



NEW HOLLAND
BREWING
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Thank you for making New Holland Brewing The Knickerbocker your group destination. It is our mission to create a remarkable experience by tailoring an atmosphere to meet your needs. The information in this packet is designed to help you plan your event, from choosing the right room for your group to selecting a food and beverage menu that will delight your guests.

HOURS

Monday Closed
Tuesday 4–10pm
Wednesday 4–10pm
Thursday 4–10pm
Friday–Saturday 12–11pm
Sunday 12–8pm

**GRAND RAPIDS
BREW PUB**

417 Bridge St. NW
Grand Rapids, MI 49504
(616) 345-5642
newhollandbrew.com

**BOOKING
INFORMATION**

banquets@newhollandbrew.com

POLICIES / GUIDELINES

LATE POLICY

Please contact a manager at (616) 345-5642 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 \$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, with the signed contract or the hold on the space may be released. The room fee is not deducted from the final bill. 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 preorder at least 21 business days prior to the event date.

*Food must be paid in full at least 14 days before event.
Price is subject to change.*

New Holland offers a range of menu items to choose from in order to provide the best dining experience. See pages 9–10 for menu options. Outside food/beverage is not allowed on New Holland premises, with the exception of celebration desserts 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 are allowed on the 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 and 6% sales tax to the card on file, unless otherwise noted.

GUEST COUNT

Host must provide New Holland with a final guest count no later than 14 days prior to the scheduled event date. We do not guarantee changes can be made after this.

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 25% service charge will be added for group events.

PAYMENT

Payment in full is expected at the conclusion of the event. All food must be paid by host, on one bill, no separate checks. Payment may be made by cash or major credit card. We will require a credit card on file for all private events. **Please notify your bank and preauthorize any large transactions prior to the event.**

CANCELLATIONS

In the event of a cancellation, New Holland requires at least 30 days notice in order to be able to reschedule the event within 90 days of the canceled one. 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 canceled due to inclement weather, New Holland will make every effort to try and reschedule the event as space permits. 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. All candles must be in a glass votive.

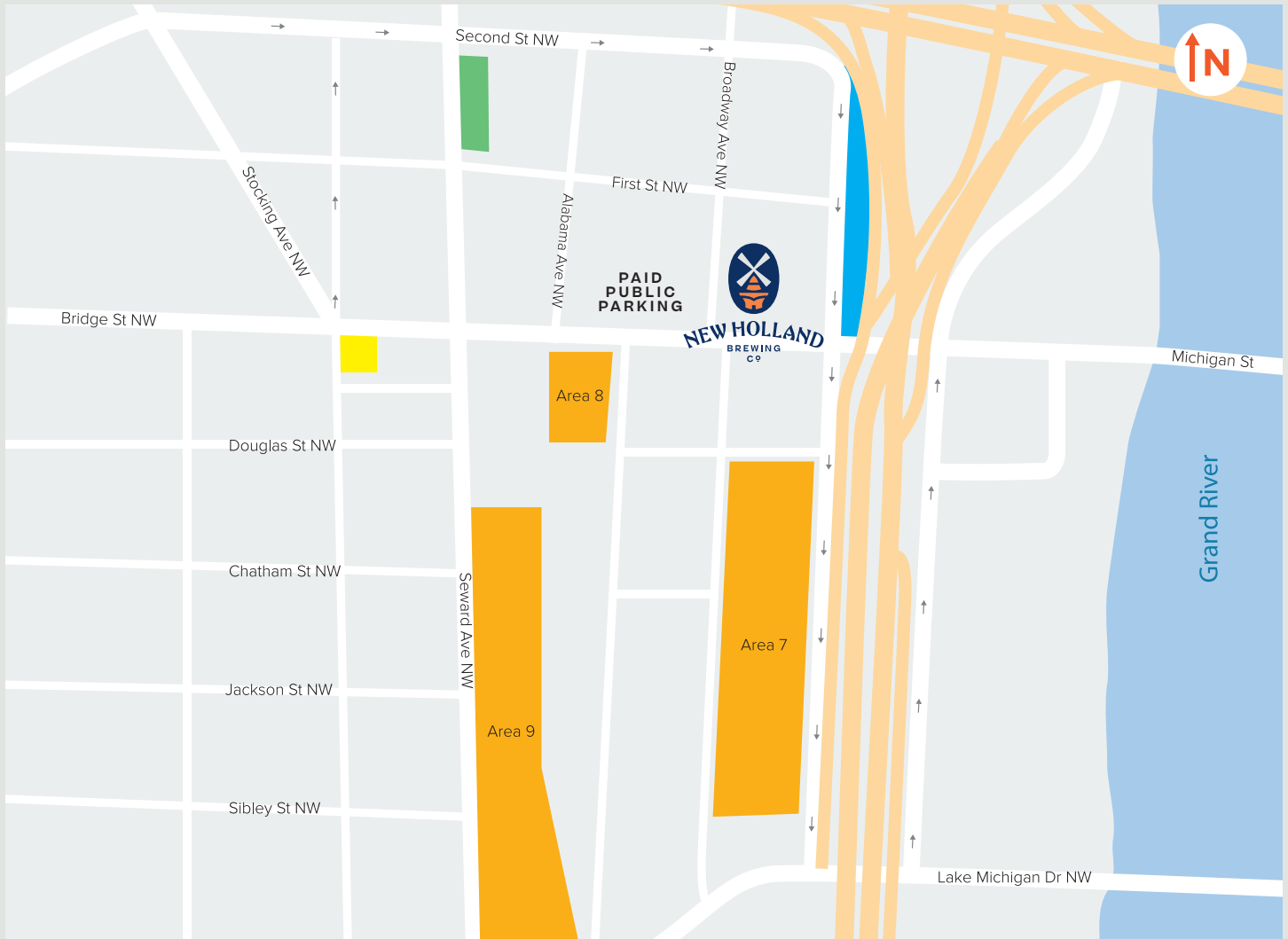
You will be charged a cleaning fee if any decorations are left over.

DJs must notify New Holland banquet manager prior to event. We do not allow bands.

The Host of the event is 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.





New Holland reserves the right to change pricing if deemed necessary, depending on vendor pricing/supply, demand and care.

PARKING INFORMATION



PARKING

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

-  City of Grand Rapids Parking Lot
-  Motu Lot
-  Motu Lot
-  Metered Parking

EVENT SPACES: Main Level



TABLE OF LEGENDS

This semi-private space is perfect for casual events such as happy hours or mixers. Located on our main floor in the mix of the action downstairs, this space can seat 30 people or accommodate up to 40 people standing with a mix of **high top tables** and soft seating in the space. *Please note: There are no lower tables for seating. A/V capabilities are not available in this space.*



STOP AND TASTE

This private space is perfect for a variety of events such as sit down dinners to casual mixers. Located on our main floor to the left of the host stand. Patio available by request. Please note: A/V capabilities allowed in this space, a large TV with HDMI connection. **Microphone use is not available.**

EVENT SPACES: Upper Level



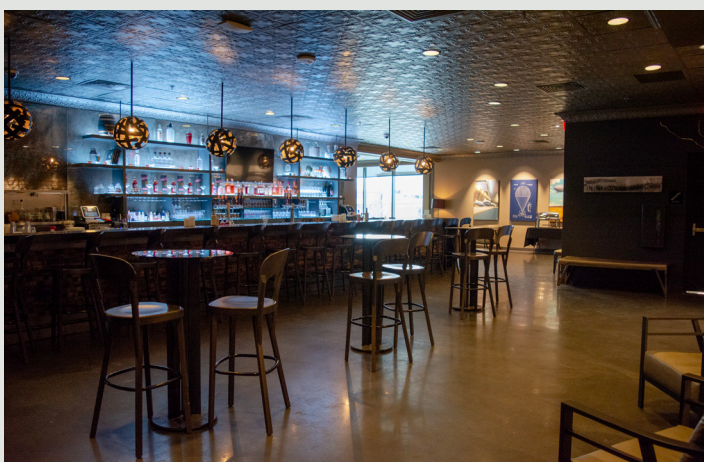
BARREL STAVE LOFT (WEST)

The Barrel Stave Loft is our upper-level dining area. This space overlooks our Stop and Taste room and also provides a bird's eye view of our lower-level dining area. There are privacy curtains lining the perimeter of the loft to provide a sound barrier from downstairs. There is an elevator in case guests are not able to use the stairs



BARREL STAVE LOFT (EAST)

The Barrel Stave Loft is our upper-level dining area. This space overlooks our Trees room and also provides a bird's eye view of our lower-level dining area. There are privacy curtains lining the perimeter of the loft to provide a sound barrier from downstairs. There is an elevator in case guests are not able to use the stairs.



THE ZEPPELIN LOUNGE

The Zeppelin is our dedicated cocktail bar. It is a dimly-lit space and has a casual lounge feel with soft seating, bar seats, and cocktail tables. This space can hold up to 75 people for a cocktail or open house style occasion, and has casual seating for 50 people. The Zeppelin Lounge has one TV behind the bar with the capability of also having the portable 70" TV rolled in for presentations. *Ask about partial room rental.*

EVENT SPACES (CONTINUED)



THE TREES

The Trees is what we call our large, indoor, main-floor beer hall. It is named for the large architectural trees built into the walls that reach all the way to the three-story ceiling. There are large garage doors on either end that can be opened when weather permits, with one end leading to our outdoor beer garden and the other opening up to Bridge Street. A combination of low picnic tables and high bar table seating.



BRIDGE STREET BEER GARDEN

Enjoy the open air in our outdoor beer garden. It includes use of the private Cellarman's Bar. This space has a mix of large bench seating, picnic tables, and small 4-person tables, as well as fire features, overhead heaters, and outdoor games.

In the event of inclement weather, we cannot guarantee availability of indoor space. Event must end by 11pm.

EVENT PRICING

ROOM NAME	GROUP SIZE	FOOD & BEVERAGE MINIMUMS
STOP AND TASTE	50 seated 60 standing	SUN-THURS: \$2,000 FRI-SAT: \$3,500
TABLE OF LEGENDS	30 seated 40 standing	SUN-THURS: \$1,000 FRI-SAT: \$1,500
BARREL STAVE LOFT (WEST) <i>Not private</i>	40 seated 55 standing	SUN-THURS: \$1,000 FRI-SAT: \$2,000
BARREL STAVE LOFT (EAST) <i>Not private</i>	100 seated 120 standing	SUN-THURS: \$2,000 FRI-SAT: \$3,500
Private Barrel Stave Loft	150 seated 180 standing	SUN-THURS: \$3,000 FRI-SAT: \$5,500
ZEPPELIN LOUNGE	48 seated 75 standing	SUN-THURS: \$2,500 FRI-SAT: \$5,000
BARREL STAVE LOFT & THE ZEPPELIN LOUNGE	200 seated 250 standing	SUN-THURS: \$5,500 FRI-SAT: \$10,000
BRIDGE STREET BEER GARDEN	100 seated 250 standing	SUN-THURS: \$7500 FRI-SAT: \$12,000
THE TREES	125 seated 150 standing	SUN-THURS: \$10,000 FRI-SAT: \$15,000

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

LINENS - \$5 PER LINEN

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.

TABLE SET UP

Tables can be set up any way that best fits your group. New Holland can do tables of 6, 8, and 10. We do not have round tables. You will work with your event manager to determine a floor plan that works best for your group.

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.

Slide show must be sent 1 week in advance.

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

ON-SITE BEVERAGE PRICING

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.

Passed Welcome Beverage—50+

Choose beer, wine, and/or a cocktail for the first round.

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.

DRINK TICKETS

New Holland can provide host drink tickets to be dispersed as they wish to guests. Host can request as many drink tickets as they would like. Drink tickets that are used towards beverages will then be added to the host's final bill.

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 \$2.50 per person. All soda purchases will be charged based on consumption



AVERAGE PRICES

BEVERAGE	AVERAGE PER GLASS*
Beer	\$6
Wine	\$10
Cocktails	\$11

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



EVENT MENU OPTIONS

APPETIZER PLATTERS

Each serves 20-25

VEGGIE PLATTER

Assortment of fresh cut vegetables, buttermilk ranch, **\$70**

ADD Bowl Garlic Hummus \$30

ADD Wood fired Pita \$15

ARTICHOKE DIP

Artichoke hearts, spinach, cheese, garlic, parmesan, tortilla chips **\$125**

CHICKEN DRUMMIES

Beer-brined, Dragon Fire rubbed, smoked chicken legs, blue cheese dressing, buttermilk dressing, and buffalo sauce **\$145**

STUFFED MUSHROOMS

Chorizo, cream cheese, white cheddar, scallion **\$120**

SWEET & SAVORY MEATBALLS

Beef & pork, sweet barbecue glaze, scallion **\$125**

PEPPERONI PINWHEELS

Mozzarella, pepperoni, pizza sauce, chipotle ranch **\$75**

HOUSE-MADE TOTS

Bacon and cheese curd potato tots, on a bed of smoked pork, scallion, white barbecue sauce **\$140**

SOFT PRETZELS & WARM BEER CHEESE

Soft pretzels, sea salt and warm beer cheese **\$100**

LUNCH

Tuesday-Friday - 12pm-4pm (prices are per person)

SANDWICH PLATTER

Tray of assorted cold 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)

PIZZA BUFFET

Variety of Pizzas and Green Salad **\$23**

SALADS

Each serves 20

LARGE GREEN SALAD

Field greens, cucumber, onion, tomato with a choice of champagne vinaigrette or buttermilk ranch **\$70**

LARGE CAESAR SALAD

Baby romaine, rye croutons, aged parmesan with caesar dressing **\$75**

SEASONAL MARKET SALAD

Ask for current offerings **\$90**

EVENT MENU OPTIONS (CONTINUED)

BUFFET MAINS

Select one main and two sides. 25 person minimum, unless noted
Includes green salad, bread and butter

Add a second main for an additional \$15 per person.

BAKED SALMON

30 person minimum.

Choose one garnish: **\$45**

- Tomatoes and basil
- Lemon butter and parsley
- Spinach florentine

CHICKEN BREAST

Choose one preparation: **\$35**

- Lemon and caper picatta
- Mushroom Marsala

WHOLE ROAST CHICKEN

Rosemary and roasted garlic jus **\$35**

RIBEYE

Carved ribeye steak, au jus, and horseradish cream **\$45**

SMOKED PORK SHOULDER

Pulled pork shoulder, Dragon's Milk sweet BBQ **\$35**

PASTA BAR - Includes Green Salad and Garlic bread

Choose one of the following pastas. Does not include 2 sides. **\$35**

- Baked Rigatoni with marinara and mozzarella
- Fettuccini alfredo with chicken
- Spaghetti with marinara and meatballs
- Rigatoni with pesto and roasted tomatoes

SIDES

GARLIC MASHED POTATOES

Sour cream and butter

ROASTED REDSKIN POTATOES

Parmesan, herbs

ROASTED SWEET POTATOES

Maple syrup, grass-fed butter

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

ROASTED BRUSSEL SPROUTS

Maple and bacon

DESSERTS

Prices are per dozen

FRESH BAKED COOKIE TRAY

Assorted cookies **\$26**

BROWNIE TRAY

Dragon's Milk chocolate brownies **\$40**

CHEESECAKE BARS

Assorted Flavors **\$50**

Outside dessert fee will be applied at \$1 per person, must come from a licensed bakery.

WEDDING RECEPTION VENUE



BARREL STAVE LOFT & THE ZEPPELIN LOUNGE

The Barrel Stave Loft is our upper-level dining area. This space overlooks our Trees room and provides a bird's eye view of our lower-level dining area. Reservation includes access to our Zeppelin Cocktail Lounge, a private bar for your guests. There are privacy curtains lining the perimeter of the loft to provide a sound barrier from downstairs.

VENUE RENTAL INCLUDES:

Private Loft and Zeppelin Lounge \$1,000 rental (up to 5 hours). Custom wood tables, black metal chairs, coat racks, glassware, flatware and china, black linens for food tables, gift table, welcome table, cocktail rounds (if needed), setup and teardown of the tables and chairs, access to the space for two hours before the reception to decorate.

ACCOMMODATIONS

Loft area seats 180 guests with dance floor in Zeppelin Lounge Has elevator access as well as restrooms on same floor

WEDDING POLICIES / GUIDELINES

LATE POLICY

Please contact a manager at (616) 345-5642 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 \$1,000 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. The room fee does not get credited back on the final bill. Additional fees may apply based on length and difficulty of set up.

FOOD AND BEVERAGE

Private events are subject to a requirement of a minimum of \$10,000 in food and beverages. 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 preorder at least 21 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.

*Food must be paid in full at least 14 days before event.
Price is subject to change.*

New Holland offers a range of menus to choose from in order to provide the best dining experience. See pages 9–10 for menu options. Outside food/beverage is not allowed on New Holland premises, with the exception of celebration desserts 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 are allowed on the 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, 25% service charge and 6% sales tax to the card on file, unless otherwise noted.

GUEST/FOOD COUNT

Host must provide New Holland with a final guest count at least 14 business days prior to the event date. We are unable to make adjustments to quantities after this has been sent and paid.

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 25% service charge will be added for group events.

PAYMENT

Final payment must be paid in full 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 for all private events. Cash, major credit card or prearranged invoice will be charged to card on file the following day. **Authorized payment from the bank is required prior to event.**

CANCELLATIONS

In the event of a cancellation, New Holland requires at least 30 days notice in order to be able to reschedule the event within 90 days of the canceled one. 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 canceled 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. All candles must be in a glass votive.

You will be charged a cleaning fee if any decorations are left over.

DJs must notify New Holland banquet manager prior to event regarding set up and timing

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.

New Holland reserves the right to change pricing if deemed necessary, depending on demand and care.

OFF-SITE BEVERAGE PRICING

PACKAGED BEER

Prices shown per case (24 cans/bottles)

CORE BEER	PRICE
TANGERINE SPACE MACHINE <i>Hazy IPA with Tangerine • 6.8% ABV</i>	\$65
MAD HATTER <i>MidWest IPA • 7.0% ABV</i>	\$55
LIGHTPOINT <i>Functional White Ale • 3.7% ABV</i>	\$55
THE POET <i>Oatmeal Stout • 5.8% ABV</i>	\$55
AquaNAut <i>Sparkling Hop Water • Non-Alcoholic</i>	\$55
SEASONAL BEER <i>Availability varies by season</i>	
FULL CIRCLE <i>Kölsch-Style Ale • 4.4% ABV</i>	\$65
ICHABOD <i>Pumpkin Ale • 4.5% ABV</i>	\$65
CABIN FEVER <i>Brown Ale • 6.5% ABV</i>	\$65
DRAGON'S MILK	
DRAGON'S MILK <i>Bourbon Barrel-Aged Stout • 11% ABV</i>	\$100

DRAFT BEER

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

CORE BEER	1/6 KEG	1/2 KEG
TANGERINE SPACE MACHINE <i>Hazy IPA with Tangerine • 6.8% ABV</i>	\$125	\$235
MAD HATTER <i>MidWest IPA • 7.0% ABV</i>	\$100	\$185
LIGHTPOINT <i>Functional White Ale • 3.7% ABV</i>	\$100	\$185
THE POET <i>Oatmeal Stout • 5.8% ABV</i>	\$100	\$185
SEASONAL BEER <i>Availability varies by season</i>		
FULL CIRCLE <i>Kölsch-Style Ale • 4.4% ABV</i>	\$130	\$315
ICHABOD <i>Pumpkin Ale • 4.5% ABV</i>	\$130	\$315
CABIN FEVER <i>Brown Ale • 6.5% ABV</i>	\$130	\$315
DRAGON'S MILK		
DRAGON'S MILK <i>Bourbon Barrel-Aged Stout • 11% ABV</i>	\$150	\$350

OFF-SITE BEVERAGE PRICING

SELTZERS

Prices shown per case (24 cans)

LAKE LIFE SELTZERS	PRICE
CRANBERRY LIME	\$65
WHITE PEACH HONEY	\$65
CHERRY LEMONADE	\$65
LAKESHORE BERRY	\$65
DRAGON'S SHARE BOURBON BARREL SELTZERS	
VARIETY PACK	\$75

CANNED COCKTAILS

Prices shown per case (24 cans)

	PRICE
BLACKBERRY BRAMBLE <i>Vodka & Blackberry</i>	\$80
BLUEBERRY GIN LEMONADE <i>Blueberry Gin with Lemonade</i>	\$80
HOLLAND MULE <i>Gin, Ginger Soda, & Lime Juice</i>	\$80
RUM PUNCH <i>Rum with Passionfruit, Pineapple, Orange & Coconut</i>	\$80

BATCHED COCKTAILS

Each batch serves 40

	PRICE
FITZGERALD <i>Choice of Knickerbocker Gin, lemon juice, sugar, & bitters</i>	\$375
BOURBON PALMER <i>Beer Barrel Bourbon, lemon, tea, & simple syrup</i>	\$325
LAKE LIFE LEMONADE <i>Lake Life Vodka, Clockwork Orange Liqueur, lemon, & simple syrup</i>	\$350

MICHIGAN MULE

Choice of spirit, ginger soda, & lime

\$345

DAIQUIRI

Freshwater Rum, lime, & simple syrup

\$345

GINGER POM

Lake Life Vodka, lime, ginger syrup, & pomegranate juice

\$360

SPIRITS

Prices shown per liter

VODKA	PRICE
LAKE LIFE VODKA	\$30
GIN	
KNICKERBOCKER GIN	\$35
KNICKERBOCKER BLUEBERRY	\$40
KNICKERBOCKER GRAPEFRUIT	\$40
LIQUEUR	
CLOCKWORK ORANGE LIQUEUR	\$35
WHISKEY	
BEER BARREL BOURBON	\$40
BEER BARREL RYE	\$50
ZEPPELIN BEND WHISKEY	\$60
RUM	
FRESHWATER RUM	\$35

MIXERS & GARNISH

\$5 per person

- Lemons, limes, oranges
- Coke, Diet Coke, Sprite, tonic, club soda
- Orange juice & cranberry juice

BANQUET STAFF

\$150 each—tends bar, makes and pours drinks. We suggest 1 bartender per every 50 people.

CATERING SERVICE FEES

25% + 5% administrative fee

