



## Press information

### **RENDEZVOUS@SACHER: EVENTS WITH A PERSONAL TOUCH**

**Vienna, January 2020.** Even when it opened back in 1876, the Hotel Sacher was a well-known hub for business, politics, society and culture – particularly among the people of Vienna. It's a hallmark that lies close to the heart of the current owners as well: At the end of last year, the Gürtlers and Winklers set up a series of events called the "Rendezvous@Sacher", designed to open up the doors of this world-famous hotel behind the State Opera to the local community. So, four times a year, you can expect exclusive events to be held in the inimitable banqueting rooms of the Hotel Sacher Wien. The special thing about "Rendezvous@Sacher" is that every event has its own theme, but the venue and the location change all the time, as does the guest list of people personally invited by the family.

The series kicked off at the end of December 2019 with a Ladies' Lunch in the Green Bar, organized by owner Alexandra Winkler. Breathtaking floral arrangements to complement the wonderful atmosphere of the award-winning restaurant proved a source of amazement to the "leading ladies" invited from the worlds of politics, business and society. This was followed up by the second edition of the Rendezvous@Sacher events just a few weeks later. The family invited guests to a showcase of Vienna's most traditional craft businesses. Around 150 guests were given an insight into the production of handcrafted luxury items by prestigious companies such as Scheer, a traditional shoemaker, the Augarten Porcelain Manufactory and Lobmeyr, Vienna's premier chandelier and glassware manufacturer. Plus, guests got the chance to glaze their very own Original Sacher Cubes!

For banquets, weddings, Christmas parties or company celebrations, the Hotel Sacher Wien offers a variety of rooms for between ten and 100 people: from the magnificent Green Bar, exclusive Salon Mayerling, elegant Schönbrunner Loge with adjoining Salon Metternich, the spacious Marmorsaal, and last but not least the cozy Blue Bar. Preparations for another edition of the Rendezvous@Sacher series are already underway. "We want to surprise you about where our next Rendezvous@Sacher will be taking place, and what it's about – we've got something extraordinary for guests up our sleeve," says Winkler.

#### **About Sacher Hotels**

Luxury, culinary panache, and living family tradition: With its two hotels in Vienna and Salzburg, coffee houses in Vienna, Salzburg, Graz and Innsbruck, and of course its unique Original Sacher-Torte, Sacher is one of the world's best-known family-run businesses. Eduard Sacher opened the first luxury establishment in Vienna back in 1876, and over the course of one and a half centuries, it has evolved to become the illustrious business that it is today. Guided by the loving hand of Alexandra Winkler and her brother Georg Gürtler, Sacher Hotels never fail to delight visitors from all over the world, day in, day out. Their desire to cherish tradition whilst carefully keeping pace with the times creates unique and memorable Sacher moments. So enjoy another piece of Original Sacher-Torte – what more could you ask for? [www.sacher.com](http://www.sacher.com)



**For any press enquiries, please contact:**

Elisabeth Waxmund | PR Coordinator

[ewaxmund@sacher.com](mailto:ewaxmund@sacher.com) | Tel.: +43 1 51456 1273

[www.sacher.com](http://www.sacher.com) | [www.facebook.com/sacherhotels](https://www.facebook.com/sacherhotels) | [www.facebook.com/originalsachertorte](https://www.facebook.com/originalsachertorte) | @sacherhotels