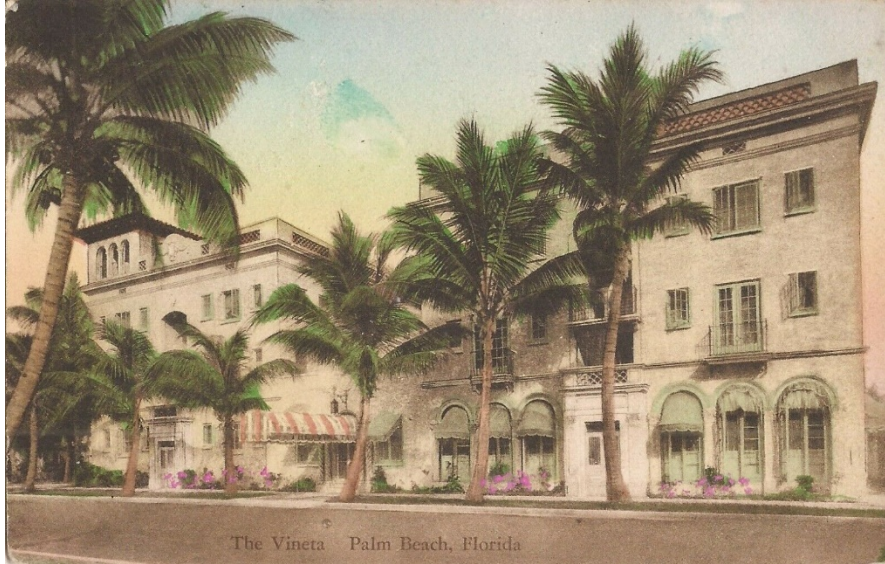


# OETKER COLLECTION

Masterpiece Hotels

**OETKER COLLECTION, IN PARTNERSHIP WITH REUBEN BROTHERS,  
TO OPEN FIRST U.S. MASTERPIECE HOTEL  
WITH THE VINETA HOTEL IN PALM BEACH**



- **Oetker Collection, the luxury brand behind legendary hotels including Hotel du Cap-Eden-Roc, Le Bristol Paris and Eden Rock - St Barths, will bring its famed European hospitality Stateside for the first time**
- **In collaboration with owner partner Reuben Brothers, Oetker Collection will transform the historic Palm Beach hotel formerly known as The Chesterfield, located a stone's throw away from tony Worth Avenue**

October 27, 2022 – Oetker Collection is delighted to announce the latest addition to its portfolio and first property in the United States, with The Vineta Hotel in Palm Beach, scheduled for late 2023. Following the recent debut of The Woodward in Geneva and the forthcoming opening of Hotel La Palma in Capri, the latter also in partnership with Reuben Brothers, The Vineta Hotel will mark the luxury hospitality brand's 12<sup>th</sup> Masterpiece Hotel. Situated in the heart of Palm Beach, the hotel is situated just two blocks off Worth Avenue – renowned for its designer boutiques, art galleries and coveted restaurants – and mere minutes away from the beach.

## **A REIMAGINED PALM BEACH LANDMARK**

Paying homage to the hotel's legacy, Oetker Collection will bring back the Vineta name, heralding a bold new chapter in the property's nearly 100-year history. Originally opened as the Lido-Venice during the real estate boom in 1926, it was shortly thereafter renamed The Vineta and remained so for the next fifty years. A brief period as a condo in the 1980s followed, before the property would reemerge in its most recent incarnation, The Chesterfield, in 1989.

With its distinct pale-pink façade, it is a quintessential example of Mediterranean Revival architecture which Palm Beach is renowned for. The landmark building will be reborn as The Vineta Hotel with a top-to-bottom renovation led by Paris-based interior designer Tino Zervudachi. Reducing the room count from 53 to 41 to allow for a more generous sense of space, the hotel will offer a range of accommodations featuring fresh and bright interiors.

“The concept behind the interior design for The Vineta Hotel is to infuse it with a fresh Palm Beach feel by bringing in clean lines, a relaxed ambiance, and a stylish and younger feeling palette of colours,” said Tino Zervudachi. “It’s my aim to create a real new venue for visitors and residents alike – taking extra care to enhance the exterior dining spaces both at the pool and the courtyard – by establishing a cosmopolitan look that blends European design cues with the destination’s unmistakable aesthetic.”

On the ground floor, The Vineta Hotel will offer an eclectic mix of four distinct environments. The former Leopard Lounge, in its heyday a popular Palm Beach night spot for celebrities and locals, will undergo a full transformation. Elegant and discreet, yet fun and vibrant, this restaurant will become a new gathering place in Palm Beach perfect for laid-back, atmospheric lunches and buzzy dinners. Against a lush backdrop of flowering vines and palms, the emblematic courtyard will be transformed into the ultimate al fresco dining destination. An exciting addition will come in the form of a newly constructed statement bar, offering a play on the ‘American Bar’. Intimate, with only a handful of seats, this will be the ideal destination for glamorous pre-dinner drinks or a night cap. Lastly, The Vineta Hotel will introduce a newly created Mediterranean-inspired indoor-outdoor poolside restaurant.

“This is a monumental moment in the brand’s history as we announce our first Masterpiece Hotel in the United States,” said Timo Gruenert, CEO of Oetker Collection. “Many of our existing guests have long visited or are residents of Palm Beach, and we therefore look forward to extending Oetker Collection’s unique hospitality ethos based on our values of family spirit, elegance and genuine kindness, to this wonderful town with The Vineta Hotel.”

Jamie Reuben of Reuben Brothers added: “We are incredibly excited to be working with Oetker Collection on The Vineta Hotel in Palm Beach – a place very close to my and my family’s heart. With Oetker Collection’s renowned and refined approach to luxury hospitality, I am confident that the hotel will become a staple in Palm Beach for generations to come.”

#### **ABOUT OETKER COLLECTION**

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world’s most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the collection’s mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties. The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hotel du Cap-Eden-Roc in Antibes, Chateau Saint-Martin & Spa in Vence, The Lanesborough in London, L’Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in Sao Paulo, The Woodward in Geneva and Hotel La Palma in Capri.

## ABOUT REUBEN BROTHERS

Reuben Brothers is a leader in private equity and real estate investment and development. Among many others, its investments include hotels and restaurants, as well as sports and media assets. The company's real estate holdings have a global presence and are broadly diversified, encompassing residential, office, hotel, retail and infrastructure properties. Reuben Brothers' philanthropic arm, the Reuben Foundation, was formed in 2002 and makes essential contributions to the advancement of healthcare and education worldwide, while also tackling homelessness.

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## OETKER COLLECTION

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COURCHEVEL



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PARIS



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COTE D'AZUR - VENICE - FRENCH RIVIERA



EDEN ROCK  
ST BARTHS



HOTEL DU CAP-EDEN-ROC  
CAP D'ANTIBES



JUMBY BAY ISLAND  
ANTIGUA - WEST INDIES



THE LANESBOROUGH  
LONDON



HOTEL LA PALMA  
CAPRI



PALÁCIO TANGARÁ  
SÃO PAULO



THE WOODWARD  
GENEVA