

Press release

The Alpina Gstaad takes to the skies with SWISS


Award-winning culinary concept SWISS Taste of Switzerland gains a taste of the Bernese Oberland

Gstaad, 8 December 2015. **From now until 1 March 2016, Swiss International Air Lines (SWISS) will be treating passengers to culinary highlights from the Bernese Oberland. Dishes from boutique hotel The Alpina Gstaad are now being served on board as part of the award-winning concept SWISS Taste of Switzerland. The partnership is a special accolade for Executive Chef Marcus G. Lindner, Managing Director Eric Favre, and the holiday destination of Gstaad.**

From 2 December 2015 to 1 March 2016, the culinary creations of Executive Chef Marcus G. Lindner will be available to first-class and business-class SWISS passengers and on all long-haul SWISS flights out of Switzerland. Lindner uses inspiration, precision and creativity as well as the finest ingredients to create his superb, authentic dishes. Lindner is excited about the collaboration: "I have been fortunate enough to cook for lots of great personalities and at many special occasions over the years. But creating dishes for SWISS passengers is a very special task and I was delighted to be asked. My team and I are honoured to be involved." Managing Director of The Alpina Gstaad hotel, Eric Favre, adds: "We are very proud that Gstaad and our hotel is making this foray out into the world."

Gstaad – a gourmet mecca

"Now we can finally say with confidence that Gstaad has taken off," beams Martin Bachofner, Director of Gstaad Saanenland Tourismus, referring to the fantastic new opportunity for Gstaad to present itself internationally. "SWISS and Marcus G. Lindner of The Alpina Gstaad are top-class ambassadors for our tourist region, which, with a total of 272 Gault Millau points, ranks among



the top culinary destinations. Now, SWISS passengers can savour the region's flavours while sitting back and learning all about our many attractions."

For more information, visit: www.thealpinagstaad.ch | www.gstaad.ch | www.swiss.com

((«The Alpina Gstaad»))

The Alpina Gstaad, which offers 56 suites and bedrooms, is situated on a 20,000 m² area of parkland overlooking the charming village of Gstaad. It opened in December 2012 and has already been awarded numerous accolades, including Gault-Millau Switzerland's Hotel of the Year 2013, the GALA SPA AWARDS' Best Luxury Hotel City/Resort, and the *Handelszeitung's* best Ski-Spa de Luxe at over 1,000 metres. The property comprises the Six Senses Spa, a Himalayan salt grotto, a Turkish bath, an indoor and outdoor pool, restaurants the Sommet (18 Gault Millau points, one Michelin star) and the Swiss Stübli, as well as Japanese gourmet restaurant MEGU (16 Gault Millau points), whose Alpina Gstaad branch is its first in Western Europe. The Alpina Gstaad is a member of Preferred Hotels and Resorts' "Legend collection", luxury travel network Virtuoso, and the association of Swiss Deluxe Hotels.

((Gstaad ist in vielerlei Hinsicht einzigartig))

Gstaad treats its guests to a unique range of offers and activities amidst spectacular Alpine surroundings. With a total of 220 km of slopes – from Zweisimmen to the only glacier ski region in the Bernese Oberland – Gstaad is also a top destination for cross-country skiers, sledding fans and freeriders. Discerning guests also value Gstaad as a culinary El Dorado and wellness oasis. The homely chalet-village atmosphere coupled with a touch of glamour makes every trip to Gstaad an unforgettable experience.

((SWISS))

SWISS is Switzerland's national airline, serving 106 destinations in 49 countries with flights from Zurich and Geneva. SWISS transports over 16 million passengers a year in its fleet of 95 aeroplanes. As Switzerland's national airline, SWISS stands for the country's traditional values and is committed to providing the highest-quality products and services. SWISS is part of the Lufthansa Group and a member of the Star Alliance, the world's largest airline network.

Note to editors: 1954 lines including spaces, without boilerplate

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