



P
R
E
S
S
E
S
T
—
K
—
T



A prehistoric beast, the Woolly Mammoth now inhabits Ann Street, Fortitude Valley, igniting the senses through its multi-purpose and experiential spaces, along with its delicious food and massive craft tap beer offerings.

Woolly Mammoth Alehouse is a contemporary beer hall allowing beer lovers to relish in Queensland's largest selection of craft beer, taste rustic food off-the-bone, enjoy some of the best entertainment in Brisbane, and even try their luck at novelty indoor activities including Boccee, Giant Jenga and Shuffleboard!

Here, we provide you with an overview of the spaces, and the people and passions behind Woolly Mammoth Alehouse, revealing the inner workings of a modern beast stampeding into Brisbane's hospitality scene.

I
N
T
R
O



A NEW BEAST GRAZES THE VALLEY

BEER enthusiasts and music lovers can prepare themselves for a feast that tickles all the senses at the new Woolly Mammoth Alehouse, defrosting late September.

Inhabiting Ann Street in Fortitude Valley, The Woolly Mammoth Alehouse is a multipurpose and experiential space consisting of three distinct areas – the Alehouse, Garden Bar and Mane Stage, catering for a cultural cross section of patrons.

Owner Lachlan Bird, also owner of West End institution Lock'n'Load Bistro, wanted to bring the first contemporary beer hall to the Valley precinct, where beer lovers could taste Queensland's largest selection of craft beers, some of which are sourced from local brewers.

"We wanted to change the pace of the Valley, taking locals and varied visitors on a journey of quality craft beer, rustic food off-the-bone and some of the best entertainment in Brisbane," said Bird.

"The contemporary design of the downstairs Alehouse is reminiscent of an old beer hall, where beer lovers can experience 31 craft taps, along with grazing tables of hearty food and out-of-the-box late night dining options."

"The Garden Bar, adorned with astro-turf for indoor bocce and giant Jenga, offers an event experience that will keep guests jovial and entertained until the wee hours."

Its interiors are sure to impress Brisbane lovers of design, and have been crafted by Alexander Lotersztain of Derlot Design, the architectural mastermind behind venues including Depo, Alfred & Constance and Kwan brothers.

"We wanted the venue to inspire people, to transport them to another world, a world where entertainment goes hand in hand with food, superior ales and an array of offerings for functions, whilst making the most of the building's prime footprint in the heart of Fortitude Valley."

"In an effort to respect the original integrity of the building we have highlighted the existing exposed brick and cobblestone pillars coupled with a sleek design combining hard lumber and striking artwork," said Lotersztain.

Punters can also expect large scale touring acts on the Mane Stage, a space fully fitted with state of the art PA and production equipment, as well as intimate comedy, burlesque and local live shows downstairs on the Alehouse stage.

Entertainment doesn't stop here, with Brisbane beer legend and advocate Matt Kirkegaard hosting regular beer education events and corporate tastings.

ENDS.

Media enquiries for Woolly Mammoth Alehouse to be directed to Alexandra Codd at The Press Garage on 0401 245 818 or alexandra@thepressgarage.com.au

— WOOLLY —
MAMMOTH
— Alehouse —



Alexander Lotersztain and the team at Derlot Design will take you back in time when you experience Woolly Mammoth Alehouse first hand.

The design reflects both the purpose and the drive of the architectural space. Establishing a balance between aesthetics and the functionality of an arts entertainment venue with both contemporary and historical elements - was no small task.

Woolly Mammoth's interior is the result of a harmonious blend.

The Alehouse, with its contemporary design, will transform the notion of Germanic beer to a modern concept. The contemporary beer hall combines hard lumber, exposed brick and a sleek modern design, transforming the space for beer lovers to experience 31 craft taps, whilst grazing on hearty food.

Upstairs the Garden Bar transforms into a fresh "botanica" atmosphere of pastel colours, white wash, vines and plants, paying tribute to plantation periods and the Queensland weather.

The story of the overall design was to create a landscape that is not just about going out and partying, but about interaction, superior ales and cuisine and influential musical performances.

Guests will be able to enjoy art and design within a communal environment, whilst experiencing a successful blend of time and place in one new and dynamic space.

A
R
C
H
I
T
E
C
T
U
R
E

Owners - Lachlan and Duncan Bird

Hailing from a background in hospitality, having established and operated the iconic West End hotspot Lock'n'Load Bistro since 2006, brother duo Lachlan and Duncan Bird were inspired to conquer the Fortitude Valley precinct with a venue that was a first of its kind for this bustling Brisbane precinct.

Excited by the prospect of bringing together a team who could harmoniously create something unique in the current hospitality landscape, Lachlan and Duncan attempt to further support the change of the 'valley mind-set' to encourage a safe night out in an establishment with a mature drinking atmosphere.

They strive to do this with Woolly Mammoth Alehouse, which boasts varied design spaces, a mixture of music policies and a premium offering of food and alcohol.

Creative Director - Cuba Krzyzanowski

The venue's charismatic Creative Director, Cuba Krzyzanowski, brings a plethora of hospitality marketing and campaign experience to the table, having worked as the General Manager of a successful music club and restaurant in Spain for 6 years.

Cuba has worked alongside owners Lachlan and Duncan at Lock'n'Load Bistro since 2010, having supervised and developed their marketing campaigns and messages, and now will work his magic at Woolly Mammoth Alehouse.

He believes that the new venue is a breath of fresh air to Brisbane, tapping into the booming local craft beer market and highlighting the quality live music scene at their fingertips.

He also claims to be the only person alive, who has seen a real mammoth before!





Alehouse



Garden Bar



Main Stage



WOOLLY
MAMMOTH
Alehouse



Woolly Mammoth Alehouse has impressive tailored spaces that can cater to almost any size and style of event, sure to leave a lasting impression for your guests.

The 'beer hall' style Alehouse, located downstairs, is the perfect space for groups to indulge in feasting tables, washed down with the help of the mammoth tap selection. Entertainment is also aplenty, with an imported 14ft Hudson Shuffleboard nearby.

This space will also offer beer education and interactive experiences for the craft buffs, hosted by some of the industries best known beer names.

The Garden Bar promises to make your event the talk of the town, with astro-turfed Indoor bocce courts taking center stage for your rooftop party.

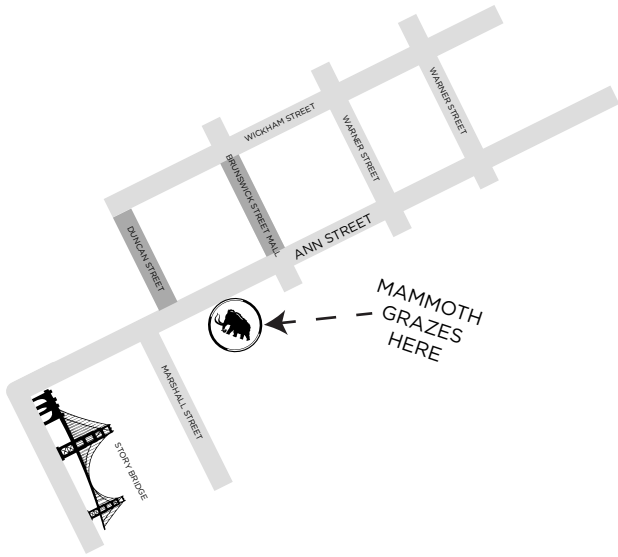
Complete with a private cocktail bar shaking up a delicious variety of mixes, through to quality AV facilities, this space delivers for all styles of events including corporate gigs, cocktail parties or team building exercises.

The mammoth Mane Stage is the spot to host your next big bash that requires a stage-like auditorium. Complete with state of the art PA and full touring production facilities, the Mane Stage is a prime piece of the Fortitude Valley puzzle that until now was sorely missed.

F
U
N
C
T
I
O
N
S

WOOLLY
MAMMOTH
Alehouse

All media enquiries for Woolly Mammoth Alehouse to be directed to Alexandra Codd at The Press Garage on 0401 245 818 or alexandra@thepressgarage.com.au



a: 633 Ann Street
Fortitude Valley, 4006 QLD

p: 07 3257 4439 / **f:** 07 3257 4493

w: www.woollymammoth.com.au
e: info@woollymammoth.com.au

fb: /woollymammothalehouse

C
O
N
T
A
C
T

