



ERDINGER Turns Lau Pa Sat Into an Oktoberfest Beer Tent

Description

Oktoberfest is coming to Satay Street and then some. This September, ERDINGER is turning Lau Pa Sat into a Bavarian-inspired beer tent across two weekends, 18 to 19 September and 25 to 26 September, in what the brand says is its biggest Singapore Oktoberfest yet. Entry is free.



ERDINGER expands its Oktoberfest across the whole of Lau Pa Sat this year. Image:
ERDINGER

A festival-wide PROST!

Each session opens with a communal â??PROST!â?• toast, complete with 50 complimentary pints handed out by roaming barmaids. From there, expect freshly poured ERDINGER Weissbier paired with Lau Pa Satâ??s much-loved hawker fare, a pairing that gives the traditional Bavarian celebration a distinctly Singaporean accent.

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The Stein Holding Challenge returns alongside other games. Image: ERDINGER

Games, brass bands and best-dressed prizes

Interactive games include the Stein Holding Challenge, Pretzel Toss and Stein Slide, while live entertainment runs through the night, headlined by Singapore's first New Orleans-style brass band, New Stream Brass Band, and acoustic party act The Mad Trio. Oktoberfest Style Spotters will be roaming to reward the best-dressed guests, so it pays to dress the part.

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The image is a promotional graphic for Erdinger's Oktoberfest Return. At the top, a blue banner features a string of German and checkered pennants on the left. In the center is the Erdinger Weissbräu logo, a circular emblem with a wheat stalk. To the right, the text "ERDINGER OKTOBERfes RETURN" is displayed in a mix of blue and red fonts. Below this, a white rectangular area contains the headline "WIN EXCLUSIVE ERDINGER MERCHANDISE" in large, bold, blue and red letters. A diagonal watermark reading "default watermark" is overlaid across the center. The merchandise items are arranged below the headline: a dark blue polo shirt with white vertical stripes and the Erdinger logo; a white polo shirt with dark blue vertical stripes and the Erdinger logo; a pair of white socks with dark blue stripes and beer mug icons; a pair of dark blue socks with white stripes and beer mug icons; a blue and white striped travel mug with the Erdinger logo; a heart-shaped wooden plaque with a black and white striped border, white flowers, and the word "ERDINGER"; and a tall glass of beer with a thick white head of foam, featuring the Erdinger logo and a red ribbon banner at the bottom that says "EVERY DAY'S A FEST". The background of the entire graphic is a bright blue sky with a green field and a red-roofed building visible at the bottom right.

ERDINGER
WEISSBRÄU

ERDINGER
OKTOBERfes
RETURN

WIN EXCLUSIVE
ERDINGER MERCHANDISE

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ERDINGER

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EVERY DAY'S A FEST

Exclusive merchandise and metre-long beer trays are up for grabs. Image: ERDINGER

Beyond Lau Pa Sat

The celebrations do not end at the hawker centre. Selected bars, restaurants and pubs will run Oktoberfest games with merchandise to win until the end of October, and anyone keen to raise a glass at home can pick up limited-edition Oktoberfest Brew cans at major supermarkets and on RedMart.

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Limited-edition Oktoberfest Brew cans are sold at major supermarkets and RedMart. Image:
ERDINGER

Planning a full weekend out? Pair it with our roundup of the [Singapore food and drinks scene](#) and other [things happening across the island](#).

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