

CHAPTER II

GENERAL DESCRIPTION OF KEMPINSKI HOTELS

2.1. History of Kempinski

Kempinski Hotels is Europe's oldest luxury hotel group. The history of this traditional company began in 1897 with the foundation of the "Hotelbetriebs-Aktiengesellschaft" in Berlin. A parallel development was that of M. Kempinski & Co, founded by Berthold Kempinski, which was acquired by the "Hotelbetriebs-Aktiengesellschaft" in 1953.

Berthold Kempinski was born on 10 October 1843 in Posen (then a German province, and now Poland). The Kempinski family was already successfully active in the wine trade from 1862. In 1872 it extended its company to Berlin, where Berthold Kempinski opened a wine-merchant's business under his name in the Friedrichstraße. In 1889 he opened a restaurant, the biggest in Berlin, in the Leipzigerstraße.



Berthold Kempinski (1843–1910)

Picture 1.1.1. Berthold Kempinski (Anonymous, 2020)

Since Berthold Kempinski and his wife Helena had no son, they invited their son-in-law Richard Unger (1866–1947) to join the business. Berthold Kempinski finally transferred the firm to his son-in-law on

condition that he kept the name Kempinski. Berthold Kempinski died on March 14, 1910.

Alongside his wine and restaurant activities, Richard Unger constructed an immense property business up to the start of World War I. After a short period of stagnation during the War, he sold products of his own manufacture under the brand name Kempinski. The business in Berlin flourished, so that in 1918 an impressive Kempinski hotel dependency was established at 27 Kurfürstendamm, where the Kempinski Hotel Bristol now stands. Ten years later, M. Kempinski & Co. took over the "HausVaterland" on the Potsdamer Platz, where the firm exploited a concept that was unique in Berlin for a long time and is still known as "event gastronomy" ("Erlebnisgastronomie").

To escape the events of World War II, Richard Unger and his family emigrated to the United States and the firm M. Kempinski & Co became part of Aschinger AG.



Picture 1.1.2. M. Kempinski & Co Restaurant (Anonymous, 2020)



Picture 1.1.3 Haus Vaterland (Anonymous, 2020)

The Restaurant at 27 Kurfürstendamm was destroyed by fire shortly before the end of the War, and the other properties fell victim to bombing raids. After the end of the conflict, Richard Unger's son and Berthold Kempinski's grandson, Dr Friedrich Unger, returned to Germany. In 1951 construction started on a hotel on the site of the ruined restaurant at 27 Kurfürstendamm, and it opened a year later under the name Hotel Kempinski. For 20 years the modern, progressive five-star hotel enjoyed the undisputed status of the sole luxury hotel in Berlin.

In 1953 Dr Friedrich Unger sold his shares and the name Kempinski to the "Hotelbetriebs-Aktiengesellschaft", which already ran hotels such as the Baltic, the Bristol and the Kaiserhof. The name Bristol was adopted and is still used at the Kempinski Hotel at 27 Kurfürstendamm. In subsequent years, the "Hotelbetriebs-Aktiengesellschaft" took over the management of several famous hotels. In 1957 it acquired the luxurious Hotel Atlantic in Hamburg.

In 1970 the General Assembly of the "Hotelbetriebs-Aktiengesellschaft" voted to change its name to "KempinskiHotelbetriebs-Aktiengesellschaft". In the same year a long-lasting partnership was established with Lufthansa in the form of a 50-percent participation in the Hotel VierJahreszeiten in Munich, in which Lufthansa already had a holding. In 1977 the hotel company received its present name as "KempinskiAktiengesellschaft (AG)". At the same time, the Kempinski

Hotel Frankfurt Gravenbruch was added to the group's portfolio as its fourth German hotel.

In 1985, Lufthansa acquired shares in Kempinski AG and thereby enabled the hotel company to operate Kempinski hotels abroad too. A year later, Kempinski AG, Lufthansa and the finance company Rolaco S.A. founded Kempinski Hotels S.A., with its head office in Geneva. In 1993 Kempinski AG acquired all the shares in Kempinski S.A.

The Bangkok-based Dusit Sindhorn Company Ltd took over Kempinski in November 1994, when it acquired a 52% stake. The 50:50 joint venture between Dusit Thani Group, and the Siam Commercial Bank eventually accumulated an 83% stake in the group, and Dusit Thani exited from the joint venture in 1998, when it sold out to its partner.

Effective 16 February 2017, the two existing shareholders of Kempinski AG formalized previous plans for an equity transfer between them. The majority shares of Kempinski AG shall be held by the existing Bahraini shareholder while the shareholder from Thailand will now own a minority.

Kempinski Hotels' portfolio currently comprises 76 hotels and residences worldwide, including the Emirates Palace in Abu Dhabi, Hotel Indonesia Kempinski in Jakarta, The Apurva Kempinski Bali in Bali, the Çiragan Palace Kempinski in Istanbul, the Grand Hotel Manzana Kempinski La Habana in Cuba, and the Kempinski Hotel Corvinus, Budapest.

With the exception of the Hotel Vier Jahreszeiten Kempinski in Munich, which belongs to the group, and three hotels with leasing contracts, Kempinski Hotels manages luxury hotels and residences.

2.2. Overview

The Apurva Kempinski Bali offers the epitome of beachfront luxury, by standing atop the majestic cliff of Nusa Dua, with breathtaking views of the Indian Ocean and tropical garden. The Apurva Kempinski Bali presents itself as a majestic open-air theatre, an embodiment of Indonesian elegance.

The architectural design of this hotel was inspired by the characteristics and principles of life of the locals. The Grand Staircase heading to the ocean was inspired by Pura Besakih. As a touch of cultural diversity of the archipelago, The Apurva Kempinski uses wooden elements, Javanese carvings, and traditional Indonesian weavings in the hotel lobby area. The Apurva Kempinski also has a wedding chapel which the building is inspired by the traditional house of South Sulawesi (Rumah Tongkonan). Kempinski also introduces their hotel brand ambassador called Lady in Red. They will act as the host that will assist the guest with their needs during their stay in Kempinski's Hotel.



Picture 2.2.1. Lady in Red (Anonymous, 2020)



Picture 2.2.2. The Apurva Kempinski Bali Pendopo Lobby
(Anonymous, 2020)



Picture 2.2.3. The Apurva Kempinski Bali Lobby (Anonymous, 2020)

2.2.1. Logo

Kempinski

HOTELIERS SINCE 1897

Picture 2.2.4. Kempinski Logo (Anonymous, 2020)

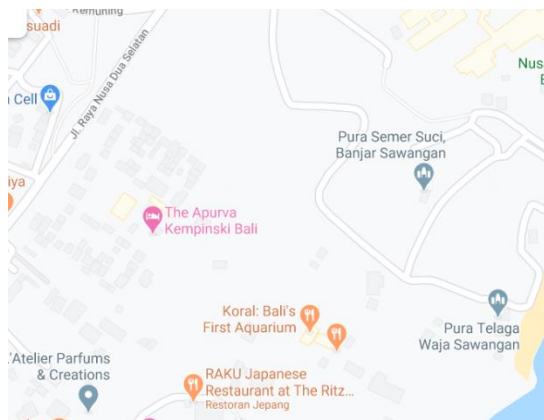


The Apurva
Kempinski

BALI

Picture 2.2.5. The Apurva Kempinski Logo (Anonymous, 2020)

2.2.2. Location



Picture 2.2.6. Kempinski Map (Google Maps, 2020)

The Apurva Kempinski Bali

Address : Jl. Raya Nusa Dua Selatan, Benoa, Kec. Kuta Sel,
Kab. Badung, Bali 80361

Phone : (0361) 2092288

2.2.3. Features of The Apurva Kempinski

The Apurva Kempinski has many cuisines options from around the world, starts from Indonesian Cuisine, Chinese Cuisine, Western Cuisine, etc. There are also various snacks that can be enjoyed at Selasar Deli. There are the restaurant features of The Apurva Kempinski Bali:

a. Pala Restaurant and Rooftop Bar



Picture 2.2.7. Pala Restaurant (Anonymous, 2020)

Pala Restaurant is a restaurant that serves many cuisines from around the world such as Indonesian Cuisine, Chinese Cuisine, Japanese Cuisine, Western Cuisine, and Indian Cuisine. The dishes are served in buffet, or as a la carte. Pala Restaurant accommodates breakfast of guests staying in Grand Deluxe Rooms. At breakfast, there are Egg Station, Korean Station, Indian Station, Japanese Station, Fruit Station, Cereal Station, etc. All day dining (lunch and dinner) is also offered here.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening Hours: Monday – Sunday

Breakfast (06.00 – 10.30)

Lunch – dinner a la carte (11.00 – 22.00)

Dinner buffet (18.00 – 22.00)

b. Koral Restaurant



Picture 2.2.8. Koral Restaurant (Anonymous, 2020)

Guests are invited to an underwater world of bistromic delights at Koral, the aquarium dining experience at The Apurva Kempinski Bali. All of the senses are stimulated at this unique venue, on the island of the God for the first time. At Koral, diners will feast on elegant dishes inspired by Indonesian coastal flavours and crafted from local ingredients, at a venue that is both casual and refined. More than just a restaurant, Koral offers a full bistromic experience, combining delectable dining, a laid-back ambience and the rarefied atmosphere of an aquarium, accompanied with relaxing background music.

- Location: The Apurva Kempinski Bali (Basement Floor)
- Opening Hours: Monday – Sunday (18.00 – 23.00)
- Restaurant style: Semi fine dining (Fine dining food style, casual style service)

c. Izakaya by OKU



Picture 2.2.9. Izakaya by OKU (Anonymous, 2020)

Inspired by the award-winning OKU Japanese Restaurant Jakarta, Izakaya by OKU emphasizes bringing out the best of its creations, in a dynamic and convivial atmosphere. This Japanese restaurant in Bali offers a bistro-chic setting and an open-kitchen dining experience, where guests and the chefs interact for deeper enjoyment. The elaborately crafted dishes consist of the finest ingredients, combined with the latest composition techniques to serve a truly tasteful and artistic piece of art on a plate.

- Location: The Apurva Kempinski Bali (Lobby Floor)
- Opening hours: Monday – Sunday (18.00 – 22..30)
- Restaurant style: Casual dining

d. Selasar Deli



Picture 2.2.10. Selasar Deli (Anonymous, 2020)

Deeply rooted in the Indonesian tradition, Selasar Deli serves a wide range of traditional favourite light bites in wooden cart style, locally known as ‘angkringan’. Highlights include the Indonesian herbal drink Jamu and the distinctive Luwak Coffee.

- Location: The Apurva Kempinski Bali (Lobby Floor)
- Opening hours: Monday – Sunday (10.00 – 22.00)
- Restaurant style: Casual dining

e. Reef Beach Club



Picture 2.2.11. Reef Beach Club (Anonymous, 2020)

Inspired by the traditional house of Kudus (regency in Central Java), the remarkable architecture of the building and the intricate-design interior make Reef Beach Club one of a kind. Another eye-catcher is the expansive 42-metre infinity pool with a mesmerizing vista of the Indian Ocean, which makes the venue the perfect setting to delight in an eclectic selection of mouthwatering bites of local and international cuisine.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday
11.00 – 18.00 (lunch)
18.00 – 22.00 (dinner)
- Restaurant style: Casual dining

f. Kubu Pool Bar



Picture 2.2.12 Kubu Pool Bar (Anonymous, 2020)

From enjoying the sun on a lounge chair to blissfully floating in the water, Kubu Pool Bar promises to enliven guest's senses with endless soaking pleasures. Located right by the resort's 60-metre swimming pool, this lively spot complements guest's laid back day with light meals and exotic drinks.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday- Sunday (10.00 – 18.00)

2.3. Vision, Mission, and Company Objectives

2.3.1. Vision

To create beautiful performances, where we craft authentic and rich performance to ensure the guests travel and stay, and feel at home.

2.3.2. Mission

- **Timeless elegance**

This the way Kempinski carry themselves, talk with their guests and colleagues, wear their unique and elegant uniform, and pay attention to details in every contract Kempinski have with their guests and every task they complete.

- **Cultural empathy**

This means to craft; infused by cultural characteristic, imbuing each property a unique ambience and outstanding sense of place.

- **Delivering beautiful performances**

Kempinski's minimum operation brand standards have been crafted to keep their standards, service, and quality on a consistent high level, exceeding Kempinski's guest expectation and needs. By crafting additional special effect – Kempinski's "My Moments" will ensure that they achieve consistency in delivering their brand purpose: beautiful performance.

- **Authentic people**

Kempinski's "Cast and Crew" is truly interested in guest; who they are, where they come from, and what their unique needs are. They care for moments and create a special memory for each guest.

- **Educate to entertain**

Kempinski create experience by telling stories to guest, being attentive and proactive, in approaching guest, put every guest to ease, to make them feel at home.

- **Dedicated to please**

Kempinski Hotels always adopting 'can do' attitude to every task they do, since they want to deliver a special moment for guest and colleagues that comes from heart. Kempinski is also truly caring about the moments and remembering that moments are created by individuals who are supported by teams.

2.3.3. Company objective

- Make each Kempinski's Hotel internationally distinctive, historically unique, and modern by adopting the characteristic of the particular area.
- Provide service and facilities that support guests' necessity, in order to make the guests feel at home.
- Understand and being truly interested in guest to ensure every service done is on their personal level.
- Keep the standards, service, and quality on a consistent high level, exceeding Kempinski's guest expectation and needs.
- Craft the Kempinski's "My Moments" to ensure that Kempinski achieves consistency in delivering their brand purpose: beautiful performance.

2.4. Organizational Structure and Main Task

Hotel has an organization structure to simplify division of work of the employees.

There are the kitchen organization structure of The Apurva Kempinski Bali:

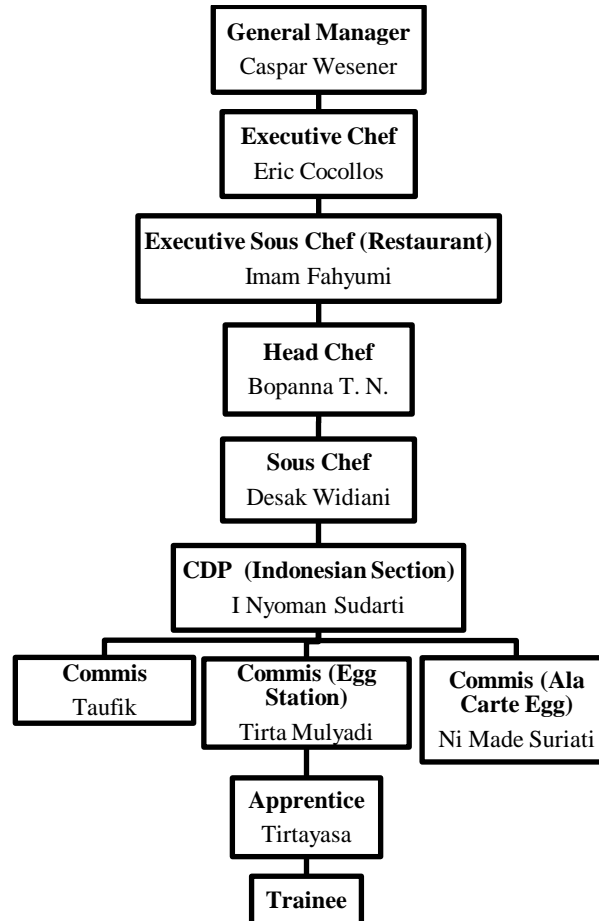


Table 2.4.1 Organizational structure

These are the main tasks of the kitchen department team:

a. General Manager

- Manage hotel's daily operation.
- Plan, execute, coordinate, and supervise business activities in the hotel.
- Plan and manage hotel's budgeting.
- Make and set hotel's SOP (Standard of Procedure).

b. Executive Chef

- Create new recipes and plan menus.
 - Set and monitor staff's performance standard.
 - Monitor the quality of the dishes.
 - Receive feedback from guests regarding to food and service quality.
 - Calculate the food cost.
 - Check the hygiene standard of the foods and equipments.
 - Hire and train staff, including trainees.
 - Set and monitor storage quality.
- c. Executive Sous Chef
- Assist executive chef in monitoring certain section (e.g. the restaurant or the banquet).
 - Monitor the performance of the staff.
 - Monitor the quality of the dishes.
 - Supervising food production.
- d. Head Chef
- Monitor and ensure the performance of the staff.
 - Ensure the quality of the dishes.
 - Brief the staff under the section about certain issues.
 - Ensure the running of the section.
 - Control the food cost.
- e. Sous Chef
- Assist the head chef to monitor and ensure the running of the section.
 - Get directly involved in the kitchen running.
 - Ensure the running of the kitchen, especially at busy times.
 - Fills in for the head chef when the head chef is not present.
- f. CDP (Chef de Partie)
- Get directly involved in the kitchen running, especially in day-to-day operations.
 - Ensure every task under the section is well done.

- Monitor items' availability and ordering.
- g. Commis
- Learn the ins and outs of a specific station.
 - Reports directly to the CDP.
 - Make sure the tasks under the station is completely done.
- h. Apprentice
- Get involved in preparation tasks.
 - Help other staff to prepare and cook dishes
 - Assist other staff to complete the tasks.
- i. Trainee
- Get involved in preparation tasks.
 - Assist other positions in kitchen by moving throughout the kitchen.

2.5. Hygiene and Sanitation Standard in The Apurva Kempinski Bali

a. At kitchen

- Color coded cutting board

Cutting Board Color	Function
WHITE	For cutting ready to eat food
GREEN	For cutting vegetables and fruit
YELLOW	For cutting poultry
BLUE	For cutting seafood
RED	For cutting meat

Table 2.5.1 Color Coded Cutting Board Standard

When different types of food are cut using the same cutting board, cross contamination could happen. Cross contamination can cause food poisoning and other illness. Each color marks which type of food should be cut on it. Using the colour coded cutting board method could minimize the cross contamination. Therefore it will prevent food poisoning and other illness from happening.

- Temperature Control Standard

The safe temperature for food are 5°C or colder and 60°C or hotter. To prevent food poisoning bacteria, potentially hazardous food must be kept at these temperatures, which may be present in

the food, from multiplying to dangerous levels. The bacteria can grow at temperatures between 5°C and 60°C, which is known as temperature danger zone. The fastest rate of growth is at around 37°C.

Total time between 5°C and 60°C	Action
Less than 2 hours	Refrigerate or use immediately
Between 2 hours and 4 hours	Use immediately
More than 4 hours	Throw out

Table 2.5.2 Temperature Control Guide

- **General Cleaning**

General cleaning for kitchen is held every day. The general cleaning includes spraying the floor using a high pressure washer to clean the moss on the floor or wall and also for the stoves too. The general cleaning also used sanitizer to kill the bacteria. The cutting board also washed using high pressure water and sanitizer.

General cleaning for shelves and drawer is held twice a month using sanitizer and hot water. The tables must be clean everyday using sanitizer and clean towel. The stoves must be clean every day using how water and chemical.

Dry spices in the kitchen must be replace every three months, for raw vegetables and meat must be replace every day and frozen food must be replace every three months.

b. Personal

- **Washing hands regularly**

Steps of washing hands :

- i. First, wet hands with running water.
- ii. Then, scrub hands with soap and brush under nails.
- iii. Rinse well using running water.
- iv. Then dry hands with paper towel.
- v. Last is water off with paper towel.

2.6. Kitchen Outlets

There are the kitchen outlets at The Apurva Kempinski Bali:

a. Main Kitchen

Main Kitchen is located on the 15th floor, responsible for providing foods for other outlets (e.g. rice and soups for buffet in Pala Restaurant), banquet, and in-room dining.

- Fruit and Vegetable Preparation

Fruit and Vegetable Preparation is located in the Main Kitchen and here is where vegetable, fruits, and eggs are stored. Vegetables are cut here, to later be used by other outlets and restaurants.

- Butcher and Fish Preparation

Butcher and Fish Preparation is located in the Main Kitchen and responsible to supply meats and seafood needed by other restaurants.

- Pastry and Bakery

Pastry and Bakery is located in the Main Kitchen and responsible to support the restaurants' need. Pastry and bakery produce breads, cakes, ice creams, pastries, and Indonesian traditional snacks.

- Cold Kitchen

Cold Kitchen is located in the Main Kitchen and responsible to supply items that are needed by other outlet and restaurants by preparing salads, cut fruits, juice, etc.

b. Banquet Kitchen

Banquet kitchen is located on the 16th floor, responsible for providing food for big event, this kitchen will be used if there is an event on the Candi Ballroom.

c. Restaurant Kitchen

Restaurant Kitchen is the kitchen located in its own restaurant, responsible to help the restaurant operational. Usually is the place where the last step of food processing is done, before being served to guest.