



# THE HOI AN POST

ISSUE 09

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## HIGHLIGHT

Brand Elegance

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## WHAT'S ON

F&B promotions  
Winter

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## OUR SERVICE

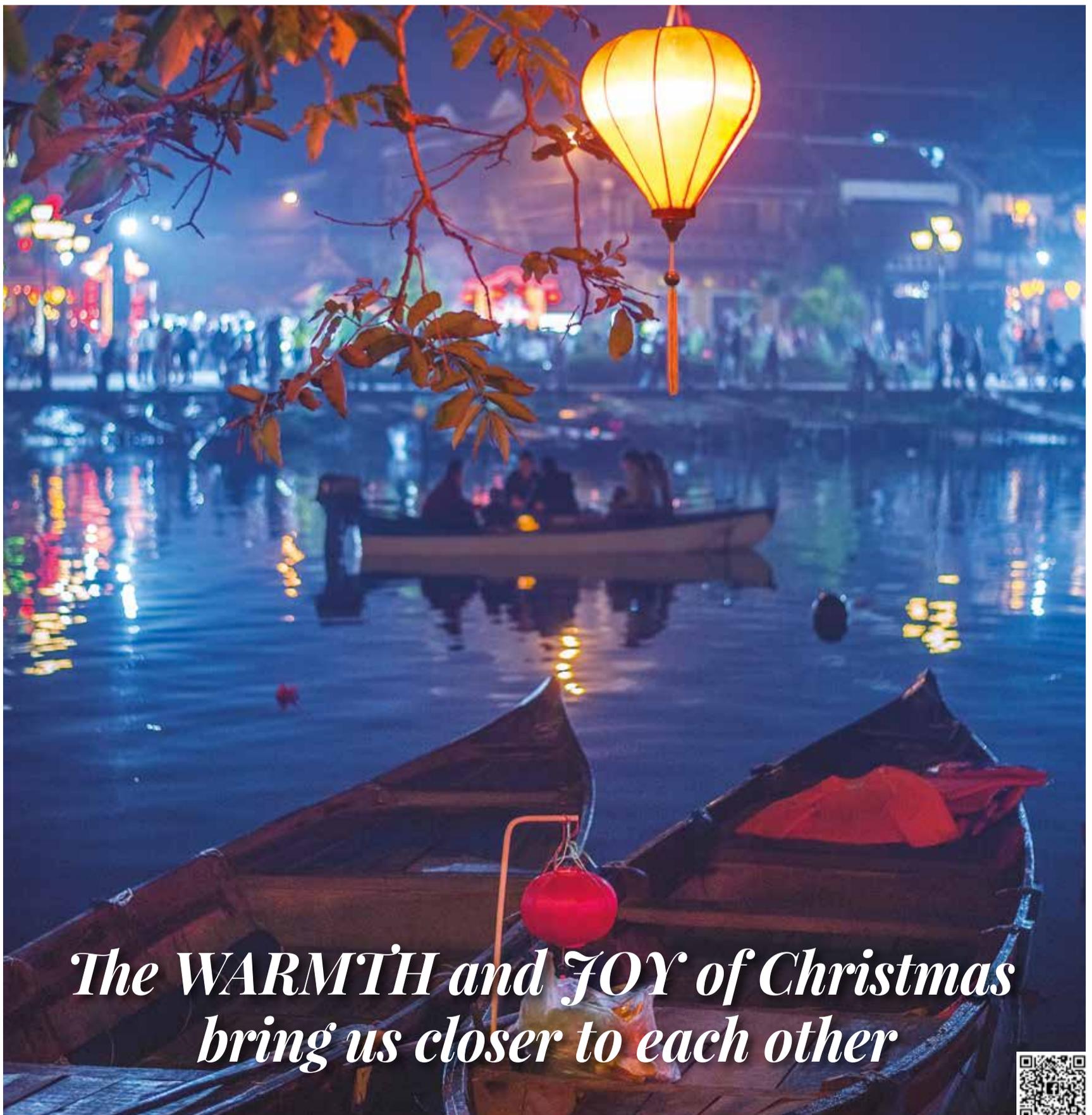
Period luxury

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## TRAVEL

Merchants of  
Hoi An

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*The WARMTH and JOY of Christmas  
bring us closer to each other*

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## CHAIRMAN'S MESSAGE

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

Please enjoy this edition of the Hoi An Post, with information on our hospitality group and promotions to help make the most of your stay with us.

As EHG goes from strength to strength, we are excited to announce the consolidation of our La Siesta collection. Our new upscale La Siesta brand will center on three categories - Premium, Classic and Trendy - as part of the brand positioning.

This winter enjoy great F&B offers, special cocktails, happy hours and restaurant promotions in Red Bean and The Temple Restaurants. Our F&B section features Red Bean's delicious trio of some favorite Hoi An dishes, while La Spa showcases four teas designed on the seasons.

With 11 guestroom types across the Classic and Club Wings, this edition features the Club Wing's Veranda Pool Suites facing the saltwater pool, and we also feature the resort's tropical garden landscape.

While out-and-about in Hoi An old town be sure to visit some of the delightfully historic old merchants' houses or join us on a delicious street food walking tour to sample some of the town's iconic fare.

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

A handwritten signature in black ink, appearing to be 'Do Van Dan'.

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

Elegance Hospitality Group



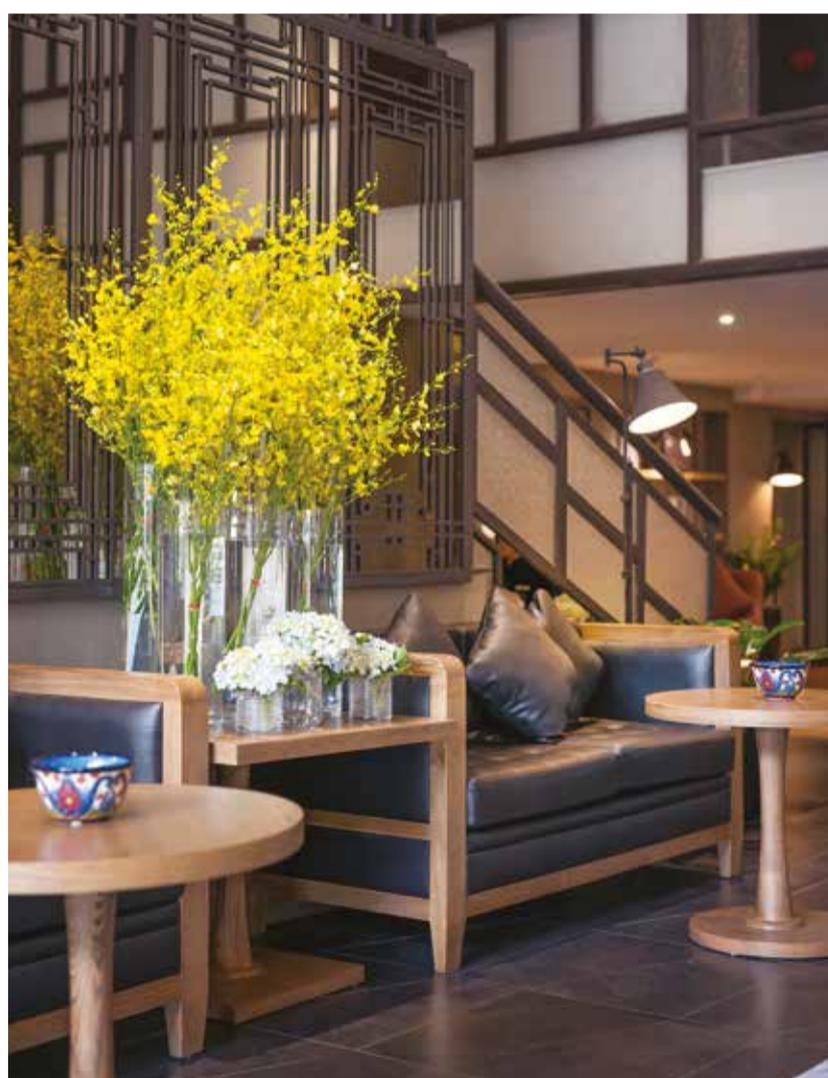


## BRAND ELEGANCE

The Elegance Hospitality Group (EHG) was founded in early 2000 - the word Elegance was the brand's cornerstone. Originally, the group's handful of boutique hotels were known simply as Elegance 1 Elegance 2, Elegance 3 and so on. Then, with increased sophistication came a clearer brand differentiation. Precious stones replaced the numbers - Elegance Emerald, Elegance Ruby, Elegance Diamond and so on ensuring the properties stood out from the crowd. With business expansion and a new strategy, EHG established the La Siesta brand in 2014, a series of bars and restaurants opened and in 2017 EHG launched its first 5 star standard resort. The La Siesta hotels, under the EHG parent umbrella brand, now total four in Hanoi, a Hoi An resort and two more Hanoi hotels opening over the next few years.

A brand is more than a name or a logo. It tells a story, establishing a strong relationship with the customer and embodying clear values. These factors underpin EHG's strategic plan as it consolidates the La Siesta portfolio. La Siesta hotels have fully integrated services with higher-level facilities including restaurants, bars and spas. It is a pioneering brand in Vietnam's luxury boutique market, particularly favored by international visitors for its ability to exceed expectations at every level, for offering the best-personalized guest service and for elegantly distinctive and ultra-convenient amenities.

By the end of 2018, EHG will launch the new upscale La Siesta brand across three clearly defined categories - Premium, Classic and Trendy - as it redefines the brand positioning. Hotels under each category will embody the ethos, design and atmosphere of that category. Premium indicates ultra-high end sophistication; Classic expresses a timeless appeal while Trendy signifies a modern hip fashion. The street address becomes an important distinguishing factor allowing each property to be identified by location - for example, La Siesta Classic Lo Su, La Siesta Premium Cau Go, La Siesta Trendy Nguyen Quang Bich and so on. This brand redesign brings clarity, simplicity and an immediate sense of what it is like to stay at any EHG La Siesta Hotel.



# F&B promotions

## Winter in Hoi An (Nov-Dec 2018)



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EHG's restaurants and bars have a great selection of food and beverage offers for winter and the festive season.

### November specials @ Red Bean

#### Happy hour

Buy 1 get 1 free on local beers, mixed drinks, classic cocktails and wine by the glass  
Available 16:00-18:00 and 20:30-22:00 daily  
*Red Bean, Classic Wing*

#### Mocktail promotion

##### 'Feliz Bar Feeling'

A creamy tart and sweet combination of grenadine, yogurt and sprite - perfect for early winter  
*Red Bean and the Feliz Bar, classic wing*

#### Chef's special for November

Hoi An combo. Shrimp pancake, grilled pork on lemongrass, beef on sugar cane and crispy rice crackers served with pickles, fresh noodles and peanut sauce  
*Red Bean, Classic Wing*

### December delights @ Red Bean

#### Happy hour

Buy 1 get 1 free on local beers, mixed drinks, classic cocktails and wine by the glass  
Available 16:00-18:00 and 20:30-22:00 daily  
*Red Bean, Classic Wing*

#### Cocktail of the month

##### Queen's Cousin

A delicious orange flavored vodka cocktail with Grand Marnier, orange juice and sparkling wine  
*Red Bean, Classic Wing*

#### Signature dish

Chicken Three Ways. A combination of grilled chicken with lime leaves, rolled chicken with mushroom and chicken with ram leaves. Served with turmeric rice, Hoi An chili sauce and fresh herbs  
*Red Bean, Classic Wing*

### November and December Specials @ The Temple

#### Cocktails of the month

November/ Smokey Punch  
December/ Love the Winter  
*The Temple, Club Wing*

#### The festive season

Join us for Christmas and New Year celebrations around the pool at The Temple  
Christmas celebrations 24 December 2018  
New Year event 31 December 2018

# A dish to tempt the taste buds



Hoi An cuisine is some of the most inspired in Vietnam. At Red Bean, we display a number of the region's most iconic dishes. One signature dish on the menu, the Hoi An Combo, features three mouthwatering colorful and aromatic samples introducing you to what makes the region's food so special. Banh xeo is a thin crispy savory rice flour pancake filled with beansprouts, prawns, pork and herbs. It is named after the sizzling sound (xeo) of rice batter as it is poured onto a hot skillet. Small pieces of pancake are combined with shrimp and wrapped in a very thin transparent rice wrapper and dipped in a sweet & sour sauce.

Together with these rolls are two types of grilled meat skewers. Vietnamese sugarcane grilled beef skewers and grilled pork skewers with lemongrass. Sugarcane adds a sweet authentic touch to the beef and seasoning which is wrapped around the sugarcane skewer. An alternative to sugarcane is lemongrass, one of the oldest Southeast Asian herbs. When grilled, lemongrass releases a warm light citrus flavor making it a great partner to pork.

Accompanying this trio are bun noodles, pickles and freshly made crispy deep fried prawn crackers made from rice and prawn powder.





# PERIOD LUXURY



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The Resort's Club Wing houses 37 exceptionally superior guest suites within eight luxury sunshine-yellow townhouse villas styled on Hoi An ancient town's historical style of house. A variety of four luxurious guestroom types is offered, including six veranda suites. Period furnishings, antique-style ceiling fan and vintage patterned floor tiles blend Asian and European influences. The focal point is the luxurious king size bed framed with an elegant hoop canopy and soft white linen drapes. The extremely spacious ensuite bathroom comes with its own

private sauna and herbal bathtub as well as a separate walk in rainforest shower. The front leads onto a porch with soft seating facing the saltwater pool and tropical gardens, while the back has access to a shared garden area with fruit trees. As with all Club Wing suites, the Veranda Suites are equipped with high-end amenities and facilities including a Samsung sound bar for music lovers, a luxurious pillow menu, premium espresso machine and free mini bar replenishment.



# A tea for all seasons

La Siesta Spa has officially changed its name to La Spa as it takes on a more independent and distinctive presence on its pioneering journey within Vietnam's spa industry. One rebrand highlight is La Spa's new logo featuring four leaves inside a circle. The image symbolizes the concept of nature and people within the cycle of four seasons: spring, summer, autumn and winter. The number four is also the basis of La Spa's special herbal teas, designed around the seasons.

## Spring tea

Rice is the main ingredient together with the aroma of leaves and pandan leaves. La Spa's spring tea is sweet, cool and ideal for fresher spring temperatures. It helps oxygen flow around the body, aids sleep and mental wellbeing. It is a tea especially appropriate for the newness of springtime as well as playing an important part in family and friends reunions.

## Summer tea

Our summer tea is a harmonious beverage, a combination of fresh lemon, the intense aroma of black tea and a little lemongrass. Enjoyed cold and sipped through a lemongrass straw, this tea is a cool drink and the perfect antidote to the summer heat, instilling a sense of wellbeing and vitality.

## Autumn tea

Inspired by the Hue Royal Tea, which consisted of 16 different types of herbs with health properties, La Spa's special autumn tea is a combination of five healing ingredients: dried artichoke, chrysanthemum tea, licorice, part of the lotus seed and red apple. This tea is particularly good for combating colds and flu, it aids overall wellbeing and helps strengthen resistance against illness.

## Winter tea

Winter brings cold winds and a bleaker landscape. What better time of the year for sipping a warm cup of aromatic ginger tea in the morning. A little ginger is boiled with lemongrass, some cinnamon and black tea leaves. The spicy taste of ginger combined with warm cinnamon and fragrant lemongrass creates the perfect formula for the cold months.



Scan here, get there!



TOUR



# FOOD TOUR DELIGHTS

Hoi An is famous for its wonderful cuisine and delicious street food. Take a leisurely stroll down the old town alleyways to discover the culture and history of Hoi An and the Quang Nam region through its cuisine. Our street food tour will give you an unforgettable, delicious culinary experience as we sample many of the local specialties.

Hoi An is a melting pot of cultures, which has influenced its cuisine. Originating in the 15th Century as an important commercial port it became home to Chinese traders and merchants, hence the Chinese influence on its cuisine, which, guided by yin and yang creates a balance of flavors and textures. Other unique culinary contributions come from the French, Japanese and Indians.

Our three-hour walk takes us from the Resort to the old town where we find street food establishments specializing in local dishes such as:

**BANH MI** - meaning bread in Vietnamese, signifying the iconic sandwich baguette, introduced into Vietnam during the French colonial period.

**BANH BEO** - one of Hoi An's popular local foods, consisting of steamed dumplings made from rice cake, dried shrimps, crispy pork skin and scallion oil, with a dipping sauce.

**BANH CANH** - meaning cake soup, consisting of thick, chewy Vietnamese noodles made from rice and tapioca flour with various added ingredients.

**CAO LAU** - Hoi An's iconic noodle dish, consisting of cao lau noodles

soaked in water from the famous Ba Le Well, pork slices and crackling, raw vegetables, scalded soya sprouts and strongly flavored broth.

**HEN TRON** - a mixture of clams, onions, Vietnamese mint, roasted peanuts and fish sauce, spooned onto rice crackers.

**CHE XI MA** - a black sesame sweet soup dessert with rice, water and sugar served hot.

Contact Front of House for more details.



Scan here, get there!

# THE SECRET GARDEN

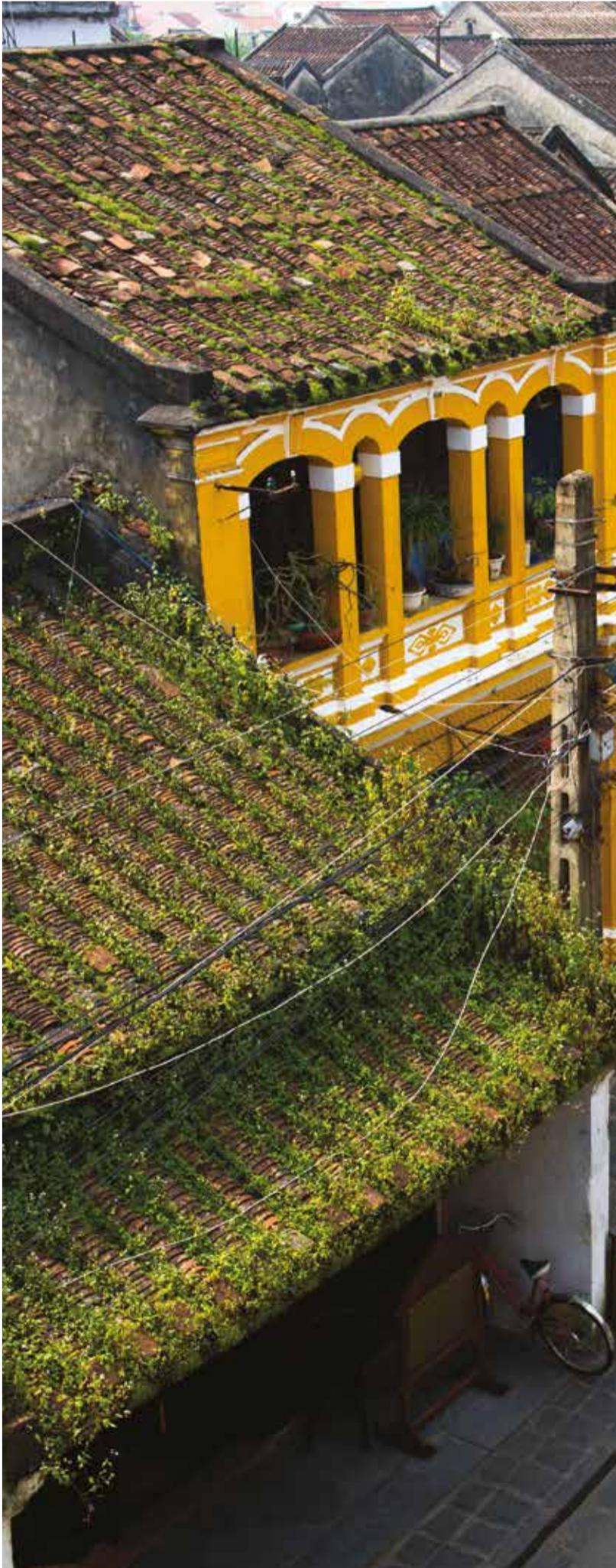
Beautiful hotel gardens enhance the soul of a tranquil retreat and the grounds of La Siesta Resort & Spa are no exception.

Within the Resort, which currently occupies around 8,500m<sup>2</sup> of land, nestling between the Classic wing, bordering the Red Bean Restaurant, and Club wing villas one finds an area of serene tropical gardens that overflow in a patchwork of greens, violets and reds.

The design is the brainchild of the EHG Chairman who envisaged a 'wild' naturalistic style garden, a tropical landscape to complement the Resort's architecture and lifestyle living. Inspiration has been drawn from classical and traditional plants and trees that thrive in Vietnam's tropical climate. This 140m<sup>2</sup> cleverly landscaped magical space, tended to by four permanent gardeners, features around 22 carefully selected species of trees, shrubs and flowers. The result is a stunning outdoor space and a soothing oasis particularly in the summer heat. Species of trees include the pomelo, coconut, areca nut and banana trees. A range of colors comes from the phoenix flower, the stunning birds of paradise plant, the exotic red torpedo-shaped red button ginger plant, orchids, narcissus and jasmin, to name but a few. Most of the flowers have also been chosen for their subtle scent keeping the air fresh and avoiding overbearing perfumes.

The gardens of La Siesta Resort & Spa enhance the environment and provide guests with a unique Resort experience.

# Merchants of Hoi An



One of the most important aspects of the UNESCO World Heritage Site of the Old Town of Hoi An is the beautifully preserved old merchants' houses.

Hoi An was originally an important trading port. Successful traders who visited the town built these houses after deciding to settle here. The majority were constructed by Chinese and Japanese traders in the 18th Century as well as some by French traders during the 20th Century. The houses reflect the different architectural styles of the different nationalities involved.

In the present day, the houses serve as historical tourist attractions even though many are still occupied by families who have owned them down through the generations. A number even retain their original features of beautiful woodwork and carvings and are open to the public for viewing. Some of the most iconic ones include:

#### **House of Tan Ky**

This is one of the most visited houses in Hoi An and is one of the best preserved. It features beautiful carvings and inlay work and is still occupied by the same family who have lived here for seven generations.

#### **House of Phung Hung**

The house, built in 1780, is very near the Japanese Bridge, which adds to its tourist attraction. Look at the turtle shell shaped roof.

#### **House of Duc An**

This is a particularly interesting house as it was originally both an apothecary and then a radical bookstore. Its architecture combines Chinese, Vietnamese and Japanese elements. The owner, Phan Ngoc Tram, who is a direct descendant of the family who originally built it, welcomes visitors to his home.

#### **House of Quan Thang**

This is one of the oldest houses in Hoi An, dating from the 17th Century. The family of the original builders still live here, spanning a period of 400 years.

#### **Tran Family Chapel**

Comprises a peaceful space within a lush garden. It was built by Tran Tu Nhat, a Chinese Mandarin during the time of Emperor Gia Long in the early 19th Century. It contains many different areas, including a chapel and the living quarters.

Visitors can buy entry tickets from the Tourism Bureau.



  
**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

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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 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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