



VITIS WEST
CAFÉ & WINE HUB



Name & Brand Identity

Vitis West – Latin for “vine” + Berlin West charm.

- Short, memorable, internationally appealing.
- Subtle wine reference, urban identity, luxurious elegance.
- Positioning: exclusive lounge for hotel guests and wine enthusiasts.

Tagline Ideas:

- “Where West Berlin unwinds”
- “Luxury, Leisure & Vine”
- “A taste of refinement in the West”

Brand Values:

- Elegance & Exclusivity
- Sophistication & Culture
- Urbanity & Local Identity



BRAND IDENTITY



„Vitis West“ is a refined, modern, and effortlessly elegant hotel lobby bar with wine focus, designed for cosmopolitan travelers, business elites, and design-conscious locals.

A space where contemporary aesthetics meet impeccable craftsmanship, seamlessly blending into the hotel’s ambiance while offering an intimate and high-end lounge experience.

Vitis West is the place where coffee, modern food, wine, drinks and community come together in style.
It's more than a lobby lounge - it's a lifestyle...

ABOUT US



ABOUT US

Target Audience

- Hotel guests seeking luxury & sophisticated experiences
- Berlin wine enthusiasts & international visitors
- Business travelers & VIPs
- Social media-savvy guests valuing style & atmosphere

USP (Unique Selling Proposition)

- Subtle Wine Exclusivity: Wine experience without “wine bar clichés”
- Luxurious West Berlin Atmosphere: Urban, elegant, understated
- Interactive Wine Elements: Personal advice, digital info, tasting experiences
- Flexible for Events & Times of Day: From after-work drinks to relaxed afternoon indulgence

Music & Atmosphere

- Daytime: soft jazz, lounge, gentle acoustic music
- Evening: stylish urban lounge music
- Goal: elegance, no noisy bar vibe

Branding & Marketing

- Logo: Minimalist, name “Vitis West” elegantly displayed
- Social Media: Focus on lifestyle, wine, Berlin flair, exclusive atmosphere.

Events

- Meet the Winemaker
- Wine tastings & pairing evenings
- Exclusive after-hour lounge for VIPs

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ALL DAY EXPERIENCE

- Mornings: speciality coffee and creative breakfast dishes.
- Lunch: Modern bowls, toasts and salads for the lunch break.
- Afternoon: Fine pastries afternoon teas and innovative snacks, accompanied by espresso specialities or light wines.
- Evening: A selection of charcuterie and small dishes, combined with curated wines or aperitif classics.



DRINKS & FOOD CONCEPT

Casual-elegant, dedicated to the art of wine pairing, artisan cheeses, cured meats, and delicacies. It offers a lighter, convivial atmosphere for pre-dinner aperitifs, after-theatre gatherings, or leisurely afternoons at the Kurfürstendamm.

Sommelier-driven - storytelling about wines, pairings, and artisanal products.

Live slicing & plating at the counter - part of the performance.

Atmosphere - slightly more relaxed and social

culinary destination for wine.

Appeals to locals & hotel guests: ideal for aperitif culture & after-work drinks

Creates additional revenue stream through premium wine sales and curated tasting experiences.



Viennoiserie & Breads

- Butter Croissant – served with butter & house-made jam
- Pain au Chocolat – classic chocolate-filled pastry
- Bagel & Cream Cheese – choice of smoked salmon, avocado, or seasonal vegetables
- Brioche Toast – with salted caramel butter



Light Plates

- Yogurt Parfait – Greek yogurt, seasonal fruits, toasted granola
- Smoked Salmon Plate – with bagel, cream cheese, capers, dill, and red onion
- Charcuterie Matinale – morning platter of cured ham, alpine cheese & cornichons

Preparation/completion solely by waiters and service staff without chefs

BREAKFAST



Time: 12:00 – 3:00 pm

Offerings



- Fresh, healthy bowls (e.g., quinoa-avocado, Buddha bowl, salmon & vegetables)
- Light salads, tarts, sandwiches
- Small antipasti plates or mezze for two
- Drinks:
- Light white wines or rosé, fresh lemonades, infused water
- Coffee variations for afternoon enjoyment
- Atmosphere:
- Lounge-style, light background music
- Ideal for business lunches or relaxed midday dining

LUNCH



Coffee & Cake Afternoons

Seduction at first bite!

Fancy a slice of happiness? Freshly baked cakes are more than just sweet – they are truly a labour of love.

Whether it's a fruity tart, creamy cheesecake or heavenly Black Forest gâteau: every bite is a treat, just like grandma used to make.

Cakes & Sweets

- Tarte au Citron Meringuée – zesty lemon tart with caramelized meringue
- Sachertorte – rich chocolate cake

Schwarzwälder

- Cheesecake Basque – creamy cheesecake
- Carrot Cake – spiced, with cream cheese frosting
- Madeleines – warm & freshly baked, dusted with sugar
- Mini Crêpes Suzette – flambéed tableside with orange & Grand Marnier

Pastel de Nata

- Seasonal Fruit Salad – with mint & elderflower

AFTERNOON



Afternoon Tea Time

This creates a premium yet approachable tea ritual, combining French patisserie, British afternoon tea traditions, and a nod to Berlin café culture.

A curated three-tier presentation with:

- Savoury Finger Sandwiches: cucumber & cream cheese, smoked salmon & dill, truffled egg salad, roast beef with horseradish
- Warm Pastries: butter scones with clotted cream & strawberry jam, mini quiches
- Sweet Selection: lemon tartlets, chocolate éclairs, macarons, seasonal fruit cake

Champagne St. Gall
Tea Selection

À la Carte Afternoon Treats

- Assorted Macarons – selection of 6
- Madeleines – warm & freshly baked
- Carrot Cake – spiced, with cream cheese frosting
- Sachertorte – chocolate apricot cake
- Käsekuchen – German-style cheesecake
- Fruit Tartlet – seasonal fruits, crème pâtissière

Savory Afternoon Options

- Mini Croque Monsieur
- Charcuterie Plate
- Cheese Selection

TEA TIME



Guest Experience

- By the Glass Program: Rotating premium wines available by the glass, using Coravin technology → encourages discovery without committing to a bottle.
- Wine Flights & Pairings: Themed tastings (e.g. “The Loire Journey”, “Bubbles of Europe”, “Mediterranean Reds”) paired with cheeses and charcuterie.
- Sommelier Storytelling: Each wine presented with context – terroir, winemaker philosophy, food pairing.
- Exclusive Events: Monthly winemaker dinners, Champagne brunches, seasonal “wine & cheese salons”.



Design & Presentation

- Wine Wall: Floor-to-ceiling display of bottles → both storage and design statement.
- Cheese, ham and wine, visible to guests, emphasizing authenticity and craftsmanship.
- Premium Glassware: Each style served in specific Riedel or Zalto glasses → precision in tasting.
- Positions Flâneur as Berlin’s Kurfürstendamm address for wine culture.
- Attracts both locals and hotel guests: from casual afternoon glasses to collectors seeking rare vintages.
- Creates a synergy with the cheese & charcuterie focus, turning the Comptoir into a lifestyle experience.

WINE HUB



The wine program is more than a list – it becomes an experience. Guests are invited to explore the richness of European wine culture through curation, storytelling, and atmosphere.

This makes Flâneur not just a brasserie, but a true destination for wine lovers in Berlin.



Curated wine selection

Origins & Regions

- France: Burgundy, Bordeaux, Loire, Rhône, Champagne
→ the timeless classics & prestige bottles.
- Italy: Tuscany, Piedmont, Veneto, Sicily
→ from Super Tuscans to elegant natural wines.
- Spain & Portugal: Rioja, Ribera del Duero, Priorat, Port, Madeira
→ powerful, character-driven wines.
- Germany & Austria: Riesling, Silvaner, Blaufränkisch, Grüner Veltliner
→ freshness and local identity.
- Boutique Producers: Small estates, limited allocations

Wine List Structure

1. House Selection → approachable, food-friendly wines at fair prices.
2. Signature Wines → outstanding vintages and lesser-known gems for curious drinkers.
3. Prestige Collection → Grand Crus, Barolo Riservas, vintage Champagnes, and cult natural wines.



Cheese

- Rotating artisanal cheese selection: French raw-milk cheeses, Italian specialties, Alpine classics, and seasonal rarities.
- Served with homemade bread, crackers, chutneys, honey, nuts.
- Option: Cheese maturation cabinet (visually integrated, highlighting craftsmanship).

Charcuterie

- Premium European cured meats: Jamón Ibérico, Prosciutto di Parma, French saucisson, German Black Forest ham.
- Freshly sliced at the counter (slicer as part of the performance).
- Combination boards for sharing.

Additional Offerings

- Oysters & seafood (for a luxurious touch).
- Small plates: olives, patés, terrines, marinated vegetables.
- Desserts: cheese-focused or light fruit-based to balance the offer.



Cheese Selection

(served with bread, crackers, chutneys, honey & nuts)

- French Classics: Brie de Meaux, Comté 24m, Roquefort
- Italian Icons: Gorgonzola Dolce, Taleggio, Pecorino Romano
- Alpine Heritage: Gruyère, Appenzeller, Tête de Moine
- Seasonal Specials: Rotating artisan cheeses

Cheese Board (3 selections) – €14

Grand Cheese Tasting (6 selections) – €24

Charcuterie Selection

(sliced à la minute at the counter)

- Jamón Ibérico de Bellota – nutty, melt-in-mouth
 - Prosciutto di Parma – sweet & delicate
 - Saucisson Sec, France – rustic & hearty
- Black Forest Ham – smoky, German classic

Charcuterie Plate (3 selections) – €16

Grand Charcuterie Tasting (6 selections) – €28



Signature Pairing Boards

- The Parisian – Sancerre Blanc + Crottin de Chavignol + Jambon de Bayonne – €18
- The Tuscan – Chianti Riserva + Pecorino Toscano + Prosciutto di Parma – €20
- The Iberian – Rioja Reserva + Manchego + Jamón Ibérico – €22
- The Alpine – Grüner Veltliner + Gruyère + Speck – €19

Wine Flights

(served with curated cheese & charcuterie pairings)

The Flâneur Discovery – €28

3 half-glasses:

- Loire Sauvignon Blanc → paired with fresh goat cheese
- Burgundy Pinot Noir → paired with Comté 24 months
- Rioja Reserva → paired with Jamón Ibérico

Bubbles of Europe – €34

3 half-glasses:

- Champagne St. Gall → paired with oysters or fresh chèvre
- Cava Gran Reserva → paired with Manchego
- Franciacorta Satèn → paired with Prosciutto di Parma

Old World Reds – €36

3 half-glasses:

- Chianti Classico Riserva → paired with Pecorino Toscano
- Bordeaux Supérieur → paired with duck rillettes
- Priorat Garnacha → paired with aged sheep cheese



Notes & Key Details

Seamless Transitions:

- Each transition includes staff reallocation, lighting, and music changes.
- No downtime: lounge remains inviting for any guest at any time.

Interactive Guest Experience:

- Sommelier available in afternoon & evening.
- Live Station for Charcuterie

Ambiance Strategy:

- Morning: bright and energetic
- Midday: relaxed and social
- Afternoon Tea: refined, elegant, photogenic
- Evening: intimate, luxurious, sensory-focused



KEY DETAILS



People



In order to deliver an experience that is loved by the locals we need to ensure the team at the heart of the operation represent the city.

No words but deeds, is the ethos of the city and this needs to be reflected in the way the team approach service.

The team need to be able to express themselves in their service style, look and interactions at the table.

Individual personalities need to come through in everything we do.

We should actively move away from traditional hotel grooming standards. Still hygienic but tattoos & piercings are to be accepted without judgement.

PEOPLE

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LOOK & FEEL



Vitis West is more than a lobby lounge - it is a place where guests feel inspired and welcome. It combines timeless elegance with modern culinary trends and is a meeting place for anyone who appreciates indulgence in any form.