

Hermann Elger

General Manager, Montage Beverly Hills

story and photo by Allison Levine

“I have always loved this business, and I got an early start,” says Hermann Elger, General Manager of Montage Beverly Hills, as he talks about a photo of himself in a bellman uniform at the age of two.

A second-generation hotelier, Elger’s father was the first General Manager of the Presidente Hotel in Cozumel, Mexico. Elger grew up in Mexico, moving to Colorado for high school, and after receiving his degree from the University of Denver School of Hotel Management, he spent 18 years working for the Ritz-Carlton Hotel Company—four years in Aspen and seven in Cancun, Mexico—before joining Montage Beverly Hills in 2010.

Elger made progressive changes when he joined Montage. Today, the luxury hotel is an integral part of Beverly Hills. Elger manages the 202-room property, which also has 20 residences and the largest spa in Los Angeles. There are two restaurants—the Conservatory on the rooftop and Scott Conant’s Scarpetta—as well as four bars: the outdoor rooftop Conservatory bar, the living room style Parq Bar with nightly entertainment, the cozy and intimate Scarpetta bar and the newest addition, £10.

Being aware of the latest trends, Elger stresses his passion for “authentically produced cocktails with a focus on natural ingredients.” With this passion, he created £10, an intimate, private, reservation-only bar that specializes in the Scotch whiskies of The Macallan. Besides The Macallan, the £10 spirit list offers just one spirit per category, representing what the Montage team considers the “best in class.” This bar is the epitome of sophistication and quality, demonstrated by its Lalique fixtures, votives, vases, decanters and glassware.

With a keen attention to detail, Elger instituted two unique elements that enhance the experience at £10. Guests are presented with different types of ice cubes that are recommended based on the drink ordered. Ice selections include Kold-Draft cubes, Whiskey Stones and ice balls made from water imported from the Scottish Highlands that fit perfectly in the Lalique tumbler. Another unique element is that the handcrafted cocktails are made tableside.

Elger’s openness to new trends and passion for quality have made the Montage Beverly Hills one of the most sought-out destinations in Los Angeles.



THE “5” LIST

Hermann Elger’s Top Five Faves

- 1 Personalized service
- 2 Chilling options with different ice choices
- 3 An authentically-produced Vodka Martini
- 4 California Cabernet
- 5 Tequila (specifically small-production Muchote Reposado)

Hermann Elger’s Top Five Pet Peeve

- 1 Indifferent service
- 2 An untidy back-of-the-house
- 3 Grumpy bartenders
- 4 Condescending sommeliers
- 5 The Macallan not served in a Lalique tumbler