

# EAST END ▶

## 亞洲50大酒吧 EAST END 台北東區酒吧首選

### Design Hotels™ 國際級雞尾酒酒吧 世界級城市水準的美食佳釀

【新聞稿】

共二頁

全台第一間榮獲 Asia's 50 Best Bars 評選的飯店型酒吧 EAST END，座落於台北市東區 HOTEL PROVERBS Taipei 賦樂旅居三樓。做為國際級 Design Hotels™ 的成員，室內整體空間由知名設計師陳瑞憲一手操刀，將賓客的需求與美學體貼地融入至每個細節。東區是台北的潮流文化指標，EAST END 則是東區飲酒文化的指標；這裡提供的飲酒體驗，永遠都站在潮流的第一線，呈現與國際接軌的調酒文化，是 EAST END 不變的追求。

#### 空間由陳瑞憲操刀 古典融合時髦的歐系品味

EAST END 命名發想源於英國倫敦東側以酒吧和精采夜生活聞名的同名區域。細緻的歐式浮雕、手工鍛造的百年黑鐵牆面、挑高的鏡像天花板與紅銅地板上下照映，甫踏入其中就能感受到在美學上的用心；透過一片片落地窗俯瞰東區，將未竟的一切盡收眼底，其獨樹一格的古典浪漫與現代寫實主義，實實在在構成了台北罕有的酒吧風景。EAST END 細心準備的空間，讓來自世界各國的旅人都在迷幻與清醒之間，感受台北最真實的日與夜。

#### 站在潮流第一線 “Texture” 是首要呈現

EAST END 的調酒首重“Texture”「質地」。EAST END 相信調酒質地必須以追求滑順、清爽，能夠舒服的「飲用」為優先，在每一道作品中盡可能地降低酸甜佔比，修飾掉強烈的味覺銳角，除了更好突顯素材本身的風味，更重要的是回歸「飲品」本身的角色：不追求第一口的強烈體驗，而是在不自覺中飲盡的餘味繚繞、回味再三。

有了正確的質地，層次風味的堆砌更顯得輕鬆寫意。在2020年全新上線的酒單中，茶葉為最主要搭配調酒的元素，EAST END 全部選用知名品牌「采采食茶」，讓人在酒杯裡也能品味精緻茶文化的縮影。代表性調酒如 “Tea Hi-Fi”，將燻製龍舌蘭、洋梨白蘭地、金萱茶，烏龍茶等多種素材，加入鮮奶以名為「奶洗」的技法混合，去除乳脂後的牛奶色澤清澈，卻保留芳醇的乳香與滑順的質地。飲下如絲綢一般的酒體、風味依序出現，舌尖飽滿的體驗消退後，茶香才在一次次的呼吸中變得明顯。酒中作為點綴的黑鹽，上桌後逐漸蝕進冰塊之中，除了改變風味，亦如同表演藝術般的動態呈現。“Tea’s Kness” 則改編自美國禁酒令時期的經典“Bee’s Knees”，以蜂蜜、伯爵茶搭配千里達蘭姆酒及義式香料白葡萄酒，在杯緣灑上了洋甘菊粉，散發出茶香與花香，是清新女孩的最愛；完美演繹台灣食材豐富風味的 “Over 23.5”，選用碧螺春代表高山上獨有的輕柔與細緻香氣，加上葡萄柚汁與淡淡的芥末，幻化出在簡單與複雜之間的平衡口感。

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想要嘗試大人系味道的初學者，EAST END 推薦入門款”**Baby Metal**”，改編自老饕最愛的泥煤威士忌，烏龍茶烤花生焦糖輔以乳洗技法，使口感變得溫和容易入口。再玩心十足的加入嬰兒米餅，讓穀物引出各式原物料的香氣，口感卻依然保留原有的飽滿柔滑質地。

廣受女孩們喜愛的”**School Day Frappe**”，混合百香果、蜜李、柚子、檸檬、蜂蜜打成冰沙，再放上一球如同羊毛氈的可愛萊姆皮碎，把所有青春的酸甜滋味集合在一杯，是打卡大熱門；而最能強調EAST END 核心思想的調酒，則是取材自經典調酒Gimlet的”**Gimlette**”：精選三款花香調琴酒為主，以澄清葡萄柚汁做為載體，澄清葡萄柚汁降低了果汁原本強烈的酸、甜、甚至於苦，讓水果香氣變得更加明顯，取代傳統的萊姆汁及糖漿，外觀晶瑩剔透、淡雅無色，口感清爽卻香氣鮮明，是潮流人士的最愛。

就如同酒精不只為了喝醉而存在，在酒吧也不一定代表非得碰酒精，無酒精的”**Starry Bottom**”讓不想長大的人在這裡也有任性的權利。EAST END 在冰釀美式咖啡裡加入台灣鹹楊桃，如同Bikini Bottom(比奇堡)中派大星的家，由多角形冰塊打造的透明屋頂，映照出璀璨星夜下那顆純粹的赤子之心。

## **變化多端的Barfood 串連TK SEAFOOD & STEAK 餐飲資源優勢**

對比精彩的調酒，EAST END 的 Barfood 也毫不遜色，串連一樓 TK SEAFOOD & STEAK 的餐飲資源優勢，讓 Barfood 多了更多可能性與變化。人氣必點的「**熟成乳酪冷肉盤**」共有四種熟成起司及義式香腸、味噌和牛、櫻桃鴨胸，搭配醃漬橄欖及手工虱目魚醬，讓人得以一次品嚐歐式、日式及台式等各國風情；「**美南鄉村風味薯條**」將馬鈴薯薯條搭配美國南方料理中絕不能缺少的Cajun seasoning香料粉，混合了匈牙利紅椒粉及奧勒岡與百里香、大蒜及黑胡椒粉，香氣及滋味濃郁卻不辛辣，讓人一口接一口無法罷手，就跟EAST END的調酒一樣！

**未滿18歲禁止飲酒，飲酒過量害人害己。酒後不開車，安全有保障。**

## **EAST END (HOTEL PROVERBS Taipei 賦樂旅居 三樓)**

地址：台北市大安區大安路一段56號3樓

訂位專線：+886 903 531 851

座位數：室內約可容納52人

營業時間：週日 - 週四 / 17:00 - 01:00 / 週五 - 週六 / 17:00 - 02:00

### **【新聞連絡人】 華泰大飯店集團 行銷公關部**

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## **EAST END, ASIA'S 50 BEST BARS & THE BEST IN EASTERN TAIPEI Design Hotels™ International Cocktail Bar with World Class Delicacies & Drinks**

[News Release]

2 Pages

Located on the third floor of HOTEL PROVERBS Taipei in eastern Taipei, EAST END is the first hotel bar in Taiwan crowned with “Asia’s 50 Best Bars” title, as well as a member of Design Hotel™ international cocktail bars. The space is designed by renowned interior designer Ray Chen from an aesthetic point of view, combined with the abundant experiences of the bartender team, to integrate guests' needs into every detail. In 2017, EAST END also made itself known to the world by standing out from thousands of bars in Asia as it was ranked #39 in “Asia’s 50 Best Bars”, which was a first for hotel bars in Taiwan. In this cozy, relaxing space, you’ll encounter the latest of everything including people and things, from cocktails, barfood to every bartender, EAST END is always on the front line of the trend.

### **A Concoction of Classic & Contemporary European Taste, Created by Master Ray Chen**

Inspired by the same-named area known for its bars and plebeian cultures in east London, EAST END has created a rare bar space with its unique design and being one of the top Design Hotels™ members in the similar East District of Taipei. Upon stepping into the space, one can immediately feel the unique ambience of EAST END. The overall design is extended from the classic romanticism and contemporary realism of HOTEL PROVERBS Taipei, with walls and high-rise ceiling covered with centuries-old handmade black iron plates. The delicate embossments are as if telling the old times of European castles. Warm glows from the copper lamps contrast the wine collection in the wood cabinets and bring out a unique chicness. Two sets of Versmissen Furniture & Decoration couches from The Netherlands build a feeling of calm and steady with the copper floor. And a panoramic view of the most prosperous area of Taipei can be taken in through the massive floor-to-ceiling windows. EAST END sedulously creates a space in which the time is forgotten and guests from all over the world can gaze, listen and indulge themselves in, between psychedelic and sober, the night and day of Taipei.

### **A Trend-setter Providing Cocktails Focusing on the Layers of Aroma and Taste**

EAST END's cocktails focus on building the layers of aroma and taste. One of the signature cocktail “**For Gourd’s Sake**” mixes bitter gourd with Scotch whisky in “milk wash” technique to clarify the turbid liquid while keeping the contrasting bitter but not stringent taste of the gourd. Adding some herbs to increase its flavor, it tastes refreshing and completely reverses the stereotype of bitter gourds. The best food pairing recommendation for this cocktail is “3-ounce New Yorker Steak with Mashed Potato”, which is made from the center of Washington sirloin fried for 3 to 5 minutes to make it tender and chewy at the same time. Another interesting cocktail is called “**Allowance Milk Punch**”. As the name implied, it’s inspired by childhood allowance that allowed us to buy some snacks or drinks such as the commonly seen “papaya milk” from convenient stores or night markets. Made with papaya milk washed with rum, with honey and tropical spices and

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seasoned with a little smoked paprika on the edge of the glass. It's the masterwork of manager Kent with brisk taste, delicate texture and awe-inspiring visual and smell experiences from the spices. And the most unique and extraordinary cocktail "**Gimlette**". EAST END took an unconventional way by mixing gin with not commonly used lime juice and sugar but grapefruit, so that the natural sourness and sweetness in it are gradually released before filtering out the particles and leaving clear, colorless liquid with vivid taste. These features make "**Gimlette**" a favorite of all trendy people.

## **Varied Barfood Supervised by TK SEAFOOD & STEAK Chef**

Compared with the impressive cocktails, EAST END's Barfood is not inferior with its advantages of having the food resources of TK SEAFOOD & STEAK on the first floor. EAST END's Barfood is supervised by Chef Jack Tsai, an expert of the high-temperature, direct fire, oven-roasted steak, and uses ingredients including vegetables, fruits and herbs from the group's private farms. All these have provided Barfood with more possibilities and varieties. The manager's recommendation "**Fried Rice Ball with Lobster and Arancini Cheese**" is a signature snack from Sicily, Italy. Made from thick cheese wrapping risotto cooked with lobster shells and vegetable broth, and deep fried with lobster meat and shredded cheese, this snack is rich and stringy, crispy and soft with every bite. With some Argentinian parsley sauce, it's even more refreshing with a slight sour taste. In response to the upraising vegan trend around the world, EAST END also provides "**Japanese Style Fried Maitake Mushrooms**" with roasted chili hazelnut paste. Its chewy taste will make even non-vegans fall in love!

## **World-class Standard Meticulosity & A Frequent Winner of International Awards**

In 2017, "The World's 50 Best Bars" committee rated EAST END as one of "Asia's 50 Best Bars" ranking #39 in Asia. The key to EAST END's constant winning of international competitions lies in the requirement for perfection, up to the highest standards and down to every detail. The strong bartending team is also keen on researching global trends, inviting guest bartenders from abroad, and on providing all guests with world-class delicacies and drinks. In addition, there's no differentiation between bartenders and waiters at EAST END for they are all skilled in bartending and attentive in serving at the same time, so that every guest visiting EAST END is treated as a personal friend. Combining the quality environment, genuine and meticulous services, and professional, outstanding food and drinks, EAST END is giving guests an unforgettable clubbing experience.

Underage drinking is prohibited. Drink responsibly. Do not drink & drive.

## **EAST END**

3F, No.56, Sec.1, Da'an Road, Da'an Dist., Taipei 106, Taiwan

Reservations: +886 903 531 851

Capacity: up to 25 persons indoors

Business hour: 14:00 - 01:00 Sun. to Mon. / 14:00 - 02:00 Fri. to Sat.

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