



FOR IMMEDIATE RELEASE

### **INN SIDE OUT REOPENS IN CAUSEWAY BAY**

The iconic bar and restaurant finds its new home at the South China Athletics Association in Causeway Bay

**Hong Kong, Nov 27<sup>th</sup> 2013** – On the 15<sup>th</sup> of November 2013, **Inn Side Out** re-opened its doors at the **South China Athletics Association (SCAA)** not far from its previous location in Sunning plaza, Causeway Bay.

The new location boasts a **9000 square foot** space (double the size of its former self), a window view into the kitchen, a larger beer selection over its previous extensive beer list as well as the same food menu, staff and overall feel of the bar. Inn Side Out previously had over 14 years of successful operation and became one of Causeway Bay's most iconic bars for food, craft beer and al fresco dining.

The new venue offers an abundance of **indoor and outdoor seating** as well as **three separate bars** located in different sections of the restaurant. Each bar offers up new additions to the imported beer on tap menu including world famous **craft brews exclusive** to the new Inn Side Out such as **Chimay red, Fuller's IPA, Fuller's London Porter and La Chouffe**.

By night, the new Inn Side Out functions very much like usual: beers, burgers, peanut shells on the floor, but during the day the scene is more peaceful. Overlooking the SCAA golf driving range makes this an ideal place for a relaxing Sunday brunch or a lunch break away from the hustle and bustle of Causeway Bay city streets.

The **food menu** is the same as always, serving up favorites such as the Grand Slam Burger (a half pounder topped with grilled onions, bacon, mushrooms and cheddar), Macaroni and cheese, slow cooked ribs marinated in a house made BBQ sauce and more. On Sundays and Saturdays a special **brunch menu** is on offer with signature El Grande brunch items such as the **Eggs Oscar** (shrimp, crabmeat, asparagus & poached eggs with Hollandaise sauce on a toasted English Muffin and a side of fresh fruit salad) and the **Huevos Rancheros** (fried eggs, mixed beans, salsa, tortillas and ranchero sauce).

As part of the South China Athletics Association, Inn Side Out welcomes members and guests of the club and also offers a great package for those that sign up for membership through the bar. For all members signing up with Inn Side out, the membership fee is \$120 per year which includes membership to the SCAA club facilities as well as an additional complimentary \$150 spending coupon

for Inn Side Out. The first 500 members that join through Inn Side will also receive 2 x 1 coupon for a free pint of San Miguel and 2 x 1 buy one get one free San Miguel coupons.

Inn Side Out will be celebrating its relaunch with a grand opening party on December 9th for all to enjoy.

### **Restaurant Details**

**Business hours:** Noon – 2:00am every day

**Address:** 88 Caroline Hill Road, 2<sup>nd</sup> floor SCAA Golf Driving Range, Causeway Bay, Hong Kong

**Telephone:** 28952900

**Inn Side Out Media Tastings:** Press tastings can be arranged, please contact us for more information

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**Facebook Page:** [www.facebook.com/innsideout](http://www.facebook.com/innsideout)

### **About El Grande**

El Grande Holdings Limited owns and operates 16 restaurants and bars in Hong Kong and 2 restaurants in mainland China. Its most recognized restaurant concept is Grappa's, which has been present in Hong Kong since 1990, and is now also present in Chengdu and Dongguan. Other signature concepts include the Italian fine dining restaurant Domani, and American-style bars such as Inn Side Out that offer over 90 different beers on their menus.