

SORA ACADEMY

THE MODERN WAY OF HOSPITALITY

HOSPITALITY & MICHELIN MASTERY

CULINARY PRECISION ANYWHERE

From jet galleys, yachts to private villas, fine dining travels with you - crafted to your tastes.

THE FUTURE OF LUXURY SERVICE

NEW CODES OF REFINEMENT

Discreet, data-smart, and human at heart.
Service that anticipates, adapts, and feels
effortless.



Editor's Note

**WELCOME TO
THE SORA SIGNATURE COLLECTION.**

In these pages, we invite you into two worlds that reflect our vision of modern service:

Above the Clouds

In the skies, refinement becomes presence. Our programs for Corporate Flight Attendants transform every journey into an experience of quiet elegance and effortless grace.

On the Ground and Across the Seas

From residences to yachts, we refine the art of service wherever excellence is expected - guiding hosts to craft moments of welcome, discretion, and belonging.

We built **SORA** for a new generation of hosts: ambitious, cosmopolitan, and passionate about transforming hospitality into something unforgettable.

With dedication and passion,

Francesca E. Braatz & Dennis Puchert
Founders of SORA Academy



This magazine is more than a catalogue of trainings - it is a reflection of our shared vision.

*At **SORA**, we believe service is not delivered, it is composed. Every detail - from the precision of a table setting to the warmth of a welcome - creates an experience that lingers long after the moment has passed.*



SORA ACADEMY

The SORA *Signature* Collection

Corporate Aviation

Programs for Corporate Flight Attendants – presence, etiquette, culinary artistry, and the craft of private jet service.

Hospitality Excellence

Trainings for hotels, residences, luxury brands, and yachts – rooted in refinement, concierge service, and the art of hospitality.

Wherever our hosts serve – in the air, on land, or at sea –
SORA elevates service to art.



SORA ACADEMY

*The **SORA** Menu of Excellence*

Above the Clouds
The Aviation Collection

The Essentials
Foundations of private jet service
The Experience
Hospitality as high art
Mastery Modules
Precision, presence & perfection

On the Ground & Across the Sea
The Hospitality Collection

Luxury Service Trainings
The art of detail
Concierge & Lifestyle
Anticipation as craft
Cultural Intelligence & Knigge
Diplomacy in service

Trends & Insights
The future of luxury hospitality & private aviation

How to Begin
Booking details & your next step into excellence





ABOVE THE CLOUDS AVIATION COLLECTION

In private aviation, elegance is presence at altitude - every journey a sanctuary in the sky, where rituals flow seamlessly, dining is refined, and every detail becomes art.



SORA ACADEMY

PRIVATE AVIATION IS NOT AIRLINE SERVICE. IT IS THE ART OF ATMOSPHERE, OF DETAIL, OF PRESENCE

The Essentials
Where detail meets desire.

The Essentials program
introduces the foundations
of this craft:

Presence & Grooming - projecting elegance and quiet confidence the moment you step on board.

First Impression - from boarding rituals to greetings that resonate with ultra high-net-worth guests.

Comfort Codes™ - learning to anticipate without asking, to personalize without intruding.

The Cabin as a Canvas - every setup, every table, every light setting signals refinement.

From Galley to Guest - plating, catering, and service choreography that turn even simple dishes into experiences.

The Human Connection - communicating seamlessly with pilots and crew while anchoring the guest's trust.



T H E



Rituals as Art – dining is choreography; wine is poured with grace, courses flow with rhythm, and even the smallest gestures signal refinement.

Etiquette & Cultural Intelligence – anticipating across cultures without words, turning awareness into trust that endures.

The Psychology of Care – reading body language, sensing unspoken needs, creating comfort zones at 40,000 feet.

Ambience & Styling – the fold of a blanket, the placement of a flower, the balance of light and texture – every detail tells a story of belonging.

Resilience in Motion – moments of challenge are not disruptions; they are invitations to lead with calm authority and empathy, turning friction into loyalty.

Leadership Above the Clouds – true professionals do not just serve, they lead. Balancing empathy with quiet authority, they become the anchors of the cabin experience.

*If The Essentials teach you how to enter the cabin,
The Experience teaches you how to own it.*

E X P E R I E N C E



SORA ACADEMY

Mastery Modules

Excellence is not taught. It is lived.

*At this level, service is no longer about what you do.
It becomes about how you are.*



SHARPENING EXPERTISE
FROM PLATING UNDER
PRESSURE TO THE
PRECISION OF CRISIS
HANDLING,
TEACHING HOW TO
TRANSFORM
CONSTRAINTS INTO
CREATIVITY.

Our Mastery Modules are crafted for those who wish to refine not only their skills, but their presence. Each explores one dimension of service in depth, practiced with precision, and elevated into artistry.

Catering Intelligence

From sourcing to plating, transforming a jet galley into a fine-dining stage.

Presence & Poise

The language of elegance: movement, grooming, and the subtleties of body language.

Communication in Motion

Aligning with pilots, crew, and guests when every second matters.

Cultural Finesse

Reading unspoken codes of etiquette across borders, adapting with ease.

Leadership in Challenge

Turning turbulence, literal or figurative, into an opportunity for calm authority.



SORA ACADEMY

WHAT ARE YOU WAITING FOR?

*Hospitality without refinement is routine; with it, service becomes unforgettable -
it becomes the quiet art of making every guest feel seen, valued, and at ease.*

SA

ON THE GROUND HOSPITALITY COLLECTION



*In luxury hospitality, elegance is presence in place -
from a timely welcome to a table set with grace,
every moment becomes belonging, crafted with
precision and warmth.*



SORA ACADEMY

Hospitality Excellence

At **SORA**, hospitality is not routine - it is a mindset: the architecture of unforgettable stays and experiences..



HOSPITALITY IS OUR LANGUAGE. ELEGANCE IS OUR ACCENT

To serve the world's most discerning guests—whether in private residences, luxury hotels, or aboard yachts—is to curate moments that feel truly bespoke. Concierge and lifestyle programs sharpen anticipation, refine discretion, and teach the art of creating trust and intimacy no system can replicate.

Concierge rituals, lifestyle management, and personalized service are elevated into seamless experiences that feel effortless and unforgettable.

THE ARTISTRY OF DETAIL

Hospitality lives in the smallest details. From the art of plating to the unspoken language of posture, true service transforms dinners into experiences, check-ins into welcomes, and moments into memories that last. Skills are refined in plating, presentation, and service choreography—turning ordinary encounters into signature guest moments.

DIPLOMACY IN SERVICE

In global hospitality, etiquette is more than manners—it is diplomacy. With cultural intelligence and discretion, hosts learn to anticipate across borders, creating trust and intimacy where no system can.

Modern etiquette, cultural awareness, and discreet guest handling are cultivated to navigate diverse settings with confidence and grace.



ACROSS THE SEA YACHT COLLECTION

In luxury yachting, elegance is presence in freedom - where anticipation meets the tide, champagne greets the sunset, and every voyage sails into serenity.

SA

SORA ACADEMY

INTRODUCTION

SORA - THE MODERN WAY OF HOSPITALITY

Francesca E. Braatz

The Art of Making People Feel

"After 15 years in aviation and hospitality, I have learned: elegance is not just a look - it is an energy. And now, it is time to teach it."

As Co-Founder of SORA Academy, Francesca stands at the intersection of private aviation and luxury hospitality. With a Master's degree in Hotel Management, Events & Marketing, she has shaped a career that blends the precision of aviation with the refinement of five-star hotels.

At SORA Academy, her expertise is passed on to the next generation. More than routines or protocols, she instills refinement: the way a host enters a room, the rhythm of service, the cultural intelligence that transforms discretion into trust. She sharpens presence, communication, and the human touch that elevate service into an art form.

For Francesca, hospitality is movement and mindset alike - a way of transforming confidence into comfort, and moments into unforgettable experiences.



Dennis Puchert

Culinary Vision, Redefined

"After more than 22 years in kitchens, hotels, and cabins, I have learned: excellence is not a recipe - it is a mindset. And now, it is time to teach it."

As Co-Founder of SORA and one of Switzerland's youngest Michelin-starred chefs, Dennis bridges fine dining, luxury hospitality, and private aviation in a way few others can. Through his ventures - from CLOUD50 to Zurich Hospitality Group - he has set new benchmarks in gastronomy and service.

At SORA Academy, his vision is passed to the next generation. More than inflight catering or hotel operations, he instills creativity, adaptability, and presence. From crafting a tasting menu in a villa to plating with precision in a jet galley, Dennis transforms limitations into artistry and moments into memories.

For Dennis, hospitality is theatre and philosophy alike - a craft of character, vision, and confidence that lingers long after the final course is served.



TRENDS & INSIGHTS

*Luxury travel is measured not in **miles**, but in **moments**.*



The world of luxury hospitality and aviation is undergoing a profound transformation. What was once defined by exclusivity, fine materials, and impeccable formality is now being reshaped by deeper values: emotional intelligence, sustainability, and generational shifts in guest expectations. Together, these forces are rewriting the script for what true luxury service means in the twenty-first century.

SORA STATEMENT

The meaning of luxury in hospitality and aviation is shifting. No longer defined only by fine materials or flawless service, it is now measured by emotional connection, sustainability, and new generational values.

TRENDS & INSIGHTS

Emotional Intelligence as the New Currency of Luxury

In the past, service excellence was measured by efficiency and precision. Today, it is measured by empathy, intuition, and emotional resonance. Guests no longer seek perfection in process alone - they want to feel understood.

In private aviation and five-star hospitality, this means training teams not only in technical mastery but in the subtle art of reading body language, anticipating unspoken needs, and creating atmospheres of ease. True refinement now lies in the human connection: the quiet confidence of a welcome, the grace of a conversation, and the intuition that turns service into memory.

Generational Shifts: Redefining Prestige

A generational shift is reshaping what luxury means. For Baby Boomers, prestige was often linked to ownership and opulence. For Millennials and Gen Z, it is defined by experience, authenticity, and purpose.

This new generation of travelers seeks journeys that are both rare and real. They prize access over assets, connection over collection. A flight aboard a private jet or a stay in a grand hotel is no longer just about privilege; it is about the narrative it creates - moments worth sharing, stories worth remembering.

The Future of Hospitality & Aviation

The convergence of these trends signals a clear truth: luxury service is evolving into a more human, sustainable, and meaningful experience. The most successful brands in hospitality and aviation will be those that can combine technical excellence with emotional depth, environmental responsibility with indulgence, and exclusivity with inclusivity of spirit.

Luxury, after all, has never been static - it is a mirror of our times. And in this era, its measure is not the distance traveled, but the moments crafted along the way.





YOUR INVESTMENT IN EXCELLENCE

Your journey with SORA begins with a conversation. Whether you represent an operator, a hotel, a residence, or a yacht, we design experiences that reflect your world and elevate it into something unforgettable.

Private Training

One-to-One Coaching

Tailored refinement in presence, etiquette, grooming, and communication. Immersive shadowing in jets, hotels, or yachts turns service into artistry. Perfect for corporate flight attendants, yacht crew and hospitality professionals seeking discreet, career-shaping coaching - in the air, on the ground, or across the seas.

Corporate Partnerships

Signature Team Programs

Immersive group trainings aligned with your service standards. Tailored modules refine guest touchpoints, strengthen leadership, and bring brand values to life. On-site workshops and continued mastery ensure excellence is sustained across teams - creating impact that lasts long after the training ends.

Signature Courses

Essentials to Mastery

Structured programs covering the foundations of aviation and hospitality. From refined dining rituals to etiquette, cultural intelligence, and leadership, each module deepens expertise in luxury environments. Culinary excellence and hospitality refinement bring artistry and brand-level precision to every guest experience. Offered online or on-site, shaped by Michelin-star expertise.

At SORA, we don't just teach hospitality - we redefine it. For us, modern hospitality is more than service: it is presence, refinement, and the art of making confidence feel like comfort.

Elegance is not a routine, but a way of moving through the world - anticipating needs, creating signature moments, and leaving impressions that endure long after departure.

Through one-to-one coaching, signature courses, and corporate partnerships, SORA equips professionals across aviation, hospitality, and luxury service to master their craft. What begins as training evolves into artistry - and into a standard that travels with you everywhere.

Your journey to elegance begins here - with **SORA**
welcome@soracademy.com

SERVICE IS
AN ART.
EXCELLENCE IS
A WAY OF LIFE.

SORA ACADEMY

a part of

INFLIGHT ART

&

The Culinary Agency.



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