

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND RESTAURANT BUSINESS
ISSUE 1 | 2021

Rethinking Hearts in close proximity despite social distancing

The Mawell Resort in Langenburg has grasped the opportunity afforded by the current situation to develop an innovative hygiene concept. As a result, visitors can enjoy their holidays without a care in the world and do not need to go without their wellness treatment. Read more from Page 4.

welcome & stay



Dear readers,

Treading new ground means ditching old behavioural patterns – and that is often a good thing. Only those who keep their eyes peeled, recognise the signs of the time and act proactively will remain talk of the town and stay on their guests' radar. The current state of affairs, in particular, demands action and has resulted in a rethinking in hotels and restaurants. That precisely situations like these spawn innovative and creative ideas is illustrated by the Mawell Resort in Langenburg, where the crisis was seen as an opportunity to reinvent itself. Read more about this from Page 4 ff.

Restaurants are currently in the midst of a process of change and are increasingly attracting attention with new concepts. Ghost kitchens und pop-up restaurants are just two examples among many. For more examples, see Page 14 ff. Blogger Valerie Wagner explains why social media and digital tools are indispensable in successfully marketing hotels, particularly in this age of social distancing. More on Page 16.

And we at Miele would also like to contribute towards helping you to master current challenges – be it with our hygiene professionals in laundry care and dishwashing (Page 9) or through the valuable tips and tricks contained in this magazine.

I hope you enjoy reading this issue!

A handwritten signature in black ink that reads "A. Barduna".

Andreas Barduna

Head of Business Unit

Professional Sales, Service, Marketing



'Rethinking is a process which teaches us how to do things better'.

Katharina Eisenlöffel, author



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Hearts in close proximity despite social distancing

The Mawell Resort in Langenburg

The Mawell Resort in Langenburg which proudly overlooks the beautiful Jagst valley in the heart of the Hohenlohe region of Germany places great store by regional cuisine, sustainability and its proximity to nature. An absolute highlight: the 40 m tall tower boasting a lounge, a sauna and a rooftop swimming pool. Here the motto is 'arrive, feel good and enjoy' – even in the age of Covid. With its new and unique Mawell 2020 hygiene concept, their 'Distanced by space, but with hearts close' slogan is translated into practice in every single respect.

The Mawell Resort had to close due to Covid-19 for precisely three months, marking a period of uncertainty and insecurity but also the birth of new ideas. 'Most important of all over these months were our employees who we wanted to retain at all costs. So what we did was to come up with alternative tasks: Our chefs set about painting the wooden facade, whilst our apprentices revamped the herb garden and our housekeeping staff made the park more attractive. As a result, the Mawell now glistens in new splendour', declares hotel director Felix Bernauer. On June 15, the hotel was able to reopen, welcoming its guests with many new features. What the future holds in store is still uncertain at this point in time. New provisions to close the hotel represent a new challenge, but the first difficult phase has shown that there are alternative options.

Relax without a care thanks to Corona tests

The Mawell Resort was Germany's first hotel to opt for free PCR rapid tests. 'Because we are responsible for the health and well-being of our guests', says Bernauer. Employees are tested regularly, providing a sense of security that all at the Mawell are fit and healthy. Guests are able to remain in their cars for the duration of the test. Results are ready within just less than 40 minutes. Tests are evaluated in the hotel's own laboratory which now also provides employment to five additional staff members from the medical sector. 'To date, we have performed more than 8000 tests, and the response is overwhelmingly positive. Guests have a strong desire for peace of mind and security – something we are able to offer them'.



Thanks to a comprehensive battery of hygiene precautions, there is nothing between guests and hours of relaxation. Nestling in an ancient rocky landscape, the wellness area offers the perfect setting.



'In the amenities, UV air purifiers provide an additional sense of well-being'.

Felix Bernauer

New ways of thinking in all areas

Alongside these obligatory tests, the Mawell Resort offers its guests room cleaning using additional ozone generators, achieving virtually sterile-grade disinfection of all rooms. In the restaurant, ample spacing between tables supports social distancing, whilst food served at the buffet comes pre-portioned. This is not only hygienic but also extremely convenient. This way, guests profit from a greater sense of security thanks to the implementation of general hygiene regulations whilst the hotel itself adds value to its range of services on various levels.

Sauna and a swim – heeding distancing?

The heart and soul of the Mawell Resort is the wellness area, 4500 m² of which is indoors and 7500 m² outdoors, which, on account of its unique layout, is a very special place of relaxation. In order to create palpable links to nature, large parts of the wellness landscape were integrated into existing rock formations. Rock removed in the process was used as gravel as sustainability and recycling has been a key leitmotif of the hotel since its inception in 2013. In the same vein, the material used for construction work was predominantly of natural origin, such as wood and stone.

The wellness area is home to various saunas, a salt grotto as well as indoor and outdoor pools which transport patrons to another world. In an age marked by Covid, this area, too, had to be re-appraised. 'In particular, the process of evaporating an infusion on the hot rocks could no longer be practiced in the way it had before. Instead of wafting the fragrance around, our sauna master performed various incense ceremonies, which guests were more than grateful for. One has to create alternatives', explains Felix Bernauer.

A personal wellness bag including a hygiene set for each guest is part and parcel of the new concept. Alongside a bathing gown, a hammam towel and a disinfectant dispenser, this set contains a personal drinking beaker aimed at making the serving of drinks, particularly in the wellness area, as hygienic and contact-free as possible.



6
7

The rooms and suites were designed using local materials and paying loving attention to detail.







With a relaxing bath in the swimming pond, guests can flee the routine of everyday life.

Highest hygiene standards – also in laundry care

The Mawell's dedication to top-class hygiene and quality in laundry care is pretty obvious – and the Miele brand has been putting in a convincing performance right from the outset. 'When we first opened back in 2013, the Mawell had no more than 36 rooms. But over the course of time we have grown and, consequently, decided to wash our towelling in-house. When it came to selecting the right washing machine, the key factors were durability, functionality, reliability and the lowest possible energy and water consumption. The choice fell on Miele without any debate'. And today, the Mawell Resort has 104 rooms, with the result that the machines are in continuous operation. A total of four Miele dryers and four washing machines reliably guarantee top-flight cleanliness and hygiene and laundry with a beautifully soft bounce.

And what does the future hold in store? Well, at the moment it is all up in the air, but Felix Bernauer would like to keep with a large proportion of the changes brought about by Covid, whatever happens. 'Our new concept is intended to provide our guests and ourselves with a sense of security in the long term and create an atmosphere of well-being. The most important thing in times like these is to keep an ear to the ground and to remain open to new ideas'. And Bernauer has a tip for other hotel owners: 'Dare to think outside the box!'. After all, the crisis has to be seen as an opportunity – there is no other option open!'.



'The Mawell Resort stands for change'.

Felix Bernauer





Hygienically clean in all areas

Because Miele puts protection first!

Daily laundry care and dishwashing demands the ultimate in hygiene during a pandemic. Particularly in such sensitive areas as hotels and restaurants where guests should feel safe and care-free at all times, protection and cleanliness must top the agenda.



The professional reprocessing of laundry and crockery is the domain of systems from Miele Professional, symbolising the ultimate in hygiene and first-class quality – as is confirmed by multiple certificates. This expertise is based on decades of skill and experience, with machines built to meet the most exacting of hygiene requirements – because Miele is willing to accept responsibility! At the same time, products from Miele Professional meet the most exacting demands in terms of performance, economy and the gentle treatment of laundry and crockery.

Textile care for maximum security

In order to prevent the spread of infections, effective programmes and wash processes are of the essence, particularly in the field of laundry care. Commercial washing machines from Miele are equipped with high-performance disinfection cycles. Alongside thermal disinfection processes relying on high process temperatures and temperature holding times, there is also the chemo-thermal disinfection option. This additionally uses special-purpose disinfectants. And drying also plays a decisive role. This provides a finish which is both complete and uniform, eliminating any breeding ground for germs and bacteria.

Hygienic dishwashing

Thanks to their high wash and rinse temperatures, dishwashers from Miele Professional, too, contribute to perfect hygiene and meet all the technical and functional requirements pursuant to DIN SPEC 10534 relating to the hygienic use of commercial dishwashers. The option of precise automatic detergent dispensing avoids under- and overdosing and hence avoids impaired cleaning performance. This results in perfect and hygienically pure results. Miele Professional prevents the growth of bacteria when drying crockery, pots and pans, and cutlery. This is achieved, for example, by the AutoOpen patented drying assistance feature on ProfiLine models, thanks to which the dishwasher door is opened to the ajar position at the end of a programme. This allows surplus steam to simply escape – a feature offering concrete benefits to hotels and restaurants.



Clean through the winter!

With our attractive marketing package and flexible financing terms, we will help you safely make it through to spring, despite Coronavirus!



CORONABILITY

On the path to awareness

ACTIVELY SHAPING THE FUTURE



Peter Joehnk

has a degree in interior architecture. Since 1982, he has been a BDIA member.

In 1984, he founded the 'joehnk.Interior Design' agency. After taking over the management of JOI-Design in 2003, Joehnk planned and realised numerous projects, and now has several publications and awards to his name. Since 2018, he is partner with his wife Corinna Kretschmar-Joehnk in 'JOI-Design Interior Architects A D joehnk + partner'.

The future of the restaurant business will demand concepts which can co-exist alongside Covid-19 – particularly when it comes to architectural measures.

The Hamburg-based JOI-Design interior architects specialise in hotels, restaurants, serviced apartments, spas and residential properties. For Peter Joehnk – Managing Director and partner – it is clear that the enduring threat will influence our capacity for remembering and, above all, will set its stamp on the hotel industry for a long time to come. Jean-Georges Ploner – leading light at F&B HEROES GmbH, a consultancy and management company specialising in the development, optimisation and coordination of sustainable concepts in the restaurant business, has defined future trends in the restaurant trade in the same context. Whereas Ploner's focus is on new systems and formats with a view to offering hospitality in future under changing framework conditions, Joehnk presents concrete structural measures which will, in his view, shape the nature of this field in future. A meeting on various levels reveals surprising parallels.

Jean-Georges Ploner

is a trained restaurateur, master waiter and skilled trainer. Since 1994, he has been managing director and co-proprietor of Pencom Germany, latterly Ploner Hospitality Consulting. As principal of the consultancy and management company F&B Heroes, he counts as one of the leading personalities in the hospitality branch. Several specialist books provide exciting insights into the hotel and catering trade.



Dining booths

Fraser Suites, Hamburg, JOI-Design

The future of restaurants

For Jean-Georges Ploner, sociability and nearness is a primordial human desire which is central to the role played by restaurants – aspects which have been painfully noticeable through their absence over recent months. In order to extend a cordial welcome to guests whilst complying with regulations in full between lockdowns, strict hygiene concepts for the protection of guests and staff have been compiled. For Ploner, logistics have become a factor of great relevance to the system since the arrival of the Coronavirus. Restaurant owners have discovered take-aways and delivery as a means to keep their businesses ticking over and providing customers with food and drink. In order to be ready to tackle future challenges, Ploner recommends promoting and expanding this line of business, ideally using digital tools. The situation during and after the crisis requires rethinking and flexibility but also engenders creativity. If food in future is delivered to the customer's home, this can equally well include serving the food and even the provision of crockery and the disposal of, where possible, sustainable packaging. Corona is changing the market and consumer behaviour. Large chains and specialists with a unique selling proposition have an edge over other businesses. An opportunity 'to question and renegotiate everything: Locations, tenancy agreements, staffing, structures and technology', says Ploner. And, what's more, the outdoors are becoming the new indoors – offering a sense of freedom, spaciousness and a feeling of security and self-determination. Picnicking is experiencing a comeback, as are drive-in cinemas and further outdoor events.

Top: **Staircases assume greater significance as elevators are confined spaces.**

Bottom: **Partitions for refined dining.**
Fraser Suites, Hamburg, JOI-Design

Trade-in: Spontaneity v. exclusivity

Furthermore, the very concept of a restaurant visit and the motivation behind it are likely to change – on both sides. Due to social distancing rules, restaurant owners will have to implement new seating quotas. This will result in tables being occupied more frequently and for shorter periods of time. In Ploner's eyes, the idea of sitting around together over a drink after a meal, something of a tradition in Germany, will become a thing of the past. The same applies to spontaneous restaurant visits as table reservations and allocations, time slots and admittance on recommendation only (as for example in members' clubs) become the standard. Given the greater need for advanced planning, guests' expectations are also likely to grow. Going out for a meal will become an experience – perhaps even an exotic substitute for vacations. High demands which face hotels and restaurants! What counts is offering guests something beyond the ordinary, of earning their confidence whilst at the same not hampering their freedom. Above all, there is the safety aspect which is not only mandatory but must also be apparent to guests. After all, 'patrons not only want to be given the feeling that everything possible is being done for their safety; they want to see it being done'. Ploner maintains.

New values, also in architecture

If we now project these aspects on to construction projects, it soon becomes apparent that such significant transformation is bound to have a knock-on effect on the architecture of hotels and restaurants, triggering a process of rethinking. Peter Joehnk, partner in the well-known Hamburg-based JOI-Design interior architectural practice, is of the opinion that a future task incumbent on designers will be to 'create as much transparency and openness as possible whilst by the same measure taking on board as much protection and separation as necessary'. In agreement with Jean-Georges Ploner,





Top: **Working from the bedroom – even unconventionally from the bed**

me and all, Kiel, JOI-Design

Bottom: **Recesses for working and making calls**

stay KooooK, Berne, JOI-Design



the interior architect believes that people will still have an urge to get to know others, meet them and engage in conversation. But there will also be those who are in two minds when it comes to physical closeness. In both cases, we need to pick people up where they are and do justice to both groups. Hotel lobbies, for example, will continue to have their justification, but they will have to feature recesses and spaces offering a place of refuge. And every effort must be made to meet the emerging demands for stricter hygiene. Contact-free fittings, door opening mechanisms and partitions are some of the first structural responses to emerge. In the long term, Joehnk sees the need to improve air conditioning and ventilation systems as well as to provide more space in the most important meeting places and concourses. Even 'indoor circulation plans with one-way systems' or separate entrances and exits can be part of the concept. For the designer and interior architect, it is clear that space and distancing will increasingly come to symbolise 'luxury and security'. However, despite all this, Joehnk remains optimistic as he has weathered many changes and challenges during his 36 years of experience in designing hotels – often marked by a trade-off between functionality and design. For him, users and visitors also bear a great deal of responsibility. Alongside friendly staff and the design of future hotels and restaurants, when it comes to hygiene Joehnk sees a big obligation on himself as patron.



Further information: www.joi-design.com

and www.fbheroes.de

All photos: Christian Kretschmar

for JOI-Design

stay exceptional



Outdoor is the new indoors

The **Fasanerie** castle restaurant and café in Eichenzell in Hesse wanted to spoil its guests, despite having to shut down their restaurant, and so delivered their fare not to doorsteps but to benches in the park. The castle gardens offer the perfect backdrop for such an exceptional picnic, and take-up of the new offer was excellent. To streamline operations, **numbered menus were assigned to individual park benches** – allowing hungry guests to order their favourite dishes by telephone. Freshly prepared meals were delivered in small vehicles resembling golf caddies. Alongside classic dishes, the menu also features ox jowls. Over a glass of good wine, a socially distanced evening spent eating and drinking fades away out in the open air in the most perfect of settings.

Gastronomy 2.0

Innovative restaurant concepts
set new standards

Slow Food Fast

What will dining out look like in future? **Data Kitchen Berlin** provides some first impressions of a place already geared for digital. Guests can select and order food by app or via the restaurant's website. Food is then ready for pickup from labelled glass boxes in the so-called **Food Wall**. These can only be opened by smartphone. Payment is made up front and online. This has nothing at all to do with classic fast food outlets as the chef de cuisine Alexander Brosin creates his dishes using high-quality regional ingredients with great attention to detail. This gives customers a choice of delectable dishes such as pumpkin soup, steamed dumplings, cauliflower with potato peel crunch or damson crème brûlée. Breakfast is available to order, too. Since 2016, guests have been able to make avail of the Data Kitchen offer and, thanks to their 50 seats, can conveniently and efficiently enjoy their midday break without having to wait.





Special treats with ingenuity

So-called ghost kitchens were a niche phenomenon before Corona: Restaurants without seating and service staff which only prepare food. In part, they even dispense with the kitchen altogether, outsourcing food preparation to large commercial kitchens. **Guests have their food conveniently delivered to their doorsteps** and do not need to leave the comfort of their own homes – a concept which is in bigger demand today than ever before. The owners of such virtual restaurants enjoy several benefits as they are able to react more flexibly to changing conditions, are not tied to one particular location and save on crippling rental costs. A similar idea is pursued by **taste&soul**, which now has more than 70 partner restaurants in Germany, Switzerland and Great Britain. In an extensive series of workshops, these learn how to prepare dishes created by taste&soul – top quality, healthy ingredients and recyclable packaging are the order of the day.

Meeting up with friends or family for a meal at the long table at your favourite restaurant or gathering with work mates for a beer after work down at the local: All that has involved considerable restrictions since Covid-19.

This has resulted in delivery services and take-away restaurants experiencing a boom. Restaurants and catering businesses have had to rethink, with new-fangled concepts arising out of necessity. Other innovative ideas pre-existed but have been given a new lease of life by the current situation.

Pop-up restaurant

In July 2020, restaurateur Marcus Geßler – already running five restaurants and a bar – opened the first **digital beer garden** in Münster's Lindenhof area. Orders are placed not by selecting from a printed menu but by QR code. Guests select their meals via a website and food is delivered straight to tables in the beer garden by one of the 12 partner restaurants nearby. Drinks are served on location from a pub on wheels.

For the coming winter months, Marcus Geßler has transferred his concept to new premises: Since October 2, a former denim store serves as a **pop-up conservatory** (www.wintergarten.ms), attracting guests with its urbane flair. The combination of delivery service and locally served beverages will continue to apply. And 20 artists and designers were invited to decorate the walls of the conservatory, allowing their creativity free rein to transform the premises into a gallery with their unique works of art – **Dining and art in harmony**.



stay up-to-date

Contact-free future?

You wanna be smart? Then go digital!

Whether checking in at a tablet PC, paying without cash or submitting feedback via social media – digitalisation is already an integral part of all aspects of life and hence spreading fast. Whilst several hotels are beginning to take their first faltering steps towards digitalisation, others are already well positioned: In all Ibis hotels, for example, check-in for guests will be exclusively mobile using a tablet PC by 2022. The Brunner Hotel in Arnschwang in the Bavarian Forest even goes one step further: There, guests can expect a cordial welcome from the likeable female robot Pepper.

It is understandable that not all hotels implement the same measures in a bid to be smarter as the range of offerings must befit the target audience. Not least in the age of Corona it is important not to lose sight of the needs of guests, who have a strong desire for greater convenience, innovation and a sense of security.

Digitalisation goes a long way towards meeting concrete needs and creates new ways of implementing social distancing.

For Valerie Wagner, digitalisation is the key to new relationships with guests. As a trained hotelier with a diploma in business organisation management, she knows only too well what makes the hotel industry tick. She was also formally trained in e-commerce and revenue management and has also worked in event management. In 2017, she first launched her Hotel-O-Motion blog. 'There are many travel and food bloggers, but what was missing was a blog from the viewpoint of the hotel trade', says Valerie Wagner. Hard on its heels, this was followed by her podcast, a platform for an exchange of views with experts and hoteliers on the subject of digital hotel management.



A digital helper

'Never before has it been so easy to automate recurrent processes. The hotel branch will always be a people business, but digital tools are increasingly facilitating administrative processes in hotels and communication with guests', explains Ms. Wagner. Alongside Corona- and DSGVO-compliant registration tools, there are also various programmes for internal communication as well as cloud-based hotel administration programmes and apps for digital menus. Digital ledgers for guests have also proved particularly useful, like those from Gastfreund which offers a multitude of functionalities. Whether hygiene rules, itineraries or destinations for excursions – everything is at guests' fingertips, hygienic and contact-free, at a glance. 'In the best of cases, there is even the option of booking services direct or reserving a table in the restaurant. This way, guests benefit from added convenience and the hotelier generates turnover'. And there are also the employees with their desire for solutions which speed up their work and make it more efficient. 'The generation currently embarking on their careers are quite accustomed to using apps and the like. They use checklists on their smartphones and expect the same in the hotel where they work', explains Valerie Wagner.



5 tips for hoteliers

1

Check the possibility of digitalising analog processes.

2

Your website is your digital calling card and should be a central platform for all your activities. It must generate bookings – both from the desktop and mobile.

3

Use social networks and make yourself visible!

4

Always place guests at the centre of your attention. What sort of digital platforms would they use?

5

Compare various providers and take decisions with great care.

Staying in contact – contact-free

Recent months, in particular, have shown how fast communication has a tendency to go online. Social networks give fast access to guests and are fast gaining ground. They create visibility and dialogue, induce customer loyalty and generate feedback. Which channel makes sense depends on a hotel's target group and their interests. Instagram and Facebook enjoy great success: 'The public is attracted by photographs, stories and effects. Snackable Content: bite-size information effortlessly consumed. Hotels should make a point of posting regularly – not every day, but on a continuous basis', says Wagner. 'And contributions prompt discussions; anyone who doesn't respond or leave a like appears to lack authenticity. This can have a negative impact on advertising to the outside world'. A further important aspect are websites. 'All links shared via social media should generate clicks on the hotel website and, in the best of cases, result in room bookings'.

Influencer marketing

Both collaborating with travel bloggers and professional influencer marketing can make sense and be crowned with success. Nevertheless, many hoteliers feel insecure when faced with this topic as there are many preconceptions and prejudices within the branch. Valerie Wagner wants to provide clarification 'as influencers are part of a strong community and the target audience identifies with them. They make recommendations and must be recompensed for their efforts – be it in the form of accommodation or meals'. Hotels can profit from their incredible reach: 'Just a mention in a blog or article raises visibility levels. I for my part would always go for long-term, sustainable cooperation'.

#hotelsoninstagram

Since 2019, Valerie Wagner has been convener of the so-called #hotelsoninstagram challenge. Over five days, she gives participating hotels a task which they must solve using Instagram. The latest challenge took place during lockdown and involved presenting a hotel from different angles – whether in a virtual video tour of the premises or as a sequence of images for a news feed. Thanks to the new Instagram reel, even more opportunities are open to participants.

Meet&Greet

In the course of her work, Valerie Wagner has spoken to many in her line of business and has met many hugely different personalities. In her podcast called 'Giving hotels a voice', she provides a platform to precisely these individuals – 'Hoteliers with exciting and innovative ideas who have their eyes firmly set on the road ahead'. She clearly recalls a podcast interview with Philip von Bodman from Achat Hotels 'because the hotel chain slithered into the pandemic as they were in the throes of relaunching their brand, yet nevertheless ploughed on with their undertaking with great confidence and optimism. I find that impressive'.



Further information: www.valerie-wagner.de

stay informed

Private feel-good ambience



To facilitate the unalloyed enjoyment of wellness moments in sufficient privacy, several hotels offer what they refer to as a 'private spa' – a wellness area in guests' own hotel rooms. Without coming into contact with others, visitors to the Bären Hotel in the Black Forest can, for example, recharge their batteries undisturbed in their own sauna or enjoy the window vista from two standalone bathtubs. Occupied sun loungers and loud ambient noise levels are passé. A further benefit: The number of patrons in the hotel's central spa is automatically reduced, making it much easier to maintain social distancing.

 Further information: www.baeren-titisee.de

GeWEINsam

Enjoying a glass of fine wine is something best done in the company of good friends. But as not all are always in the same place at the same time, the team at VINOGETHER came up with an innovative idea: Friends can meet up for a web conference and a virtual tasting of wines they receive by parcel post. A knowledgeable wine connoisseur is available to provide guidance, drawing on great expertise.



 Further information: www.vinogether.com



Checked & confirmed

Hygienically clean laundry is a must in the age of Corona! Guests want to feel safe and at ease. As evidence of their efforts to meet these needs, hoteliers in Switzerland and Austria can have their own on-premise laundry endorsed by obtaining the 'Klasse Wäsche Inspected Quality' seal of approval. Certification is also planned for Germany. The cross-brand and independent platform 'Klasse Wäsche' also offers useful tips and tricks on running an OPL. It was founded by five companies spanning the textile, laundry technology and chemicals industries – including Miele.

 Further information: www.klassewaesche.com



Culinary excellence

Thanks to MChef, top-class cuisine is possible everywhere! Within the space of 48 hours, clients can have selected dishes or entire menus delivered to a chosen address. Dishes are made exclusively using choice high-quality and fresh ingredients and are created by experienced chefs de cuisine. Delivered ready to serve on noble porcelain crockery, the food is prepared in a dial oven from Miele, a plug-and-play appliance which only needs a wall socket.

After on average 25 minutes, up to six dishes are cooked to a T simultaneously, guaranteeing pure and unadulterated pleasure in any place, at any time.

 Further information: www.mchef.de



Write to us!

Do you have any suggestions, tips or questions?
Do you want to contribute with suggestions for new topics, criticism or your own stories?
We'd love to hear from you at welcome@miele.de!
Also, if you no longer want to receive this magazine, simply write to us.



Smart sidereal moments

Star ratings can tip the scales when it comes to choosing a hotel as they point towards the amenities and features awaiting guests. Since July 1, 2020, hotels can gather Brownie points in the field of digitalisation. Whether intelligent smart hotel systems, digital assistants, electromobility or WiFi – there are untold opportunities to impress. And the whole issue of sustainability has found its way into the new catalogue. Hotel classification criteria apply throughout Europe and are reviewed every five years by the 17 member states affiliated to the Hotelstars Union, the umbrella organisation of hotels, restaurants and cafés. This is aimed at ensuring that guidelines always move with the times and embrace current developments and aspirations.

 Further information: www.hotelstars.eu



welcome & stay

Looking ahead: welcome & stay 2 | 2021

» Networks «

Successful networking in a digital age more important than ever before – also to hotels and restaurants. But how does it work? This question will be addressed in our next edition which is due to appear in spring.



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Rethinking Hearts in close proximity despite social distancing

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