



# nhow Frankfurt Unveils New Exclusive NFT Collection and Innovative Cocktail Menu

Launching February 18, the design-led hotel combines digital art and curated cocktails at its NFT Skybar



*Left to right: NFT Sky Bar, presidential suite and Tropical Twist cocktail*

**London, 4 February 2025.** Design-led nhow Frankfurt is set to launch an exclusive NFT collection this February, inspired by its innovative new cocktail menu presented at the property's NFT Skybar

- the highest rooftop bar in Germany. Both the NFT collection and the new menu will be unveiled on February 18.

Building on the success of the inaugural 2022 collection, the upcoming NFT series *Daydream Trip* is created by renowned digital and experimental artist David Zuker, who also conceived the hotel's striking and colourful design, centred around the theme "*The Art of Money*". This theme perfectly complements Frankfurt's identity as a global financial hub and the hotel's prime location in the heart of the city's financial district.

The brand-new NFT (Non Fungible Token) collection, consisting of 30 NFTs, can be purchased from 18 February at 10am at the following link <https://davidzucker.loyi.io/>. In addition to owning one of the 30 digital artworks, the buyer also enjoys exciting perks that money can't buy: a one year priority access to the popular bar, a one-off complimentary cocktail and the chance to attend the exclusive launch event on the same day, where David Zuker and nhow Frankfurt's expert mixologist Abdullah Rashwani will showcase their work.

Curated by nhow Frankfurt's expert mixologist Abdullah Rashwani, the new menu taps into emerging cocktail trends of 2025 and invites guests on an extraordinary sensory journey, with drinks that embody the hotel's bold and innovative spirit while perfectly complementing the NFT collection. The menu offers a diverse selection, from refreshing twists on classic cocktails to extravagant, interactive and multi-sensory masterpieces. Highlights include Nebula Elixir, a galactic blend of Hennessy, yuzu liqueur and an interactive smoke effect, reflecting the growing trend for showcasing mixology as theatre; Golden Smoke Old Fashioned, a sophisticated, smoky reinterpretation of the classic Old Fashioned with saffron and edible gold, playing on the popular retro revival trend; and Flaming Rose, a tropical, spicy concoction with banana-infused vodka, jalapeños and rose syrup which nods to the 2025 trend for drinks with sweet and spicy combinations.

Perched on the 47th floor with its stunning wraparound design, the NFT Skybar offers unrivalled 360-degree views of the city's skyline, making it a standout feature of the hotel. Serving as a dynamic hub where the physical and digital worlds seamlessly converge, the bar allows guests to experience one-of-a-kind NFT artworks while enjoying expertly curated cocktails.

With 375 rooms, the hotel also boasts a gym, Rich Barista Coffee Shop, lobby bar "Gold Bar", exclusive VIO Lounge for hotel VIPs staying in the suites and junior suites

Prices at nhow Frankfurt start from 119€/ 99 GBP per room per night. Hotel guests have access to the 47th floor with their keycard during the opening times of the NFT Skybar, allowing them to skip the waiting line and receive priority seating, subject to availability.

More information about the NFT collection is available [here](#).

## Editor's Notes:

### About nhow Hotels & Resorts

nhow Hotels & Resorts is Minor Hotels' disruptive hotel brand, known for its iconic establishments. Inspired by the cities in which they are located and designed by the leading creative minds of our times (Foster+Partners, OMA, founded by Rem Koolhaas, Karim Rashid, Sergei Tchoban, Teresa Sapey and Matteo Thun, among others), nhow is simultaneously a hotel and a creative hub. Each nhow establishment becomes a landmark in its city, a melting pot for creativity.

At a nhow hotel everything is unexpected, thought-provoking and surprising. Every room, restaurant and lobby are an invitation to meditate, a call to take action in our lives, as embodied by the slogan #changenhow. Each guest will live their own personal experiences with one thing in common: the wow factor! Located in key urban districts undergoing a transformation, the nhow hotels quickly emerge as landmarks for self-discovery and experimentation through 'artivism'. Why wait? The time is now, nhow.

### About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 58 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, and participates in the GHA DISCOVERY loyalty programme. NH DISCOVERY is part of GHA DISCOVERY.

For more information, please visit [minorhotels.com](http://minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

For more information, visit [www.nhow-hotels.com/en](http://www.nhow-hotels.com/en)

**For media information and images, please contact Hume Whitehead**

Laura Boo: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4056 / Email: [laura@humewhitehead.co.uk](mailto:laura@humewhitehead.co.uk)

Rebecca Pasha: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4054 / Email: [rebecca@humewhitehead.co.uk](mailto:rebecca@humewhitehead.co.uk)

