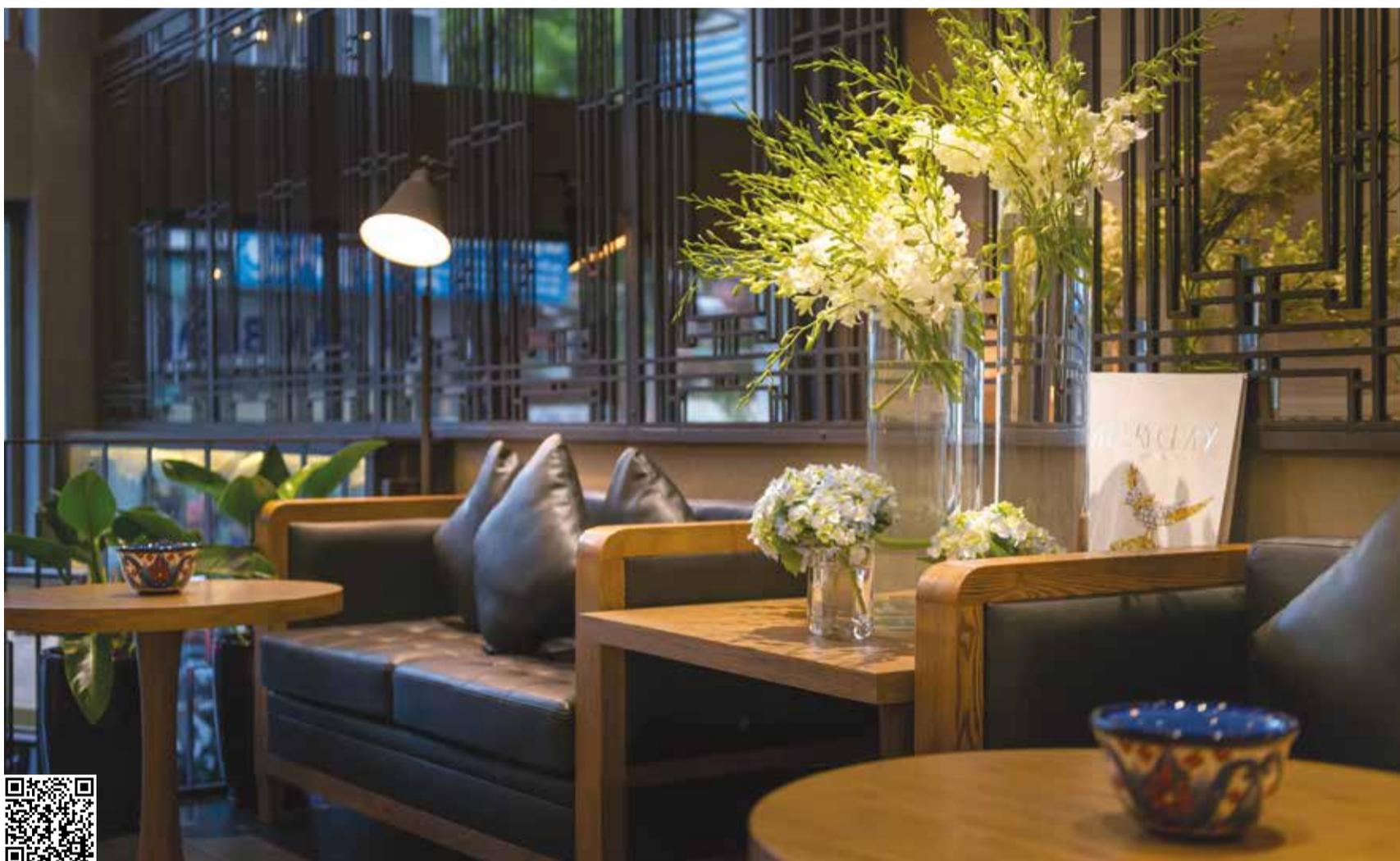
**Thao Nguyen (Ms.), Front Office Manager,  
Hanoi E Central Hotel**

After graduating as a tour guide from the Faculty of Tourism, Hanoi Open University, Thao worked first at ODC Travel in Hanoi on the travel desk and as a guide from 2004-2006. With this invaluable grounding in the hospitality industry, she then moved to EHG's Elegance Sapphire Hotel, now E Central, in 2007. Thao, a long-time employee, still remembers her early years with the group, especially the mentoring, support and guidance Ms Thuy (EHG Chairwoman) gave her. She also acknowledges her utmost respect for Mr Dan (EHG Chairman) and the attention to detail he instills in all the staff.

Thao is also motivated by the opportunities she has to learn from different cultures and is skilled in meeting guests' requirements. Out of her many EHG memories the most special relates to 2008. Soon after starting at Elegance Sapphire Thao met hotel guests the O'Sullivans, a family from the US. They were in Hanoi to adopt Thuy Vinh a 1-year old Vietnamese boy. Moved and inspired by their action, despite being young with little experience, Thao resolved to give them as much support as possible. She helped the O'Sullivans care for Vinh during their 3 weeks in Hanoi. From then on, the O'Sullivans and Thao have kept in touch exchanging Tet and Christmas cards and she receives photos of Vinh. 7 years later in 2015, the friends reunited when the O'Sullivans returned to E Central, Hanoi. This time they brought 4½ year-old Huy with them - their second adopted Vietnamese child. One day Huy fell ill and Thao, who the family knew they could always rely on, made him a cup of ginger tea and a bowl of Pho after which the little boy got better. Since then Thao continues to receive cards from both Vinh and Huy, and remains close to the O'Sullivan family.

It is inspiring stories and opportunities such as this one which make Thao proud to be a part of EHG.

# “A warm welcome home” why our guests keep coming back to EHG hotels



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Ms Robyn Bushell, Associate Professor at Western Sydney University, specializes in heritage and tourism studies, which gives her professional insight into what makes a great hotel. She travels regularly to Hanoi on business and La Siesta Trendy has been her hotel of choice ever since it opened. As a long time loyal guest of La Siesta hotels, Ms Robyn is now an EHG Ambassador. Before discovering Trendy, she used to stay at La Siesta (Classic) Hotel & Spa on the personal recommendation of her son and his girlfriend. She was immediately impressed by the exceptional level of service, the location and a nice comfortable style with heritage features, and great value for money.

Then on one business trip to UNESCO Hanoi, she chose to stay at La Siesta Trendy, which had just opened, due to its convenient location to the office. As part of EHG, she knew the facilities would be consistent with La Siesta Classic. From then on she was hooked, loving La Siesta Trendy's open space, great food, streamlined service and its location in a quiet local neighborhood.

Being a long time visitor to the capital Ms Robyn had previously stayed at many five star Hanoi hotels such as the Pan Pacific, Sofitel Metropole Hanoi etc.... but now she favors EHG properties over the big international chains, preferring EHG's individual service, personal touch and great locations.

Ms Robyn acknowledges how the EHG business has evolved over the years and that it is La Siesta Trendy, which draws her back due the peaceful location and environment.

When asked to consider the areas upon which EHG can improve she suggests focusing on sustainability, reducing the use of plastic items and developing initiatives to help save the environment.



As to the question 'what is the secret of EHG's success?', her resounding answer is the staff. She highlights the team is intelligent, mature and friendly with individuals empowered to resolve issues, supported by an excellent and visible management team.

In her opinion luxury, caring staff and a great service define the EHG brand. She also emphasizes the genuine affection shown to guests. She points out that no matter how far apart her visits to Trendy are everyone remembers her, "welcome home" they announce.



## MOONCAKE MAKING

Mooncakes are an important part of Tet Trung Thu, Mid-autumn festival in Vietnam - held at the time of the full moon. This year it falls on 24 September.

The cakes are round or square in design. Square symbolizes the earth while round reflects the sky. There are two kinds of crust/pastry casing - baked and glutinous. Baked are made from wheat flour, egg, oil, baking soda and a special syrup. The very thin crust is covered with a mix of egg yolk and sesame seeds. After baking they are turn a shiny brown. The glutinous ones are made with a special flour, pomelo flower extract, oil and the special syrup. The sticky crust is made by burning rice that is then ground. Mooncakes have a multitude of sweet and savory fillings. The most traditional are mung bean and lotus seed paste mixed with durian/padan leaf juice; taro paste, red bean, black bean, chocolate, tea powder, minced coconut meat, sesame and young green rice. A salted duck's egg yolk might be added to the middle of the cake.

Mooncakes are made with special plastic or wooden molds - the more traditional are wood. In Dinh Quan village in Hanoi's Thuong Tin District, wooden molds are handmade whilst in Hanoi itself Mr Pham Van Quang of Hang Quat Street makes many wooden molds in various designs. He is busiest between the 5th and 8th month of the lunar calendar. He comments that an artisan must be dedicated to the job of producing the molds; each one can take one to three days to make.

Two kinds of wood are used - thi wood and xa cu wood. These woods produce a moderately firm and flexible structure, making it easier to remove the cakes from the mold. Traditional shapes include: carp fish, daisies, lotus flowers and traditional characters. Mr Pham Van Quang also makes molds featuring children's favorite cartoon characters.





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# Speaking VIETNAMESE

1. Hello! - Xin chao! (sin chow!)
2. Goodbye - Tam Biet
3. How are you? - Ban co khoe khong? (ban co kwe khome?) also, Ban the nao?
4. I'm fine, thank you! - Cam on ban toi khoe (gahm un ban thoy kwe)
5. And you? - Ban thi sao? (ban ty sao?)
6. What's your name? - Ban ten gi? (ban thane zee)
7. My name is... - Toi la (thoy la...)
8. Thank you - Cam on (gahm un)
9. You're welcome - Khong co' gi (khom go zee)
10. Yes - Vang (vung)
11. No - Khong (khome)
12. Excuse me/Sorry... - Xin loi (seen loy)
13. Can you help me? - Ban giup toi duoc khong? (ban zoop thoy duc khom?)
14. I'd like to eat - Toi muon an (thoy moowan un)
15. I'd like a drink - Toi muon uong (thoy moowan oowanh)
16. Good - Tot (thote)
17. Bad - Khong tot (khome thote)
18. What is this? - Cai nay la gi (guy nai la zee)
19. How much? - Bao nhieu? (bow nyew)
20. Too expensive - Mac qua (mahk qwa)
21. Where is the nearest internet shop? - Cho internet o dau? (choh internet uh doh)
22. Where is the nearest bank? - Nha bang o dau? (nya bung uh doh)
23. Hotel - Khach San (khack san)
24. Too hot - Nong qua (nom qwa)
25. Too cold - Lanh qua (lang qwa)
26. Coffee - Ca phe (cah feh)
27. Hot black coffee - Ca phe nong (cah feh nom)
28. Hot Coffee with milk - Ca phe sua nong (cah feh sua nom)
29. Tea - Tra (chah)
30. I like - Toi thich (thoy tick)
31. I am happy - Toi vui (thoy vuoy)
32. I am tired - Toi met (thoy mate)
33. Where is an ATM - Cay ATM o dau ? ( kei a te mo uh doh)



## ABOUT

Elegance Hospitality is a group of hotels renowned for our well-equipped facilities and sophisticated service. Founded in the early 2000s, we have developed from our first hotel in Hanoi to the current chain of 5 boutique hotels in Hanoi's Old Quarter and one outstanding resort in Hoi An Town. Our distinctive collection of properties redefines the very concept of boutique and luxury hospitality.

## HEAD OFFICE

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