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Short Profile

DoubleTree by Hilton Berlin Ku'damm

The DoubleTree by Hilton Berlin Ku'damm is just a few steps away from the famous Kurfürstendamm and right on the pretty Los-Angeles-Platz. It is the first hotel of the Hilton sub-brand to open in Berlin, the third in Germany and – according to hotel manager Hannes Dreher – “perhaps the most beautiful in Europe.” The comprehensive renovation of the large building on Los-Angeles-Platz took 16 months to complete.

Originally opened in 1981 as the Steigenberger Hotel, it was one of the top addresses in Berlin at the time, welcoming high-profile guests including Madonna, Tina Turner, Alice Cooper and Marlon Brando.

Event Hotels from Cologne became the operators, increasing its portfolio to five hotels in Berlin. The elegant and bold design comes from the multiple award-winning Virserius Studio NY, run by sisters Therese and Regina Virserius.

With its 420 rooms, including 15 suites a conference area of over 800 square meters and a 260-seat restaurant, the DoubleTree by Hilton Berlin Ku'damm is one of the largest hotels in the city. Alexandre Castelain (who previously spent 17 years at the Maritim, Berlin) and Sous-Chef Moritz Ehrlich (previously Head Chef at the Qiu in The Mandala Hotel, Berlin) have been hired as Chef de Cuisine. In addition to regional-German cuisine in the Berlin style, they are also pursuing ambitious sustainability goals - the hotel offers, among other things, the currently only breakfast buffet in Berlin.

Under the management of Hannes Dreher, 80 employees and 15 trainees look after the wellbeing of guests. The team even includes some who have worked at the hotel for more than 30 years, starting their careers when it was known as the Steigenberger Hotel.

DoubleTree by Hilton Berlin Ku'damm, Los-Angeles-Platz 1.

www.doubletree-by-hilton-berlin-kudamm.de

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The People Behind the Hotel **From Hotel Manager to Career Changer**

Hannes Dreher, General Manager



Hannes Dreher brings almost 30 years of experience in the hospitality industry: he was Director of Sales and Marketing for 4- and 5-star hotels such as the InterContinental Berlin and the Hotel Berlin. For eleven years he worked as General Manager of the Crowne Plaza Hamburg City Alster - and as such was also responsible for the successful renovation of the hotel in 2019. "When I've decided on a project, I'm passionate about it," says Hannes Dreher, who coordinated the work on the construction site at Los-Angeles-Platz for 16 months and was more a site manager than a hotel manager. "What drives me every day is the desire for us to be successful. And on all levels: economically as well as in terms of sustainability. In employee satisfaction as well as in the quality of our services." Outside of work, Hannes enjoys sailing on the Baltic Sea and – when time permits – flying.

Alexandre Castelain, Kitchen Director

When Alexandre Castelain became kitchen director at the hotel on Los-Angeles-Platz at the beginning of the year, it felt a little like coming home: Because 28 years ago he had started right here as Commis de Cuisine and worked for the then Steigenberger Hotel for five years. This was followed by positions at the Hotel InterContinental Berlin and from 2005 at the Hotel Maritim, where he was most recently kitchen director. Did he recognize the hotel on Los-Angeles-Platz? "Of course, the restaurant area has changed completely, but I recognized many a familiar face in my team." Castelain worked here with six of his current colleagues 25 years ago. His biggest challenge in his new position as head chef at the DoubleTree by Hilton Berlin Ku'damm? "Our commitment to sustainability! We have to completely rethink a lot of things – but that really appeals to me, because this is our future!"



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Moritz Ehrlich, Sous Chef

It was on a stage that Moritz Ehrlich changed his life: the passionate amateur cook and former computer science student competed against other trained chefs in the final of a Norwegian Seafood Council competition and took a decent third place. "So, I thought I should do an apprenticeship as a cook." Ehrlich then trained at the Rutz restaurant with Marco Müller. In 2019 he became head chef at the Qiu restaurant in the Mandala Hotel on Potsdamer Platz, where he created regional and seasonal cuisine - until the pandemic changed a lot, including Ehrlich's job situation, when he started working for himself. "But at some point I felt like having a permanent base again." He came to the hotel on Los-Angeles-Platz through a job advertisement. "The approach to sustainability convinced me straight away," says the newly appointed sous chef, "I'm really looking forward to being able to implement it with my team."

Simone Baizza, Director of Sales & Marketing

"As multicultural as the Mudderstadt" describes the German Korean woman from Berlin, who got started in the hotel industry at an early age. "I'm interested in people," says Simone Baizza, "and I enjoy giving people a good time." After training as a hotel manager at the Holiday Inn Garden Court Berlin, she first went to London and then to the Hotel Palace Berlin (where she worked as Sales Manager MICE) and the Westin Grand Berlin (most recently Director of Sales). She is responsible for marketing and sales at the DoubleTree by Hilton Berlin Ku'damm.

Lea Schönrock, Director of Convention Sales

The Berliner has extensive know-how in all areas of the tourism industry - and is open to any challenge: "I'm expanding my knowledge by the minute!" At the DoubleTree by Hilton Berlin Ku'damm, Lea Schönrock is responsible for the MICE business and pays particular attention to planning and coordinating events in a sustainable manner - "the complimentary pads and pens are only left in the room on request and are of course made of sustainable products. In addition, the snacks and meals we offer are regional, seasonal and organic." What particularly appeals to you about your new job? "The fantastic location and the unique opportunity to become the number one hotel in Berlin.



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Finally: the support of the Hilton.” Her learning course in hotel management, which is nearing the home stretch, will also have a major positive effect on the new hotel.

Jo-Ann Steinorth, Front Office Agent

When she completed her bachelor's degree in business administration earlier this year, Jo-Ann Steinorth already knew: That's not it. The 23-year-old, whose great passion is travel, simply could not imagine an office job. Large hotels, on the other hand, have always fascinated her. "I've gotten around a lot and I've always been interested in what's going on behind the reception desk." She found out about the vacancies at the DoubleTree by Hilton Berlin Ku'damm via Instagram. "I immediately noticed how much is being done here to promote team spirit. There is a very relaxed, pleasant working atmosphere here. I felt welcome right from the start." Her lack of professional experience in the hotel industry was not a problem. "My wish is to develop myself further here and to gain insight into all areas of the hotel. The entire hotel organization interests me."

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MICE & Business with a Ku'damm Feeling

Top-Location, Smart Technology and Sustainable Food Breaks



Smart, innovative, and responsible is the MICE philosophy of the new DoubleTree by Hilton Berlin Ku'damm. A top location, a sustainable approach to all areas of the hotel, and the four-strong MICE team led by Lea Schönrock, Director of Convention Sales, with her passion for personalized event content, individual experiences, and sustainable action, is what makes this hotel truly special.

Only 100 Meters From the Ku'damm

The DoubleTree by Hilton Berlin Ku'damm is just 100 meters from Kurfürstendamm, right in the heart of Berlin's historical, cultural, and shopping district. The KaDeWe, the Kaiser-Wilhelm-Gedächtnis-Kirche, the Kranzler-Eck, the Zoological Garden and the trendy Bikini-Haus are all easily accessible on foot. Many other landmarks are very close by, including the trade fair only 15 minutes away by car. Many ministries, well-known companies, and industrial clusters in the areas of energy, health, transport and creative industries can also be reached quickly thanks to close public transport links including Wittenbergplatz, Augsburgener Straße and Kurfürstendamm stations. Despite the central location in the middle of the action, it also offers seclusion with a relaxed and quiet atmosphere and a small park at its front door.

One of the Largest Conference Hotels in the City

With an event area of over 800 square meters, the new building is one of the largest conference hotels in the city. Eleven divisible event rooms can accommodate up to 500 people. The ballroom is the hotel's largest room, measuring 450 square meters. The smallest room is 15 square meters and ideal for board meetings for up to seven people. The light-flooded foyer welcomes guests with a wonderful view of the park in front of the hotel and casual seating for coffee and tea breaks.



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Perfect for company events of all kinds: the event area can be reached via a separate entrance if required. There is also the option of renting the entire floor exclusively.

Whether in classroom, cabaret, or theater style - the friendly MICE team is available for individual conference requests of all kinds and also takes care of well thought-out, personalized supporting programs and event formats with insider tips, promising an unforgettable business trip to the capital.

Smart Technology and Sustainable Food Breaks with Organic Products

In addition to ultra-fast Wi-Fi, individually adjustable air conditioning, state-of-the-art audio and video solutions, including hybrid event technology and the option of installing streaming studios, the company is using its cross-brand "Meet with Purpose" program to take a more sustainable and effective approach to the implementation of events and conferences. Smartboards are used, with pens and paper only provided when requested.

The sustainability concept also includes a diverse gastronomic offer that is based on a zero-waste philosophy and is implemented in the DoubleTree by Hilton Berlin Ku'damm with local and regional organic products and handmade snacks and sweets from the in-house pastry chefs.

<https://www.hilton.com/en/hotels/berdidi-doubletree-berlin-kudamm/>

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"We Must Go Back To A Food Culture That We Have Almost Lost"

Kitchen Director, Alexandre Castelain, and Sous Chef, Moritz Ehrlich, on Sustainability in the Hotel Kitchen of the DoubleTree by Hilton Berlin Ku'damm

Whether in the rooms, in the conference hall or in the building services, sustainability is a priority throughout the DoubleTree by Hilton Berlin Ku'damm. Everywhere, single-use products are being replaced by reusable alternatives. The photovoltaic system on the roof provides electricity and heat. And no water bottles can be found in the rooms - instead, the guests can fill up their reusable bottles with filtered tap water. In the kitchen, the desire for sustainability has required a complete rethink. We spoke to Alexandre Castelain and Moritz Ehrlich about Berlin's currently only organic breakfast buffet, avoiding valuable waste and what to expect from a bee colony on the roof.

Mr. Castelain, before that you worked at Maritim for a long time. But this house is very familiar to you...

Alexandre Castelain: My career began here 25 years ago, when I worked in the Steigenberger's à la carte restaurant for five years. So, starting my job as kitchen director was a bit like coming home – especially since six of my former colleagues work in my new team. But what particularly appealed to me about the new job is the approach to sustainability. This is terrain that I don't know very well yet, but that interests me very much. I live very sustainably myself - and I would like to implement this in my work.

Moritz Ehrlich: I felt the same way. When Alexandre explained the concept to me, I could immediately identify with it. The approach seemed credible to me from the start. And today I know we really mean it!

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How can you imagine your collaboration?

Alexandre Castelain: I am the head and the tail. That means I'm responsible for the purchases and the prices - although I don't just have an eye on the restaurant, but also the events and the conference business. I coordinate everything and then I leave the rest to Moritz's creative ideas.

Sustainability is an important issue, especially for canteen kitchens. What is your approach to the "DoubleTree by Hilton Berlin Ku'damm"?

Alexandre Castelain: It starts with organic products. Everything is organic here - from the butter on the buffet to the bacon in the Cesar Salad. Our offer of Berlin's first organic breakfast buffet is a major challenge and unparalleled in the Berlin hotel landscape. In contrast to what is usual in the hotel industry, we not only offer a few select organic products, which are identified as such on the menu, but absolutely everything.

What does switching to organic products mean for your everyday work?

Moritz Ehrlich: If you do everything organic, everything is valuable. This means you end up with a better product. As a chef, you can let the product speak for itself. But working with organic products is not without its challenges. For example, when we are currently inquiring about suppliers, the first question that always comes up is how much do we buy? Not everyone can supply the large quantities required in the hotel industry.

Does this mean that you may have to change suppliers that you have already convinced because the quantities are not working?

Alexandre Castelain: The seasons impact what we serve. In the past, no tomatoes or strawberries were served in winter because there simply weren't any. We have to go back to a food culture that we have largely lost in Germany and really think about what we can serve and when.

Moritz Ehrlich: Another aspect is the quantity that we prepare. We can no longer produce more than we need and then throw away half. We also want to promote a sharing principle more to help combat food waste.

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Is this a set menu?

Moritz Ehrlich: For example, we offer our dishes on the menu without side dishes. You can order these separately and vary the quantity. In this way, we also meet the different needs of our guests - not everyone wants to dine extensively, some just want a snack. But if you order different side dishes and menus, you end up with a table full of plates that everyone can help themselves to.

You also follow a zero-waste approach. What does it look like specifically?

Moritz Ehrlich: The high purchase prices for our organic products alone mean that we have to think about how we can use as much of this valuable food as possible. For example, we not only cook the cauliflower itself, but also bake individual leaves. We also let the stalks and leaves, cut into small pieces, slowly ferment into a fine kimchi, and serve everything together on a cream with black pepper. "Cauliflower 360 degrees" is the name of this main course.

What else can you process that usually ends up in the compost?

Moritz Ehrlich: Potato skins, for example. They can be boiled and dried and fried in fat to give a fine crunch. Recently I skinned an organic salmon from Ireland. I froze the skin, which otherwise ends up in organic waste, so that I could bake it crispy later.

Some vegetables end up on the compost simply because they are not shapely...

Moritz Ehrlich: Of course, our producers sometimes deliver crooked vegetables, which we have no problem with. Crooked cucumbers were recently delivered, which are now on the menu as cucumber pickles.

What happens to the leftovers from the buffet?

Moritz Ehrlich: Here, too, we have to think creatively. We will use surplus vegetables for sauces or salads – or we will use them to make a stock, as we learned from our grandmothers.



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Grandmas also like to make jam.

Alexandre Castelain: We intend to do that too. There will be one jam from us per season on the buffet. We will also make our nut nougat cream ourselves.

Speaking of sweets: there are also plans for a separate colony of bees on the roof. How much honey will there be for the buffet?

Alexandre Castelain: We are very excited about that too! We are learning from the bees every day and are assessing the quantities that can be produced. And there is still so much we can do – an herb garden of our own would be nice.

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“Explore the Hotel On Your Own”

About The Interior Design of Virserius Studio New York



The elegant and bold interior design of the new DoubleTree by Hilton Berlin Ku'damm comes from the multiple award-winning Virserius Studio New York, which is run by sisters Therese and Regina Virserius who specialize in hotel design. Their approach is to create spaces that are not only aesthetically pleasing, but also help people to escape from everyday life. Most recently, the native Swedes caused a stir with the interior design of the iconic Hotel Waldorf Arizona Biltmore. Virserius Studio received the "Future Design Award" for the architectural update of the resort, which was shaped by Frank Lloyd Wright and frequented by film stars.

The New York-based company developed a “lifestyle” approach for the hotel on Los-Angeles-Platz in Berlin - "Our design encourages guests to explore the hotel on their own." "We don't want to tell guests what to see, we hope that they will discover what the hotel has to offer on their own."

The hallways are decorated in neutral, natural colors with bespoke wall coverings. The art on the walls is based on the seasons of Berlin and is a small homage to the park in front of the hotel. The guest rooms have been designed in strong and light natural tones. Trees adorn the room wallpaper behind the headboards of the beds and convey the feeling of being in the middle of nature - at the same time they create a connection to the hotel brand with the trees in the logo. Beautiful decorative objects on the shelves attract attention. In the bathrooms, marble walls, wooden floors and custom-made carpets ensure an upscale bathroom experience.

Natural colors and motifs also dominate in the conference rooms: a stylized mountain panorama on the wall sends thoughts wandering. Timeless carpets in the colors of the water provide a relaxed grounding.



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The impressive chandelier in the large ballroom does not come from the New York designers but is instead reminiscent of the Steigenberger years. As part of the renovation, the articulated glass construction was dismantled piece by piece, cleaned and reassembled. The chandelier thus builds a bridge, so to speak, from the hotel's past to its future, in which reusability and sustainability play a major role.

More about Virserius Studio New York on the Internet at: www.virseriusstudio.com

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"Warm Welcome"

The Cookie That People Are Happy to Accept



Since 1986, the warm chocolate chip cookie given to every guest upon check-in has provided our guests with a "warm welcome." And the essence of the brand can hardly be summed up better - DoubleTree by Hilton stands for warmth, security, feeling at home; for simple but warm gestures and the lived awareness that it is the small things that make the big difference.

On November 2, 2019, the cookie even conquered space: the Chocolate Chip Cookie from DoubleTree by Hilton was the first pastry to be baked in orbit on the International Space Station. ISS Commander Luca Parmitano of the European Space Agency pushed the raw biscuit into a prototype oven high in orbit. The result can still be admired today: the first space cookie is on display in the Smithsonian Air & Space Museum in Washington DC.

A year later, the cookie made headlines again: At the beginning of the pandemic, DoubleTree by Hilton made the cookie recipe public and accessible via the website after 34 years of secrecy. "A warm cookie may not solve everything, but it can bring a moment of comfort and happiness," said Shawn McAteer, senior vice president and global head, explaining the recipe's release.

And what makes the cookie so delicious? It's the ingredients. The full recipe is here: <https://stories.hilton.com/food-beverage/static-doubletree-reveals-cookie-recipe>

Of course, the famous Chocolate Chip Cookie is also available at the DoubleTree by Hilton Berlin Ku'damm.



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Fun Facts

6 Fun Facts About DoubleTree by Hilton Berlin Ku'damm

1. In the “Steigenberger” era, Hans Dietrich Genscher liked to have a beer in the hotel restaurant. Meanwhile, Luciano Pavarotti preferred to cook his own pasta in the kitchen of the Presidential Suite.
2. The DoubleTree by Hilton Berlin Ku'damm is the only building with the address "Am Los-Angeles-Platz" - all other buildings facing the park have the respective street names as addresses.
3. The yellow façade was once personally chosen by Anne-Marie Steigenberger, wife of Egon Steigenberger - and therefore particularly loved.
4. The large chandelier in the ballroom is a souvenir from the Steigenberger day - as part of the renovation, it was removed and cleaned piece by piece in the dishwasher – fortunately none of the parts broke.
5. The DoubleTree by Hilton cookie conquered space on November 2, 2019: ISS Commander Luca Parmitano baked it in a prototype oven - today the first cookie baked in space is on display at the Smithsonian Air & Space Museum in Washington DC.
6. Today's fitness room used to be the hotel pool - the round shape with the dome is reminiscent of its former use. The former fitness area, on the other hand, has been turned into a suite with a wonderful view of the Memorial Church.

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Numbers, Data, Facts

Hotel	DoubleTree by Hilton Berlin Ku'damm Los-Angeles-Platz 1, 10789 Berlin www.doubletree-by-hilton-berlin-kudamm.de/
Management/Franchise	Event Hotels, www.eventhotels.com
Hotel Director	Hannes Dreher (49)
Contact Booking Email:	Tel: +49 30 2127 0 info@doubletreeberlinkudamm.com
Contact Press	Simone Baizza, Director of Sales & Marketing PR Agency: Magrino PR Sarah Appelblatt E-Mail: sarah.appelblatt@magrinopr.com
Position	Only 100 meters from Kurfürstendamm, not far from history, culture and shopping! Within walking distance: KADEWE, Kranzler-Eck, Kaiser Wilhelm Memorial Church, Zoological Garden, Bikini House.
Interior Design	Elegant and bold lifestyle design made of wood and marble as well as lots of fresh green plants and art with homage to the park in front of the hotel designed by the Virserius Studio New York of the sisters Therese and Regina Virserius (www.virserius-studio.com), which has received multiple awards worldwide.
Sustainability	From the photovoltaic system on the roof, to the green courtyard and roof herb garden, to the zero-waste kitchen and the currently only organic breakfast buffet in Berlin - here, with the first small steps, the big picture is thought of.
Rooms	The hotel has 420 rooms and suites spread over six floors. All rooms are with first class facilities such as individual temperature controls, workstation, LCD television, minibar, coffee and tea station, sustainable bathroom articles, hair dryer, ironing board and safe. The junior and corner suites also have a seating area with sofa,

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the diplomat suite has two rooms and a separate toilet area.

Check-In: 3 p.m. / Check-Out: 12 p.m.

420 rooms including 15 Suites divided into Queen and King Rooms (some with park view), King Superior City View Rooms, King Deluxe Rooms, 5 King Junior Suites, 9 King Corner Suites and 1 Diplomat Suite for more space and comfort.

Room size between 24 and 99 square meters.

Amenities

Included in the price when booking a hotel room: Wi-Fi and use of the fitness area with two saunas. Room bookings as room-only or including organic breakfast possible.

Additional Services

Extra beds and baby cots can be placed in the rooms on request.

Animals/Dogs

The hotel has a pet-friendly policy and offers special rooms for guests with pets (25 euros per stay)

Dining

"The Restaurant" with 260 seats and a separate à la carte area and outdoor terrace, "The Bar" as Lobby bar with delicious cocktails, local soft drinks, fair trade coffee & more.

Zero-waste philosophy with sustainable regional cuisine in Berlin style, in-house patisserie.

Currently only organic breakfast buffet in a Berlin hotel.

"Warm welcome" with the typical DoubleTree by Hilton chocolate chip cookie, which is handed over to every guest upon check-in.

Chef: Alexandre Castelain

Sous Chef: Moritz Ehrlich



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A total of 12 employees in the kitchen team

Fitness/Services

A fitness area with high-quality cardio and strength equipment from Life Fitness; as well as two saunas for relaxing hours after the meeting or the city tour.

Today's fitness room used to be the hotel pool - the round shape with the dome is still reminiscent of its former use. The former fitness area, on the other hand, has been turned into a suite - with a wonderful view of the Memorial Church.

Concierge service, bike rental, insider tips for Ku'damm and the surrounding area and much more.