



Sep & Oct 2019

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CHAIRMAN'S MESSAGE

THIS MONTH: OUR RESORT ECO-FRIENDLY INITIATIVES AND THE STORY BEHIND A SIGNATURE COCKTAIL BASED ON TRADITIONAL VIETNAMESE INGREDIENTS PLUS WHY AUTUMN IS CONSIDERED THE BEST SEASON

Autumn has come and welcome to the Hoi An Post for September and October. We keep you updated of new initiatives in EHG, F&B promotions in Red Bean and the Temple restaurants, stories behind signature dishes and cocktails, as well as suggestions of what to do in and around Hoi An.

Hoi An is blessed with a unique organic vegetable and herb village which provides a huge quantity of produce to the town's hospitality businesses, markets and households. Traditional farming methods are still employed. No chemicals are used, instead a humble type of algae and weeds are credited for producing some of the best vegetables and herbs grown in Vietnam.

Hoi An is striving to become an Eco City by 2030 and at La Siesta Resort we recognize our responsibility in this critical community drive and initiative. Plastic items are being replaced by recycled paper and glass items, La Spa uses eco-friendly products and is banning all plastic throughout its branches. We invite all our guests to join us in our efforts to do whatever we can to reduce the negative impact on the environment.

Autumn is undoubtedly one of Vietnam's most romantic and picturesque seasons. It's the favorite time for Hanoians, while in Hoi An the town becomes more colourful, atmospheric and vibrant than ever, especially during Tet Trung Thu (the Mid-Autumn Festival).

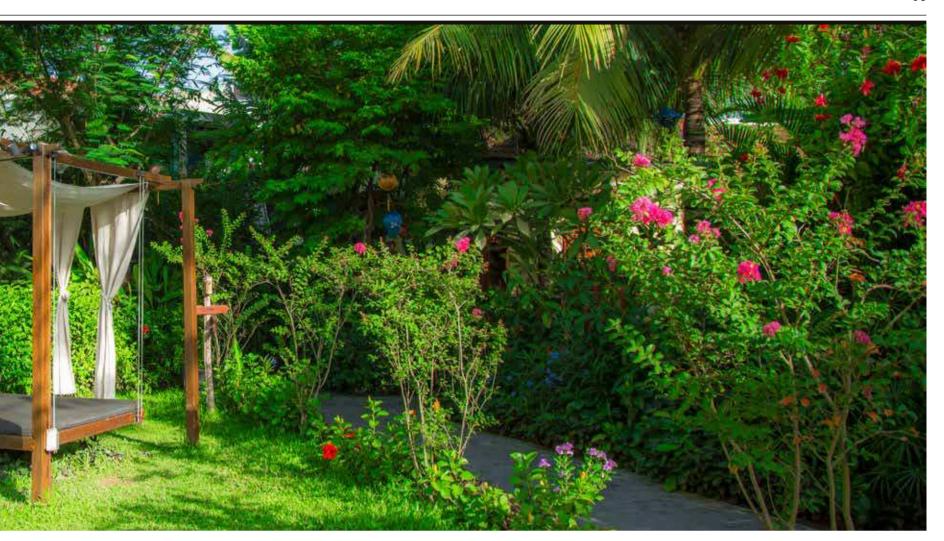
Welcome to Hoi An and on behalf of EHG and La Siesta Resort we wish you a happy autumn in Vietnam.

Do Van Dan (Mr.) Chairman/CEO

Elegance Hospitality Group







LET'S BE KIND TO OUR PLANET

HOI AN TOWN IS GOING GREEN AND SO IS OUR LA SIETSA RESORT

Hoi An has a strategy to become an Eco City by 2030; however, the area is suffering from the impact of intensive tourism, pollution and vast amounts of urban waste; for example, two years ago solid waste amounted to 27,000 tons. Various organizations, such as the Hoi An Eco City Working Group, are spearheading the call to arms, coordinating a network of local hotels, restaurants, social organizations and community groups. The aim is to promote the use of sustainable products and services, reduce the use of plastic and implement other environmentally friendly initiatives.

Our Hoi An Resort is proud to be part of this growing movement. We are dedicated to providing an eco-friendly environment to help in the fight against the ever growing menace of plastic waste and the danger it causes to our planet, and more immediately, to our beautiful town of Hoi An.

So what measures have we/are we putting in place? There is a concerted drive to use alternatives to plastic wherever possible. Paper drinking straws replace plastic ones. Our take-away breakfast trays are made from compostable bagasse (dry pulpy fibrous residue from crushed sugarcane stalks) while the breakfast takeaway bags are made from recycled paper. Juice at breakfast is served in glass bottles while in the foyer guests can refill their bottles of water from water dispensers which helps reduce the continual use of plastic bottles. Waste paper bins are lined with newspaper instead of plastic bin liners and all guestroom amenities are provided in glass or porcelain containers. In addition, the resort uses energy saving light bulbs to reduce the amount of electricity used and for La Spa customers our Go Green drive ensures all products are sustainable and environmentally friendly. Our resort is also working hard to initiate effective waste and recycling programs.

We urge all our guests to follow our lead whenever possible, to eat and drink plastic free, thus leaving less environmental footprints on our planet.





WHAT'S ON

F&B PROMOTIONS Sep & Oct 2019 - Autumn





Scan here, get there

EHG's restaurants and bars have a great selection of food and beverage offers this autumn

The Temple Restaurant and Bar

SEPTEMBER Happy hour

Buy 1 get 1 free on mixed drinks, classic cocktails and wine by the glass Buy 2 get 1 free on all brands of beer Available 16:30-18:00 and 20:30-22:00 daily The Temple restaurant & Lounge, Club Wing

Autumn cocktail promotion

Chill by the poolside with a selection of wine cocktails
Price of 185,000 VND/person
Available daily 10:30-16:00
The Temple restaurant & Lounge, Club Wing

Chef's September Special

Grilled smoked paprika chicken leg, served with pan fried garlic, baby potatoes and microgreens with a mushroom sauce
Price at 380,000VND/person
Available daily 11:00-21:45
Poolside chill - The Temple restaurant & Lounge, Club Wing

OCTOBER Happy hour

Buy 1 get 1 free on mixed drinks, classic cocktails and wine by the glass Buy 2 get 1 free on all brands of beer Available 16:30-18:00 and 20:30-22:00 daily The Temple restaurant & Lounge, Club Wing

Autumn cocktail promotion

Chill by the poolside with a selection of wine cocktails
Price of 185,000 VND/person
Available daily 10:30-16:00
The Temple restaurant & Lounge, Club Wing

Chef's October Special Surf & Turf

Grilled beef tenderloin, roasted rack of lamb, poached king prawns in fennel, accompanied with roasted asparagus, tomato salsa, pumpkin purée, spinach and pepper with a white wine sauce

Price of 490,000 VND/person

Available 11:00-21:45

The Temple restaurant & Lounge, Club Wing





Red Bean Hoi An

SEPTEMBER Happy hour

Buy 1 get 1 free on local beers, mixed drinks, classic cocktails and wine by the glass Available daily 18:00-19:30 Red Bean Hoi An & Feliz Bar, Classic Wing

Street food buffet

Enjoy up to 40 dishes from Hoi An and around Vietnam Includes 1 local beer or 1 soft drink

Every Tuesday and Saturday evenings 18:00-21:00

Accompanied by our resident guitarist

Price at 450,000VND

Red Bean Hoi An & Courtyard Garden, Classic Wing

Chef's Special of the Month BBQ Platter

Grilled marinated sea bass, squid, prawns, chicken and pork, served with rice noodles, tomatoes, cucumber, "Trà Qué" herbs and pickles
Price at 295,000 VND/person
Red Bean Hoi An & Courtyard Garden, Classic Wing

Larue package

Buy 2 get 1 free on bottled ice cold Larue beer Available all day Red Bean Hoi An & Feliz Bar, Classic Wing

OCTOBER Happy hour

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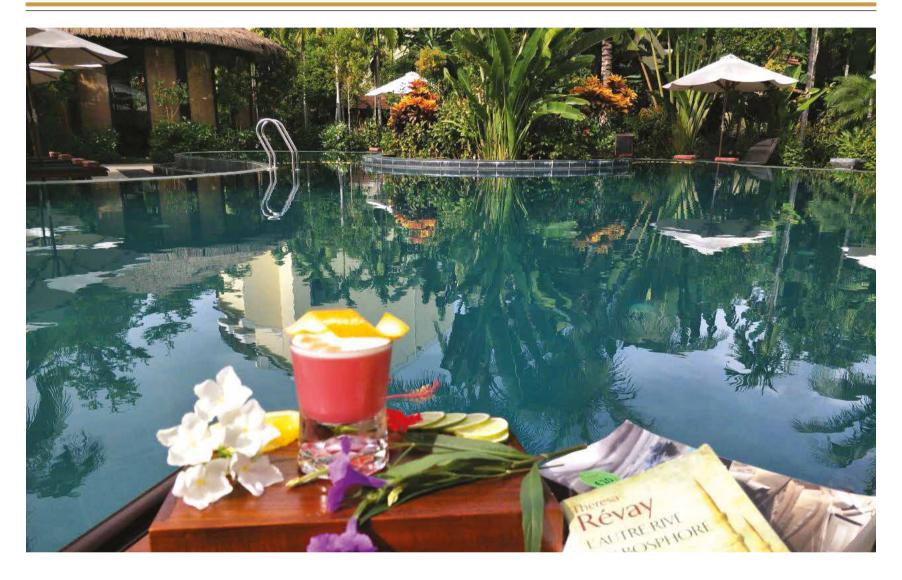
Chef's Special of the Month Seafood Hot Pot

Your choice of seafood, beef or chicken
Accompanied with fresh rice noodles, egg noodles, 'Quang
Nam' noodles and "Tra Que" herbs
Price at 350,000 VND/2 persons
Red Bean Hoi An & Courtyard Garden, Classic Wing

Cocktail of the month The Spice of Life

Absolut vodka, Cointreau, pineapple juice, earl grey tea, honey, lime juice and egg 125,000 VND per cocktail Red Bean Hoi An & Courtyard Garden, Classic Wing WINE & DINE

RICE WINE THE BASIS OF VIETNAM'S SOUL



Viet Nam Soul cocktail is a blend of red glutinous rice wine (ruou nep cam in Vietnamese) combined with a sweet and sour mix of lime or orange juice with sugar, egg white and a hint of Angostura bitters.

It features on the new drinks menu at The Temple, an exclusive La Siesta invention created by The Temple bar team. The desire was to make a signature cocktail using only traditional Vietnamese ingredients. Red glutinous rice wine was chosen as the basis. This wine is distilled from red glutinous rice which can only be grown by the Muong ethnic people in Thanh Hoa Province. They mix it with a special yeast made from roots, leaves and branches of rare forest plants. This has a special flavor like no other rice which gives it a very sweet, smooth taste. After three months and ten days incubating in jars sealed with banana leaves buried in soil, the rice mixture is filtered to extract the wine, which has taken on the red-purple color of the purple dyed rice.

The rice wine drunk neat is of course strong so as a counterbalance the bar team experimented with fresh Vietnamese lime or orange and with egg white to make the

wine base more palatable whilst retaining the essence of its flavor. The egg white creates a milky foam giving a more complex silky rich texture. Viet Nam Soul has a perfect balance of sour and slightly sweet tastes, combined with the deep fragrant aroma of red glutinous rice wine. It is also visually attractive with its light purple hue topped wth white foam and garnished with orange peel.

Next came its name. The team reviewed the reason for incorporating red glutinous rice wine. They wanted to introduce people to one of Vietnam's special local wines which carries a deep hospitable meaning. The Muong ethnic usually serve neat glutinous rice wine to important guests, close friends and family as a sign of their friendship and hospitality, particularly on special occasions such as Tet Lunar New Year's Eve and during the Tet holiday. Also, whilst burying the rice mixture in the soil the Muong pray to the gods asking for the wine to have a perfect taste.

The cocktail embodies the spiritual essence of traditional life and hospitality, of feelings and thoughts and the heart of Vietnamese culture. Hence, what better name to give it than Viet Nam Soul.

EGENDARY NOODLES OF HOI AN

WINE & DINE

A NOODLE DISH LIKE NO OTHER

It is said that Hoi An cuisine includes one dish that cannot be authentically replicated outside the town thanks to its legendary water.

Steeped in folklore and embodying the essence of Hoi An, Cau Lau is featured on the Red Bean menu. This rustic downto-earth noodle dish carries a unique flavor and texture. The preparation of the noodles follows a very precise and seemingly complex process. And, unlike other dishes, which can be regionally adapted, the Cao Lau's recipe should not be changed.

Cao lau noodles are one reason this dish stands out from all other noodle dishes. They are firmer and chewier, more reminiscent of Japanese udon noodles (although these are wheat based). Cao lau noodle strips must be made from the pure rice of Quang Nam province, then soaked in water mixed with lye ash from trees originally grown on Cu Lao Cham. This provides the chewy consistency and distinctive flavor and after soaking, the rice takes on a light yellow color.

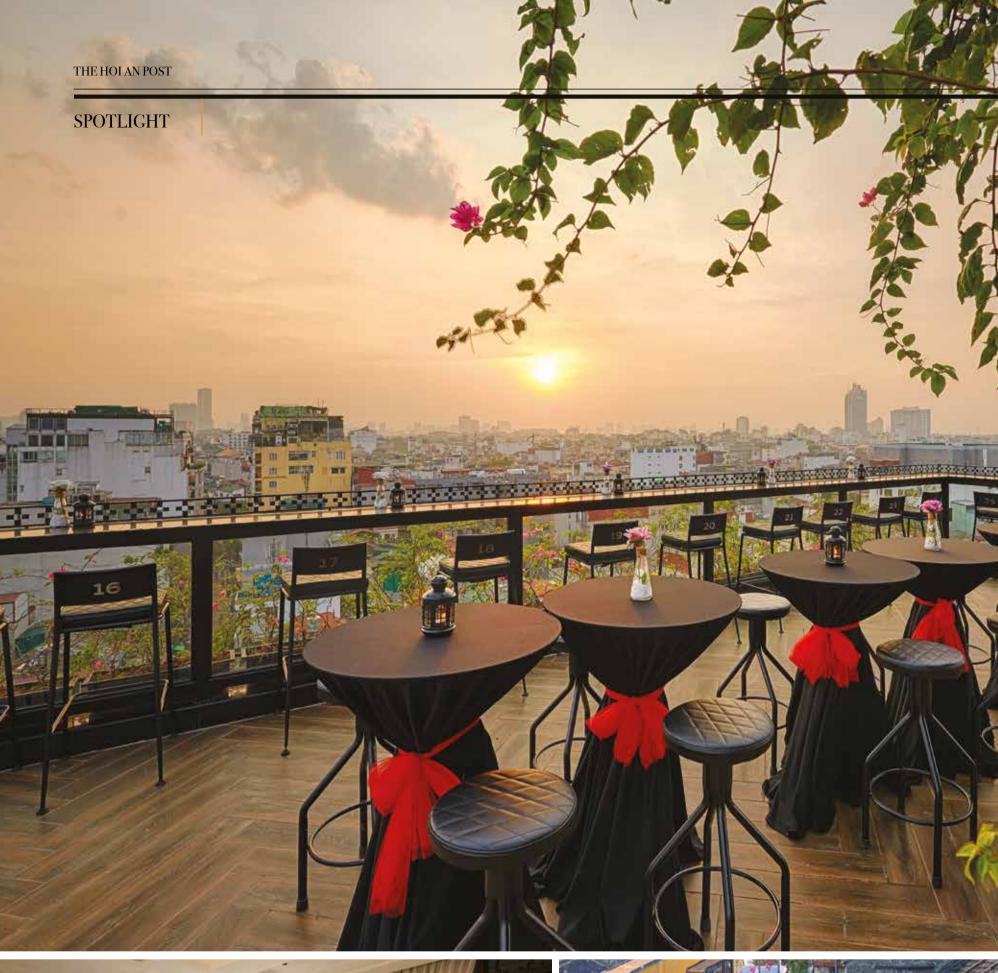
It is also said that the water, which is mixed with wood ash (that makes lye) must come from the Ba Le Well. Hoi An has

around 80 ancient wells but the square-mouthed Ba Le Well is the most legendary, and associated with many mystical stories.

In addition to noodles and the intensely flavored salty broth, the other compulsory ingredients are slices of lean char siu pork seasoned in a five spice marinade, crispy pigskin, raw vegetables, bean sprouts and up to 12 kinds of herbs (the three essential are basil, crown daisy and pigweed) from Tra Que Herb village. The hearty noodle dish is topped with rice crackers, peanuts, and scallions and it is often served with lime and Hoi An's signature fiery chili paste.

Finally, the name for this dish - Cao Lau - also carries significance. Cao means high and lau means chamber and the literal translation of this dish is 'high floor' or 'high chamber'. At one time the dish was served from the 2nd floor/higher levels of restaurants and in the past only the rich could access these higher levels. Also it is said that the combined words may have referred to the local businessmen and traders from the 17-18th centuries who would sit in high chambers eating this noodle dish while keeping watch on their shops and businesses below.









AUTUMN – VIETNAM'S ROMANTIC SEASON





Visiting Vietnam during the autumn months makes for a special experience whether you are in Hanoi or Hoi An. Both areas have different autumn faces and moods but are equally beautiful, making this an exceptional season.

Ask any Hanoian which is their favorite season and most will say it's the autumn. The summer heat fades replaced by more comfortable temperatures and cool breezes.

Hanoi's autumn is famous for green sticky rice, the special evening scent of milk flowers (hoa sua - a symbol of Hanoi) and for its typical yellow daisy. Trees turn the red, golden yellow, oranges bathing the city in a romantic blanket of autumn colors. It is also considered the season of romance, of literature, and of memories past. Perhaps this is why autumn is regarded as the best season, often the subject of many paintings, music and poetry. The song Missing Hanoi's Autumn (Nho Mua Thu Ha Noi) written by Tinh Cong Son (1939-2001), one of Vietnam's greatest poets and musicians, evokes the



feelings this season conjures up. He wrote about Hanoi's autumn and its lingering fragrance of milk flowers and young green rice ...

"The scent of milk flowers in the wind Green rice scent in your little hands Leave a fragrance in your footsteps"

Some of the most atmospheric venues from where to admire Hanoi's beautiful autumn days and nights are our three sky bars. The Twilight, Diamond and Lighthouse Sky Bars form a trio Hanoi's best rooftop bars. Each with its own personality, they are beautifully cool places for an autumn drink against the city's incredible skyline. Alternatively, dine on sublime cuisine with equally stunning views at Red Bean Cau Go, Red Bean Nguyen Quang Bich and Cloud Nine at La Siesta Hang Be. Our restaurants and bars match the beauty of Hanoi in autumn.

This is the transition time from the dry to rainy seasons in Hoi An. The weather starts cooling down in September and despite the risk of rain autumn is a fascinating time to be in Hoi An. This charming town was voted the 'Best City in the World' in the 2019 Travel & Leisure World's Best Awards, honored for its relaxed atmosphere, great shopping, vibrant energy and some of the best street food. A must-see experience in Hoi An is the town's monthly lantern festival, celebrated on the 14th day of each lunar month when the moon is at its fullest and brightest. This autumn it takes place on 12 September and 12 October. Candles placed in the bottom of colorful paper lanterns are floated on the Thu Bon river to worship the ancestors and the God of the land, which create a truly colorful spectacle.

La Siesta Resort provides the perfect setting for autumn. Our design is an expression of the old town's architectural heritage, a powerful reflection of Hoi An's unique blend of influences, style and colors, our service a reflection of true Hoi An hospitality. Dine on international cuisine at the Temple or authentic Quang Nam dishes in Red Bean. Relax with an early evening drink around the pools as the sun sets on Hoi An old town and the resort. While the ancient town is bathed in a myriad of colored lights, the glow of our lanterns dotted around the gardens cast their warm spell over our resort welcoming the autumn nights.

LA SPA

LA SPA LEADING THE GO GREEN WAY





'If you want to go fast, go alone. If you want to go far, go together' (African Proverb)

Ms Bui Thi Kim Cuc, La Spa Director, is a passionate environmentalist and voices her concerns about today's environmental problems. She believes everyone has a responsibility to help our planet. Demonstrating that actions speak louder than words, she established the La Spa Go Green team as part of the Elegance Hospitality Group's (EHG) environmental protection program. The team of La Spa employees kicked-off their Go Green program on 10 July 2019 with a series of events and Go Green competitions.

Hence forth, the team will meet on the 10th day each month. Friends, EHG colleagues, hotel guests and La Spa customers are all welcome to participate in activities including clearing rubbish around Hoan Kiem Lake and the Old Quarter as well as tree planting.

To raise funds for the La Spa Go Green Foundation, which supports worthwhile projects such as planting trees, helping endangered animals and so on, the La Spa team sells old/used clothes and second hand goods on line and at flea markets. Everyone is welcome to contribute goods for sale and hotel guests can also donate items they no longer need - or even help out on the flea market stall!

The La Spa Go Green Handbook outlines energy saving ideas, water conservation initiatives and practical ecological tips. Use recycled shopping bags instead of plastic, start recycling and consider putting plastic containers to ecological good use. For example, 30-40 ltr of water per day can be saved when flushing the toilet by placing a plastic water bottle in the toilet tank ie. less water is needed hence less is flushed. Or, turn your plastic containers into plant pots.

La Spa has taken steps to ban the use of plastic from 1 August 2019. To this end the team hopes guests and hotel employees will appreciate and support this antiplastic drive which means no one is allowed to bring items such as plastic bottles and plastic bags into any La Spa branch.

As Ms Kim concludes "every little bit helps.... let's unite and commit to protecting our natural environment at all costs because if we don't then no one else will, which means the next generation has to live with the consequences".

FLAVORS OF TRA QUE

UNIQUE AND TRADITIONAL FARMING METHODS PRODUCE THE FESHEST HERBS AND VEGETABLES THANKS TO ALGAE AND WEEDS

In addition to naturally fertile land, humble algae and weeds living in the ponds near the De Vong River can rightly take some of the credit for Tra Que's delicious fame and distinct flavors. The village, named after a sweet-flavored herb cultivated in this area, is located 3km north east of Hoi An old town. Centuries ago, it was an important stopping point for boats sailing down the De Vong river from/to Da Nang.

Due to the natural attributes of this area with its rich soil and good water quality, its fame as a leading vegetable production center quickly grew. In addition to growing salad items and vegetables, the village cultivates more than 20 varieties of herb including houttuynia, fragrant knotweed, basil, mint and coriander amongst many others. The produce of Tra Que are vital ingredients in traditional dishes, which define Hoi An's cuisine. Many recipes, such as banh xeo, cao lau, mi quang noodles and so forth, demand fresh vegetables and herbs.

220 farming households live and work as they have done for hundreds of years practicing totally organic farming methods. They use the algae and weeds instead of manure or chemical fertilizer. It is these organic organisms which are the intriguing secret behind Tra Que Village's vibrant healthy greens and fresh flavors.

The village is open to tourists who can watch, and participate in, the traditional farming methods including tilling the land by raking the ground, sowing seeds, watering and picking the vegetables and herbs. The farmers take time to explain the techniques to visitors in this idyllic rural setting. Cooking classes are also held here using fresh ingredients direct from the land.

We end with some food for thought. Maybe it would be more accurate to regard the villagers not as farmers but as artisans. Applying skillful farming techniques, handing down knowledge from generation to generation, combined with wonderful aromas and vibrant colors, Tra Que's industry can be likened to a delicious art form.

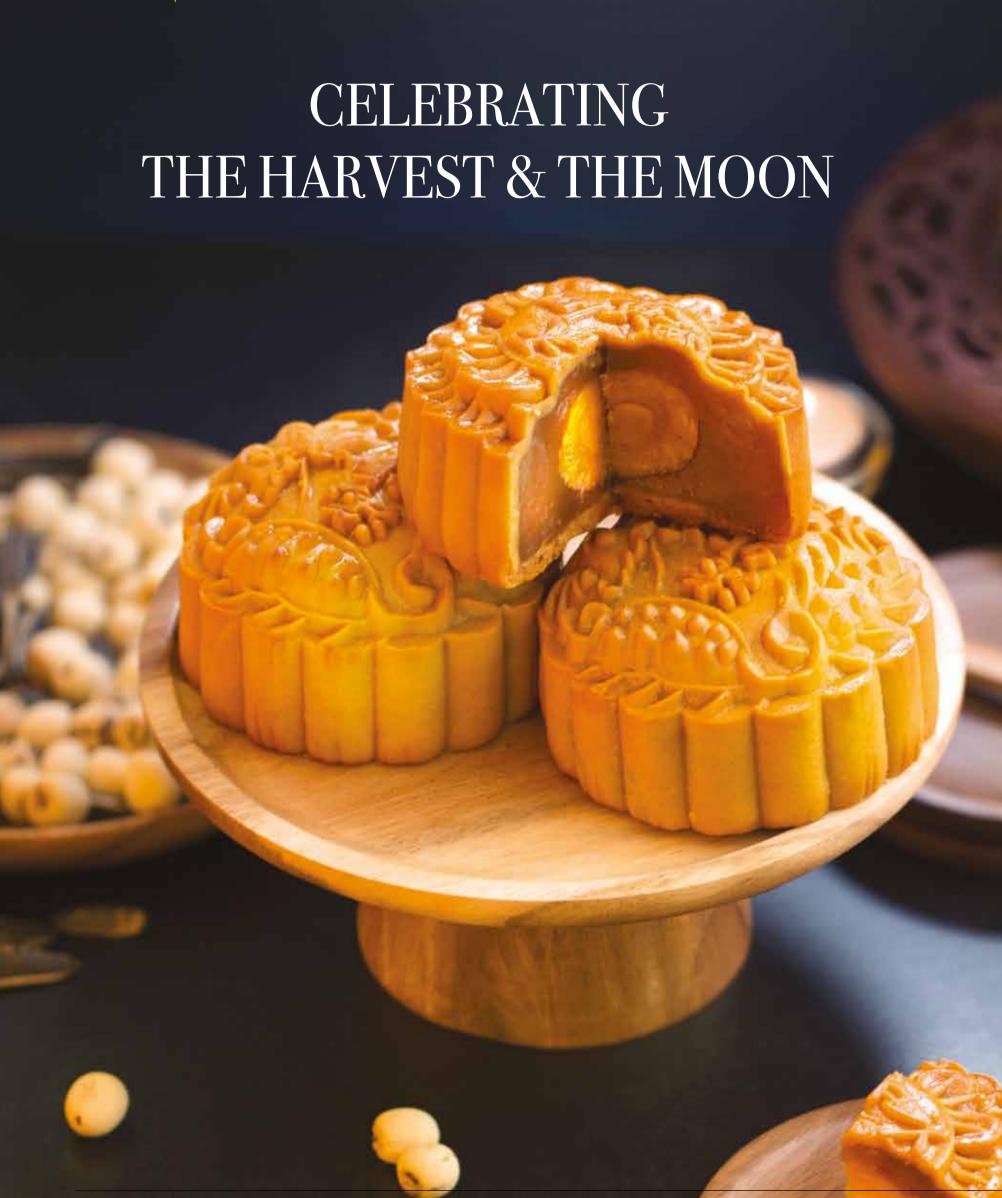
Tra Que Organic Vegetable village Tra Que Hamlet, Cam An village Northeast of Hoi An old town







CULTURE







THE SYMBOLIC IMPORTANCE OF TET TRUNG THU IN HOI AN

The mid-autumn festival, known as Tet Trung Thu, is the second most important festival in Vietnam after the Tet Lunar New Year. It is usually celebrated on the 15th day of the 8th lunar month, when the moon is at its fullest - during September or early October. This year, 2019, it falls on Friday 13 September.

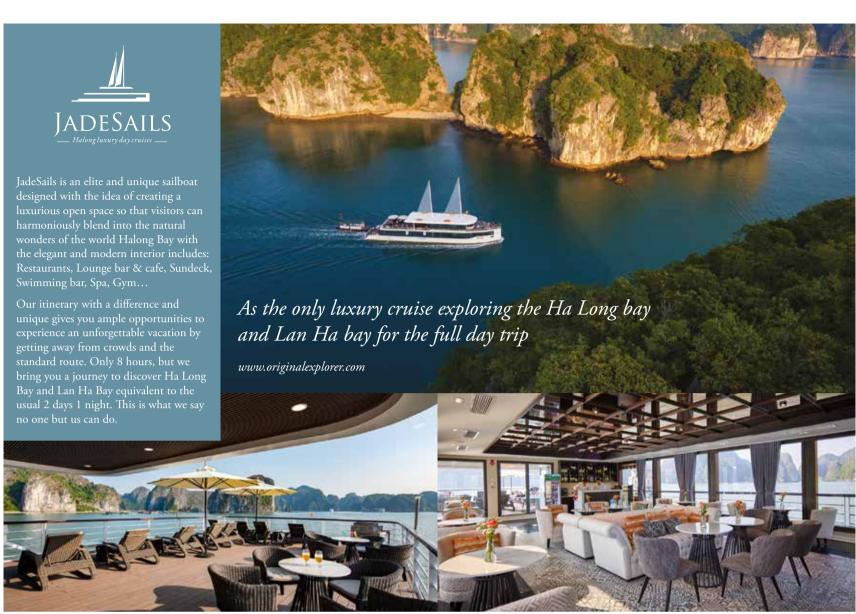
The Festival, with a 15,000-20,000-year history, celebrates the end of the harvest and the full harvest moon. It is about the coming together of families and celebrating their closeness, with special emphasis on children. Legend says that Chu Cuoi and Hang Nga (the moon fairy) were lovers on earth, but became separated and flew to the moon to be together. It is said that if one gazes hard at the moon on the night of Tet Trung Thu the two lovers can seen in silhouette together.

Hoi An is abuzz with many traditional activities. For example, folk games played in the streets, lantern parades and lion dancing, accompanied by the insistent beating of drums. The lions are handmade by the Nguyen Hung family and are a delight to watch as they dance and hold mock battles between themselves. Sometimes fireworks are let off through the lions' mouths. Lions are believed to bring good luck, so when a family hears the drums outside their house they eagerly open the door to greet the lions and welcome them to their home. Colorful and amusing dragons can also be seen in the streets, dancing alongside the lions.

The children are accompanied by 'Lord Earth' or Ong Dia, who wears a moon-shaped, smiling mask, and represents prosperity and wealth. Other groups of children parade around the town, wearing masks and holding paper lanterns shaped like stars, moons and animals.

If you are lucky enough to be in Hoi An at this time of year, make sure to take part in these special celebrations which honor families, children and the moon.











Free Extra 30 Minutes

Exclusive offer just for in-house guests of La Siesta Hoi An Resort & Spa.

Purchase from 90 minutes up any treatment, get for FREE extra 30 minutes of Food Care or Body Scrub.



SPEAKING VIETNAMESE

DAILY CONVERSATION

ENGLISH	VIETNAMESE	PRONUNCIATION
Hello/ Hi/ Good morning/ Good	Xin chào	Sin chow
afternoon/ Good evening		
Goodbye	Tạm biệt	Tam bee it
Good night	Chúc ngủ ngon	Chook ngu ngon
See you again	Hẹn gặp lại	Hen gawp lie
How are you?	Bạn có khỏe không?	Ban co kwe khome?
I'm fine, thank you!	Cảm ơn bạn tôi khỏe	Gahm un ban thoy kwe
What's your name?	Bạn tên gì?	Ban thane zee?
My name is	Tôi là	Thoy la
Thank you	Cảm ơn	Gahm un
You're welcome	Không có chi	Khom go chee
Sorry/ Excuse me	Xin lỗi	Seen loy
No problem	Không sao	Khome xao
Yes	Vâng	Vung
No	Không	Khome
Can you help me?	Bạn giúp tôi được không?	Ban zoop thoy duc khom?
I don't understand	Tôi không hiểu	Toy kung hey-oh
l understand	Tôi hiểu	Toy hey-oh
Happy New Year!	Chúc mừng năm mới!	Chuck moong numb moi!

SHOPPING

ENGLISH	VIETNAMESE	PRONUNCIATION
I would like something else	Tôi muốn cái khác	Toy muan kai khac
Souvenir	Quà lưu niệm	Wa lew niem
Bag	Вао	Вао
How much?	Bao nhiêu tiền?	Bow neuw tee-en?
Can you give me a discount?	Bớt được không?	Bot duoc kung?
That's too expensive	Đắt quá	Dat wa
I can't afford it	Tôi không đủ tiền	Toy kung du tien
Ok, I'll take it	Tôi mua cái này	Toy moo-ah kuy nay
I don't want to buy this	Tôi không mua	Toy kung moo-ah
Smaller size	Cỡ nhỏ hơn	Cor nyor hurn
Larger size	Cỡ lớn hơn	Cor lurn hurn
What is this?	Cái gì đây?	Kie zee day
Can I have a look?	Tôi có thể xem được không?	Toy co the xem duoc kung?

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 6 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

Unit 402, 4th Floor, Asia Tower 6 Nha Tho St., Hoan Kiem Dist., Hanoi Tel: (+84 24) 3862 2222

For media, please contact Ms.Anh: anh.nguyen@ehg.com.vn

