

# ViVA Restaurants & Catering Group Backgrounder



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## **Reading Country Club**

Reading Country Club was chartered by the Court of Common Pleas of Berks County, Pennsylvania, on June 6, 1922, as a corporation not for profit. 237 acres of farmland were included & soon the first nine holes of the present golf course were laid out by renowned architect Alexander Findlay in 1923 with the second nine opening in 1926. The golf course, which measures 6,162 yards from the tips with a Par 71, has seen many golf professionals over the years including Byron Nelson, Masters & U.S. Open winner, and Henry Clay Poe, past President of the Philadelphia Section PGA & PGA of America.

The present clubhouse was built in 1931 & since then has changed ownership six times with the current ownership finalized in 2006 to Exeter Township. The Reading Country Club has been a public club since 2006.

On September 1, 2015 ViVA opened the club offering exclusive catering services for the castle's special events & closed the existing restaurant. Additions to the already existing beautiful architecture began immediately including two exterior grand entrances, two exterior water elements, a new restaurant lobby with complete renovation of the existing restaurant, & a Four-Seasons room extension from the front of the building. November 16, 2015 marked the opening day of the new restaurant, the ViVA Castle Pub. The club continues to remain open to the public with no membership fee required.

*Castle Special Event Spaces Bookings*

5311 Perkiomen Avenue, Reading, PA 19606 / 610-685-3900 x400

## **ViVA Castle Pub at Reading Country Club**

General Manager Zachary Trumbauer with Executive Chef Richard Bender opened the Pub to the public on November 16, 2015 as a new sports bar & restaurant seating 285 within Reading Country Club. The expansive bar area includes 30 seats at the bar with six 70" high-definition televisions.

The menu offering includes 113 Euro-Mediterranean inspired menu items from tapas to desserts. Most of ViVA's beef products are sourced locally from the Reading area and

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much of the produce is from New Jersey. At any time you will be able to find over 1,110 ingredients in the Pub kitchen. The bar menu offers wines by the glass & bottle, draft & bottle domestic, imported & craft beers with 50 signature cocktails. Everyone is welcome for a casual dinner at the ViVA Castle Pub daily from 11am-12am Sunday-Thursday & 11am-1am Friday-Saturday.

## *Reservations & Call-Ahead Seating*

5311 Perkiomen Avenue, Reading, PA 19606 / 610-779-1000

## **ViVA Restaurants & Catering Group**

Led by owner Jeff Hettinger, ViVA Restaurants & Catering Group operates two restaurants, ViVA Bistro & Lounge at Wyomissing Square and ViVA Castle Pub at Reading Country Club. Founded in 2003, the family-owned ViVA Bistro & Lounge opened its doors to the public in Wyomissing offering a restaurant with 407 seats, lounge atmosphere & a Euro-Mediterranean cuisine inspired by the countries of Spain, Greece, France & Italy. Sporting one of the largest bars in the Berks County area, the award winning Bistro & Lounge proved to be the perfect location for any event, especially happy hour.

The ViVA Catering division launched in 2011 with the acquisition of the Green Valley Country Club (now known as the Green Valley Chateau & Tent). The Green Valley Chateau & Tent are now exclusive banquet facilities available to the public without any membership with is in comparison to the past Green Valley Country Club which was a private clubhouse. Both venues can accommodate up to 350 guests offering a Ballroom, Sunrooms, three bars, & a Chateau Tent. ViVA Catering also caters to partner venues within Berks County including the Barn at Flying Hills, GoggleWorks, Reading Art Works, Reform Congregation Oheb Sholom & Kraras Hall at St. Constantine & Helen's Greek Orthodox Church.

Founded in January 2015, Masterpiece Events, sister company to ViVA Catering, became the exclusive caterer to the Reading Public Museum venues including the Neag Planetarium, 2<sup>nd</sup> Floor Art Galleries & Atrium, and the Stone Terrace Tent. The Reading Public Museum venues prove to be the most unique venues in the Berks County area.

September 1, 2015 marked the beginning of ViVA's management & catering contract with the Reading Country Club castle's special event venue and restaurant. ViVA assumed all food & beverage service for banquets and private events scheduled after 9/1/15 and construction on the ViVA Castle Pub began immediately. On November 16, 2015 the ViVA Castle Pub opened its doors to the public enticing its guest to enjoy the "ViVA experience" in the castle.

## *Special Event Bookings & Corporate Office*

200 North Park Road, Suite 401, Wyomissing, PA 19610 / 610-685-3900 x400

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