

## PRESS RELEASE

### LAUNCH OF NEW AFTERNOON TEA CONCEPT

**The BREIDENBACHER HOF is pleased to announce the launch of its new Afternoon Tea concept "Breidenbacher FashionisTea" as well as the next step in its long-lasting cooperation with fashion entrepreneur Thomas Rath.**

Delicious scones, cakes and biscuits and the perfect blend of teas - the British Afternoon Tea is a tradition that has long been valued and lived at the BREIDENBACHER HOF. Now the luxury hotel is expanding its unique range of offers and is **launching the "Breidenbacher FashionisTea" on January 27, 2022**. The new culinary experience is thereby combining the themes of fashion and gusto as an homage to the fashion city of Düsseldorf.

With the idea to elegantly fuse their creations in sweet and savory treats, Culinary Director Philipp Ferber and Düsseldorf-based fashion entrepreneur Thomas Rath created an extraordinary and unique experience..

Inspired by the dishes of Thomas Rath's recently published cookbook, the new Afternoon Tea pastries received the typical Breidenbacher-style touch-ups for which the culinary team is renowned. The fashion reference is clearly visible through beautiful nuances in colours and playful decorations.

*"An English Tea Time stands for special etiquettes, its palate and style. Could there be anything more obvious than dressing up the culinary experience in a fashionable look?"*

Culinary Director Philipp Ferber

### **COOPERATION WITH THOMAS RATH**

With the creation of the "Breidenbacher FashionisTea", the close cooperation and friendship between the hotel and Thomas Rath enters the next round. The collaboration started in 2016, when Thomas Rath developed his first corporate fashion collection for the hotel. Since then, the service team have been welcoming guests in their custom designed uniforms , matching the designer's motto "Classic with a twist".

There is a certain twist to this latest cooperation as well: The partnership went beyond the joint development of the extravagant gastronomic offer of the "Breidenbacher FashionisTea" -a creative booklet with exciting background information about the history of afternoon tea as well as excerpts from Thomas Rath's all-encompassing fashion guide on fashion etiquette was designed. All accompanied by beautiful illustrations of the New York based artist Tug Rice.



BREIDENBACHER HOF

DÜSSELDORF - GERMANY

The "Breidenbacher FashionisTea" is now available from Friday to Sunday between 2 p.m. and 5.30 p.m. in the Lobby Lounge of the BREIDENBACHER HOF with one day's advance booking and a price of €79,- per person or €99,- per person including champagne. For those seeking a spontaneous Afternoon Tea experience, the regular Tea Time is offered daily in the Lobby Lounge.

About BREIDENBACHER HOF:

*Located directly on the famous shopping boulevard Königsallee in the historic city center of Düsseldorf, the Breidenbacher Hof combines modernity and lifestyle with a rich past and history. The traditional hotel offers its guests a unique experience due its mixture of first-class personal service and a finely curated and varied range of offers, thereby setting it apart from other luxury hotels. The property, owned by a Kuwaiti family, is a member of the exclusive Small Luxury Hotels of the World association. Cyrus Heydarian is Managing Director of the operating company.*

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## **"BREIDENBACHER FASHIONISTEA"**

### Sweet:

- Breidenbacher Apple Tarte Tatin with a "Thomas Rath Cyclist Design" Chocolate Topper
- Orange Cake Pop based on the Recipe "Juicy Orange Cake"
- Almond-Apricot Tartlet with "Thomas Rath Dot Design" Chocolate Topper based on the Recipe "Aunt Karin's Apricot-Almond cake"

### Savoury:

- Pumpkin Tarte with Amarettini and Sage based on the Recipe "Tortelli di Zucca with Sage Butter"
- Baked Rabbit Praliné with Sultanas and Lemon-Saffron-Mayonnaise – based on the Recipe "Rabbit with Onions and Sultanas"
- Macaron with Beech-Smoked Salmon, Caviar and Crème fraîche

### Scones:

- Plain and with Candied Amalfi Lemon – based on the recipe "Lemon Parfait"
- Cheesecake Clotted Cream with handbag-shaped biscuits – based on the Recipe "Cheesecake à la Jacques"