



(M)EAT ME AT SIDE HOTEL! NEW GOURMET STEAK RESTAURANT AT DESIGN HOTELS™ MEMBER IN HAMBURG

Berlin, 25 November 2009 – Carnivores take note: a new upscale restaurant at Hamburg's SIDE Hotel allows gourmets to not only taste the finest cuts, but also to see it undergo a special dry-aging process. The restaurant has a glass chamber where the meat is stored for weeks under specific conditions, producing more tender steaks with a more intense flavour.

The Restaurant

[m]eatery combines high quality food with modern design. Inside, the interior is elegant and sophisticated with large windows, dark wood tables and leather seating in shades of green. Eye catching features include three pendant lamps from the Italian designer brand Terzani and an expansive, graphic collage on the wall. The absolute highlight of the restaurant interior is the glass case where guests can get a live view of the dry-aging process.

The Process

Dry aging is a complex and expensive process. The meat has to mature in a cold-storage room for four weeks creating tastier and more tender cuts. The method is only possible under very sensitive conditions: the temperature must be at 1-2° Celsius with high humidity. When the meat has achieved the correct stage of maturation Chef Hendrik Maas then grills it under infrared at 800° Celsius for two to three minutes followed by a short cooling period for optimal flavour.

More than Meat

As well as serving beef [m]eatery also offers fish steaks and 18 different tartare specialities – 16 made from meat and fish and two vegetarian options. There are also gourmet burgers with double cheese, avocado or tuna and a variety of homemade sauces, oils and butters. Guests can choose from a variety of side orders including chips, risotto, spring onion mash, grilled corn on the cob and onion rings baked in dough. All dishes are served with selected wines from Germany, Argentina and the USA. Guests can also enjoy a range of cocktails served at the [m]eatery bar next to the restaurant.

www.designhotels.com/side

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NOTE TO THE EDITORS

Facts:

[m]eatery
SIDE Hotel
Drehbahn 49
20354 Hamburg / Germany
tel: +49-40-30 99 90

Opening hours:

Day menu
Mo – Fr: 12 – 18 hrs



Evening menu
Daily from 18 – 23 hrs

Should you require additional details, please contact:
press@designhotels.com or tel: +49 30-8849 400 33

High resolution images and hotel fact sheets are available from our Online Press Office:
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Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.
