

# HOTEL POST BEZAU

*by Susanne Kaufmann*



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## **Hotel Post Bezau by Susanne Kaufmann**

At the Hotel Post Bezau by Susanne Kaufmann, a warm and welcoming atmosphere and tradition spanning five generations are combined with the health, wellness, and beauty expertise of hotelier and innovative cosmetics specialist Susanne Kaufmann. She is convinced that our environment contributes significantly to our well-being. On the basis of this holistic view, we have reconsolidated our strengths, developed over the past 25 years, and grouped them into specific retreats according to areas of focus. The Hotel Post Bezau by Susanne Kaufmann is a place for discerning travelers who want to optimize their health and restore their inner balance.

Susanne Kaufmann and hotel director Stephanie Rist have created a concept that combines a focus on the region and the power of nature with many years of experience in spa culture and health promotion.

Their goal is to: “Create an attentive and inspiring place to experience a positive change in life and body.” For Susanne Kaufmann and Stephanie Rist, our physical and mental well-being are essential for leading a healthy lifestyle in the modern day, and there is an inseparable link with wholeness here too. It is a matter of being healthy and feeling happy in your own skin.

“We are now ready to take the next step, evolving from a spa hotel to a destination for discerning travelers who want to optimize their health and restore the balance in their lives.” – Susanne Kaufmann

## **The Pillars of the Hotel Concept**

### **Retreats**

Planned breaks from everyday life make it easier to make long-term changes to lifestyle, diet, and habits. This is why Susanne Kaufmann and hotel director Stephanie Rist have developed a concept based on a healthy diet, sufficient exercise and sleep, and holistic treatments. The retreats offered include areas of focus, which are then tailored to individual needs: Detox, Holistic Beauty, Discovery, Fitness, Pilates, Yoga, Tennis, and Family Retreats. Guests are treated to the very best treatments, therapies, nutrition concepts, and handpicked trainers – with the philosophy that Susanne Kaufmann has lived by for the past 25 years at the heart of it all.

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## **Treatments and Susanne Kaufmann Spa**

Part of the hotel's appeal is its very own Susanne Kaufmann Spa. "All of our values are brought to life once again at our spa. We never compromise on the outstanding quality of our products and service, and you can rely on our commitment to sustainability, honesty, and transparency," says hotel director Stephanie Rist, describing the heart of the hotel. Over the past 15 years, the global success of the cosmetics line and spa has helped the Hotel Post evolve from a wellness hotel to a health resort held in high esteem the world over.

## **Sleep**

It has been scientifically proven that sleep is at the heart of a healthy lifestyle. And yet so many people suffer from a lack of sleep – a problem that is all too common these days. Our special Samina Detox Sleep Rooms at the Hotel Post Beza by Susanne Kaufmann are equipped with the exclusive Samina sleep system. All of the bioenergetic and orthopedic conditions required for optimum sleep quality are covered by the system, which makes for an invaluable source of intense regeneration. The body's detoxification processes are also supported during the night, helping the body to rediscover its balance and wind down again.

## **Farm to table**

The kitchen at the Hotel Post Beza by Susanne Kaufmann is committed to a creative approach to food, the use of seasonal produce, and the loving preparation of dishes with minimal waste. The hotel owns a garden spanning 4,000 square meters that is located opposite it, taking the idea of "farm to table" to a whole new level and forming an important part of the hotel's sustainability strategy.

Guests have a choice of three menus depending on the retreat they have booked: Irma Signature Cuisine, Detox Cuisine, and Weight Management Cuisine. As you may be able to guess from its name, the first menu is inspired by someone very special – Susanne Kaufmann's grandmother Irma Natter. Influenced by traditions dating back generations, natural ingredients and seasonal dishes are the order of the day. The Detox Cuisine menu goes perfectly with the hotel's very own Detox retreat. With the aim of speeding up the process of purifying and detoxifying organs such as the liver, kidneys, and skin during treatment, no cold or raw food is served. Some of the dishes are free from gluten and suitable for vegans. There is no added sugar and no other additives, artificial colors and flavors, or preservatives are in sight either. The calorie-reduced spread on the Weight Management menu helps to boost the metabolism and effectively break down fat, enabling healthy weight loss with long-term results. Vegetarians, vegans, and those with allergies are catered for too.

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## **Résumé – Susanne Kaufmann**

Susanne Kaufmann's life and work combines the traditions of the Bregenzerwald with a cosmopolitan outlook. Having completed her studies at the Glion International School of Hospitality Management in Montreux in Switzerland, she took over the Hotel Post in Bezau at the tender age of 23. This marked an exciting new chapter in the history of an establishment steeped in tradition.

Over time, she has refined her signature style: a blend of clean-cut, purist design and a strictly minimalist approach. In 2003, she launched her natural active ingredient cosmetics line – Susanne Kaufmann™ – in her hotel's own spa.

And that was the start of the success of the Susanne Kaufmann™ brand, which now has over 100 unique products that are sold worldwide. On top of all that, she developed the Susanne Kaufmann Spa concept that can be found in exclusive hotels all around the world.

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## Résumé – Stephanie Rist

Stephanie Rist, who was born in Vorarlberg, Austria, has been working with Susanne Kaufmann for over a decade now. Having completed training at the hotel's own Susanne Kaufmann Spa, she ran her own studio spa before returning to the brand as spa manager and trainer. In 2013, she started traveling around the world as a brand ambassador. She has developed concepts for partner hotels and day spas, and created the Susanne Kaufmann™ ritual, which is customized in line with market requirements. Her understanding of local standards and requirements intertwined with the holistic approach to beauty under the umbrella of the cosmetics brand has been instrumental in the beauty brand's global success. She became the hotel director of the Hotel Post Bezau by Susanne Kaufmann in 2018. She worked with Susanne Kaufmann to develop the new hotel concept and uses her many years of experience to guarantee the success of the hotel's new holistic direction.

### Facts and Figures

Company:	Hotel Post Bezau GmbH & Co KG
Name:	Hotel Post Bezau by Susanne Kaufmann
Product:	Hotel and retreat
Company location:	Bezau

Founded in / by	1850 / Johann Natter
Owner and Managing Director (since 1994)	Susanne Kaufmann, great-great-granddaughter of the founder
Hotel Director:	Stephanie Rist
Number of employees:	60
Number of rooms:	54 rooms, 4 suites
Number of treatment rooms:	16
Rating:	4-star superior
Minimum stay:	3 nights
Awards in 2019:	Condé Nast Traveller 2019, Swiss <i>Handelszeitung</i> newspaper 2018
Website:	<a href="http://www.hotelpostbezau.com">www.hotelpostbezau.com</a>

### Further Information

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