

New Sustainability Project

„Breidenbacher Vegetable Garden“

Düsseldorf, June 5, 2024 – Luxury hotel Breidenbacher Hof in Düsseldorf is setting new standards for sustainability and employee engagement. Although guests can already enjoy milk from the hotel's own cows in the morning, sip homemade herbal tea in the afternoon, and toast with house-distilled gin in the evening, the Breidenbacher Hof is not stopping there. With the introduction of its own "Breidenbacher Vegetable Garden," the hotel is offering its employees even more opportunities to engage with regional sustainability, taking its existing "Farm-to-Table" concept to the next level.

Located in the Düsseldorf-Hamm district, the rental garden spans a generous 180 square meters and already boasts over 20 pre-planted vegetable classics such as lettuce, carrots, kohlrabi, radishes, cucumbers, beets, and potatoes. Since the official handover in mid-May, the project has been driven forward by the apprentices from Breidenbacher Hof's gastronomy department.

This trainee project, led by Culinary Director Philipp Ferber and his team from The Duchy, aims to support and promote a beneficial work/life model for all Breidenbacher Hof employees. As a project "by employees for employees," the apprentices can engage directly with the roots of agricultural production while creating a space for community spirit and environmental awareness.

Additionally, the young talents are given the opportunity to follow the entire production chain and actively contribute through hands-on work - a unique project in the luxury hotel industry that supports the hotel's already innovative training model and connects with the "Hoftage" program introduced several years ago. During their three-year culinary training, apprentices have the chance to visit the farms of various partner farmers as a fixed part of the training plan to instill a deep appreciation for the sources of their ingredients.

The jointly harvested produce from the "Breidenbacher Vegetable Garden" will be used for the employee canteen – Schmatz.



"Our new 'Breidenbacher Vegetable Garden' is designed not only to further our sustainability efforts but also to provide an inviting, nurturing environment for our employees. We want every employee to have the opportunity to participate in this unique project – whether it's relaxing on the garden's bench with colleagues or actively helping to tend the garden. We are confident that this project will enhance our products and encourage our employees to identify even more strongly with our shared goal of a sustainable future." Philipp Ferber, Culinary Director



The "Breidenbacher Vegetable Garden" is financed through a seasonal rent, which covers planting, watering, equipment, and yields from May to the end of October. The care and maintenance of the plants are managed through weekly duties and visits by the apprentices of "The Duchy." The garden is accessible to all employees from 9 am to 7 pm during the week, 9 am to 8 pm on Fridays, 9 am to 6 pm on Saturdays, and from 10 am to 4 pm on Sundays.

"Meine Ernte"

The "Breidenbacher Vegetable Garden" is part of the rental garden concept "Meine Ernte." Breidenbacher Hof is the first hotel and restaurant to participate in this project as a pioneer in sustainability.

"Meine Ernte" was founded in 2019 by two students as a passion project. The longing for fresh greenery and a grounding connection with nature was strong, and the assumption that other city dwellers felt the same was correct. The founding duo launched their idea "Self-sufficiency for everyone!" with six rental garden locations, which have now expanded to around 31 gardens. Under the motto "We prepare – you care and harvest," the simplicity of regional vegetable cultivation is brought closer, allowing people to experience gardening and leisurely time in the fresh air.

About BREIDENBACHER HOF:

Located directly on the famous Königsallee shopping mile in Düsseldorf's historic city center, Breidenbacher Hof blends modernity and lifestyle with a rich history. The traditional hotel offers its guests a comprehensive feel good package. With first-class, personalized service from the team and a finely curated and diverse range of offerings, a stay at Breidenbacher Hof becomes a unique experience. The hotel, owned by a Kuwaiti family, is a member of the exclusive "Small Luxury Hotels of the World" association and is part of the Selection of German Luxury Hotels. Cyrus Heydarian is the Managing Partner of the operating company and leads the hotel.

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