

## NH Hotel Group teams up with German wine growers to launch exclusive wine menu at its German properties



For wine lovers, and those wishing to discover the world of German wines, NH Hotel Group has launched an exclusive new wine menu called “*Heimatwein by NH Hotels*”. Created by some of Germany’s finest wine growers, *Heimatwein* consists of 18 white, rosé and red wines, bottled especially for NH Hotel Group, that can be enjoyed at the group’s hotels throughout Germany.

The wine menu has been drawn up in close collaboration with 15 wine growers from the German wine-making regions of Baden-Württemberg, Rheinhessen, Rheingau, Franconia, Mosel and Palatinate. In making the selection, great consideration was given to the regional character of each wine-maker, their concept of “terroir” and the history of the wines. Through *Heimatwein*, NH Hotel Group is reflecting the current trend for regional wines and offering relaxation and enjoyment to its guests.

*“With Heimatwein we bring a whole range of emerging growers and their wines to the urban setting. As hoteliers, we constantly strive to offer our guests unforgettable stays. Furthermore, German wine is undergoing a genuine renaissance thanks to the creativity and constant work of the growers. This has led to the idea to offer 15 of them the possibility of collaborating with us. The result: 18 marvellous wines, so that everyone who tastes them will feel transported to their own homeland”*, says **Stefanie Schubert**, Marketing, E-Commerce and Communication Director for the Business Unit Northern Europe NH Hotel Group.

*The history of German wine begins in Roman times. The Romans, who occupied Germania about 2,000 years ago - were passionate wine drinkers; so obviously even here in the “far north” they did not want to give up their beloved grape juice and in prevision of this brought some vines from their homeland beyond the Alps to us. “Thanks to their wine-drinking today we enjoy a distinctive German wine landscape with more than 100,000 hectares of vineyards throughout the country”, states Schubert.*

In *Heimatwein*, the selected wineries include rising stars such as Weingut Stefan Rinklin from Baden, Privatkellerei Hirsch from Württemberg and Weingut Hammel from the Palatinate. Two of the wine growers, Christian Schneider and Juliane Hirsch, are part of the “Generation Riesling”, a lively platform for young German wine producers to reach audiences at both national and international levels. The wines can be

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purchased in the hotels by guests and non-guests, with members of NH Rewards, NH Hotel Group's loyalty programme, enjoying a special discount.

More information is available at [www.nh-hotels.com/gastro/heimatwein](http://www.nh-hotels.com/gastro/heimatwein)

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### About NH Hotel Group

NH Hotel Group ([www.nhhotelgroup.com](http://www.nhhotelgroup.com)) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 markets across Europe, the Americas and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

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### Social media:

[www.nh-hotels.com/social-media](http://www.nh-hotels.com/social-media)

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