

AUTHENTIC GERMAN BEER HALL, HOFBRÄU BIERHAUS, CELEBRATES OPENING IN NEW YORK CITY

A ceremonial keg tapping will commemorate the Grand Opening event

NEW YORK, New York (February 25, 2011) -- Hofbräu Bierhaus, a Bavarian-style restaurant and bar conveniently located three blocks from Grand Central Station, will be celebrating its grand opening on Thursday, March 10, 2011. Hofbräu Bierhaus offers a full-service bar with 24 taps and six varieties of Hofbräu beer. Open for lunch and dinner, the Hofbräu Bierhaus is unlike any restaurant in New York City, offering communal seating, a 50-foot balcony and a glass ceiling, as well as a fun atmosphere appropriate for all ages.

Serving traditional Bavarian cuisine, customers will enjoy everything from soft-dough pretzels with homemade bier cheese to wiener schnitzel served with German potato salad. Its large, wooden drinking tables seat up to 168 guests and encourage an open, communal dining experience. Guests can expect to enjoy a truly authentic atmosphere as the servers and bartenders dress in dirndls and lederhosen from Germany.

"We are excited to be opening a place where people can gather to have a good time and drink good beer," said Tom Ryan, who owns Hofbräu Bierhaus with Paul O'Connor and James Hendrick. "We'd like this to be a place where old friends and new can come together to share in a truly unique dining experience."

As part of the grand opening celebration, Hofbräu Bierhaus will be featuring Alpine Squeeze, a German - American festival band. Alpine Squeeze is known for entertaining crowds with its polkas and waltzes and has performed everywhere from Las Vegas to the Bahamas. There will be a keg-tapping ceremony at 8:00 p.m. in which the first official Hofbräu Bierhaus keg will be tapped.

The festivities will kick off at 6:00 p.m. on Thursday, March 10, 2011, and will continue into the night. Visit www.bierhausnyc.com for more information.

Media Contact:

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About Hofbräu Bierhaus NYC:

Hofbräu Bierhaus serves traditional Bavarian cuisine and six varieties of Hofbräu beer. Hours of operation are 11:00 a.m. to 2:00 a.m. Monday through Wednesday, 11:00 a.m. to 4:00 a.m. Thursday and Friday, 11:00 a.m. to 2:00 a.m. Saturday and 1:15 p.m. to 2:00 a.m. on Sunday. For reservations, please call 646-580-2437.

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