

PRESS FOLDER

Table of Contents

KAMEHA GRAND ZÜRICH - THE HOTEL.....	2
SERVICE EXCELLENCE.....	2
CARSTEN K. RATH.....	3
THE TEAM.....	3
ROOMS & SUITES.....	4
CULINARY DELIGHTS.....	6
RAOUL MÜHLAN - EXECUTIVE CHEF.....	7
IGINO BRUNI - HEAD CHEF AT L'UNICO.....	8
KAMEHA SPA, WELLNESS & FITNESS.....	9
CONFERENCES & EVENTS.....	9
GLATTPARK & KAMEHA LAKE.....	11
LIFESTYLE HOSPITALITY & ENTERTAINMENT GROUP AG (LH&E Group).....	11
SUMMARY.....	12

K A M E H A

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ZÜRICH

KAMEHA GRAND ZÜRICH - THE HOTEL - lieblingsplatz.com.



This is the Kameha Grand in Zurich. It opened on 1 March 2015, after a good two years of construction. In Glattpark, which is one of the most exciting areas of Zurich. An international lifestyle hotel - without stars, but with everything that a traveller of the world needs. And even more: modern architecture that is stylish and comfortable. Designed by tecArchitecture. Neo-Baroque interior design by Marcel Wanders. The world-famous designer set one goal for himself at the Kameha: To create a space for guests and visitors in which they simply feel good. A modern place of retreat - this is the hotel in Glattpark. Style and modern gadgets, offers that also make life easier for stressed businesspeople. 245 unique rooms and suites: Eleven Theme Suites, a King Kameha Suite and an exclusive Space Suites, which was designed by the artist Michael Najjar. Six Business Suites, in which even the most relentless negotiations are a pleasure. The design at the Kameha Grand Zürich appeals to the senses - all of the senses. "We offer the perfect setting for creative thoughts, impressive presentations, fabulous events and individual meetings," says Carsten K. Rath, founder and CEO of the Lifestyle Hospitality & Entertainment Group, which operates the Kameha Hotels & Resorts. And the location? Perfect. Six minutes to the airport and eight minutes to the Zurich main station.

SERVICE EXCELLENCE



Uncompromising service and quality culture create experiences. They create a favourite place (*Lieblingsplatz* in German). Carsten K. Rath, the founder and mind behind the Kameha, is an expert in the area of service excellence. He is a visionary. And he has more than two decades of experience in the luxury hotel business and tourism industry - throughout the entire world. The Kameha Grand Zürich is the essence of his experiences. A place where everyone feels good - both the business traveller and the family that experiences the atmosphere of Switzerland's most exciting city for a few days. "We would like to create a very personal favourite place for every guest - with warmth, passion and professionalism," says Rath. To achieve this, he relies on talented, guest-oriented and competent managers - and a good team. "We are proud that the best in the industry are interested in us and working for us."

CARSTEN K. RATH



The grand hotel of earlier times no longer exists – at least that’s what people think. Far from it! The grand hotel in the 2015 version is called the Kameha Grand Zürich. And the grand hotelier is Carsten K. Rath. Leadership and service excellence – these are his topics. He is one of the most sought-after experts on both topics – and not just in the German-language region. The quality enthusiast and his management consulting company richtigrichtig.com are highly esteemed by leading entrepreneurs and companies. He recently caused a sensation with the first German hotel business memoirs *Sex bitte nur in der Suite* (Please Only Have Sex in the

Suite).

After his beginnings at a family hotel in the Black Forest, Carsten K. Rath quickly collected international merits. “Service oases instead of service deserts” – this is his maxim. He has been influenced by the executive positions that he held in Africa and Asia. Even more, his main interest is the grand opening of a hotel. Strict schedules, tight budgets and many unknowns. No problem for the entrepreneur. He was responsible for the openings of the Kempinski Hotel Taschenbergpalais in Dresden, the Adlon in Berlin and the Kempinski London, as well as luxury hotels on Jamaica, in Sharm-el-Sheikh (Sinai/Egypt) and Naples (USA) that belong to the Ritz-Carlton Group. In doing so, he relied on established leadership and service excellence standards that are unrivalled.

With the Kameha Hotels & Resorts company, Carsten K. Rath also operates the Kameha Suite in Frankfurt and the Kameha Grand Zürich. The Kameha Grand in Bonn operates under this license and the Kameha brand name.

He has not only set standards, but already received many awards for his commitment and vision. Rath was given the Innovation Award of the German Tourism Association. He was the Hotel Manager of the Year, Employer of the Year and Host of the Year. Track athlete Carlo Thränhardt said this about him: “If service excellence were a competitive sport, he would have already broken the world record several times.”

THE TEAM

For Carsten K. Rath, there is a fine difference between a good hotel and an excellent hotel: the employees. Products and services are frequently similar or even interchangeable. The

K A M E H A

GRAND
ZÜRICH

joy of service and the will to always put the focus on the guest: “This is now the only possibility of making people feel loyal to a hotel.” The perfect host requires many qualities for this to happen today. “He must be personal and charming, caring, authentic and anticipating - and he should precisely remember what makes his guests happy.” And above all, he must like people. “Otherwise, he’s in the wrong profession,” says Rath.

Within the company, the founder has established a quality management system that contains various modules at all of the Kameha enterprises. They facilitate not only the implementation of the corporate philosophy but especially the selection of employees according to their talents. The communication structure is ingenious on all levels, and complaint management is oriented toward the guest. And training is offered whenever it is necessary.

ROOMS & SUITES



224 rooms - Premium and Deluxe. 11 unique Theme Suites. Two Executive Suites. Six Business Suites. The King Kameha Suite and an exclusive Space Suite, which was conceived by the artist Michael Najjar. 245 rooms that are as individual as their guests. Architecture and design are in a perfect symbiosis here. The award-winning Dutch interior designer Marcel Wanders - praised as the “Lady Gaga of design” by *The New York Times* - is behind the innovative concept of colour and structural design. His creativity is reflected throughout the entire hotel in an attractive mixture of materials and techniques. With wall panelling that brings to mind Swiss chocolate and minibars that look like the legendary safes of Swiss banks. The guests know where they are.



Infinite creativity - above all, this can be seen in the eleven Theme Suites. The Poker Face Suite is like a casino with a bed. It is equipped with a roulette table and Kameha poker cards. The Serenity Suite is exactly the opposite in a bright, light design with yoga accessories and scented candles. This is all about feeling good and relaxing. The Workout Suite: No one needs to leave the room to stay fit. The treadmill and weight-training bench - it’s all there. But that would actually be a pity. See Glattpark, Wellness and Spa.

And then there is still the top floor of the hotel. It accommodates the King Kameha Suite and the Space Suite. Both from a different world.

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KAMEHA

GRAND
ZÜRICH

CULINARY DELIGHTS

Two restaurants full of character: Italian and Japanese. A bar in pure gold, and two lounges. The Kameha Grand Zürich provides something for every taste. High-quality, unique and stylish – which applies to more than just the rooms in this exceptional hotel, but also to the catering.



Homemade noodle dishes from our own pasta manufactory. Italian delicacies made with much love and excellent craftsmanship. Open cooking stations. Fresh ingredients and traditional preparation of tasty food à la Mamma. This is the **L'UNICO Restaurant**.



Centuries of precision. Fine skills. Rare ingredients and pleasures from a distant world. Eating is celebrated here. Traditional meals of the country, as well as contemporary alternatives. Experienced sushi masters show their skills in the Japanese restaurant **YU NIJYO**.



A social hotspot. A place to relax with a drink or have a casual meeting with cappuccino. Stylish, relaxed and golden. The walls have the colour of the precious metal that is stored at Swiss banks. This is the **PUREGOLD BAR**.

K A M E H A

GRAND
ZÜRICH



An English gentlemen's club. Heavy leather armchairs, choice parquet, books and magazines. Dark colours dominate here - and they match the exquisite Cuban and Dominican cigars, as well as the fine cognacs and rare Singles Malts that are on the menu. This is the **Smoker's Lounge**.



The opulent elegance of Arabian tradition. A large selection of hookahs and tobacco. This is the **Shisha Lounge** at the Kameha Grand Zürich.

RAOUL MÜHLAN - EXECUTIVE CHEF



Raoul Mühlán is the executive chef. He heads the L'UNICO and YU NIJYO restaurants - and the cuisine in the event area, as well as throughout the entire Lifestyle Hotel. Uncompromising quality, the use of first-class products and the necessary portion of innovation: Mühlán is a pro in his area. He already defined the strategic orientation in matters of Food & Beverage as the executive chef at the Kameha Grand Bonn.

Carsten K. Rath could not have wished for a better chef de cuisine: "Raoul already impressed us in Bonn with his outstanding management style and enormous professional knowledge and even more with the enthusiasm that he shows for his work. I look forward to working with such a talented chef."

Raoul Mühlán learned his craft at the Schillinghof Restaurant, a 16-point Gault Millau establishment in Gross-Schneen. This was followed by many positions in the top-ranking gastronomy of Portugal, Ireland, Spain and France – to which he owes his valuable experiences. The most important and formative of these were the opening of the Ritz Carlton Powerscourt Dublin with the Gordon Ramsay Corporation, where Raoul Mühlán was responsible for quality management as the sous-chef, and the opening of the Monart Destination SPA House Hotel in Enniscorthy, Ireland. Raoul Mühlán sees his start at the Kameha Grand Bonn and work with Lifestyle Hospitality & Entertainment as the pinnacle of his career.

IGINO BRUNI - HEAD CHEF AT L'UNICO

Igino Bruni has two passions: cooking and the cuisine of his home country. “I cook with love and with soul,” says the native of Italy. And with a decent portion of the craftsmanship that he has honed at the many high-class stages of his 18-year career. Bruni has worked in Switzerland since 2008. He previously was employed at first-rate establishments in Sicily and New York City. As the chef de partie at the Seven Group in Ascona under the overall management of Ivo Adam, he eventually began his professional path in high-end gastronomy.



Further stages led him to gourmet restaurants such as the La Brezza in Ascona, the Carlton in St. Moritz and the Kulm Hotel in Arosa. The head chef – who is also a sports enthusiast – considers the pinnacle of his career to be his time as the sous-chef with Armin Amrein at the Seehofstübli in Davos, which has 17 Gault Millau points and one Michelin star, and his current opportunity of managing the L'UNICO Restaurant as the outlet chef in the Kameha Grand Zürich. Joy in life, pleasure and a passion for cooking – this is what motivates him in letting Mediterranean gourmet cuisine at the Lifestyle Hotel become a unique experience for each of his guests. “The fragrance of pasta from our own manufactory and the fresh preparation at the live cooking station create an atmosphere similar to sitting at the kitchen table of an Italian mamma.”

KAMEHA SPA, WELLNESS & FITNESS



season.

Peaceful, intimate and relaxed. This is the Kameha Spa. A genuine oasis in the stress of everyday life. Finding peace and quiet, recharging the inner batteries and relaxing during a treatment. This is the right place. Four modern treatment rooms, saunas and a steam bath. The relax loungers in the Spa Lounge and on the roof terrace ensure complete relaxation. For body and mind. In every

Treatments for the face, body and soul. In the express variation or for a relaxing 90 minutes. Signature treatments and massages - for women and men. Special treatments for stressed globetrotters. With the exquisite cosmetics of La Biothetique Paris. And natural essences of the spa manufactory: herbs, flowers and oils.

Those who would rather burn off energy on the physical level will feel at home in the FITNESS POWER HOUSE. Open around the clock, it offers state-of-the-art fitness technology. An ideal place for flexible training units.



CONFERENCES & EVENTS

The location is convenient. The facilities are state of the art. Only thing that is missing is an individual event such as a conference, product launch or a ball. Whether business or social events, the Kameha Grand Zürich is equipped for them. Six Business Suites, eight banquet rooms and a ballroom that holds almost

1000 people. The heart of the Kameha Grand, the KAMEHA DOME, extends across 701 square metres and impresses with its architecture and neo-Baroque design.

K A M E H A
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State-of-the-art event technology. Experienced event planners. A creative gastronomy team. Every event will be successful here.



GLATTPARK & KAMEHA LAKE



Glattpark is both a business centre and local recreational area. And the Kameha Grand Zürich is right in the middle of it. A green landscape, forest, meadows and water. 128,000 square metres in size.

Kameha Lake: 550 metres long, an average of 41 metres wide and three metres deep. Probably the biggest pool of a Swiss hotel. With first-class water quality. In addition, there are promenades for strolling and walking. And space between the lake and the forest, as well as an open meadow area that visitors are invited to use. 60,000 square metres of lawns, ping-pong tables, a beach volleyball field, a basketball court and a football pitch. Barbeque facilities and a bike park. An individual map with jogging routes. And all of this is directly in front of the hotel's door.

LIFESTYLE HOSPITALITY & ENTERTAINMENT GROUP AG (LH&E Group)

The LH&E Group is an operating and management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts and private design residences, as well as first-class event gastronomy. The founder and CEO is Carsten K. Rath. The President of the Board of Directors is Peter Mettler. The first hotel of the LH&E Group, Kameha Grand Bonn, has been distinguished with many national and international awards such as the Best Hotel of the Year Worldwide (Diners Club Magazine Award), Hotel of the Year (Busche Verlagsgesellschaft), Best Event Hotel of the Year (Location Award), Germany's Trend Hotel No. 1 (TripAdvisor) and 2011/2012 Employer of the Year. Following the successful positioning of Kameha Suites in Frankfurt am Main, distinguished with the 2012 Location Award as the Best Historical Event Location in Germany, as well as the Kameha Grand Bonn, the LH&E Group is now launching further projects such as the Kameha Grand Zürich.

SUMMARY

HOTEL:	Kameha Grand Zürich
ADDRESS:	Dufaux-Strasse 1 / Corner of Thurgauerstrasse 8152 Glattpark/Zurich Switzerland
TELEPHONE:	+41 (0)44 525 5000
FAX:	+41 (0)44 525 5005
WEBSITE:	www.lieblingsplatz.com
OPENING:	2015
MANAGEMENT:	Kameha Grand Glattpark Betriebs GmbH (LH&E Group)
FOUNDER & CEO:	Carsten K. Rath
NUMBER OF ROOMS:	245
ROOM CATEGORIES:	224 Premium and Deluxe rooms, 2 Executive Suites, 6 Business Suites, 11 Theme Suites, the King Kameha Suite and the Space Suite
FACILITIES:	L'UNICO Restaurant YU NIJYO Restaurant PUREGOLD BAR Smoker's Lounge Shisha Lounge 8 event rooms (1,400 m ²) Kameha Spa (650 m ²) Fitness Power House 66 parking spaces in the underground garage Recreational landscape of Glattpark (128,000 m ²) with Kameha Lake



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