



P R E S S R E L E A S E

10th Anniversary of Re-opening Breidenbacher Hof, a Capella Hotel celebrates

Düsseldorf, 20th April 2018. Mid-May marks the tenth anniversary of the successful reopening of the most historic luxury hotel on Düsseldorf's Königsallee. Under the umbrella of the Capella Hotel Group, Horst Schulze led the hotel into a new era recapturing its original grand tradition yet setting new standards for service excellence and comfort. In keeping with the anniversary, the celebrations will comprise ten activities, culminating in a special top-class culinary event at the end of the year.

At the conclusion of 28 months of building work, the official reopening was celebrated on May 18, 2008 with the symbolic cutting of a red ribbon. Cyrus Heydarian, General Manager of the five-star establishment for the past ten years, remembers that time well: "We literally started from scratch. Furnishings, guest lists, staff, reputation – it really was a new beginning for everything. But we were successful in finding a good balance between our hotel tradition – extending over two centuries – and our philosophy." Then as now, our primary focus is on our guests and making every possible effort to ensure that their stay is an unforgettable experience. "We don't make offers to our guests – we passionately cater to their wishes. We leave our comfort zones to exceed the requirements of each individual guest personally", states Cyrus Heydarian.

Ten exclusive highlights of the 10th anniversary

1. **The all-round "Anniversary Package".** This anniversary package is full of delights: a special surprise and champagne for guests as they arrive, the five-course anniversary menu in the "1806" Brasserie, and of course the excellent personal service.
2. **Culinary delights:** Philipp Ferber, chef de cuisine at the Breidenbacher Hof, a Capella Hotel, treats his guests to an exquisite five-course menu. A lengthy evening of enjoyment, accompanied by the finest wines, is guaranteed.



3. **Capella Cocktail 2.0:** Carsten Möller, Bar Manager at the Capella Bar, has come up with something special to celebrate the anniversary: the Capella Cocktail 2.0. This is a modern interpretation with traditional ingredients: a fruity mixture with a light touch of pepper, topped with Asian shiso leaves. And combined with champagne – a superb anniversary cocktail!
4. **New bar menu:** A glance at the bar menu reveals a distinctly Asian flavour. Since May, the Capella Bar's range has featured the Japanese manga style: the exquisite and unusual selection – from *Dancing Flamingo* to *Blossom of Japan* - is sure to quicken the pulse of every connoisseur.
5. **Anniversary on tour:** Guests had an opportunity to view the sights of Düsseldorf outdoors on three wheels during the anniversary weekend in May. The "Düssel" rickshaws also served to publicise the hotel's anniversary.
6. **Stylish new neighbour:** In June the long-established Bucherer Fine Jewellery shop is moving on property of the Breidenbacher Hof and will be complementing the hotel's luxury amenities ideally with its outstanding selection of jewellery and its award-winning creations.
7. **Luxury spa:** Luxurious VIP treatment – the hallmark of the philosophy which will become reality again in the spa area in the second half of the year with the collaboration of a new exclusive partner. The top-class body and face treatments promise skin care with an invigorating, detoxifying, stimulating and revitalising effect. The holistic approach is focussed on the guest's well-being and the fulfilment of his or her wishes.
8. **Potential addition of a further luxury floor:** To mark the tenth anniversary of the re-opening, plans are in place to add on a further floor, so our national and international guests can look forward to an additional minimum of 1,000 square metres of luxury!
9. **Kitchen Party 2018:** Now a well-established tradition in Düsseldorf – the end-of-year Kitchen Party. On November 18 of this anniversary year Head Chef Philip Ferber will be delighting party guests together with Michelin-starred chefs and renowned colleagues of his from Germany, Belgium and Austria.
10. **Grand finale: pop-up restaurant with celebrated chef Jan-Philipp Berner:** The chef de cuisine of Johannes King's Söl'ring Hof Sylt will be the guest of the Breidenbacher Hof from November 28 to December 20, 2018 and will be bringing a breath of North Sea air to the Rhine during the Christmas period. Lovers of good food will have the opportunity to enjoy a six-course



meal at the big table in the Show Kitchen. Two Michelin stars and 17 Gault-Millau points hold out the promise of culinary delights!

Ten years – ten facts: an unusual retrospect

Over the past ten years more than 500,000 guests have enjoyed the excellent service provided by the Breidenbacher Hof. A total of almost 240,000 rooms have been booked – the longest stay lasted 438 nights! Referring to this marathon stay, Britta Germann, Director Sales & Marketing, explains: "This is what happens when hotel guests become friends." The hotel had a 100-strong staff when it reopened in 2008; today 160 employees provide a round-the-clock service for guests. With an incredibly low turnover rate of 10%, the house shows how incredibly important it is to focus on the well-being of employees.

"For me the most important and most emotional key figure, because without strong team spirit and a positive work environment we would not be able to afford all of this," says Cyrus Heydarian. To the list of statistics can be added 5,123 curry sausages, 27,895 schnitzels, 22,667 bottles of Taittinger champagne and 12,536 "tea times". Plus more than 50 national and international awards for the hotel and its cuisine, staff and bar.

Breidenbacher Hof, a Capella Hotel

Exclusive shopping on Königsallee boulevard, two private clinics with direct access to the hotel, culinary delights and a stylish ambience in the Living Room, coupled with the special Capella Service as well as "personal assistants": the Breidenbacher Hof, situated in the heart of Düsseldorf, is the ideal location for both business trips and private stays, with luxurious furnishings and attentive service. Fine regional and French cuisine is served in the "1806" Brasserie, with menus which are changed daily, while many a convivial hour can be spent enjoying the fascinating cocktail creations from the Capella Bar. And the Superfood Kitchen in the Lobby Lounge is an ideal option for light refreshments.

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