

& bull' story

By PAUL MU

spot award from the Sabah Tourism Board. The awards annually and gives recognition to excellence, quality and innovation standards. The award system sets benchmarks for the industry.

blends English, Irish and local taste," Michael said, pointing to the pub's interior furnishings and artwork.

mean for the Westerners, but it has a Sabahan flavour," said Michael. "It looks like an international mix of drinks: from wines to craft beers."

at 30 types of international wines, a few we concocted ourselves. The performance of the pub is that beer and whisky are the main saleable drinks.

the wines - probably due to the psychology of wine is healthy," he opined. "Wine is sold in bottles or by the glass. The price ranges from RM13.50 to RM320 and caters to all customers, as well as those who enjoy happy hour (from 5pm to 7pm) at a discount of 30 per cent, he said. The pub can accommodate 130 people at



The interior of the pub provides a relaxing ambience to the customers



Michael (right) and the staff of the Cock & Bull with the recognition award received from Sabah Tourism Board

at a time. About 70 per cent of the customers are Malaysian and the rest, tourists or expatriates, he said. The Cock & Bull does not have any arrangement with tour companies.

"Most of the tourists come by themselves or are introduced by their tour guides.

"They never demand any commission from us because they like the place. So this is a healthy environ-

ment for doing business," he said. Customers can order food from next door at no extra charge, as part of the open policy of the pub.

"Our selling points in this pub are the friendliness of our staff and the relaxing ambience and the excellent sea view behind us where you can see the islands, the sunset and Sutura Harbour Resort," said Michael. "Our crowd puller is our local live band performing nightly, Mondays through Saturdays, from 9.30pm to 12.30am. Each session lasts about 45 minutes, followed by a half-hour interval," he said.

Customers are allowed to keep their unfinished bottle of wine shelved in the pub for up to a month, a flexible arrangement.

The pub also caters at special functions like product launches, birthday parties and wedding gatherings, waiving the rental charge if customers order their drinks from the pub, he said.

"The food can be ordered from outside and we will help them with the arrangement if they want.

Michael hoped that the Water Front management would help them promote the place to tourists through their website, or set up a neon signboard at strategic points to attract attention.

"The place is located in a prime area of the city but sadly it is not promoted and managed as well as it might be.

"For instance, there are no colourful decorations put up during the festive seasons," he said.

"So far we have two outlets; the other one is in Tanjung Aru Plaza, and the management is planning to franchise the business in the near future. We are looking to expand to Sandakan very soon," he said.

The Cock & Bull Bistro is open 4pm-1am Sunday and Thursday, Friday to Saturday is 4pm-2am.

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PLACE TO BE

Tanjung Aru Beach

THE Tanjung Aru Beach with its Prince Philip Park is just one of the many-splendor beaches in the West Coast. Tanjung Aru derives its name from the abundance of tall casuarinas or Aru trees that grace the shoreline and Prince Philip Park was named in honour of the Consort of Queen Elizabeth II. There are countless magnificent beaches to explore and enjoy. While each one has a feel of paradise, here are always nearly hawker stalls offering mouth-watering cuisine while you soak in the wonders of the islands, especially the spectacular sunsets that the area is known for.

Water sports are abundantly available in Sabah. Most beach resorts from 5-star to quaint seaside chalets offer a variety of water sports for the active visitor. The calm seas and warm waters are excellent for jet-skiing, water skiing, diving, parasailing and a host of other fun rides for you and your family.

Located just ten minutes away from the city centre, the beach has now taken a new look whilst retaining its original laidback atmosphere, there are simply loads to see and do in Tanjung Aru! Line up of hawker stalls here are the best place to try out both local and western cuisine and wide range of fresh seafood including crabs, prawns, lobsters, shellfish and etc. Its simply mouthwatering!

Whether it is a fun-filled weekends picnicking with family or romantic walks along the beach at sunset, Tanjung Aru beach is a familiar favorite with the young and old. As the saying goes it's an old favorite with a new look, do visit Tanjung Aru beach today to find out its uniqueness.