



LAGERFIELD BAR & BEER GARDEN

Crown opens cool new open air bar and plush cocktail lounge

Melbourne, Australia. July 2009. Based at the tip of Crown's newly refurbished West End, Lagerfield Bar & Beer Garden is the newest addition to Crown's range of premium bars.

For discerning bar hoppers and beer connoisseurs, Lagerfield Bar & Beer Garden offers a diverse range of beverages including Lagerfield Lager, a stunning wine list, a selection of exotic cocktails and a sumptuous modern Australian tapas menu.

The BBQ style tapas selection includes innovative dishes such as Soft shell crab fritters and chilli popcorn with curried mayonnaise, an assortment of barbequed meats, mini burgers and is available Sunday through Thursday from 5pm until 10pm and Friday through Sunday from 5pm until 11pm.

Crowds gather in the cool surroundings of the decadent bar featuring a 4.5 metre beer tower, bubble top bar and plush sofa style seating derived from a palette of egg plant and caramel hues.

The outside bar boasts a relaxed open air environment with low bench seating and features a glass enclosed fireplace and billowing fig tree.

Lagerfield Bar & Beer Garden is the ultimate buck's night or after work destination, in particular on a Friday night with live music from 6pm until 1am and live AFL games screening throughout the bar for avid footy fans. Friday evenings at Lagerfield Bar & Beer Garden also serve up a range of drink specials and free tapas from 5pm until 7pm.

Overlooking the hustle and bustle of Clarendon Street and located opposite Lagerfield Bar & Beer Garden, Lumia is the newest and most stylish cocktail bar at Crown. This chic cocktail lounge is the perfect venue to kick off a night after work or on a weekend and boasts a selection of tempting modern and traditional cocktails.

Cocktail enthusiasts must not miss the Lumia Cocktail Sampler - a selection of four stunning cocktail samples for just \$15. Choices for the Lumia Cocktail Sampler can be made from

the Honey Bee, Orange Blossom, Pink Daiquiri, Lumia Lemonade, Soviet Cosmopolitan, Paraiso Bliss, Life's Berry Peachy Creamy.

This very special cocktail lounge is the perfect destination for a girls' night out, be it a cocktail night or Hen's celebration.

Lagerfield Bar & Beer Garden and Lumia cocktail lounge have launched as a part of Crown's ever expanding West End food and beverage precinct that is expected to open by late 2009.

Ends.

For further media information please contact:

Tara Bishop
Media Relations Manager
Crown Entertainment Complex
T. +61 3 9292 7281
M. +61 422 003 549
E. tarab@crownmelbourne.com.au

Ann Peacock
General Manager - Public Relations
Crown Entertainment Complex
T. +61 3 9292 7292
M. +61 412 334 614
E. annp@crownmelbourne.com.au