



THE HOI AN POST

ISSUE 08

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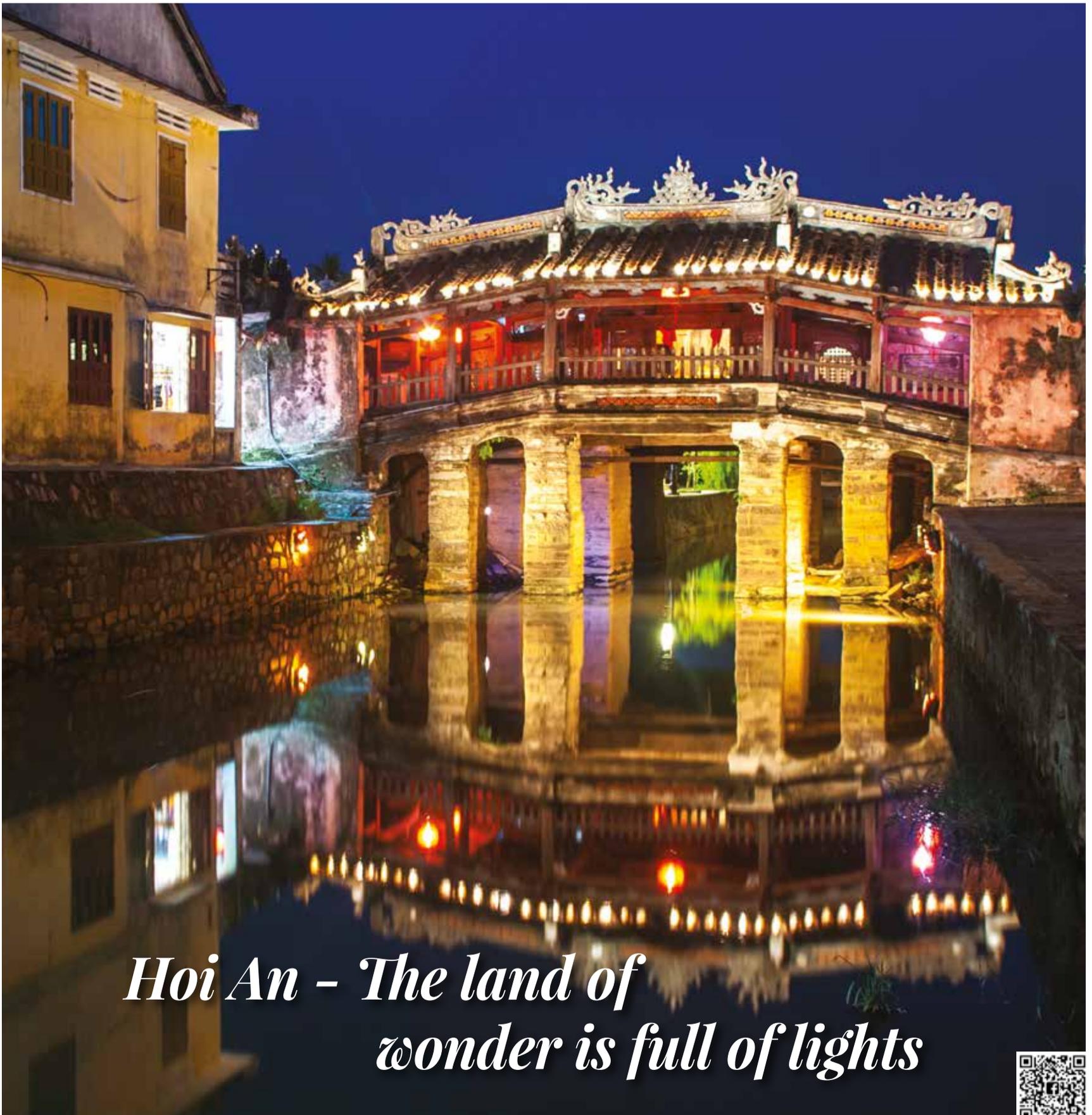
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*Hoi An - The land of
wonder is full of lights*

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CHAIRMAN'S MESSAGE

A warm welcome to all our Hoi An guests this autumn.

Please enjoy this edition of the Hoi An Post, with information on our hospitality group, new initiatives and promotions to help make the most of your stay with us. In each edition, we also suggest some cultural activities in and around Hoi An.

This autumn enjoy great F&B offers, special cocktails, happy hours and restaurant promotions in Red Bean and The Temple Restaurants. Our F&B section features Vietnam's take on a favorite European dish - beefsteak - a long-time and much-loved favorite meat dish all around Vietnam.

We chat with Nguyen Van Ha, the Resort's Executive Chef. Find out what inspires him and how he became a Chef.

The latest EHG project is the rebranding of our award-winning spa business. We explore the story behind the new look 'La Spa' and its vision.

With 11 guestroom types across the Classic and Club Wings, this edition features the La Siesta Suite in the Classic Wing, which provides a great space for long stays and special occasions.

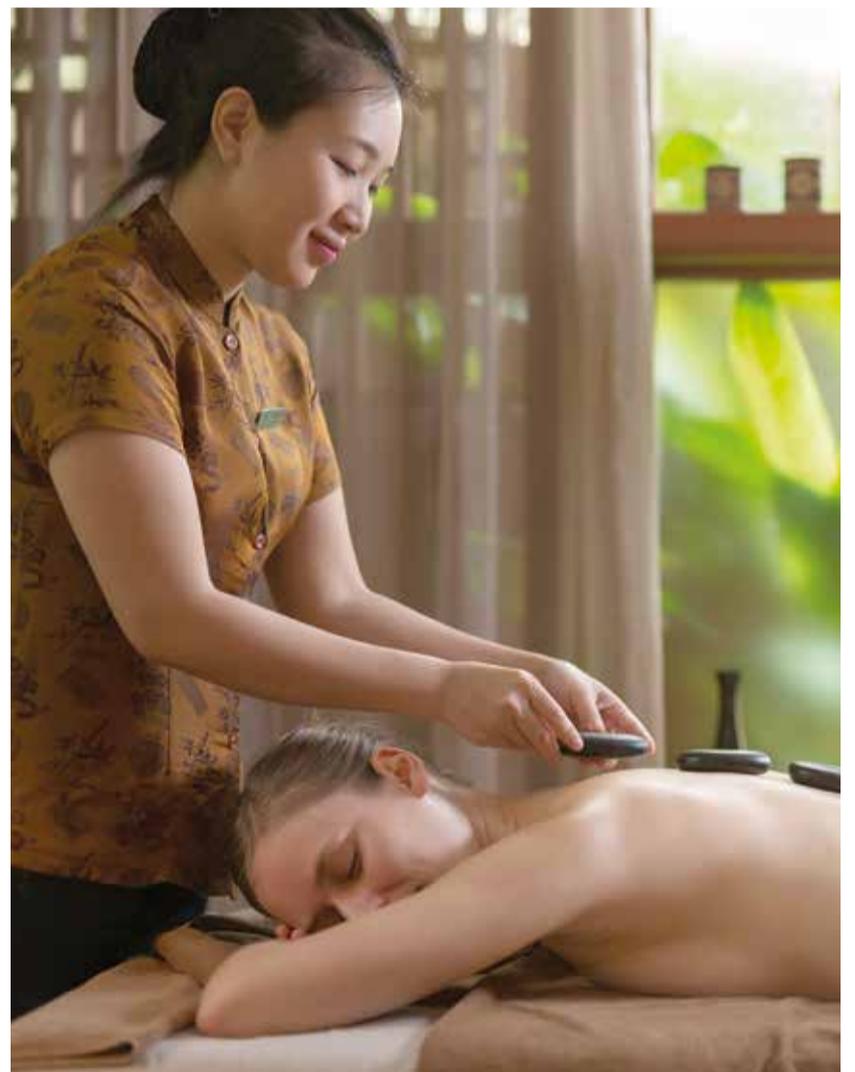
Our travel section looks at a day trip to Vietnam's 'Valley of the Kings' My Son followed by a cultural stroll around Hoi An old town where time stands still. While meandering the streets pay a visit to 45 Phan Chau Trinh Street, where you will find the town's iconic and important Ba Le Well, the waters of which are said to be essential in making Hoi An's special Cao Lau noodle dish.

In the meantime, EHG and all our staff at La Siesta Resort & Spa wish you a great autumn and we hope you enjoy your time in Hoi An.

A handwritten signature in black ink, appearing to be 'Do Van Dan', written over a thin horizontal line.

Do Van Dan (Mr.)
Chairman/CEO

Elegance Hospitality Group





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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.



F&B promotions Step into autumn (Sep-Oct 2018)



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

September Specials @ Red Bean

Summer Breeze signature cocktail

Saving some of summer for the autumn
A cool blend of tequila and vodka
Red Bean, Classic Wing

Dish of the month

Traditional Vietnamese beefsteak on a hot pan served with Vietnamese baguette
Red Bean, Classic Wing

October Offers @ Red Bean

Special offers on champagnes, and selected red and white wines
From 650,000++ vnd per bottle
Red Bean, Classic Wing

Poolside chill September Specials @ The Temple

Cocktail of the month

The Temple Sky Cocktail
A creamy colorful gin inspired cocktail, especially for the start of autumn
The Temple, Club wing
Available daily 11:30-18:00

Poolside signature dishes

* Tempura & French fries platter with chicken, shrimp, squid, eggplant, zucchini, asparagus

* A trio of grilled wraps

The Temple, Club wing
Available daily 11:30-18:00

Poolside chill October Offers @ The Temple

Cocktail of the month

The Temple Dream Cocktail
A vodka drink with a kick
The Temple, Club wing
Available daily 11:30-18:00

Poolside signature dishes

* Chef's favorite gourmet sandwich snack

* Assorted grilled platter (chicken, pork, spicy chorizo, vegetables and salad)

The Temple, Club wing
Available daily 11:30-18:00



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Sizzling beef Vietnam style

The French colonial period (1887-1954) brought enormous change to every aspect of life in Vietnam, especially where cuisine was concerned. The French introduced the Vietnamese to an infinite variety of ingredients and western inspired foods. In turn, these were adapted to the Vietnamese palate and today have become some of the most iconic dishes in the country. Take, for example, Vietnamese Beefsteak on a hot pan. This is the modern Vietnamese version of a western originated steak dish served with sliced marinated beef, French fries, fried egg or omelet, meatballs, pate and banh my (baguette). This dish, a street food favorite particularly in central and southern regions, is known as "bo bit tet". "Bo" means beef and "bit tet" is the 'Vietnamized pronunciation' of beefsteak.

At Red Bean Hoi An we transform this favorite beef dish into a great lunch or dinner meal using quality 180gram beef steak from the US, topped with our Chef's special sauce. It is a classic combination of beef, eggs and vegetables served on a sizzling hot pan together with a Vietnamese baguette to soak up the delicious sauce. The hot plate version is referred to as 'bo ne', which indicates that the hot oil spits out of the pan while the ingredients cook.

Red Bean Restaurant Hoi An
VIETNAMESE BEEFSTEAK ON HOT PAN
VIETNAMESE STYLE (BÒ NÉ)
Origin: Central and Southern Vietnamese cuisine



CLASSIC COMFORTS



The Classic Wing, the original design of La Siesta Resort & Spa, is styled on a cool and fashionable yet traditional hotel. The wing offers 70 guestrooms and suites, of seven varieties. The 55-60m² La Siesta Suite gives views of the street, gardens, village lanes, pool and the rice fields. A décor blending Asian and colonial-period styles, a simple color palette of pale yellows, chocolate caramel colors, creams and whites, complements the natural calm that surrounds property. Wooden furniture with oriental touches and expansive windows invite nature and light to enter. At nighttime, the glow of soft warm lighting, smooth white linens and the most comfortable of beds induce a great night's sleep.

La Siesta Suite, with two balconies, is divided into two areas - the sleeping section and soft seating/lounge space making this guestroom perfect for long stays and special occasions. As with all Classic Wing guestrooms, the La Siesta Suite is equipped with high-end amenities and facilities, a luxurious pillow menu and use of all Resort services.



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Chef interview Executive Chef Nguyen Van Ha

Even at the tender age of 10 years' old, a resilient Ha was a skilled cook helping prepare the family's daily meals. After leaving school, a number of jobs such as dishwasher and cleaner left him feeling despondent - the work was unfulfilling and the work environments lacked respect. Then he realized his vocation was right in front of him. He was good at cooking and growing up he felt inspired to become a chef. Therefore, that's exactly what he did. Ha's hard work paid off and he is now Executive Chef at La Siesta Resort & Spa.

Where did you work before EHG?

I was lucky to have worked for many 5-star luxury properties in Hoi An and Da Nang before joining EHG. These include:

- The Nam Hài Resort, Hoi An
- Hotel Royal Hoi An - MGallery by Sofitel
- InterContinental Da Nang Sun Peninsula Resort
- Vinpearl Luxury Da Nang

How did you become Executive Chef at La Siesta Resort & Spa?

Many years working in five star international hotel chains gave me invaluable knowledge and understanding, learning from some of the best chefs around the world. These amazing experiences gave me the right qualifications, skills and personality to join La Siesta Resort & Spa.

What do you like about working at La Siesta Resort & Spa?

Easy answer - because of the management and staff. There is a caring sharing ethos. Management listen to everyone regardless of staff level. There is no animosity, no jealousy. Everyone is professional and helpful.

What makes Red Bean and The Temple different to other category restaurants?

We create dishes in an authentic, sophisticated way, respecting their origins. The focus is also on service style and we introduce diners to what both Red Bean and The Temple restaurants represent.

How do you plan new menus?

The key elements are choosing the right ingredients, naming dishes, ensuring menus are diverse and attractive for diners.

What is the best piece of advice you have been given?

Work hard, listen well, read specialist kitchen management and cooking books. Take time to observe and learn everything you can from top Vietnamese and international chefs.

Now you are an Executive Chef what is the best advice you give to aspiring chefs?

To survive in the kitchen you must have a professional and ethical work attitude. Cooking is not just about great dishes, it is also about living the lives of people. Talent and hard work are not enough. You need a serious professional attitude in order to have a chance to become a professional chef.





VIETNAM'S VALLEY OF THE KINGS

During your stay at La Siesta Resort & Spa, let us tempt you with a full one day tour to My Son Sanctuary and Hoi An ancient town, by private car and with an English-speaking guide.

My Son Sanctuary, a UNESCO World Heritage site, is approximately 60km from Hoi An, about a one hour drive from the Resort. It is situated in Quang Nam Province in a small valley, surrounded by mountains. It is one of the most important Cham vestiges in Vietnam as well as being a major Hindu shrine housing 71 monuments and 32 epitaphs. My Son is considered one of South East Asia's greatest archaeological sites, built between the 4th and 13th centuries. You will have several hours to explore the complex before returning by car to the hotel for lunch.

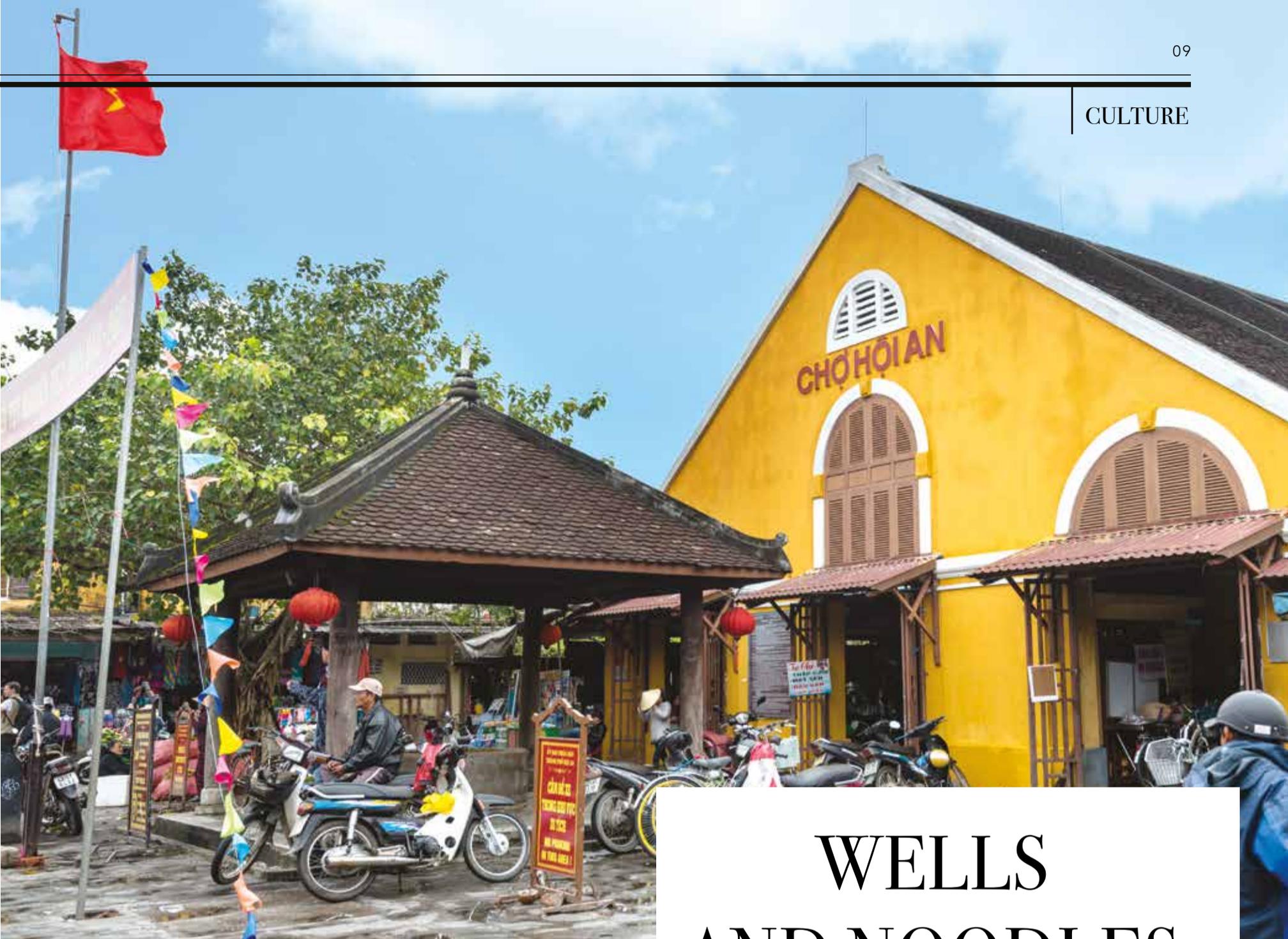
After lunch, your tour continues on foot - the best way to explore Hoi An ancient town. There is so much to see and admire in this UNESCO world heritage town. From the beautiful old merchants' houses with their sloping roofs and verandas to fascinating places of worship and the iconic Japanese Bridge, built to connect the Japanese and Chinese communities across the stream that separated them. Hoi An is unique in Vietnam embodying both eastern and western influences.

At the end of your interesting and delightful day, relax with a refreshing dip in the Resort's pools and enjoy Happy Hour drinks.

Please contact the front desk for more information and to book.



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WELLS AND NOODLES

Out of around 80 ancient wells in Hoi An, the square mouthed Ba Le Well is the most legendary and as one would expect, many mystical stories are associated with it.

This well, which dates back to the 10th century Cham people, is no ordinary well. Apart from being a water source for the townsfolk, its cool alum-free water is said to be the essential ingredient for Hoi An's iconic Cao Lau. This dish consists of noodles, pork slices and crackling, raw vegetables, scalded soya sprouts and a little strongly flavored broth. The noodles are made from rice soaked in water containing ash from burnt trees in Cu Lao Cham, which means the noodles retain their distinctive crispness and dryness. The water used to husk the rice should come from the Ba Le Well. As an aside, water from the Ba Le Well is also reputed to have medicinal properties for the townsfolk. Mr Ba Lo Le who looks after the well, which is in his garden at 45 Phan Chau Trinh Street, delivers the water to nearby poor families.

It is said that Cao Lau cannot authentically be replicated outside Hoi An precisely because of the Ba Le Well water.



Timeless Hoi An



Visiting the beautiful UNESCO World Heritage site of Hoi An ancient town in Quang Nam Province is like stepping back in time to a bygone era.

During the day the town is peaceful and quiet, no cars or motorbikes are allowed in the center of the old quarter, therefore the feeling is of laid-back tranquility as one wanders around at will, and time becomes irrelevant. The town is awash with the sunshine yellow ochre color which creates a calm ambiance.

Hoi An translates as “peaceful meeting place” and the visitor can enjoy this sense of peace whilst meandering the ancient streets, admiring the beautifully preserved wooden houses and shops, many with balconies or terraces and adorned with colorful climbing plants.

Pagodas and temples abound; these are oases of calm contentment where one can sit and let time pass by. Venture into the numerous side streets and tiny alleyways to discover a way of life that seemingly has not changed for centuries.

No visit to Hoi An would be complete without seeing the Japanese covered bridge which has become the town’s iconic symbol. It was built in the 1590s originally to link the Japanese and Chinese communities, which lived either side of a stream. It is solidly constructed in wood with understated ornamentation and guarded on each end by a pair of statues - monkeys at one end and a pair of dogs at the other.

At night the atmosphere changes when the whole town is lit with the hundreds of lanterns for which Hoi An is famous. The lanterns are particularly effective strung along the banks of the river, with their myriad of colors reflected in the water. Locals and visitors alike come out onto the streets, to walk, eat in a restaurant or from a street food stall or to enjoy one of the street theater shows that are sometimes staged, usually depicting traditional scenes from the town’s history.

Even though the evenings bring more activity there is still a relaxed, timeless feel to the town where one never feels the need to hurry, just relax and enjoy the passing scene.





Hoi An Express
 Expressions Of Indochina



HOI AN EXPRESS: HOME COOKING TOUR (half-day tour)

Price: VND 1,280,000/pax ~ USD 61/pax (min.2 pax)

Depart: 8:00

Highlights: Visit the colorful local market; interact with merchants and hand-pick the freshest produce for your dishes

Hop on a boat to a local home where you'll learn how to create some of Hoi An and Vietnam's best dishes

Finish by feasting on your culinary creations



Barri Ann
 travel



BARRIANN TRAVEL:

TAM THANH VILLAGE & KY ANH TUNNEL (half-day tour)

Price: VND 300,000/pax ~ 14 USD/pax

Depart: 13:00

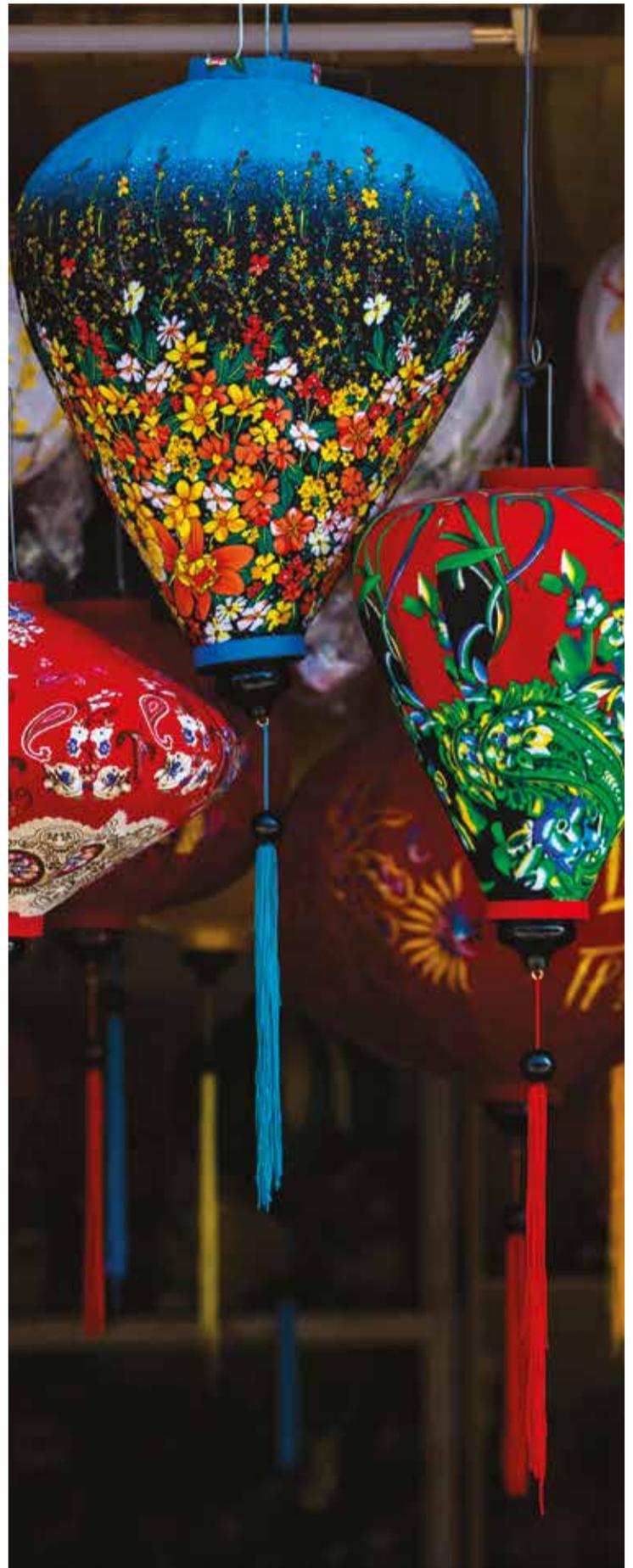
Highlights: Visit Ky Anh guerrilla warfare tunnel complex which is a memorial construction in wartime. Catch a sight of The Vietnam's Heroic Mother Statue known as an overwhelming monument. Wander deeper the colorful alleyways with abundance of murals in Tam Thanh village

Hotline: +84-938 405 917 (whatsapp; viber; kakaotalk; imess; line)

Email: dailytour@hoianexpress.com.vn

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 EHG

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.

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