



## Media information

Welcome to Hotel Sacher Wien!

Since 1832, the name Sacher has stood for authentic Austrian luxury, outstanding local cuisine and unforgettable moments with excellent personal service. Today, it is one of the last few remaining family-owned and -run five-star-superior hotels and managed by the Gürtler and Winkler family. With its outstanding location directly opposite Vienna State Opera, Hotel Sacher Wien is the perfect starting point from which to explore the city – the Albertina, Hofburg, St. Stephen's Square and Spanish Riding School are all within easy reach.

In the beginning was the cake: In 1832, Franz Sacher, apprentice chef at the court of Prince Metternich, created what is probably the most famous cake in the world today – the Original Sacher-Torte. To this day, it is still being prepared by hand with the greatest care, following the original secret recipe, and has long been hailed Vienna's "sweet ambassador". It was Franz Sacher's son Eduard who opened Hotel Sacher in Vienna in 1876, and, together with his wife Anna, he brought it to international renown. Even back then, local and international society alike enjoyed visiting Sacher.

Today, Hotel Sacher Wien has 152 rooms and suites, all furnished by co-owner Alexandra Winkler in collaboration with French star designer Pierre-Yves Rochon. The accommodation includes the most elegant and largest signature suites "Madame Butterfly" and "Wiener Philharmoniker Suite" (Vienna Philharmonic Suite) on the Bel Étage, and several exclusive suites with private roof terraces. At Sacher, noble marble bathrooms, the finest fabrics and exquisite interiors are not incompatible with modern amenities and technical equipment. With its own AI chatbot on the website as well as a dedicated WhatsApp channel, Sacher supports its guests at any time, quickly and conveniently, with table reservations, room service orders, or the booking of spa treatments.



*Sacher places great emphasis on enjoyment: Throughout the day, the finest Austrian cuisine and Viennese classics are served in gourmet restaurant “Rote Bar”, while the “Grüne Bar” never fails to surprise with its international and playful sophistication. The intimate, all-blue hotel bar “Blaue Bar” is the ideal meeting place before or after a visit to the opera or a concert, or for after-dinner drinks. During a stay in Vienna, a visit to the famous Café Sacher is a must: In addition to breakfast, light meals and coffee specialties, the Original Sacher-Torte is a real highlight that is served there, all in a traditional Viennese coffee house ambiance.*

*The Café Bel Étage with its selection of sweet specialties, too, is an invitation to stop for a snack or a piece of Original Sacher-Torte, and to shop. And in the Salon Sacher, the roaring twenties beckon with exquisite delicacies and many a previously forgotten cocktail.*

*Within the Sacher Boutique Spa, hotel guests can enjoy relaxing facilities, such as sauna, steam room and fitness area, free of charge. In addition, there is a selection of exclusive treatments, from Seed to Skin, Royal Fern and Ligne St. Barth. The Day Spa also offers external guests an opportunity to leave everyday life behind and enjoy a complete pampering.*

**Current awards Hotel Sacher Wien:**

- **The World’s 50 Best Hotels 2025: The only hotel in the German-speaking region, Rank No. 49**
- **The MICHELIN Guide 2025: 3 MICHELIN Keys for the second consecutive year**
- **Die 101 Besten 2025: Best hotel in Austria, 2nd place in the DACH region (Germany, Austria, Switzerland)**



## About Sacher Hotels

*Luxury, magical moments and culinary delight: With its two hotels in Vienna and Salzburg, the Alpine Resort Sacher Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Parndorf and Trieste, and of course, the Original Sacher-Torte, Sacher is one of the world's best-known family-run businesses. In 1832, Franz Sacher created the Original Sacher-Torte thus initiating a piece of Austrian cultural history. Today, benefiting from the loving care of the Winkler and Görtler families, every day the Sacher hotels delight their guests from all over the world and are part of the "Leading Hotels of the World" group. Refined family tradition combined with constant careful modernization make for unique Sacher experiences.*