

EAST

RESTAURANT BAR LOUNGE HOTEL



east: where design living meets gourmet indulgence

Location and Legacy

Hamburg, September 2019. The *east* Hotel has been the prime spot for chic accommodations, artisan dining, and vibrant nightlife ever since opening its doors in 2004. Situated in the legendary district of St. Pauli, the *east* attracts designers, gourmards and tourists from all around the world, marveling at its uniqueness and exceptional cuisine. The warm welcomes and tranquil, spacious rooms established *east* as the home away from home, a true harbor of mind.

Unrivalled nightlife makes St Pauli a haven for fun and celebrations, nonetheless, its prime location in central Hamburg and proximity to the harbor as well as historic landmarks proves this is the place to stay and play when visiting the jewel of Northern Germany.

Our story

At the *east* we aim to provide each guest with an exclusive and tailored experience, whether during a family weekend stay, business dinner or late night cocktail. The hotel is designed to engage all senses in a different, daring way, unlike any hotel before. The hotel and location appeals to guests of all ages, local or international visitors, business travelers or families.

The creative vision for *east* Hotel, *east* Restaurant, and the entire *east* cosmos came from Christoph Strenger, who together with his partners heads the team of 400 employees. Then came Jordan Mozer, an innovative designer with experience of masterfully blending charm of Far East into Western industrial landmarks.

Asian twist continues in the kitchen, headed by talented head chef Thilo Haberland and the Sushi Chef Nigma Sherpa. The menu of local favorites is enriched with delectable sushi or whimsical creations that promise an unforgettable feast.

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To bring the concept to life, we rely on the commitment and skills of our people. Our colleagues bring their irreplaceable energy, courtesy and generosity and make the guest experience outstanding, every step of the way.

Preferred Hotel Group joins forces with east

The east Hotel is proud to be a part of Preferred Hotel Group family! Joining in the early 2018, the east has been recognized by the world's largest independent hotel brand collection, which represents more than 650 hotels worldwide.

The partnership is a testimony to east's consistent quality and service excellence, as well as the exceptionality of the product. The east has been chosen to become part of the exclusive Lifestyle Preferred Hotel programme, first of the kind in Hamburg. On top of fabulous stay experience, east offers iPrefer hotel rewards programme, as well as additional benefits exclusive to the Preferred Hotel Group guests.

Accommodation

Escape the city and treat yourself to a stay in one of the spacious and comfortable bedrooms equipped with amazing amenities and features. All 172 rooms, 9 of which are suites, boast with a welcoming king-size bed, spacious working desk, TV set, well-stocked minibar, safe, Bose Soundlink Bluetooth speaker, and air conditioning system. The bedrooms also feature unique open-plan bath or shower in room. Designer Jordan Mozer envisioned "rooms that bring joy" when creating the east.

Sensory experience of the accommodations begins as early as in the hallway. Each floor represents a different essence of nature – Mandarin, Ginger, Jasmin, Cinnamon and Aqua – which influences the ambiance and scent of the each floor. An insider tip: Aqua floor rooms come with waterbeds.

The rooms comfortably accommodate a single traveller as well as a couple. An opulent breakfast buffet can be added on to the booking for an energetic start of the day.



Food & Drinks

To complement the epicurean experience, *east* introduces enticing bars and lounges around the hotel, each with distinctive character and ambience to cater for every occasion. Whether in need of a quick business coffee, pre-theatre glass of wine or late night cocktail, one of the outlets will provide the perfect backdrop. The guest visit Dedon Island courtyard bar, Yakshi's Bar, the Bombay Lounge or the Bacardi Lounge to find out which one is their favorite.

east Restaurant is one of the eye-catchers of the hotel – with its sensual sculptures and inviting, airy atmosphere, the dining area attracts guests to sit down with a promise of unsurpassed indulgence to come.

The menu offers a range of classic favorites as well as innovative creations to satiate every gourmand. Our prime steaks are prepared on imported grill easily reaching 800°C to seal in the flavors until they reach your table, while our sushi masters prepare sophisticated sushi rolls right on the live cooking station.

Taking inspiration from Asian dining, we recommend ordering a selection of dishes and sharing them 'family style'.

Conferences & Events

The unrivalled conference spaces offer everything needed for a successful event – 12 spacious rooms fitting for every occasion, full event equipment, delicious catering and experienced managers who make sure your meeting, seminar or party goes smoothly.

Refurbished as recently as April 2019, the spaces and furnishings match the newcoming hotel lofts, seamlessly blending into the hip and modern style.

The spaces are combinable and can be connected from 37 m² up to 197 m². The conference foyer with free-standing bar is the perfect refuge for up to 200 guests during coffee breaks.

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Sport & Spa

For fitness bunnies and massage lovers alike, *Body & Soul Spa* at east provides unrivalled selection. Leading modern sport devices and spa menu offer a refuge from the excitement of the city and complete relaxation. Indulge in massages, facials or sauna time and forget the space and time.

Party like the east guest

The east is legendary for its exhilarating balls and parties. Themed events turn the hotel into a party fantasy perfect for dancing the night away.

east: the award-winning hotel

The design and concept of the east Hotel & Restaurant caused a stir at home and abroad since its opening and was recognized by multiple certificates and awards.

- European Design Award 2005 (2nd place)
- Gold Key Award 2005 (2nd place)
- Carlsberg Price 2006
- Leaders Palme D'Or 2006
- AIT Award 2005
- Hamburger Gründerpreis 2006
- International Leaders Award Bronze 2007
- Hamburg Food Service Price 2007
- Wine Award from the German Wine Institute 2009
- Location Award for uppereast in 2011
- Leaders of The Year Award 2015 (Food and Beverage Manager of the Year)
- Hotel Certified Business Hotel Award 2016 (third place)
- Certificate of Excellence – training programme quality – national award 2017

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The east Cosmos – a lifestyle universe

east Hotel is not the only property transforming hospitality and gastronomy in the past 15 years – the lifestyle and entertainment offer expanded over the years into many ventures outside of St. Pauli – hence the east cosmos was born.

east cosmos presents sushi restaurant *coast by east* and the *coast enoteca* in Hafencity, as well as *clouds - Heaven's Bar and Kitchen* with rooftop terrace *clouds - Heaven's Nest* on 24th floor of Tanzenden Türme – the dancing towers over Reeperbahn.

Nonetheless, *east cosmos* grew outside of Germany to Mallorca – in Port Adriano, the wining and dining offer is enriched by *coast by east Mallorca* and *Sansibar Wine* and *Sansibar Wine Shop* as well as nightclub *uppereast* with exquisite views over the yacht harbour and the Mediterranean.

The youngest member of the *east cosmos* is the *Störtebeker Elbphilharmonie* eatery and beer bar, spreading over three floors of Hamburg's landmark.

What all *east cosmos* properties have in common is the strong gastronomy concept combined with spectacular locations.

Opening hours and Contact

east Restaurant

- Breakfast: Monday – Friday: 6:30AM – 11:00PM
- Breakfast: Saturday – Sunday: 7:30AM – 14:00PM
- Lunch: Monday – Fridays: 11:30AM – 14:00PM
- Dinner: Monday – Thursday: 5:30PM – 10:30PM (Kitchen)
- Dinner: Friday – Saturday: 5:30PM – 11PM (Kitchen)
- Dinner: Sunday: 5:30PM – 10PM (Kitchen)

Yakshis Bar

- Monday – Sunday: 8AM until late

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Check out our east cosmos family online!

www.coast-hamburg.de

www.coast-enoteca.de

www.clouds-hamburg.de

www.coast-mallorca.es

www.sansibar-wine.com

www.stoertebeker-eph.com

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