

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
FROM THE HOTEL AND CATERING TRADES
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Miele
PROFESSIONAL



Evaluation The power of guests

The Customer is king, but hotel and restaurant owners are themselves customers and have views they can voice. We tell you what happens when they do.



Dear readers,

Your opinion is important to us: Only by listening carefully can we ensure that our machines remain 'forever better' – and provide those involved in running hotels and restaurants with the support they need in order to offer guests the hospitality they deserve.

This edition is devoted to the subject of assessment and evaluation: Learn how a wine glass can influence your verdict on a wine, what an independent hotel evaluation has to do with quantum physics and how our new Benchmark Machines were on trial in selected businesses prior to the official launch.

Only those who welcome criticism know how a service or product is viewed by customers – online, offline or in face-to-face talks. Constructive criticism offers a multitude of opportunities, representing the chance of major change or gradual optimisation.

We wish you great pleasure reading this second edition.

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It is simply no longer sufficient to do things differently. The ability of assessing whether what is 'different' is indeed better is the key.



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stay ambitious

Criticism (always) results in improvements

Normally, hotel director Johannes Kubrick and his staff are the ones whose performance is on trial daily – with hotel guests being the jurors. Now the hotel staff has turned to giving itself marks. But not to guests: The Lind Hotel in Rietberg was selected to assess Miele's new Benchmark range of washing machines.

Trained first as a chef followed by a business management course: Since 2008, director Johannes Kürpick has been in charge of the entire hotel.





Feedback from guests is obtained at the Lind Hotel by having guests complete response cards available in the rooms. In most cases, the laundry is given top marks.



'Some guests are so thrilled by the bounce and feel of our bathing robes that they ask whether they can buy them', says hotel manager Johannes Kürpick. To meet such wishes, the Lind Hotel now sells bathing gowns and towels. Laundry also plays a key role in any assessment of the hotel by its guests: On the cards submitted by guests, the quality and feel of the laundry almost always receive top marks.

'Our claim to quality is non-negotiable. And that applies not least to our laundry.'

Since its inauguration 10 years ago, the hotel has been washing with Miele Professional. For this very reason, the Lind Hotel was chosen to conduct trials on the new Miele washing machine models: 'Miele was searching for test installations for its new Professional washing machine model. They asked us whether we were prepared to test the machine. And we told them we were more than willing', says Kürpick.

Testing was performed under real-life conditions.

Much testing is required before a new generation of machines at Miele is approved for series production – not only in laboratories but also under real-life working conditions. For the Lind Hotel this means that washing machines are in operation uninterruptedly from 6 a.m. until 6 p.m. – a real endurance test for the technology.

Laundry washed in-house includes above all towelling and workwear, but also duvets and pillows, mops, curtains, bedspreads and mattress covers, amounting to around 250 to 300 kg of laundry per day. Due to the constraints of space, it is not possible to wash bed linen from the 80 rooms on the premises.

The new machines were tested a full year long at the Lind Hotel. 'Energy and water consumption is much lower than on the old machines. And this is despite the fact that the new machines have a load capacity of 18 kg compared with the previous 16 kg. This means two kilogrammes more per wash cycle. Besides that, automatic door closure simplifies working with the machines', says Johannes Kürpick in his positive summary.

Testing under real-life conditions has a long tradition at Miele: As a rule, all new machines are tested on site in selected laundries over a period of several months. After the first phase called A-tests, machines are reappraised on the basis of results before being returned to the test sites for further trials.



The Lind Hotel was first opened in 2007 to coincide with the start of the state horticultural show. The hotel restaurant's terraces are picturesque and overlook the river Ems.





The larger door and its simple catch mechanism soon found the approval of laundry staff members during the test phase.

New features make work more efficient

Carola Wienströer, employee at the Lind Hotel and, among other things, responsible for the laundry gave Miele her feedback on the new machines: 'The programmes are ideally matched to the types of laundry which occur in our hotel. Whether workwear or towelling – everything comes out perfectly clean and well laundered'.

Um ein umfassendes Feedback zu bekommen, das für die Optimierung der



An 18 kg load:
A load capacity increase of 2 kg allows laundries to get through piles of washing much faster.



To obtain more detailed feedback which assists in the optimisation of machines, the new Miele benchmark machines went on trial not only at the Lind Hotel but also in a total of 40 laundries in a variety of branches. These included nursing homes, riding stables and launderettes.

At the Lind Hotel, the focus was clearly on towelling. The hotel offers a fitness and spa area covering almost 500 m² – ample facilities for a hotel dedicated to business and conferences. 'When the hotel was first built, we gave this a lot of consideration. From Monday to Friday, we are almost exclusively a pure business hotel catering for conference guests and sales agents. At weekends and during the summer period, we have a lot of independent travellers wishing to spend an extended weekend with us', explains Johannes Kürpick. It is above all this category of guests we are addressing with our sauna and wellness offers. The concept seems to be valid: Since its opening, the hotel has been extremely successful and has had to increase its room count by building an extension.

Criticism from guests viewed as an asset

Is there ever negative criticism? Kürpick is a firm believer in differentiating between constructive and negative criticism. What is essential is that all comments by guests on online platforms are commented on. And any situations arising must be tackled professionally: 'Last week, for example, we had a guest who booked via HRS and was without electricity in his room overnight. The fuse had blown and he had to shave in the light of his mobile phone next morning. Of course, his overnight stay and breakfast were on us. Through this pro-active approach to complaint management, we have been able to win over many regular visitors over the years who liked our response and were willing to come back for more!'

 For more information: www.lind-hotel.de



Good complaint management has secured many a repeat visit.

Surrounded by nature and with a view of the lake: Ten minutes' walk from the hotel, 'Lind on the Lake' offers facilities for conferences and celebrations.



Internorga Future Prize 2017 for Benchmark Machines

Always one step ahead

The new washing machines from Miele Professional are economical and fast in the extreme, despite achieving first-class cleaning results. Once again, Miele is setting a new benchmark. And, accordingly, was awarded the Future Prize at the Internorga trade show in Hamburg.

Such a huge reduction in water and energy consumption was only one of the aspects which convinced the jury of the Internorga Future Prize deliberating on the Benchmark Machines. A new and patented drum design circulates no less than 500 l of water during the main wash cycle, showering it onto laundry from above, although actual water consumption is only 30 l. Considerable water and electricity savings are also achieved through the new outer drum, also patented, which has a unique oval cross-section, along with EcoSpeed wash technology which operates at a variety of rotational speeds.

New efficiency and convenience benchmarks

As a result, the new washing machines require 20% less water and 30% less electricity than their predecessors which were already extremely efficient. And they beat other manufacturers by 20% and more.

Laundry staff profit from an enlarged door opening which simplifies both loading and unloading. At the same time, closing the door is simpler as the OneFingerTouch door catch reduces the force involved considerably. Equipped with these features, the Benchmark Machines from Miele integrate perfectly into the work routines of on-premise laundries in hotels and restaurants and nursing homes as well as those of large commercial laundries. In the 10–20 kg category, Miele is setting new standards with these machines. They are manufactured at Miele's Lehrte production plant.



The Benchmark Machines were awarded first prize in the 'Trendsetter Product' category – Technology and features'.



Convincing design, short cycle times and perfect results: The iF Design Award 2017 in the 'Products' category also went to the Benchmark Machines.



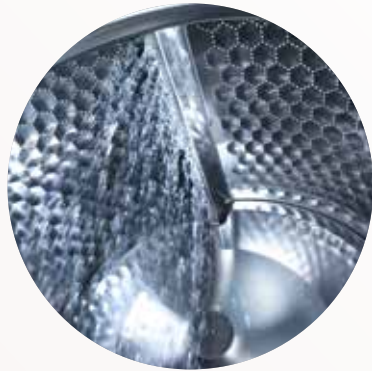
Convenience

Slight pressure is sufficient to close the amply sized door with a diameter of 415 mm. The rest is performed by the OneFingerTouch door mechanism automatically. Laundry employees profit from considerable improvements in ergonomics and user convenience.



Energy

The new shape of the outer drum means that energy resources are used extremely efficiently: PERFORMANCE PLUS requires up to 20% less water and 30% less energy than the previous generation of machines. This allows on-premise laundries to be run cost-effectively and without unnecessarily burdening the environment by reducing operating costs.



Gentle treatment

Shower ribs ensure that textiles are thoroughly and quickly wetted by showering water onto the load from above. The sculptured structure of the Mark II Miele honeycomb drum lets garments glide gently on a thin film of water. This places less strain on laundry and ensures that items last longer.



Does the glass define the wine?

A slightly different wine tasting

For many, a glass of wine, sparkling wine or champagne goes hand in glove with a good meal or a pleasant evening in company. Rightly so, restaurateurs expend great effort in their selection of good wines. Customers are prepared to pay out a pretty penny for a glass or a bottle. So should this pleasure be compromised by the glassware used? Hardly! That's why we paid a visit to the ProWein trade show to attend a 'glass tasting' presented by the stemware manufacturer Riedel.

The Tyrolean family-owned company offers almost exclusively glasses for specific grape varieties and presented its new Sauvignon Blanc glass from its VERITAS series at the world's largest show devoted to wine. On the morning of our visit, this and two other wine glasses for white wines were presented to us. But a completely different selection process predates this wine tasting: In their quest for the perfect shape of goblet, Riedel served ten wine experts attending workshops from 20 different glasses, both in New Zealand and in the Austrian region of Styria. The results were crystal clear: It was the glass we were now standing in front of.

Result of a comprehensive taste test: The specific form of the bulbous goblet of the new Sauvignon Blanc glass from Riedel's VERITAS range.



The arrangement is complemented by a Riesling glass and a glass for Chardonnay matured in a wooden cask. Given its round form, the latter is more reminiscent of a red wine glass. Firstly, a Sauvignon Blanc is savoured from all three glasses: first the odours, then the taste. It was to be presumed that there would be a difference. But that the difference would be so stark was surprising. The bouquet from the Sauvignon Blanc glass is much more intensive and nuanced than from the Riesling glass and even more so compared with the more voluminous Chardonnay glass. The same applies to the flavour: It is much more balanced in the Sauvignon Blanc glass and lingers longer on the palate.

The next round was devoted to Riesling. The glass which brought the best out of the Sauvignon Blanc was less than convincing in this case. The aromas of ripe fruit such as apples, pears and pineapple come significantly better to the fore in the varietal glass. In the third round, we turned our attention to Chardonnay matured in wooden barriques. In this case, the bulbous Chardonnay glass excelled. The fine fusion of aromas is given considerably more expression in this glass than in the two narrower glasses. A glance into the faces of the others present confirmed that we were not alone in our surprise. A cellar master who

had brought along his own wine said outright: 'I am surprised just how big an influence the glass has. I will pay greater attention to this aspect in future'. Also a representative of a German wine-growing cooperative was impressed: 'At large-scale wine tastings and for everyday use, we tend to use standard glasses for logistical reasons, but on

special occasions or for specific customers, we use varietal glasses for the enhanced sensory experience'. But why is the effect so great? Our host Christian Kraus, Managing Director of Riedel Deutschland, explains: 'A wine's bouquet is a whole gamut of molecules which, depending on the aroma, have different lengths and weights. Our glasses have the job of layering these in such a way as to correspond to the variety of grape'. Aromas in the glass are condensed into a droplet-shaped cloud. The form of the goblet determines whether and where the nose enters the glass, thereby defining intensity levels and the aroma first perceived.

Similarly, perception is also shaped by the form of the goblet. In the case of a narrow glass, the wine-taster is forced to stretch the head backwards slightly. This change of angle results in the wine contacting the tongue in a particular location first. These receptor cells are the first to transmit information to the brain and hence determine our sensory experience. The diameter of the glass also impacts the way wine is drunk. When drinking from glasses with small or medium diameters, drinks are poured into the mouth. When the diameter is larger, the tendency is to draw in the wine so as to avoid spillages. In the case of sparkling wine,

for example, this results in the release of more carbon dioxide which superimposes itself on the aroma. Likewise, the shape of the rim also has a noticeable impact. A rim shaped to point outwards slightly causes the tip of the tongue to be raised when drinking – causing the wine to first contact the area which responds to sweetness.

How do we perceive wine?

When it comes to wine, there are 4 sensations:

1. Fragrance

The wine aroma, its quality and intensity

2. Texture

The mouthfeel of a wine (watery, soft, silky, velvety)

3. Taste

A combination of the four components of fruit, minerality, acidity and bitterness

4. Enduring taste

The aftertaste



The glass as a tool

After the tasting we were able to discuss the philosophy behind varietal wine glasses with our host Christian Kraus.

welcome & stay: Today's glass tasting offered a surprising approach to the appreciation of wine. But what do varietal glasses offer me as a restaurateur?

Christian Kraus: We are always pleased when we achieve this effect. We have made it our task to promote glass culture. Particularly in restaurants, good wine plays a key role. Riedel sees offering the right type of glass as a service to customers. Customers can bank on getting the best return on their investment.

welcome & stay: You offer different glasses for a wide range of grape varieties and classifications – and in some cases even for various growing areas. As a restaurateur, do I now have to stock numerous different glasses?

Christian Kraus: No. In compiling their wine lists, many restaurants like to specialise in a particular region. This automatically restricts the selection of wines – and the number of matching glasses.

welcome & stay: Nevertheless, the enjoyment of wine is always going to be subjective. So how do you go about things?

Christian Kraus: We see our glasses as tools and invest considerable energy in their development in order to achieve the best possible results. At the end of the day, it is personal taste which defines the glass I select for my wines. If a winegrower says a wine tastes the way they want to present it better when drunk from another glass, we have no objections whatsoever. What is important to us is to increase awareness for glasses as an integral part of the enjoyment of wine.

welcome & stay: (laughs): For that, we recommend Miele.

 Further information: www.riedel.com



New tank dishwashers were presented to an international audience at the Internorga trade show. 'The feedback was astonishing. We were able to display our machines at the enlarged booth and to engage in many good conversations', says Matthias Langenbach, Product Manager for Commercial Dishwashing with Miele Professional in Germany, commenting enthusiastically on the successful kick-off.

Leave a good impression, save effort

Exclusive glasses delight guests – but not staff? It doesn't have to be that way! Dishwashers from Miele Professional deliver first-class results. The tank washers presented at Internorga now offer the prospects of a sparkling finish without the need for manual polishing. But how does it work? The answer lies in reverse osmosis.

Reverse osmosis is a physical process using pressure to remove virtually the entire mineral content of water. In the case of the new dishwashers, these are mineral salts which leave behind stains and smears. As a result, water runs off without residue, leaving behind a sparkling finish – if needs be even after less than a minute of washing.

The reverse osmosis unit is space-savingly stowed away in a drawer in the machine's plinth. This keeps the machine compact, even allowing installation in the confined space behind a counter. And, from a technical viewpoint, this new function has been fully integrated. All data input and output, together with the selection of dishwashing programmes and machine status reports, is via the machine's own touch display. Fast and error-free operation is therefore guaranteed even during periods of peak use.



Professional assessment

The power of guests



From quantum physics to hotel tester:
Dr. Tassilo Keilmann

For most people, a holiday is an emotional affair. It is hardly surprising when many people have things to tell about their trips, their hotels or, increasingly, about restaurants and cafés – thanks to Web 2.0 online. And, equally as important, their verdicts are key to the decision-making process of others. We interviewed someone who has made the assessment of wellness hotels his profession.

Dr. Tassilo Keilmann's first profession is enough to bring beads of perspiration to the brow as memories of school are evoked: He has a Ph.D. in quantum physics. Today he prefers to break out into a sweat himself as originator of Wellness Heaven, a review site for luxury and wellness hotels. Since setting up the site, he, his wife and now 16 employees travel the world. For their reviews, they work their way through a catalogue of 500 criteria which are then scientifically evaluated. Each individual criterion deliberately contains a degree of variance or fuzziness aimed at relativising subjectiveness. An algorithm developed by Dr. Keilmann weights the 500 individual criteria to arrive at an overall mark. At the end, the user can click on www.wellness-heaven.de next to the overall rating for a detailed test report.

Scientific meticulousness v. the wisdom of the crowd

welcome & stay: There is no shortage of booking and review portals. What makes your portal so different?

Dr. Tassilo Keilmann: User reviews on large portals are always driven by feelings and emotions – people want to vent their anger or see their criticism as an opportunity for improvement. We take a very sober approach to evaluations: www.wellness-heaven.de Hotels have no opportunity to 'buy'

themselves a better rating, for instance through special offers or goodies. Whenever you visit a review portal and the most recent reviews are all highly positive, perhaps the guests were incited to make a review with the promise of a small reward. Other readers obviously think the reviews are genuine. This phenomenon is referred to as 'the wisdom of crowds'. Naturally, this is legitimate – but hardly independent. In our case, users are given an objective assessment – which sometimes varies from those of other portals.

Wellness starts with laundry

welcome & stay: What role does hotel laundry play in your assessment – be it bed linen or spa towelling?

Dr. Tassilo Keilmann: We assess laundry where it serves a sense of well-being, which is our definition of wellness. In and around the bed, we honour everything which heightens the pleasure of sleep, for example a pillow menu, offering a selection of different or special pillows. Bed linen for allergy sufferers, too, contributes to our reviews. Several hotels offer to replace mattresses or add additional layers if a bed is too hard or too soft. And, naturally, we always assess cleanliness and hygiene. With regard to bathing gowns and sauna towels, we gauge the bounce and feel and also the number of towels.

welcome & stay: In the restaurant, you review cleanliness and quality. What else?

Dr. Tassilo Keilmann: If a restaurant claims to represent a particular style, we also assess whether the ambience fits the description. I have just returned from a grand hotel in Switzerland where they had four restaurants. One offered local dishes which were served on uneven wooden tables.

welcome & stay: You have been reviewing wellness hotels for 10 years now. What are the trends you notice?

Dr. Tassilo Keilmann: There is a marked trend towards everything getting bigger. That applies to both the spa and the rooms. Special offers for families, such as a separate spa area, represent a further trend. As far as digital goes, we are increasingly seeing the advent of Suite Pads: iPads used to order treatment or book restaurants. Some hotels offer this service via the TV set.

welcome & stay: Many thanks for the interview.



Further information: www.wellness-heaven.de

The 'wellness heaven' portal boasts
17 million
page views a year.

More than
80 %
of users consider reviews
on travel portals to
be credible.

ITB Berlin; FH Worms, 2014

62 %
have already submitted
an online review on the
subject of tourism.
Only online dealers are
assessed by more netizens.

HolidayCheck Group, 2016

50 %
trust online reviews in
the same way they trust the
advice of family or friends.
6% attach even greater
importance.

HolidayCheck Group, 2016

Glasses for craft beer

For some time now, craft beers have been conquering pubs and restaurants. They offer the perfect taste experience, thanks for instance to the fruity flavour of hops or the mature aroma of malt. Here, too, the right glass enhances the special taste.



Original tasting

Offer your customers something special with a 'glass tasting' (c.f. Page 12), presenting an unusual approach to the pleasures of wine. Interesting, too, are combination tastings, for example covering wine and chocolate. It doesn't always have to be wine. All luxury foods are suitable for tastings: beer, whiskey, even bread, olive oil and tea.



Top-notch enjoyment of wine



Decanting

Alongside a suitable glass form (c.f. Pages 12–14), the decanting of wine adds to a wine's ultimate pleasure. Red and white wines which have matured for 10 years or less should be allowed to 'breathe' for 8 to 10 hours before serving. This reduces the amount of carbon dioxide required for preservation and allows a wine's bouquet to unfold to the full. If the wine is poured with momentum into a decanter, this promotes the absorption of oxygen and reduces waiting times accordingly. Decanting even makes sense with more mature wines in order, for example, to remove any deposits. In this case, the wine should be carefully poured into the decanter.



Edible blossoms

Flowers not only serve as eye-catching table decoration: many are edible. Take for instance daisies (nutty flavour), nasturtium (slightly spicy), roses (sweet to bittersweet), pansies (slightly aromatic, sweet), primroses (mild flavour) and scented geraniums (from mint to lemon flavour, depending on the variety). They are ideal for jazzing up salads, soups and desserts with little effort. Or try using blossoms instead of herbs for blossom butter. Alongside visual appeal and flavour, many flowers are also ascribed healing properties.

The correct use of reviews

Reviews by guests are an important source on which many travellers base their decisions – and easy to enter via the Internet. But restaurateurs and hoteliers are not powerless in the face of user reviews. With a spot of active review management it is even possible to draw benefits.

1

Booking portals often invite customers to write a separate review. **Animate your customers** to add their opinion. Guests who have placed a booking direct can express their opinion on a variety of review platforms. Provide tips on where and how. Possible portals include Holidaycheck, hotelkritiken.de, tripadvisor and trivago.

2

A prompt to write a review – whether on the booking or review portal – can be done in a variety of different ways. Classic methods are stickers on the mirror or a note left on the writing table. Less common are flyers attached to invoices or to an apple which is handed over to departing guests. This is also possible in combination with **a goody or a voucher**.

3

Speak above all to **satisfied guests**.

4

If negative comments are passed, **respond to them**. Perhaps the problem can be solved or avoided in future.



Miele tells

Kitchen Stories

The Miele@mobile app has been extended to include an extremely popular functionality: After downloading the latest update, users have direct access to recipes and high-quality preparation videos provided by the Kitchen Stories food portal. This app is available for the iOS and Android operating systems. Cooking and baking with Miele becomes a more varied and rewarding treat which is crowned with success.

welcome & stay

Prospects: welcome & stay

No. 3: To hold in esteem

Stay positive: In the summer of this year, the next issue of our welcome & stay magazine on the subject of appreciation is due out.



THE BENCHMARK MACHINES

A TRUE LAUNDRY INNOVATION

The new Miele washing machines for 10 to 20 kg loads
set unprecedented new standards.

