



PRESS RELEASE

CASUAL Outdoor by Bene in the summer garden of Hotel Sacher

Summer experience with Champagne Laurent-Perrier

Vienna / Waidhofen an der Ybbs, 01 August 2024. In the heart of Vienna, the renowned Hotel Sacher has opened an exclusive summer garden together with champagne house Laurent-Perrier. The sophisticated styling of the garden with designer furniture from Bene is worthy of special attention.

The Sacher summer garden was furnished with outdoor pieces from Bene's CASUAL collection, which emphasises both functionality and aesthetics. This design line was specially developed for outdoor use and offers optimal comfort for relaxed lounging. The tables and upholstered benches from CASUAL Outdoor invite guests to fully enjoy the fresh air and sunshine while lounging in a relaxed and stylish atmosphere.

"Since its opening, our summer garden has been very popular with our visitors. We are very pleased with the CASUAL outdoor furniture from Bene. Our guests particularly appreciate the timeless design, exceptional comfort and elegant ambience," says Andreas Keese, Hotel Director of Sacher Hotels. "The co-operation between Bene, Hotel Sacher and Champagne Laurent-Perrier shows how companies with long traditions can join forces with great success. Although we are active in different sectors, we are all united by a passion for uncompromising quality and first-class service." – Michael Fried, Managing Director Bene.

Design and inspiration

The CASUAL product range was designed by Bene designer Christian Horner. For this product, Horner found inspiration in the humble park bench. Just like in the office, encounters on a park bench can occur in either a planned or random way. These are places of togetherness and interaction. Offering the same sturdiness as a park bench, the CASUAL Bench was designed to encourage a similar interactive experience.

Flexibility and comfort

The CASUAL Outdoor collection from Bene is characterised by its flexibility, modularity and versatility, which are essential elements for the furnishing of outdoor areas. Whether in an outdoor dining area or on a summer terrace – Bene furniture offers the perfect solution for anyone who appreciates maximum comfort and stylish design in the open air.



A touch of the French Riviera in Vienna

Together, Sacher and Champagne Laurent-Perrier are bringing a touch of the French Riviera to Vienna with an exquisite mix of sparkling champagne and finely curated Sacher appetisers. Maysedergasse is transformed into the ideal place for after-work drinks or a well-earned break from the hustle and bustle of the city. With a view of the Albertina, guests can lounge on the comfortable designer furniture by Bene and watch the action in Vienna's city centre in a relaxed atmosphere.

About Sacher

Luxury, magical moments and culinary delights: With three hotels in Vienna, Salzburg and Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Graz, Parndorf and Trieste and, of course, the original Sacher-Torte, Sacher is one of the most famous family businesses in the world. Franz Sacher created the original Sacher-Torte in 1832, and it quickly became a touchstone of Austrian cultural history. Today, the Sacher Hotels, which are ranked among the "Leading Hotels of the World", delight visitors from all over the globe every day under the loving care of the Winkler and Gürtler families. Cherished family tradition combined with continuous, respectful modernisation ensure unique Sacher experiences and magical moments. Further information on www.sacher.com.

About Champagne Laurent-Perrier

Champagne Laurent-Perrier, founded in 1812, is the largest family-owned champagne house in the world. It is run by the de Nonancourt family and is based in Tours-sur-Marne in the heart of the Champagne region. Precision, freshness, elegance and sophistication characterise the products and form the foundation of this ongoing success story. Further information on www.laurent-perrier.com.

Location: Aperitivo-Spot in Maysedergasse, 1st District, Vienna

Hours: 1 July to 31 August 2024, daily from 12 noon to 10 pm

Contact for Bene GmbH

Tara Catriona Musku
Corporate Communications Manager
+43 676 81511288
tara.musku@bene.com
Bene GmbH
Neutorgasse 4-8
1010 Vienna
Austria

Contact for PR agency

GeSK
Gabriele von Molitor
Ziegelstraße 29
10117 Berlin
+49 30 217 50 460
pr@gesk.berlin
www.gesk.berlin