

Presented in conjunction with Brooklyn Brewery Mash



Saturday, June 20th
Lawn on D Proposal

Each event was a pure celebration of community as represented by thoughtful food, whimsical beers, and good solid company.

- MINNEAPOLIS CITY PAGES



THE BROOKLYN BREWERY
MASH

ADVENTURES IN FOOD, FILM,
MUSIC, BOOKS, & BEER

PRESS



*Good food, good beer, and good people:
That's what Brooklyn Brewery's Mash is all
about.*

- MINNEAPOLIS CITY PAGES

*Brooklyn Brewery's interactive fusion of food,
film, music, books, and "humanity's favorite
beverage" celebrated the intimate union of
storytelling and community.*

- THE AUSTIN CHRONICLE

*As a recent transplant from Brooklyn, I can
honestly say it's the absolute best of two
wonderful worlds.*

- ASK MISS A (Nashville)

*Matching the picturesque New England
summer backdrop would be a tough task, but
it was easily met by Chef Andrew Gerson
(Brooklyn Brewery) and Chef Marc Sheehan
(Brasstacks)*

- FOODIE JOURNAL (Boston)

*"Found Footage Festival is skull-crushingly
funny...Bank on a big crowd and more than a
few laughs..."*

- A.V. CLUB

316-11

**BROOKLYN
BEEFSTEAK**

Brooklyn's all-you-can-eat beef and beer bacchanal. Once a historic New York tradition, expect bottomless pitchers of Brooklyn Brewery beer, heaping mountains of juicy steak cuts, live music and absolutely no utensils.



What is a beefsteak?

"The New York State steak dinner, or "beefsteak," is a form of gluttony as stylized and regional as the riverbank fish fry, the hot-rock clambake, or the Texas barbecue. Some old chefs believe it had its origin sixty or seventy years ago, when butchers from the slaughterhouses on the East River would sneak choice loin cuts into the kitchens of nearby saloons, grill them over charcoal, and feast on them during their Saturday-night sprees.

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"Knives, forks, napkins, and tablecloths are not permitted; a beefsteaker eats with his hands." - Joseph Mitchell

Five years running, New York's galvanizing beef and beer banquet is coming to a Boston with the Brooklyn Brewery Mash Tour!

“I know what I'm doing for my next birthday party.”
– Scott Gold, Thrill List New Orleans



BROOKLYN
BEEFSTEAK!

New Orleans



London



Next: Boston, Chicago, Philadelphia, Brooklyn, Washington DC, Austin

Event Schedule

Load in: 11am

Sound check, music warm-up: 12:30pm

Event start: 1:00 pm

Food service begins: 1:30 pm (All-you-can-eat steak for duration)

Band Set 1 Begins: 1:30 pm (w/ beginning of food service)

Band Set 2 Begins 2:30 pm

Event Ends: 4:00 pm

Clean-up / Load-out: 4:00 – 5:00 pm

Optional 2nd seating if it makes sense for Brooklyn Beefsteak and the venue



Event Details

Approx. attendees: 250 - 300

Staffing: Typically 8-10 servers

Power, lighting, PA, stage size needs:

Band consists of a two guitarists & 1 stand-up bassist

Bar needs: 3 hour open bar (beer only)

Peanuts and pickles served on the tables

Beer cups provided by sponsor

Beer pitchers needed for table service

Catering Needs: Catered by Brooklyn Beefsteak

Outdoor grilling area

Indoor/Outdoor food preparation area

Catering Rentals: Communal Tables & Benches for 250-300

No linens – butcher paper or disposables

*No plates, no cutlery, no napkins required

(Beefsteak tradition is to eat w/ your hands)



Event Description

Grab all the steak you can get your greasy hands on - it's the beefsteak!

We're talking heaping trays of delectable sliced steak, an endless flow of Brooklyn Brewery beer, and a double-serving of the baddest hillbilly proto-rockers this side of the Allegheny – SIT & DIE! (Susquehanna Tool & Die Company)...

It's a celebration of America's favorite libation and our carnivorous inclinations. Committed communal bread-stacking is not only welcome, but encouraged and rewarded.

So forget your forks and knives, tie on your aprons, and belly up for a boisterous taste of beefsteak tradition.



Ticket includes:

- Choice steak cuts, mini burgers from Pat LaFrieda
- Assorted Sides
- Open beer bar of Brooklyn Brewery's Lager and Brown Ale
- Hosted by Beefsteak Betty and Brooklyn Brewery Chef Andrew Gerson
- Musical Performances by Susquehanna Industrial Tool & Die Co
- Souvenir apron
- Communal seating, general admission

Sponsors

- Brooklyn Brewery
- Sir Kensington's
- Boxed Water (tentative)
- Wusthof Knives (tentative)

The modern-day beefsteak is spreading throughout the country with beefsteaks being hosted independently in Los Angeles, Chicago, and Milwaukee. Not to mention, the hundreds hosted each year in Bergen and Passaic Country, New Jersey.

The tent at Lawn on D seems like an ideal location for a summer beefsteak on Father's Day Weekend. We are excited by the prospect of working with your team to make the first outdoor / first beefsteak in Boston the best ever!

www.brooklynbeefsteak.com

www.brooklynbrewerymash.com