

## PRESS KIT

### HOTEL VIER JAHRESZEITEN STARNBERG STARNBERG, NEAR MUNICH



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## DETAILS AND FACTS

<b>Name</b>	Hotel Vier Jahreszeiten Starnberg
<b>Address</b>	Hotel Vier Jahreszeiten Starnberg GmbH & Co KG Münchner Straße 17 82319 Starnberg, near Munich
<b>Contact</b>	Phone: +49 (0) 81 51 / 44 70-0 Fax: +49 (0) 81 51 / 44 70-161 reservierung@vier-jahreszeiten-starnberg.de www.vier-jahreszeiten-starnberg.de www.aubergine-starnberg.de
<b>Opening</b>	May 2006
<b>Owner</b>	Dr. Detlef Graessner and Cornelia Graessner-Neiss
<b>Hotel Manager</b>	Nils Friedrich
<b>Category</b>	Four star superior DEHOGA classification Certified Conference Hotel <sup>®</sup> of the VDR Certified Business Hotel <sup>®</sup> of the VDR Certified Green Hotel <sup>®</sup> of the VDR
<b>Cooking Distinction</b>	Awarded 1 Michelin star
<b>Target Groups</b>	Meeting and event guests, business travellers, gourmets and short-term travellers
<b>Number of Rooms</b>	126 rooms and suites
<b>Room Types</b>	117 superior rooms (28 m <sup>2</sup> ) 4 junior suites (52 m <sup>2</sup> ) 4 deluxe suites (60 to 62 m <sup>2</sup> ) Vier Jahreszeiten Suite (52 m <sup>2</sup> )
<b>Room Facilities</b>	<ul style="list-style-type: none"> <li>▪ high-quality, coordinated materials</li> <li>▪ king-size or twin beds</li> <li>▪ free wifi high-speed internet</li> </ul>

- bathroom with granite and real natural stone
- extensive inclusive services such as minibar and Nespresso<sup>®</sup> machine in the room

**Room Rates**

From EUR 129 per person/night

**Restaurants/Bars**

**Gourmetrestaurant Aubergine**

- awarded 1 Michelin star
- up to 44 people

**Restaurant Oliv's**

- 120 seats

**Hemingway Bar**

- possesses the biggest selection of rum in Southern Germany
- 44 seats

**Conference Facilities**

- 400 m<sup>2</sup> flexible event area
- 5 combinable event rooms, at ground level, with terrace, individually controlled air-conditioning and daylight
- excellent cuisine for successful events
- free wifi high-speed internet in the whole hotel
- individual meeting care
- 4 conference suites for exclusive meetings

**Wellness and Fitness**

- approx. 130 m<sup>2</sup> wellness and fitness area
- Finnish sauna, steam-bath, foot-bath
- cardio equipment
- panoramic terrace with view over Starnberg

**Events**

- wedding, company anniversary, birthday, gala
- various room sizes up to 350 m<sup>2</sup> and 240 people
- exclusive events in the Gourmetrestaurant Aubergine, in the Hemingway Bar and on the roof deck

**Accompanying Programmes**

- more than 40 different partners (action, sport, outdoor, indoor, culture, guided tour and entertainment) for team building exercises and incentives (indoor and outdoor)

## HOTEL VIER JAHRESZEITEN STARNBERG: THE CONFERENCE & CULINARY HOTEL AT THE GATES OF MUNICH

The *Hotel Vier Jahreszeiten Starnberg* is located in the catchment area of the state capital Munich as well as in one of Germany's most beautiful holiday regions, the Starnberger Fünf-Seen-Land. Guests can reach the hotel quickly from all directions, thanks to a direct autobahn, train and city railway connection.



The hotel is located at the entrance of the city of Starnberg. Lake Starnberg, a magnet for tourists with its lakeside promenade and splendid alpine setting is only a five minutes' walk away. Anyone who would like to hold a meeting, enjoy themselves, or simply just recuperate in peaceful and stylish surroundings is in exactly the right place at the *Hotel Vier Jahreszeiten Starnberg*. The hotel site is characterised by the numerous outdoor options for accompanying programmes and at the same time its proximity to the trade fair and business city of Munich.

The four-star superior hotel, classed as such by the German Hotel & Catering Association (DEHOGA), opened in May 2006 and has a modern, elegant and customer-oriented style. Back then Dr. Detlef Graessner, owner and entrepreneur in Starnberg, was looking for a suitable place for his courses and events, but was unsatisfied with what the region had to offer at that time. So, together with his daughter Cornelia Graessner-Neiss, he planned and realised his own conference hotel: the *Hotel Vier Jahreszeiten Starnberg*. The owner-operated hotel is now a top address for business travellers, conference guests and passionate gourmets. The high standard of quality, the special dedication of the employees, and the price/performance ratio have established it as a first-class events hotel.

Under the slogan "Meet Culinary" the *Hotel Vier Jahreszeiten Starnberg* will be making top gastronomy come alive for conference attendees, business travellers and gourmets. Thanks to the hotel's own *Gourmetrestaurant Aubergine* and its star-winning chef Maximilian Moser, the hotel can offer culinary events at the highest level for every guest. Upon request, personal assistants can act as culinary guides. For example, evening cooking courses with the head chef become part of the team building for event attendees or simply a pure pleasure for business travellers and short-stay holidaymakers.

## THE “MEET CULINARY” CONCEPT

In order to position the *Hotel Vier Jahreszeiten Starnberg* even more clearly and to further develop its unique selling points, a brand development process had started in 2016. Employees from all departments have been involved since then. The result is the so-called “Meet Culinary” concept, projects of which are now being gradually implemented: It is intended for this combination of personally curated events and top gastronomy to then appear everywhere in the hotel and appeal to business travellers, event attendees and holidaymakers enthusiastic about cuisine. At selected “MEET US” dates, those who are interested can now find out details about the new orientation.

## STRENGTHENED FOCUS ON MEETINGS AND CUISINE – BRAIN-FOOD AND STAND-UP PADDLING

A hotel restaurant at star level? The *Hotel Vier Jahreszeiten Starnberg* has been able to make this claim for itself since 2014 at the latest – that is when the *Gourmetrestaurant Aubergine* was awarded a Michelin star for the first time. The second USP quickly emerged in numerous conversations with guests and event participants: Special, individually curated events and meetings, at which a personal assistant is on hand with help and advice right from the start. Combined under the slogan “Meet Culinary” the two key competences are now being emphasised even more strongly, such as with brain-food and live cooking instead of cola and nut wedges. There are no industrially produced crisps in the minibar, but instead healthy refreshments from the region. Cooking courses with the head chef, for example, are available for team building and accompanying programmes, but also sporting activities at Lake Starnberg – from sailing to stand-up paddling.

## “MEET US” DATES PROVIDE INFORMATION ABOUT THE NEW ORIENTATION

Employees in all departments have contributed to the development process so far, by putting forward their ideas and opinions. In groups they are currently creating, among things, new, healthy lunch packages, culinary gifts, a new coffee break concept and much more besides. Various “MEET US” events are open to all those who are interested, each under a different slogan, e.g. “MEET US @ Gourmetfrühstück” or “MEET US @ Band Night”. Dates and registration at [www.vier-jahreszeiten-starnberg.de](http://www.vier-jahreszeiten-starnberg.de).

## CONFERENCING AT STAR LEVEL INTERVIEW WITH THE HEAD CHEF AT THE HOTEL VIER JAHRESZEITEN



**“The guest should not really notice that we are doing him good.” This is how Maximilian Moser, head chef of the Gourmetrestaurant Aubergine, summarises the new “Meet Culinary” concept. The first projects of this concept are currently being implemented. The aim of the brand development process is to position the Hotel Vier Jahreszeiten Starnberg even more clearly. In addition to the meetings, in future the focus is to be more strongly placed on the cuisine – and the 31-year-old chef is responsible for this. In the interview, he explains what has been implemented so far, why he is not following the trend towards seasonal and regional food too closely, and why biscuits at meetings are out.**

*Star-winning chef Maximilian Moser and his team are making a decisive contribution to the new brand orientation of the Hotel Vier Jahreszeiten Starnberg.*

### **Mr Moser, what role do you play in “Meet Culinary”?**

The kitchen team plays a very large role. As it emerged that cuisine is one of our two focuses, it became clear: My sous-chefs and I have to develop even more creative ideas. While doing this, we are always asking ourselves, at the back of our minds, what can be implemented when and does it suit the style of the Hotel Vier Jahreszeiten Starnberg: unobtrusive, ambitious and at the very highest level of quality.

### **What have you changed so far?**

We now offer even healthier snacks in the coffee breaks. At our live cooking stations, the shakes and wholemeal crêpes are 100 percent home-made. However, we have also made lots of other little changes that are not obvious. There are regional and healthy drinks in the minibar now, instead of cola and beer. We also lay out high-quality food magazines. It is only when you take a closer look that you notice that the subject of cuisine is everywhere.

### **What else distinguishes your culinary creations?**

At the moment, there is a big hype over regional and seasonal food. We also like to use products from the surrounding area, such as fish from Lake Starnberg. But on the whole I would describe our cooking as cosmopolitan. If the perfect Peter’s fish is available from France, then I will choose that. Despite that, sustainability is a priority.

**Is it outdated to put out biscuits for conference breaks?**

Yes. We do not use industrially manufactured biscuits at all any more; instead there are nuts and dried fruit. We would like to make the day as pleasant and productive as possible for the meeting guest – without him feeling that he is having to do without something. So he should not eat two pieces of cream cake in the breaks, because afterwards he will not be able to concentrate any more and will feel tired. We serve him something good and healthy, like a home-made muesli bar or freshly prepared smoothies. You can influence well-being and productivity very strongly this way.

**What are you going to tackle next?**

We can still make some improvements to breakfast. By that I do not mean a bigger selection, but instead more the opposite. We currently offer ten warm dishes. I think that seven would be enough, if at the same time we increased the quality even higher. It has priority over quantity for us.

**Managing the Gourmetrestaurant Aubergine is a full-time job. How do you manage to also play a part in changing the orientation of the hotel?**

Right from the beginning, I brought the whole team on board, partly because I am convinced that anyone who can contribute his own ideas has a completely different attitude towards a project. Apart from that, it was important for me to have a say in when something is implemented. I would rather do less at the same time, but get it perfect. Despite that, the additional effort required is enormous, but we are all happy to shoulder it.

**What do you think the meetings of the future will be like?**

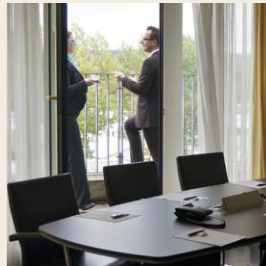
I believe that networking is the right key word. It will mean fewer big lectures, at which one person speaks and the others just listen. In future, everyone will make their contribution to communication. Perhaps meetings will then only take place when there is really good food.

*Interview: Bettina Beck/AHM PR*

## FLEXIBILITY FOR ALL KINDS OF EVENTS

The biggest, most modern and flexibly equippable meeting area with 400 m<sup>2</sup> of event area for up to 256 people is unique in the region. There is lots of scope for creative ideas, thanks to five individually combinable rooms, all of which are at ground level, free of columns, with lots of daylight and access to their own generously sized terrace.

The latest conference technology, individually controllable air conditioning/heating, free high-speed WLAN throughout the hotel and much more besides are among the basic equipment of this codex compliant Certified Conference, Business and Certified Green Hotel®.



## EXCLUSIVE AND FAR-SIGHTED – MEETING SUITES

For exclusive meetings at management and board level or “fireside chats” in a pleasant, home-like atmosphere, the *Hotel Vier Jahreszeiten Starnberg* offers four spacious suites on the fifth floor. A small balcony with a splendid view of Starnberg offers opportunity to take a deep breath and relax. The light-flooded, air-conditioned rooms are equipped with beamer, screen and flip-chart and are ideal for demanding team meetings, workshops and seminars with a maximum of twelve people.

Only 15 kilometres away is Oberpfaffenhofen Airport, where VIP travellers can take off and land in their private jets. Upon request, a shuttle service brings visitors to Munich Airport or Messe München with our own chauffeur and limousine service.



## CERTIFICATES AND DISTINCTIONS

The four star superior hotel offers the best conference conditions in the region and has received numerous awards for its high guest satisfaction and its quality standards, and received certifications including “Top Conference Hotel in the Fünfseenland” (trivago), “Certified Conference Hotel®”, “Certified Business Hotel®”, “Certified Green Hotel®” (Association of German Travel Management) and “Top 250 Conference Hotels in Germany” (Haufe). It bears the seal of approval „kodexguide.de“ of Deutscher Fachverlag GmbH. The seal is received exclusively by conference hotels that live up to the strict Pharma Code. In addition to this, the *Hotel Vier Jahreszeiten Starnberg*, with its extensive meeting facilities and numerous accompanying programmes is regarded as a special insider tip among big-name companies from all over Germany.

## COMPLETE SERVICE – EVERYTHING FROM ONE PROVIDER

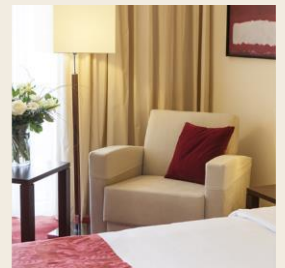
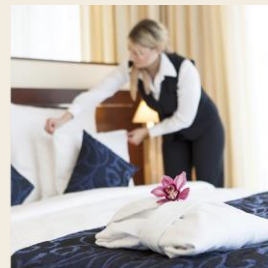
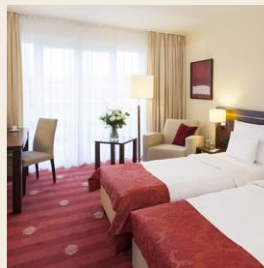
Creating meetings and events, as holistic company experiences individually tailored to the customers, is at the top of the agenda at the *Hotel Vier Jahreszeiten Starnberg*. The hotel sees itself as a full-service provider in this field and helps companies to communicate their aims, strategies and products as an emotional experience for employees and customers during an event. Specially for conference attendees, the team around star-winning chef Maximilian Moser develops digestible, light finger-food and brain-food – tailored to the respective clientele according to the event and schedule. Cream cake and biscuits are taboo; instead, the hotel prefers its coffee break catering to feature live cooking and individually, stylishly served foods. For every drink that is served during the meeting, there is a greeting from the kitchen. Special incentives, exciting team-building measures and unusual product presentations create enthusiasm and motivation that goes far beyond the company event. As well as the “Meet Culinary” concept, which also includes a sommelier workshop, guests can e.g. build a raft or discover the beauty of Bavaria on a VW Beetle tour.

## DESIGN & CLASSIC – A CHOICE OF ATMOSPHERE

126 rooms and suites with different sizes, equipment and interior colour schemes lend the *Hotel Vier Jahreszeiten Starnberg* a special flair. The furnishings feature high-quality materials which are coordinated with each other, offering each guest the possibility of booking according to their own tastes, thanks to the different design lines. All rooms possess comfortable king-size or twin beds, 42-inch flat-screen TV, minibar and an individually regulated air-conditioning system.

Bright colours, premium granite and real natural stone are dominant in the bathroom. On the fourth floor, the bathrooms are separated from the sleeping area by a glass wall – giving the rooms an open, attractive look.

Numerous inclusive services such as breakfast buffet with live cooking station, free use of the minibar and Nespresso<sup>®</sup> machine in the room, an individually controlled air-conditioning system, free WLAN high-speed internet throughout the hotel and the use of the wellness and fitness area on the fifth floor are included in the room price.



## SUPERIOR ROOMS

The generously sized superior rooms (28 m<sup>2</sup>), with individually controlled air-conditioning system, can be used as single or double rooms and possess a cosy seat, a generous workspace, comfortable king-size or twin beds and a modern 42-inch flat-screen.

All superior rooms are equipped with a bathtub or shower, hair-dryer, make-up mirror and heated towel holder. On the fourth floor, the bathrooms are additionally separated from the sleeping area by glass wall, thus giving the rooms an open and attractive appearance.

## JUNIOR SUITES

The floor layout of the generously sized junior suites (52 m<sup>2</sup>) impresses with its unusual room shape. In addition to an individually controllable air-conditioning system/heating, the four suites possess a separate sleeping area and living area with workplace, couch, armchairs and a second TV set. Selected, coordinated materials lend the suites a stylish charm. All junior suites are equipped with comfortable king-size beds and two modern 42-inch flat-screen TVs. The adjoining bedroom provides direct access to the bright and generously sized bathroom with bathtub, shower and a separate WC.

## DELUXE SUITES

All four deluxe suites are located on the hotel's top floor and offer a panoramic view of Starnberg. The equipment has been selected with the greatest care and love of detail. A separate living and sleeping area can upon request be separated from each other by a connecting door. Both rooms have their own bathroom and a small balcony. The bright bathrooms made of granite and real natural stone are equipped with hair-dryer, illuminated make-up mirror and heated towel holder. The spacious deluxe suites (62 m<sup>2</sup>) possess, in addition to the standard equipment, a generously furnished living room, a comfortable couch with armchairs and a second TV set, workplace, minibar and an additional Nespresso<sup>®</sup> machine.

## VIER JAHRESZEITEN SUITE

The Vier Sterne Superior Hotel impresses with the generously sized Vier Jahreszeiten Suite (52 m<sup>2</sup>). This suite is located on the fifth floor and is particularly popular with bridal couples and VIP guests, offering a splendid view over Starnberg. From the balcony, one can admire the Lake Starnberg with a clear view of its magnificent alpine panorama. Two room sides of the suite are entirely glazed and the room layout is surprising, with an open bathroom in the sleeping area. In addition to the standard equipment, the Vier Jahreszeiten Suite possesses a sleeping area and separate living area with comfortable couch and armchairs and a second TV set.

## WELLNESS & FITNESS AREA WITH PANORAMIC TERRACE

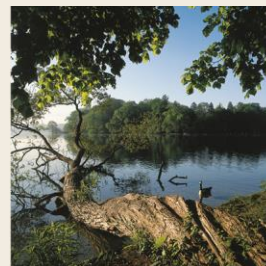
After eventful days of holidaying or seminars, the *Hotel Vier Jahreszeiten Starnberg* invites its guests to relax in the wellness and fitness area, with steam-bath, Finnish sauna and equipment for a small workout. On the generously sized panoramic terrace with view over Starnberg, guests can make themselves comfortable on sun loungers and admire Lake Starnberg with its mountain setting.



## THINGS WORTH SEEING IN THE STARNBERGER FÜNF-SEEN-LAND AND SURROUNDING AREA

The location of the Hotel Vier Jahreszeiten Starnberg in the Bavarian alpine upland and its closeness to the mountains invites one to set out on unique excursions. The region's high recreational value is known far beyond its boundaries. In summer, Lake Ammer, Lake Pilsen and Lake Wörth, as well as Lake Starnberg, tempt one to go sailing, surfing or bathing. But it is not just water-sport fans, hikers and walkers who will find many attractive excursion destinations; visitors interested in culture also have plenty to discover in the region around Starnberg.

- **Possenhofen** (6 km) with Schloss Possenhofen and the Empress Elisabeth Museum
- UNESCO World Cultural Heritage Site **Rose Island** (8 km)  
Secret meeting place of King Ludwig II and his cousin, Empress Elisabeth of Austria (called Sisi)
- **Andechs** (16 km) Holy mountain with Andechs Abbey, brewpub and abbey inn with beer garden
- **Bernried** (18 km) with the "Buchheim Museum of Imagination"
- **Herrsching am Ammersee** (20 km) with the Kurparkschlössl on Germany's longest lakeside promenade
- **Tutzing** (20 km) with the Ilkahöhe, with a view over Lake Starnberg
- **Munich City Centre** (25 km)  
20 minutes' ride by city train from the station "Starnberg Nord"
- **Dießen am Ammersee** (29 km) with Marienmünster church
- **Messe München Riem** (34 km)
- **Bad Tölz** (62 km)
- **Schloss Neuschwanstein** (83 km)
- **Garmisch-Partenkirchen** (74 km)
- **Salzburg** (167 km)



## GOURMETRESTAURANT AUBERGINE – EXTRAORDINARY, UNCOMPLICATED, CLEAR

A new dimension in creative cuisine: the *Gourmetrestaurant Aubergine* combines extraordinary food creations and excellent service. In November 2014, the *Gourmetrestaurant Aubergine* was for the first time awarded a Michelin star and was also able to retain it in 2015 and 2016. Top-class individual hospitality is offered there from Tuesday to Saturday. A personal, attentive team sees to the well-being of a maximum of 44 guests, and fulfils every wish, however unusual, with great care. Precise and capable, the well-practised team conducts the restaurant through the evening, creating the perfect situation for special moments and unique taste experiences. With expert knowledge and fine instincts, the restaurant's own sommelier recommends suitable wines. The atmosphere is rounded off by a selection of the finest distillates and first-class cheese specialities.

At the *Gourmetrestaurant Aubergine*, dishes are created that delight the senses. Every four to six weeks, head chef Maximilian Moser and his team put their creativity and skill to the test, by extending the menu with some selected compositions – perfection, freshness and originality are guaranteed. The extraordinary food creations centre around one product, chosen according to the season.



## À LA CARTE RESTAURANT OLIV'S – STYLISHLY ELEGANT AMBIENCE

Thanks to its outstanding quality, the à la carte *Restaurant Oliv's* - seating capacity 120 - is not just popular with hotel and meeting guests, but has already made a name for itself in the gastronomy scene beyond the borders of Starnberg. 365 days a year, it receives its guests in modern and at the same time elegant surroundings, on the sunny terrace too when the weather is fine. Regular guests, including many natives, appreciate the classic and down to earth dishes. Seasonal culinary highlights, such as the "Asparagus Season", "Fish Weeks" and "Vier Jahreszeiten Brunch", enjoy great popularity.



## HEMINGWAY BAR – WITH THE BIGGEST RUM COLLECTION IN SOUTHERN GERMANY

Enjoy an after-dinner cocktail in the Hemingway Bar. The excellently assorted bar is furnished in the English style – heavy leather armchairs and warmly shining chandeliers radiate comfort. A fireplace and an extensive library invite one to linger a while. Every Wednesday to Saturday there is live music from 9:00 p.m., and a live band appears every first Thursday in the month. The bar menu offers classic snacks such as club sandwich and burgers, and impresses guests with the biggest rum selection in Southern Germany. For all rum-lovers, the Hemingway barkeepers offer "Rumflights", the tasting of various rums, from Sunday to Thursday. Cocktail courses can also be booked upon enquiry.

## INTERVIEW WITH THE OWNERS OF THE HOTEL VIER JAHRESZEITEN STARNBERG SOFTWARE ENTREPRENEURS AND PASSIONATE HOTELIERS

For Dr. Detlef Graessner it was the appearance of Elton John at the wedding of former national player Michael Ballack that particularly stuck in his memory, whereas his daughter Cornelia Graessner-Neiss thought spontaneously of the message about the first Michelin star of the hotel's own "Gourmetrestaurant Aubergine". For ten years, the two managing directors of the software company Pharmatechnik have been operating the four star superior Hotel Vier Jahreszeiten Starnberg – reason enough to take a detailed look back. In this double interview, the father and daughter explain how, as pharmaceutical entrepreneurs, they came to be running their own hotel, what they are particularly proud of, what they would now do differently and where they see the hotel's future.



*Two generations – the owners of the Hotel Vier Jahreszeiten Starnberg Dr. Detlef Graessner and his daughter Cornelia Graessner-Neiss.*

**Dr. Graessner, it is rather unusual that, as a managing director of a nationally active pharmacy software company, you would build a hotel as a sideline. How did it come about?**

*Dr. Detlef Graessner:* Our company Pharmatechnik had already been holding around 700 seminars a year for pharmacists and dentists since the beginning of 2000. Back then the participants were accommodated in guesthouses and older hotels in the district. Many guests, however, wanted to spend the night in a modern hotel and have first-class conference facilities and services. This idea led me to make an analysis of which hotels in Starnberg and the surrounding area would be suitable for this. There were not many. So, after a conversation with the former mayor Ferdinand Pfaffinger, I arrived at the decision to build a hotel myself.

**A plunge into the deep end ...**

*Dr. Detlef Graessner:* It wasn't, actually. Because we had said from the beginning that we were looking for a chief architect with lots of experience in the hotel industry, and we succeeded in that, with an architectural firm from Frankfurt.

*Cornelia Graessner-Neiss:* Before I joined Pharmatechnik in 2002, I was working as a lawyer at a real estate company. I was able to gather a lot of experience in project management. This helped me very much in the construction phase. I had always been interested in hotels, especially in interior architecture with special design.



**You also helped to create the interior ...**

*Cornelia Graessner-Neiss:* Exactly, together with an interior architect from Frankfurt specialising in hotels, and there was also an art consultant.

**Back then, were there any concerns because of the location immediately on a busy A-road?**

*Dr. Detlef Graessner:* No we wanted a conference hotel, not a holiday hotel. We have enough parking spaces and thanks to the city train connection we are also very easily accessible by public transport.

**Your success clearly proves you right ...**

*Dr. Detlef Graessner:* We started with a yearly turnover of around 3 million euros, now we are almost at 7 million euros. That is an incredible increase!

**Particularly as you hardly have any competition in the Starnberg district ...**

*Dr. Detlef Graessner:* We see that as a distinct disadvantage. It would be nice for the surrounding area to be livelier, we would be happy to cooperate so as to also be able to hold really large events. A competing hotel would, however, have to be of the same level and roughly the same size.

*Cornelia Graessner-Neiss:* More hotels in the four and five-star range would indeed be good for the Fünfseenland. Take a look at Tegernsee. The region's image was greatly improved, especially thanks to the exclusive resort. We have made a positive contribution to the Starnberg district, now we are hoping for imitators.

**Like the company Pharmatechnik, the Hotel Vier Jahreszeiten Starnberg is also a family business. What are the advantages of this in your opinion?**

*Dr. Detlef Graessner:* We can decide everything ourselves. This way, we have enormous possibilities for development in the hotel and for implementing changes quickly. Our employees very much appreciate it that our doors are always open. But hotel manager Nils Friedrich and his team manage the hotel alone in principle.

**Do you have a favourite place in the Hotel Vier Jahreszeiten Starnberg?**

*Dr. Detlef Graessner:* We are particularly proud of the bar – I think I can speak for both of us there. We looked at a lot of 5-star hotels in Germany and allowed ourselves to be inspired.

**Mrs Graessner-Neiss, you are Managing Director of Pharmatechnik, co-owner of the Hotel Vier Jahreszeiten Starnberg, a member of the board in the Association of German Pharmacists Collaborations (BVDK) and now also the mother of twins. How do you manage it all?**

*Cornelia Graessner-Neiss:* It really is a challenge to organise everything. Fortunately I have a team that I can rely on. It is the only way I can keep time free for my children.

**What would you do differently today – with ten years of hotel experience – in the planning and building of the hotel?**

*Dr. Detlef Graessner:* We would put another floor on top, and add a gastronomy area to the hotel. With the “Aubergine”, we have a star-winning restaurant that is being very well received. Looking at it from where we are now, a roof-top pub with a view over the lake and into the mountains would be the perfect addition and very attractive. And demand for sophisticated gastronomy definitely exists in Starnberg.

**Would you consider having another restaurant by the lake?**

*Dr. Detlef Graessner:* That would be our dream! Unfortunately it has not yet been possible to lease a lakeside plot of land close to us. We did have an offer in nearby Feldafing, but that is no good, because the demand is greatest in Starnberg and we would like to use the many synergy effects with our hotel.

*Cornelia Graessner-Neiss:* At the moment there is simply no 2,000-square-metre plot available. Apart from that, we are already hoping that the lakeside promenade will soon be redeveloped. We are thinking positively, perhaps something will still emerge in the future.

**Where do you see the hotel in ten years?**

*Dr. Detlef Graessner:* At a high level of quality. This will become more and more important in the coming years. The requirements of the hotel guests and of big firms regarding the events and meetings are rising higher and higher.

*Cornelia Graessner-Neiss:* We will continue to build and turn the hotel into a treasure trove, not just for business travellers, but for holiday-makers and gourmets as well. This also differentiates us clearly from chain hotels. We want to offer guests something new, time after time, at the highest culinary level.

*Interview: Gregor Staltmaier/AHM PR*

## RESEARCH IDEAS

### **Fascinating facts and anecdotes from the Hotel Vier Jahreszeiten Starnberg**

How does a “pharmaceutical technician” get the idea to build a hotel, together with his lawyer daughter? Why do you feel that the lack of competition is a competitive disadvantage? And how did the building originally planned as the Hotel Garni come to be a star-winning restaurant? The two owners of the Hotel Vier Jahreszeiten Starnberg, Cornelia Graessner-Neiss and Dr. Detlef Graessner are happy to be interviewed.

### **On a shopping trip with the star-winning chef**

Head chef Maximilian Moser takes interested journalists with him to the central market, but also to regional dealers and producers, from which he buys, for example, fish from Lake Starnberg for his Gourmetrestaurant Aubergine. Among the fruit, delicacies and meat, the star-winning chef also explains what he looks for when buying vegetables, for example, which herbs he prefers and how he keeps getting inspiration for new menus.

### **New meeting concept with brain-food and stand-up paddling**

Coffee breaks with live cooking, cooking courses with the head chef, and healthy regional refreshments in the minibar. In order to position the Hotel Vier Jahreszeiten Starnberg even more clearly and to further develop its unique selling points, a brand development process was started in 2016. Employees from all departments have been involved since then. The result is the so-called “Meet Culinary” concept, the first projects of which are already being implemented.

### **Guests’ requests – funny and peculiar**

A bridal bouquet had to be found a few minutes before a marriage ceremony, and a Christmas tree in a room had to be decorated in the colours of the TSV 1860 München sports club. The employees of the Hotel Vier Jahreszeiten Starnberg fulfil unusual requests from guests almost every day. They will be happy to tell the most peculiar stories exclusively.

### **The perfect Aperol spritz**

Whether it be an Aperol spritz or a mojito: the barkeepers of the Hemingway Bar at the Hotel Vier Jahreszeiten Starnberg give practical tips for at home. They explain very simple ways to make trendy drinks and reliable classics successfully, which spirits should be part of a basic collection, and which ingredients are must-haves for a private party.

## RESEARCH IDEAS

### **Champagne menu with star-winning head chef Maximilian Moser**

Dishes that are perfectly coordinated with the drink – guests of the Gourmetrestaurant Aubergine at the Hotel Vier Jahreszeiten Starnberg can look forward to this, with the vintner, champagne and rum menus, for example. Between the courses, experts tell guests about the corresponding creations and answer questions. Upon request, head chef Maximilian Moser explains to journalists how he gets his ideas for these menus and how he achieves a harmony of flavours.

### **Everything to do with rum**

The Hemingway Bar at the Hotel Vier Jahreszeiten Starnberg offers more than 150 varieties and thus the biggest selection of rum in Germany. The prices range from seven to 180 euros per glass. In order to be able to provide guests with perfect advice, the two barkeepers are constantly training themselves further, and tell interested rum lovers everything to do with the origin, flavour and special features.

### **48-Hour Break at and on Lake Starnberg**

Whether it be a visit to the Buchheim Museum in Bernried, a crossing with a picnic basket – filled with Bavarian treats – to the enchanted Roseninsel or a sundowner with pralines from the region on a wooden walkway: Employees of the Hotel Vier Jahreszeiten Starnberg reveal their very own favourite places for a 48-hour break in one of Germany's most beautiful holiday regions.

### **Experience in exceptional situations**

For large events with VIP guests, the hotel ensures discretion and the highest level of security. The Hotel Vier Jahreszeiten Starnberg is familiar with this, after all, high-ranking politicians, stars, athletes and artists have gathered here, among others. How are the employees prepared for these exceptional situations? What security requirements need to be adhered to? What effect does such an event have on the region? Hotel Manager Nils Friedrich is happy to provide information about this.



HOTEL  
VIER JAHRESZEITEN  
STARNBERG

★★★★<sup>S</sup>  
First Class

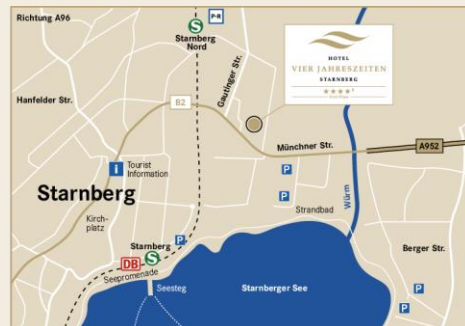
IMPRESSIONS





HOTEL  
VIER JAHRESZEITEN

STARNBERG



## HOW TO REACH US

### BY CAR

- coming from the south or north via A95 Garmisch Partenkirchen/Munich, guests will reach Starnberg via the approach road A952; the hotel is approx. 500 metres from the entrance to the town. It is on the right side of Münchner Str. 17, 82319 Starnberg
- coming from the west via the A96 Lindau/Munich, take the Gilching/Starnberg exit, you will reach Starnberg after approx. 12 km
- GPS coordinates: +48° 0' 4.45", +11° 21' 2.45"

### BY PUBLIC TRANSPORT

- direct connection to the Munich transport network via the commuter train line S6 Tutzing/Munich, stop: Starnberg Nord, approx. 5 minutes' walk from the hotel.
- regional transport, stop: Hauptbahnhof Starnberg, approx. 10 minutes' walk from the hotel.

Guests have the possibility to book special conditions from Deutsche Bahn at the Hotel Vier Jahreszeiten Starnberg. With the convenient and climate-friendly DB Event Ticket, the journey there and back costs from EUR 109,80 per person.

## DISTANCES

Munich Main Railway Station/city centre approx. 25 km, Messe München Riem approx. 34 km, Munich Airport approx. 66 km

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