



THE VINETA HOTEL  
PALM BEACH



OETKER HOTELS  
Masterpiece Collection

# OETKER HOTELS OPENS ITS FIRST U.S. MASTERPIECE – THE VINETA HOTEL, PALM BEACH

The hospitality brand behind legendary hotels including Le Bristol Paris and Eden Rock - St Barths, makes its debut in the U.S. and introduces Coco's, a restaurant serving celebrated classics from sister property Hotel du Cap-Eden-Roc

In collaboration with owner partners Reuben Brothers, Oetker Hotels has transformed the historic, century-old Palm Beach landmark, located just steps from iconic Worth Avenue

**PALM BEACH, FL** – Following an all-encompassing renovation, The Vineta Hotel, Palm Beach, opens its doors, and joins the Oetker Hotels family of masterpiece hotels around the globe. The extensive transformation of the hotel's public spaces and its 41 guest rooms and suites was led by interior designer Tino Zervudachi, based between Paris, New York, and London. The project was realized through his firm, ZRM, and its London-based team, in close collaboration with architects Spina O'Rourke & Partners.

"This is a monumental moment in the brand's history as we debut our first masterpiece hotel in the United States," said Timo Gruenert, CEO of Oetker Hotels. "Many of our existing guests have long visited or call Palm Beach home, and we look forward to extending Oetker Hotel's unique hospitality ethos – rooted in family spirit, elegance and genuine kindness – to this exceptional destination with The Vineta Hotel."

Jamie Reuben of Reuben Brothers added: "We are incredibly excited to open The Vineta Hotel in Palm Beach, a place very close to my and my family's heart. With Oetker Hotel's renowned and refined approach to luxury hospitality, I am confident that the hotel will quickly become a staple in Palm Beach for generations to come."

## DESIGN: EUROPEAN ELEGANCE MEETS PALM BEACH LUMINOSITY

With its distinct historic façade, The Vineta is a quintessential example of the Mediterranean Revival architecture for which Palm Beach is renowned. Tino Zervudachi's design introduces whimsical flourishes - wave motifs, feather and palm prints, and stary constellations, while the hotel's 41 guest rooms and suites exude serenity through signature elegant linen prints, linens in white and blue, restorative natural hues, and warm accents.

"The interior design balances European elegance with Palm Beach luminosity," said Tino Zervudachi. "Clean lines, layered textures, calm color harmonies, and ordered symmetry are complemented by distinct Venetian influences with terrazzo flooring, custom Venetian plaster walls, classical moldings, and 1930's-inspired plaster reliefs. Pattern, proportion, and craftsmanship were key to creating a sophisticated and simple yet joyful and playful 21st-century Palm Beach setting."



## CULINARY EXPERIENCES

The hotel's signature indoor-outdoor restaurant, Coco's, is helmed by Executive Chef Brian Rodriguez and offers authentic Mediterranean cuisine alongside a brand-first culinary crossover featuring firm favorites from sister property Hotel du Cap-Eden-Roc. Hotel du Cap-Eden-Roc Executive Chef Sébastien Broda and Pastry Chef Tarek Ahamada closely collaborated on the menu which features signature dishes from the South of France legend, including the classic Steak Diane and Eden Roc Sea Bass.

The menu highlights crudo du jour, Mediterranean red prawn carpaccio, and a signature Vineta seafood tower. Other dishes include grilled Maine lobster, as well as premium cuts of meat and pastas, ranging from a risotto Ossobuco to a house-made tagliatelle with creamy truffle sauce. Daytime offerings include homemade pizzas, a lobster croque madame, and a wide selection of salads.

An inviting space, dabbled in terracotta shades, Coco's imitates the nature found in the Mediterranean with layered greens, palms and floral elements. A striking red Italian marble bar anchors the space, while a hidden leopard ceiling motif cheekily winks at the space's former incarnation as The Leopard Lounge. Outside, the lush jasmine-filled courtyard, framed by the restored original iron gates, offers an idyllic setting for alfresco dining from day or night.

The Bar features a bold, sensual design with bespoke Pierre Frey Le Manach fabrics, handwoven on wooden looms, and striking plume marble tables. A sleek hideaway, the botanical cocktail concept Pan's Garden celebrates native wildflowers and features Mediterranean-inspired small plates.

## POOLSIDE LIVING

The Pool House channels retro glamour with intricate trellises and scalloped detailing, offering a relaxed setting for leisurely lunches. The menu spans Giovanni's signature pizzas - the first outpost of the residents-only Italian trattoria from Hotel du Cap-Eden-Roc, alongside raw bar selections such as tuna tartare tacos and seabream ceviche. Mediterranean snacks include dips, Jamón Ibérico with pa amb tomàquet, garden crudités. A vibrant salad selection is complemented by indulgent classics like New England lobster rolls, burgers and a chicken club sandwich.

The pool of The Vineta is a statement piece, featuring bespoke mosaic patterns and a custom shell-shaped pool ladder inspired by Palm Beach architecture. Luxurious pool beds and lush landscaping create a tranquil oasis in the heart of town.

With in-room workout equipment, morning poolside yoga, and access to personal training, guests can stay active during their stay. The 'A La Cart' concept, meanwhile, delivers a steady stream of curated treats and surprises, from Champagne to cosmetic powerhouses popping up on charming custom bar carts throughout the hotel. For guests looking for a beach day, The Vineta offers a bespoke oceanside beach set up just steps away from the hotel.

## A LEGACY RENEWED

As part of its debut, Oetker Hotels proudly restores the Vineta name, marking a bold new chapter while honoring the property's 100-year history. Originally opened as the Lido-Venice during the real estate boom in 1926, the hotel was soon renamed The Vineta, a name it carried for more than fifty years. Following a brief period as a condominium in the 1980s, the property reopened as The Chesterfield in 1989 before closing in 2022.

"The Vineta has always belonged to Palm Beach. Our role has been to listen to its history, respect its character, and gently restore it with care, warmth, and modern refinement. This hotel is an invitation to experience Palm Beach at its most elegant – intimate, joyful, and effortlessly refined. We are excited and honored to welcome guests into a place that feels both deeply rooted and entirely new," said Emanuela Setterberg Di Vivo, Managing Director, The Vineta Hotel, Palm Beach.



## ABOUT OETKER HOTELS

Oetker Hotels 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 Hotels. The brand's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties. In addition to over 250 villas around the world, the 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, Hotel La Palma in Capri, and now The Vineta Hotel in Palm Beach. In 2027, Oetker Hotels will open Le Mas Bellevue Saint-Tropez.

## 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.