



NEW HOLLAND
BREWING
CO

PRIVATE EVENTS

HOLLAND



WELCOME!

Thank you for considering New Holland for your private event. It is our mission to create savored moments, and we are proud to offer a number of options to tailor an atmosphere specific to your needs.

CONTACT US

banquets@newhollandbrew.com

66 E 8th St
Holland, MI 49423

PARKING : New Holland does not have a dedicated parking lot. Nearby lots are available as shown on the map to the right. Please obey all posted traffic and parking signs.

 City of Holland Parking Lot



EVENT SPACES



FAIRBANKS ROOM

Fairbanks is the room located on the east side of our building and can accommodate up to 50 people for private parties. The room includes a projector with screen, sliding doors, and a nano wall, which can be open if weather permits.



BEER GARDEN

The back patio has a 90% covered seating area with overhead and standup propane heaters for cooler weather. It can accommodate up to 100 people.



MEZZANINE

The “Mezz” is our upper-level dining area, which is designed to accommodate up to 45 people. It provides a bird’s eye view of our 40-foot bar, brew house, and main dining area. **The use of stairs is required so please inquire about guests with special needs before booking as we do not have an elevator.**



CONFERENCE ROOM

The conference room is located all the way upstairs near our corporate offices. Please note, we do not have an elevator. It is the perfect space for work meetings, small gatherings, and presentations. The conference room includes two large white boards, a television and all audio/visual connections. The space can hold up to 12 people comfortably.

PRICING

ROOM NAME	GROUP SIZE	FOOD & BEVERAGE MINIMUMS
FAIRBANKS ROOM	Up to 50	\$3,500
MEZZANINE – Not Private / Shared Space –	Up to 25	SUN-THU: \$750 FRI-SAT: \$1000
MEZZANINE – Private –	Up to 45	SUN-THU: \$1,500 FRI-SAT: \$3,000
CONFERENCE ROOM	Up to 12	\$250
BEER GARDEN – Ask about our partial space –	Up to 100	SUN-THU (4PM-CLOSE): \$4,500 FRI-SAT (4PM-CLOSE): \$8,500

*Prices subject to change for holidays and festivals. Each rental accrues a \$150 -250 room fee.
Ask Private Events Manager about other possible spaces available.*

LINENS – \$5 each

Food tables automatically come with linens. However, all other tables will not. Linens come in black. If you would like a different color, please let your event manager know and arrangements can be made. Additional charges may apply.

AUDIO/VISUAL EQUIPMENT

Basic A/V needs such as hooking up a slideshow are included in your room fee. Other A/V equipment available for your use:

- **Portable (wired) microphone and speakers:** \$100
- **70" portable flat screen TV:** \$100
- **Onsite A/V technician for day of event:** please speak with your event manager for a custom quote

Please note: A/V costs do not count towards your food & beverage minimum.

TABLE SET UP

You will work with the event manager to determine a floor plan that works best for your group.

OPEN BAR

Allows any alcohol ordered to be placed on the host’s tab. Host may specify a time limit on the duration of the open bar.

CASH BAR

Guests are responsible for their own beverages. Each guest will be presented with a check from the server at the end of the event and can pay with cash or credit card.

PRESET BAR LIMIT

Any alcoholic or non-alcoholic beverages will be placed on the host’s tab up to a desired amount. Staff will advise host when the tab is close to the desired amount. Once the host’s tab reaches the desired amount, guests will pay for their own drinks.

COFFEE, TEA, & SODA

New Holland would be happy to brew some fresh coffee or iced tea for your event for \$3.00 per person. All soda purchases will be charged based on consumption.

AVERAGE PRICES

BEVERAGE	AVERAGE PER GLASS*
Beer/Hard seltzers	\$6
Wine	\$10
Cocktails	\$12

**All beverage options will be charged based on consumption*



MENU OPTIONS

PLATTERS

Each serves 20 -25 guests

VEGGIE PLATTER

Assortment of fresh cut vegetables, buttermilk ranch and garlic hummus – 100

CHARCUTERIE PLATTER

Assortment of cured meats, cheese, marinated olives, and pickles, with crackers and pita – 150

ARTICHOKE DIP

Artichoke hearts, spinach, garlic, parmesan cheese, pita bread and crackers – 125

CHICKEN WINGS

Beer-brined wings, celery, blue cheese or ranch dressing – 145

Choice of: plain, dragon fire dry rub, buffalo, or Dragon’s Milk BBQ

SWEET & SAVORY MEATBALLS

Beef & pork, sweet barbecue glaze, scallion – 125

PEPPERONI PINWHEELS

Mozzarella, pepperoni, pizza sauce, chipotle ranch – 75

SOFT PRETZELS & BEER CHEESE

Nantucket Baking Co. soft pretzel sticks, sea salt, beer cheese, spicy mustard – 100



LUNCH

Minimum of 10 people – Served Tuesday–Friday, 11am–4pm (prices are per person)

SANDWICH PLATTER

Tray of assorted sandwiches (cheese, meats, and vegetables) on crusty bread – 20

Choose two sides:

- Potato chips
- Green salad
- Pasta salad
- Cabbage slaw
- Soup of the day (+ \$2 up-charge)

SALADS

Each serves 20

LARGE GREEN SALAD

Field greens, cucumber, onion, tomato, choice of honey balsamic and buttermilk ranch –70

LARGE CAESAR SALAD

Baby romaine, rye crouton, aged parmesan, caesar dressing – 75

SEASONAL MARKET SALAD

Ask for current offerings – 90



BUFFET MAINS

One main includes two sides, house salad, bread & butter (prices are per person)

BAKED SALMON FILET

Butter, lemon, and chive – 45

WHOLE ROAST CHICKEN

Rosemary, roasted garlic jus – 35

BEEF RIBEYE

Carved ribeye steak, au jus, horseradish cream – 45

BEEF SIRLOIN

Carved sirloin steak, red wine sauce, roasted mushrooms – 40

BAKED WHITEFISH FILET

Herb bread crumb, brown butter sauce – 35

SMOKED PORK

Pulled pork shoulder, sweet BBQ – 35

SIDES

GARLIC MASHED POTATOES

Sour cream, butter

ROASTED REDSKIN POTATOES

Parmesan, herbs

ROASTED SWEET POTATOES

Maple syrup, goat cheese, rosemary

MARKET VEGETABLES

Chef’s choice preparation of seasonal vegetables

GREEN BEANS

Toasted almonds, butter

PUB BROCCOLI & CAULIFLOWER

Beer cheese sauce, toasted bread crumbs

BAKED PUB MAC & CHEESE

White cheddar sauce

PIZZA/SALAD BAR

\$24/person – Each pizza serves 2-3 people and includes house salad. We do offer a Vegan/ Gluten Free crust for an additional \$5 per pizza

CARNIVORE

Pepperoni, sausage, ham, bacon, pizza sauce, mozzarella

DIXIE LUAU

Smoked ham, bacon, pineapple, peppadew peppers, pizza sauce, mozzarella

WILD MUSHROOM

Roasted mushrooms, caramelized onions, baby spinach, fesh garlic, sweet peppers, goat cheese, mozzarella

PICKLE

Bacon, pickles, fresh dill, herb oil, cheese curds, mozzarella

PRIMO PESTO

Roasted chicken, fresh mushrooms, cherry tomatoes, basil pesto, gorgonzola, mozzarella

BARBECUE CHICKEN

Roasted chicken, jalapeños, onion, Dragon’s Milk BBQ, mozzarella

MARGHERITA

Cherry tomatoes, basil pesto, pizza sauce, cheese curds

CREATE YOUR OWN

Choice of herb oil, barbecue, pesto, beer cheese or pizza sauce plus up to 3 toppings

Toppings: pepperoni, sausage, roasted chicken, bacon, ham, green olives, cherry tomatoes, kalamata olives, red onions, peppadew peppers, pickles, jalapenos, mushrooms, bell pepper, spinach, pineapple, goat cheese, vegan cheese, feta, cheese curds

DESSERTS

Prices are per dozen

JUMBO CHOCOLATE CHIP COOKIES - 40
DRAGON'S MILK BROWNIE TRAY - 40

OFFSITE

PACKAGED BEER

Prices shown per case (24 cans/bottles)

LIGHTPOINT <i>Functional White Ale • 3.7% ABV</i>	45
TANGERINE SPACE MACHINE <i>Hazy IPA with Tangerine • 6.8% ABV</i>	45
MADHATTER <i>New England-Style IPA • 5.9% ABV</i>	45
THE POET <i>American Oatmeal Stout • 5.8% ABV</i>	45
SEASONAL <i>Availability varies by season</i>	55
FULL CIRCLE	55
DRAGON’S MILK <i>Bourbon Barrel-Aged Stout • 11.0% ABV</i>	125

SELTZERS

LAKE LIFE VODKA SPIKED SELTZER	
CRANBERRY LIME	65
WHITE PEACH HONEY	65
CHERRY LEMONADE	65
LAKESHORE BERRY	65

DRAFT BEER

Prices shown per 1/6 barrel keg and 1/2 barrel keg

LIGHTPOINT <i>Functional White Ale • 3.7% ABV</i>	100	185
TANGERINE SPACE MACHINE <i>Hazy IPA with Tangerine • 6.8% ABV</i>	115	250
MADHATTER <i>Midwest IPA • 7.0 % ABV</i>	100	185
THE POET <i>American Oatmeal Stout • 5.8% ABV</i>	100	185
SEASONAL <i>Availability varies by season</i>	115	185
FULL CIRCLE	115	
DRAGON’S MILK <i>Bourbon Barrel-Aged Stout • 11.0% ABV</i>	150	325

CANNED COCKTAILS

Prices shown per case (24 cans)

BLACKBERRY BRAMBLE	80
BLUEBERRY GIN LEMONADE	80
HOLLAND MULE (GIN)	80
RUM PUNCH	80

BATCHED COCKTAILS

Each batch serves 40, ask event manager for other available options

BOURBON PALMER <i>Beer Barrel Bourbon, lemon, tea, simple syrup</i>	300
LAKE LIFE LEMONADE <i>Lake Life Vodka, Clockwork Orange Liqueur, lemon, simple syrup</i>	325
MICHIGAN MULE <i>Choice of spirit, lime, ginger beer</i>	345
DAIQUIRI <i>Freshwater Rum, lime, simple syrup</i>	345
GINGER POM <i>Lake Life Vodka, lime, ginger syrup, pomegranate juice</i>	360

SPIRITS

Prices shown per liter

LAKE LIFE VODKA	30
KNICKERBOCKER GIN	35
KNICKERBOCKER BLUEBERRY	40
KNICKERBOCKER GRAPEFRUIT	40
CLOCKWORK ORANGE LIQUEUR	35
BEER BARREL BOURBON	40
FRESHWATER RUM	40
ZEPPELIN BEND WHISKEY	65

MIXERS & GARNISH

\$5 per person

- Lemons, limes, oranges
- Coke, Diet Coke, Sprite, tonic, club soda
- Orange juice, cranberry juice available upon request for additional price

BANQUET STAFF ONSITE

\$150 each – tends bar, serves and pours drinks, replenishes food and clears plates - we suggest 1 bartender per every 50 guests

CATERING SERVICE FEE - 25%

POLICIES

LATE POLICY

Please contact a manager at (616) 510-2251 if you will be more than 15 minutes late for your scheduled event time. New Holland reserves the right to cancel your reservation if you are more than 30 minutes late without notifying a manager. At that time, the fees outlined in our cancellation policy will go into effect.

ROOM FEE

A non-refundable room fee of \$250 will be required to reserve the date and space for private parties. The room fee must be paid within 10 days of official reservation request or the hold on the space may be released. Additional fees may apply based on length and difficulty of set up.

FOOD AND BEVERAGE

Private events are subject to a minimum food and beverage requirement. Minimums vary depending on the day of the week and the rental space. **Required minimum spend may also be increased based on party size for certain spaces.** Minimums do not include service fees, room fees, extra charges, or tax. If minimums are not met, the difference is added to the final bill as a room charge.

Host must provide a food pre-order at least 14 business days prior to the event date. Additional food may be ordered during the event at the discretion of your event manager or the manager on duty at the time of the event.

New Holland offers a range of menus to choose from in order to provide the best dining experience. Outside food is not allowed on New Holland premises, with the exception of celebration cakes from a licensed bakery. There will be a \$1/ person outside dessert fee (includes plates, napkins, silverware).

Please notify New Holland of any food or beverage allergies, as well as any serious health constrictions. It is not the responsibility of New Holland to adjust the accommodations, but may do so if notified prior to the event.

Remember, at no time will anyone under the legal drinking age of 21 be able to consume alcohol. If a minor consumes alcohol on premise, you will be asked to leave without refund of payment. It is New Holland policy to alert authorities if this occurs.

No outside alcoholic beverages allowed on premise. All beverages will be confiscated, and all guests will be asked to leave immediately. The Host will then be charged the entire food and beverage minimum, 20% service charge , 5% administrative fee and 6% sales tax to the card on file, unless otherwise noted.

GUEST COUNT

Host must provide New Holland with a final guest count at least 14 business days prior to the event date.

SERVICE CHARGES

A 6% Michigan sales tax will be added to the final food and beverage bill. Tax-exempt guests must notify New Holland prior to the event—we will not be able to retroactively reimburse for any tax collected if 501-3c form is not provided on day of the event.

Please be aware that an automatic 20% service fee (or 25% catering fee) will be added to events as well as a 5% administrative fee.

PAYMENT

Payment in full is expected at the conclusion of the event. No separate food checks unless otherwise pre-approved by your event manager. Payment may be made by cash or major credit card. We will require a credit card on file when signing the contract for all private events.

CANCELLATIONS

In the event of a cancellation, New Holland requires at least 30 days notice to receive a full refund of the room fee used to reserve the space and the date. If cancellation is made less than 30 days prior to the event, parties will be charged 50% of total food and beverage minimum their contract states. In the rare case an event has to be cancelled, due to inclement weather, New Holland will make every effort to try and reschedule the event within 14 days of original event date. If the event is unable to be rescheduled, the original room fee will be forfeited.

MISCELLANEOUS

All decorations must be approved by New Holland management and removed by the guest at departure. Use of confetti, chocolate fountains or large open flames is not permitted.

Bands, DJs and other forms of music are prohibited without prior approval by New Holland.

Guests are responsible for any damages to property as a direct result from your event. New Holland is not responsible for any damages to your personal property or lost or stolen items.



