



PRESS KIT . 2025

Where life *lives*

S O F I T E L
MUNICH BAYERPOST



Manifesto

There are places where you can make encounters around every corner.

There are places you are visiting for the first time, where you feel welcomed like an old friend.

Places where the *French Zest* lavors every experience and whets your appetite for more.

Places where everyday life is elevated, revealing infinite possibilities as *committed luxury* meets cultural involvement.

Places where cultures intertwine and local savoir-faire is valued, bringing to life our symbol, the *Cultural Link*.

Places where *heartfelt service* delights with personal attentions with smile.



For the last 60 years, Sofitel has been embodying the French art de vivre all over the world. The brand offers a refined elegance that enchants over 4 million guests every year across its 110 hotels, providing a sophisticated experience of luxury.

The year 2024 was the brand's diamond jubilee, a year that was marked by a series of exclusive events in every Sofitel hotel. What better way to reaffirm Sofitel's core values: French elegance, committed luxury, heartfelt service, generous service and of course, the iconic Cultural Link – both a logo and the symbol of the encounters between cultures, people and ideas.

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If Sofitel was...

A word

BONJOUR,

a synonym of hospitality and a symbol
of French *art de vivre*.

A time of day

SUNSET,

when day slowly fades to night and the Candle Ritual
— the signature of the brand — can begin.

A perfume

ESSENCE DE SOFITEL,

a fresh, warm fragrance created by Lucien Ferrero that is
an artful blend of lemon leaf, white rose and sandalwood.

A delicacy

THE CROISSANT,

icon of French culture, whose simple appearance
hides its culinary artistry.

A book

LE PETIT PRINCE BY ANTOINE DE SAINT-EXUPÉRY,

the world's top-selling literary work, which inspires us to explore
the world and engage with other people.

S O F I T E L
MUNICH BAYERPOST





Sofitel Munich Bayerpost

The Art of French-style living in the heart of Munich

The “Königliche-Bayerische Post” – the Royal Bavarian Post Office – once occupied this magnificent late 19th-century building in the heart of Munich. Today its historic hallways house the luxury hotel Sofitel Munich Bayerpost, offering a unique combination of traditional and modern architecture.



Sofitel München Bayerpost



Opened in August 2004, this flagship five-star luxury hotel in Munich features distinctive avant-garde architecture and exclusive modern design. Entering the hotel by a former side entrance of the royal Bavarian post office, guests find themselves in a modern building, furnished and decorated in contemporary style.

Sofitel Munich Bayerpost

The art of French-style living in the heart of Munich

Until 1993 this fine Italian High Renaissance-style building, now a listed monument, was occupied by the Bavarian State Post Office. Munich architects Fred Angerer and Gerald Hadler completely gutted the building and recreated the original concept of open space and high ceilings.



Sofitel München Bayerpost



The north wing was replaced by an impressive new building which now houses around half of the 339 rooms and 57 suites, its top floor offering stunning views over the Alps. Designer Harald Klein from klein Associates KG was commissioned to design the interior décor of the rooms.

As part of extensive renovation work carried out in 2012 and 2013, the 47 junior and Maisonette Suites at the Sofitel Munich Bayerpost underwent complete refurbishment.

In the period from 2015 to 2017 all standard rooms were also extensively renovated and furnished with two new design concepts. The „Salon Bohème“ characterises a symbiosis of retrospective and modernity; the „Salon Littérature“ is an inspiration of poetry and prose.





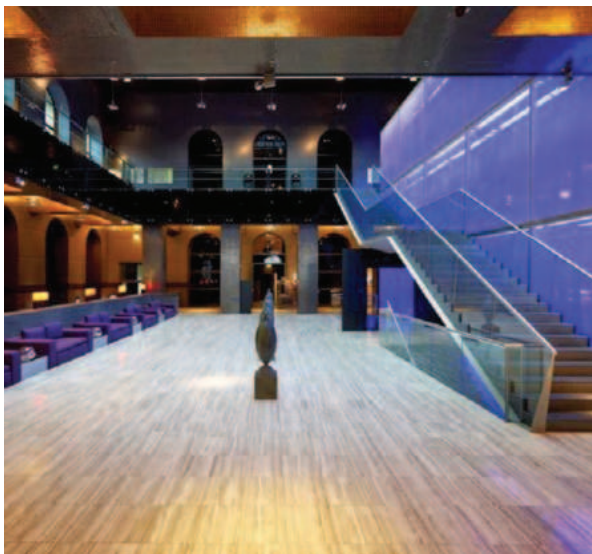
Sofitel Munich Bayerpost

Lobby

An orange, illuminated glass structure in the roof lining lends a warm alpine glow to the lobby of the Sofitel Munich Bayerpost.



Sofitel Munchen Bayerpost



An attractive combination of high-quality natural materials such as stone, precious woods and leather and lacquered, glass and chrome surfaces gives this part of the hotel a stylish, elegant feel.

The focal point of the building is the 27metre high foyer connecting the lobby to the rear of the building.

A unique lighting concept bathes the foyer area in different colours to create a variety of moods and ambiances.

This attractive space is regularly used to show work by well-known artists from all over the world, as well as local painters and photographers. Guests can enjoy a changing programme of temporary exhibitions by internationally-renowned galleries, such as the Paris POLKA and Munichs' own gallery Andreas Binder.

Sofitel Munich Bayerpost

Rooms & Suites

Heartfelt Service

Sofitel's Heartfelt Service is a core philosophy that brings genuine care and attention to every guest interaction. Rooted in authentic hospitality and enriched by Sofitel's French Zest, it reflects a deep commitment to anticipating needs and exceeding expectations with grace and warmth. Each team member delivers service that is intuitive, personal, and emotionally engaging - creating memorable moments that resonate long after a stay. Heartfelt Service is more than a standard; it is a philosophy that transforms luxury into a human connection. It ensures every guest feels seen, valued, and effortlessly embraced by Sofitel's distinctive spirit of hospitality.

All 339 rooms and 57 suites offer a high level of comfort and contemporary design plus all modern amenities, including free Wi-Fi access, a state-of-the-art flat-screen TV, a Bose Wave sound system, a Nespresso coffee machine and a complimentary bottle of Aqua Monaco (0,5 L).



Sofitel Munchen Bayerpost

All rooms in the hotel have a tastefully integrated natural stone bathroom completed with a range of Diptyque care products for guests to enjoy during their stay.

The Maisonette Suites on the top floor offer stunning views across the rooftops of Munich or beyond to the Bavarian Alps.

From 2015 until 2017 all 339 rooms were extensively renovated in close collaboration with the interior designers klein Associates KG and furnished with two new design concepts.

The classic and luxury rooms are a modern interpretation of bohemian attitude in Munich's 1920's. The colorful modern design of the "Salon Bohème" resembles the love of live with an enticing mixture of leather, brass and glass and the subtle comfort such as the eye-catching large armchair.

The "Salon Littérature" gives time to relax in a harmonic atmosphere. Inspired by poetry and prose one can enjoy the warm cocoon of a library and round off the day in the cozy rocking chair.

Sofitel MyBed

Sleep has always been a key focus for Sofitel. In 2003, the brand unveiled a major innovation: the Sofitel MY BED experience – a signature sleep concept featuring an exclusive mattress, box spring, topper, comforter, and an extensive selection of pillows. Every element is crafted with the utmost care to deliver unmatched comfort and the sensation of being cradled in clouds. Available in Sofitel hotels worldwide, including Sofitel Munich Bayerpost, Sofitel MY BED reflects the brand's commitment to wellbeing and luxurious hospitality.





Sofitel Munich Bayerpost

Suites

The complete renovation of its ten largest suites established a new benchmark in hotel design, marking a pivotal chapter in the Sofitel Munich Bayerpost's ongoing success story.

The Opera suites are an extraordinary experience on 90 sqm: individually themed suites with original decor and spacious living area.

The Opera Suite "Naturelle" offers a contemporary twist on the traditional south German alpine hut. Decorated using materials and colours inspired by the lavish opulence of the Orient, the "Sheherazade" suite transports guests right back to the stories of 1001 Arabian Nights. And for a taste of the artist's life, guests can enjoy a stay in the "Atelier", a charming suite designed to recreate a naturally lit artist's studio. This bright, open-plan room is the perfect place to generate ideas and feel inspired.

In the Opera Suite "Les Fleurs du Mal" guests enter a whimsical fantasy world inspired by the eponymous book by the French writer and philosopher Charles Baudelaire.



Sofitel Munich Bayerpost

Suites

Harald Klein designed each of the suites on a particular theme and his careful choice of colours, materials, furnishings, artwork and decorative objects invests each room with its own unique and distinctive ambience. Every suite tells its own story and inspires the imagination of the guests who stay there.

Each of the four Prestige Suites extends over two floors, occupying an area of 56 sqm, and allows an option of connecting with two Superior rooms as Family Suite accommodation. These delightful loft suites have a fresh, modern décor and a trendy retro feeling.

The Imperial Suite "Pearl", measuring 90 sqm, was conceived as a homage to the symbol of luxury and glamour – the pearl.

With a predominantly gold, white and grey colour-scheme throughout, the suite's many delightful touches include the gold-coloured carpet, an undulating, illuminated wall and two golden globe luminaires, shaped like hydrangea leaves.



Sofitel Munich Bayerpost

Suites **Magnificent** Apartment

This wonderful suite, at 175 sqm the largest at the Sofitel Munich Bayerpost – the “Oyster” – hidden away like a precious oyster in its protective shell, offers guests pure, unadulterated luxury.



Sofitel Munchen Bayerpost



Decorated using high-quality materials and with exclusive furniture by top designers and the latest Bang & Olufsson equipment, guests will want for nothing during their stay.

A highlight of the interior is the media wall with two 85” flat screen TVs allowing guests to enjoy TV programmes and/or view their own images. The colour scheme is purple, white, grey and burgundy and the high-quality materials used throughout include natural stone, white leather, coloured glass and a dining table made of white Corian. The floor, the end walls and six metre-high ceiling are finished in purple to give the effect of being inside of an oyster shell. Decorative objects, such as real oyster shells on the dining table, continue the marine theme.

Guests also have use of their own kitchenette and private dressing room. The dining table can seat up to twelve people, making it ideal for private dinners in an intimate setting.

The suite's accommodation can be supplemented by the addition of an adjoining standard room - accessed via a connecting door - making it an ideal option for families.

To round off a busy day, guests can enjoy the sumptuous pleasure of relaxing in their own Jacuzzi and steam bath.





FINANCIA

The health impact of Europe's soft food firms



Investors pull \$40bn from sustainable stocks from

Culinary Offerings

Munich-born Andreas Donnerbauer is the Executive Chef of the Sofitel Munich Bayerpost and is responsible, among other things, for the "Délíce La Brasserie", the breakfast restaurant "Schwarz & Weiz" and the "Isarbar".

Andreas Donnerbauer

With over 20 years of cooking experience on three continents, he has taken on the task of taking guests of the Sofitel on a culinary journey through the finest cuisines in the world. Depending on the season, he reinvents international cuisine to include regional specialities.

Schwarz & Weiz

Restaurant "Schwarz & Weiz" welcomes you in a sophisticated atmosphere with a sumptuous breakfast buffet.

Upon request it also serves as an exclusive, private event location in the evening.



DÉLICE La Braserie & ISArBAR

Guests can enjoy the extensive breakfast buffet in the "Schwarz & Weiz", pamper themselves with modern French brasserie cuisine at the „DÉLICE La Brasserie“, and round off the evening with the in-house cocktail creations of the "ISARBAR".





HEARTFELT SERVICE CULTURE

Behind this commitment is a goal: for all Sofitel guests to leave the hotels feeling joyful and rejuvenated. Sofitel service is impassioned and designed to ensure an experience guests cannot live anywhere else.

“At Sofitel, there are no limits: everything is possible and done with passion. We place our guests at the heart of our priorities for absolutely everything we do.”

Srey Peou, Operations and Sales Director at Sofitel Angkor Phokeethra Golf & Spa Resort (Cambodia)

“What I like most about my job at Sofitel is the opportunity to connect with people from all over the world, creating unforgettable experiences for each one of them. As an international Concierge with years dedicated to providing heartfelt hospitality, I love transforming each moment into a unique and special memory, to ensure that every guest feels cared for and valued.”

Raul Blanch,
Concierge & Guest Relations at Sofitel La Reserva Cardales (Argentina)

Personalized attentions

The members of the Sofitel teams (nicknamed “Heartists”) put all their emotional intelligence to work to anticipate guests’ desires and fulfill every one of them with creativity and expertise. They may, for example, create a monster repellent for a child who can’t fall asleep by fear of monsters in his room.

They may replace a broken shoelace or resew a button on a coat that a guest accidentally left behind—and then ship it back to the guest. They may put together a city guide for a loyal guest who is moving to the other side of the world.





CULTURAL LINK

The Cultural Link, which is central to each Sofitel hotel's identity and history, has become much more than a logo: it now symbolizes the brand's values. Its two intertwining curves stand for two cultures that come together to create an unparalleled experience. Brought to life in each hotel, it is a visual reflection of Sofitel's ambition to combine local culture with the French Zest, producing an inimitable result.

What does the Cultural Link look like around the world?

IN SEOUL (SOUTH KOREA), the Cultural Link comes to life through gastronomy. When cherry trees blossom and add delicate pink accents to the landscape, the hotel introduces its *Cherry Blossom* afternoon tea: a gourmet break that pays tribute to both Korean grace and French elegance.



Sofitel Ambassador Seoul, South Korea

IN BARCELONA (SPAIN), where the controlled chaos of the Gothic architecture unique to the Spanish city are imbued with a touch of the French art de vivre. Typical Parisian elements dance with those of the city, such as the "Panots" – the hexagons designed by Antonio Gaudí for the famous Paseo de Gracia – which are carefully blended with the moldings in the rooms.

IN ROME (ITALY), Sofitel celebrates the finest French delicacies, incorporating the most delicious Italian flavors. The result: an unprecedented fusion between "La Delizia al Limone", a typical Italian dessert, and the traditional French "Bûche de Noël" – a magnificent bridge uniting both cultures.



Sofitel Roma Villa Borghese, Italy

The celebrated French Candle Ritual is performed with a local touch in all Sofitel hotels. At the Sofitel Legend Santa Clara in Colombia, which is housed in a former convent, at nightfall monks light the candles that surround the hotel. At the Sofitel Krabi Phokeethra Golf & Spa Resort in Thailand, staff introduce a traditional dance into the ritual. And at the Sofitel Fiji Resort and Spa, the candles are lit with a torch in homage to the cultures of Polynesia.



Sofitel Munich Bayerpost

Délice La Brasserie

Treat yourself to modern French cuisine in a relaxed and casual setting. Experience a perfect combination of culinary simplicity, French elegance and the welcoming ease of a brasserie atmosphere.



Délice La Brasserie



Urban chic with lofty ceilings, the Vinothek or the inviting terrace offer the perfect ambience for this creative, brasserie cuisine.

Executive Chef Andreas Donnerbauer and Junior Sous Chef Tom Tschierschke inspire with their classic French delicacies featuring a charming, culinary creativity.

Enjoy a harmonious combination of top-quality regional and seasonal ingredients, which resemble the Parisian sensations on a plate.

We invite you to enjoy culinary highlights when serving classical brasserie dishes with a contemporary touch. The focus of the modern French delicacies is on the essential flavours; refined spices and typical preparation techniques accentuate the selected products. These are accompanied by an exquisite range of fine international wines.

Complemented by the "DÉLiCE rôtisserie" dishes, Boeuf Bourguignon or Charolais fillet steak round off the diverse culinary selection. In our own dry-aging cabinet the meat develops its inimitable flavour.

The interior of the DÉLiCE La Brasserie is characterised by its modern and harmonious details. Its sophisticated architecture memorialises a typical Parisian brasserie, with traditional elements such as patterned wallpaper, wall lights, suspended lamps and black tiles with floral Art Nouveau designs

Sofitel Munich Bayerpost

ISArBAR

Relaxing in the “Isarbar” – what better way to finish the day? After a busy day working or sightseeing in Munich, relax in the hotels ISArBAR. The elegant Munich bar, lounge terrace and library offers a perfect upscale setting for meeting business colleagues or family and friends.



Sofitel Munchen Bayerpost



The hotel bar, named after the Isar River which flows into Munich from the Alps envelops guests in a refined setting of rich green silk, pure wood and real leather.

Gold-coloured tiles, tempting cocktails and a relaxed atmosphere are what make the ISArBAR a great place to spend time. Guests can choose from a range of international cocktail classics with a new twist, finest champagne, wines and spirits and can enjoy these either at the bar, in the lounge or library or even outside on the lounge terrace.



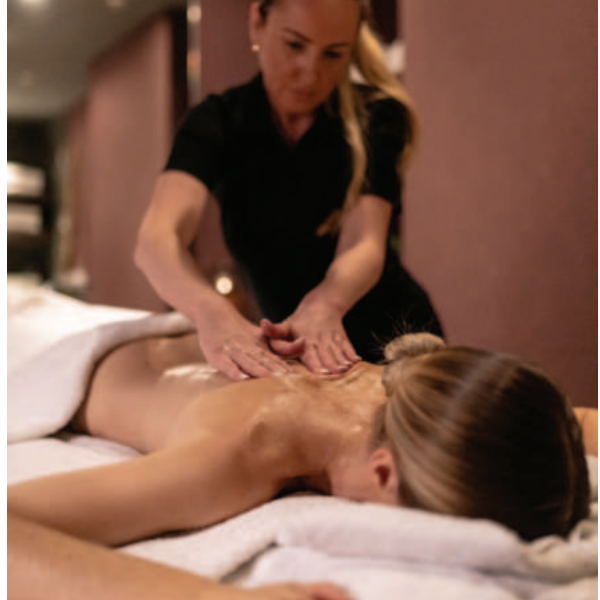




Sofitel Munich Bayerpost

Spa Facilities

To enhance the spa experience, we pamper our guests with a menu of treatments everything from short, refreshing 'starters' (30 minutes) and indulgent 'main courses' (60 or 90 minutes) to invigorating 'desserts' (30 or 60 minutes).



Work out in a state-of-the-art hotel gym, where fitness is taken seriously.

Get to know your limits with a Cardio Pulmonary Exercise Testing (CPET) – challenge them with a personalized training program, developed by experienced fitness coaches.

The SOFITEL FIT gym is open 24h hours daily.



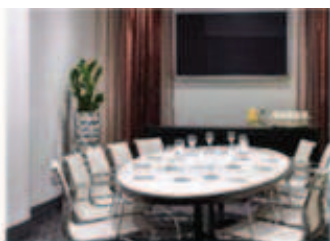
Sofitel Munich Bayerpost

Meetings & Events

With 20 meeting rooms covering an area of 1,800 sqm and state-of-the-art conference technology, the Sofitel Munich Bayerpost provides excellent facilities for conference events of any kind.

At 923 sqm the “Nymphenburg” ballroom is the largest pillar-less event venue in the centre of Munich and can accommodate up to 800 people. A hydraulic stage and sophisticated light and sound facilities guarantee the very best conditions for any event. The spacious foyer area, spanned by a 27-metre glass roof, is used for receptions and exhibitions. A stunning light installation, with 44 different colour sequences, creates stunning visual effects on the stairs leading to the gallery.

Two Board Meeting Rooms on the 5th floor provide the ideal setting for confidential, smallgroup meetings. These soundproof rooms, each measuring approx. 80 sqm, are lit by natural daylight and can each seat up to 20 people. Boardroom A has a fixed conference table with comfortable executive chairs; Boardroom B offers a choice of seating options. The adjoining 150 sqm Business Lounge provides refreshment facilities for conference delegates. Magnifique Meetings Concierges, the conference experts, are always on hand to provide support for your event. With extensive experience in handling anything from video conferences and effective product presentations with event-appropriate décor, to exhibitions and private celebrations, they will ensure that your event goes without a hitch.





Sofitel Munich Bayerpost

Munich and its environs.

With its convenient central location close to Munich's main station, the Sofitel Munich Bayerpost is the perfect base from which to explore "Italy's northernmost city," as the Bavarian capital is affectionately known.

Parks, Florentine villas, Roman churches and fine late 19th century buildings abound in Munich and there are countless other wonderful sights to see around this great city – the bustling Viktualienmarkt, the famous Rathaus (town-hall) and the Theatiner and St Peter's Churches are just some of the places well worth visiting.



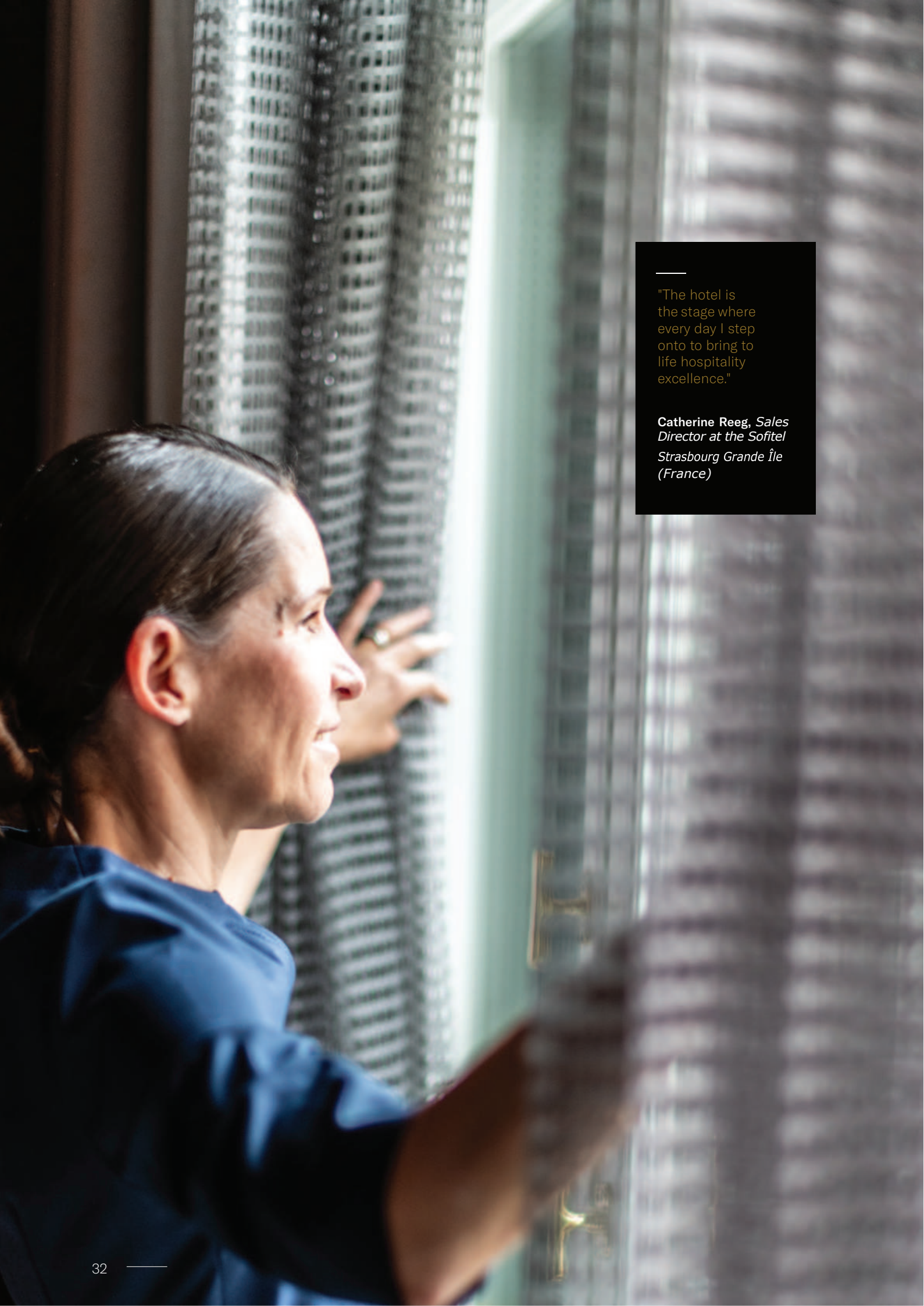
Munich

Munich is also known as Germany's "cultural capital" – and with good reason. Just a short distance from the Sofitel Munich Bayerpost, situated between Königsplatz and the Kunstakademie, are the city's impressive art galleries: the Alte and Neue Pinakothek, the Pinakothek der Moderne, the Lenbachhaus and the Glyptothek. Further attractions for artlovers include the Bayerisches Nationalmuseum, which holds mainly regional art works, and the temporary exhibitions at the Haus der Kunst art museum. Classical music fans will also find plenty to interest them, with new productions at the Bayerische Staatsoper opera house and the Münchener Kammerspiele theatre.

For those who feel the need to escape the busy city, the delightful Englischer Garten, just a stone's throw from the hotel, offers a peaceful refuge. On fine days this is where locals come to soak up the warm sunshine and enjoy the wide open spaces of one of the world's largest inner-city parks. Alternatively, a trip to the region's romantic lakes - the Tegernsee and the Starnberger See can be reached by car in under an hour - is always a real treat.







"The hotel is the stage where every day I step onto to bring to life hospitality excellence."

Catherine Reeg, *Sales Director at the Sofitel Strasbourg Grande Île (France)*

A culture shared *around the world*

In 2024, Sofitel's network includes more than 110 hotels in nearly 45 countries. These elegant hotels, located in the world's most sought-after destinations on six continents, each have their own personality.

OUR NETWORK

Each Sofitel hotel receives an extensive list of guidelines to ensure that the service and experience offered meet the most exacting standards. They reflect the culture of their setting and fit into one of five Sofitel categories, while adhering to a core set of principles that is vital for conveying the brand's essence.



Scan and discover the
entire *Sofitel network*



Sofitel Munchen Bayerpost



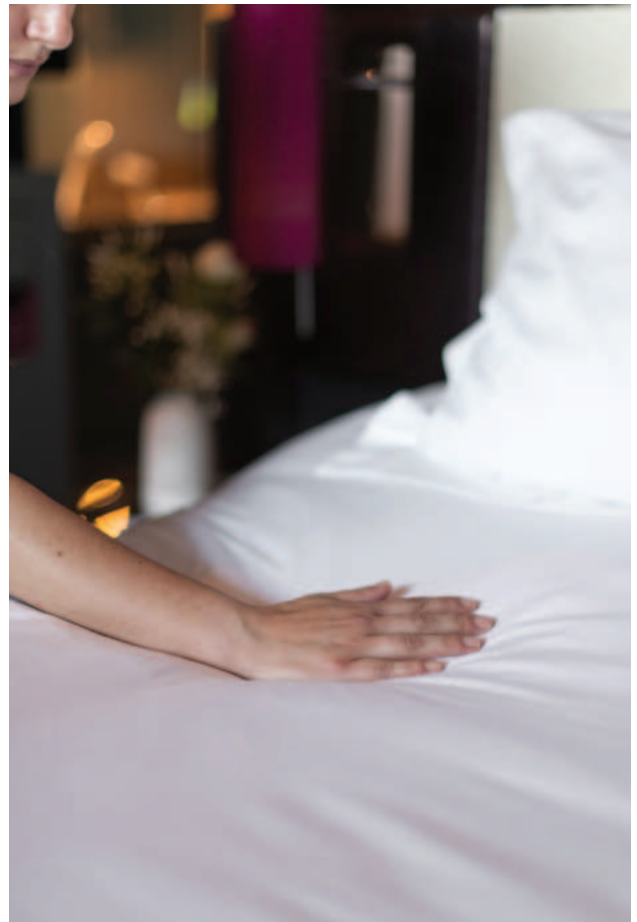


île

Where every stay is *committed luxury*

At Sofitel Munich Bayerpost, luxury is more than indulgence – it is a conscious commitment. With the prestigious Green Key certification, we redefine what it means to travel sustainably without compromising on elegance and comfort. Every detail of your stay reflects our dedication: from the elimination of single-use plastics and a diverse range of plant-based culinary delights, to energy-efficient technologies, responsible sourcing, and the support of local communities.

Here, refined hospitality meets environmental responsibility. Each experience is designed not only to delight our guests, but also to protect our planet and inspire a more sustainable tomorrow. At Sofitel Munich Bayerpost, every stay is truly committed luxury.



About Sofitel

Established in 1964, Sofitel is the first international luxury hotel brand to originate from France. Sofitel today embodies heartfelt and committed luxury with a French Zest. A seamless blend of the richness of each local culture and the French joie de vivre, the brand delights travelers who appreciate delicacy and subtle refinement, offering them heartfelt and authentic service. At Sofitel, beauty is in the details: life's simple pleasures such as gastronomy and sleep are art forms for an incomparable experience.

Sofitel now boasts more than 110 hotels, all elegant and unique, in the world's most sought-after destinations. Among its most remarkable properties: the Sofitel Paris Le Scribe, the Sofitel London St.James, the Sofitel Dubai The Obelisk, the Sofitel Mexico City Reforma and the Sofitel Ambassador Seoul. The brand also offers a selection of heritage luxury hotels under the Sofitel Legend banner, renowned for their timeless elegance and fascinating history, such as the Sofitel Legend Old Cataract Aswan, the Sofitel Legend Santa Clara Cartagena and the Sofitel Legend Metropole Hanoi. Sofitel is part of Accor, leading hospitality group counting over 5,500 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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