



THE ALPINA GSTAAD'S JAPANESE RESTAURANT RECEIVES MICHELIN STAR

Luxury Swiss Alpine Hotel Now Boasts Michelin Stars for Two Restaurants: MEGU and Sommet

GSTAAD, Switzerland, October 11, 2016 – When this small luxurious hotel debuted four years ago, the owners and its representatives made the unusual – and propitious – decision to bring a renowned Japanese restaurant brand to the Swiss Alpine village of Gstaad. Ever since, MEGU at The Alpina Gstaad has been a huge hit with guests as well as locals from the surrounding Bernese Oberland. On October 5, the hotel's contemporary Japanese restaurant was awarded a Michelin star, one of the highest honors in gastronomy and the hospitality industry. The hotel's Restaurant Sommet received its first Michelin star in November 2013.

According to the MICHELIN Guide to Restaurants, known by food lovers as simply the "Red Guide," MEGU received recognition for its high-quality ingredients, artistic execution, harmonious flavors and beautiful presentations. With cuisine that has both great finesse and flair, The Alpina Gstaad's MEGU is 'definitely worth the stop,' according to Michelin inspectors.

MEGU's sophisticated dining experience offers dishes with unique Japanese ingredients that are artfully presented. Crispy Okaki Asparagus is rolled in a spicy rice cracker from Niigata and served on wooden spears set in a wooden block. Kagero Beef Steak comes to the table seared on a hot lava stone from Mt. Fuji. Kanzuri, a chili paste from Arai in Niigata that is cured on snow and aged for three years adds a touch of fire to two signature dishes, Hamachi Carpaccio and Crispy Kanuri Shrimp. Guests and regulars always ask for the Green Tea Crepe which has a delicious filling between 21 paper-thin layers of crepe.

At the helm of MEGU since its opening in 2012, Head Chef Takumi Murase has more than 25 years experience at luxury hotels and award-winning restaurants in



Japan and the U.S. Hailing from Hokkaido, Murase studied in Kyoto under Chef Isomoto, one of Japan's most revered master chefs. After his *stage* at Eizankaku Kyoto, he spent 13 years at leading Japanese restaurants in California. In 2003, he was chosen as one of the first chefs to open MEGU in New York and later was named its executive chef.

Since The Alpina Gstaad's opening in 2012, Marcus Lindner has been Executive Chef overseeing its three restaurants. Over the years, he directed the kitchens of some of the Europe's most renowned luxury hotels including the Grand Hotel Victoria-Jungfrau, Strandhotel & Restaurant Belvédère and the Kurhaus Baden-Baden. Prior to joining The Alpina Gstaad, Chef Lindner was Executive Chef at Mesa, in Zurich where he earned two Michelin stars.

"We are thrilled and very proud of this recognition from gastronomy's unchallenged authority," said Eric Favre, The Alpina Gstaad's Managing Director. "Our gifted chefs and their culinary teams are one of the key reasons our hotel continues to receive accolades. The Michelin star is a testimony to their dedication."

Guests at MEGU feel transported to Kyoto which is where interior design Noé Duchaufour-Lawrance took his inspiration. Adapting some of the principles of Japanese design to the Swiss Alpine environment, he played with filter, frame and composition, with nature as the common thread. The design of MEGU, which means "blessing" in Japanese, combines antique kimonos with traditional alpine fir wood and accents of vermillion, to create a sense of two different alpine cultures. A "screen" of narrow "blades" of fir wood hangs from the ceiling dividing the space and creating a cozy atmosphere. Etched on one side is a bas relief of Mt. Fuji juxtaposed with the view of Gstaad's mountains beyond the window. Duchaufour-Lawrance covered the other side of the blades with antique kimono fabric in MEGU's signature color – red.

For more information about winter programs at The Alpina Gstaad, please visit [The Alpina Gstaad](#).



THE ALPINA
GSTAAD

The MICHELIN Guide to Restaurants

More than a directory of restaurants and hotel, the iconic guide is known for its clandestine inspection process that has been refined since 1926 when the first stars were awarded. (The Red Guide debuted 116 years ago in 1900.) Michelin inspectors anonymously analyze restaurants and hotels throughout the year judging what is on the plate, the quality of the products, the mastering of cooking, the "personality of the cuisine," value for money and the consistency the restaurant offers during the year.

The Alpina Gstaad

The Alpina Gstaad is set on five acres in Oberbort, the exclusive hilltop area of the village, which is in Saanenland in the heart of the Bernese Alps. Part of a CHF300 million-luxury development which includes private chalets and apartments, The Alpina Gstaad is a contemporary interpretation of traditional Swiss architecture incorporating local materials and authentic Alpine style. The luxury hotel has three restaurants: Restaurant Sommet, a Michelin-starred restaurant serving contemporary cuisine; MEGU, a Michelin-starred Japanese restaurant and a traditional Swiss stübli. There is a bar and lounge, wine-tasting room, private cinema, cigar lounge, a ballroom and several boardrooms. The 56 spacious rooms and suites – all with balconies – range from 333 square feet to 4,305 square feet.

The Alpina Gstaad is a member of Virtuoso and is part of the Legend Collection of Preferred Hotels and Resorts. In July 2016, The Alpina Gstaad was voted one of the "World's Top 100 Hotels" by the readers of *Travel+Leisure*. In January 2016, the hotel was named to *Conde Nast Traveler's* Gold List. It has made *Conde Nast Traveler's* "Hot List," *Travel+Leisure's* "It List" and *The Robb Report's* "Best of the Best" for 2013. *Schweizer SonntagsZeitung* (the Swiss Sunday Newspaper) named The Alpina Gstaad one of the "Top Ten" best holiday hotels in Switzerland and *Handelszeitung* (a Swiss German newspaper) anointed it, "Best hotel in the Ski-Spa" category. *Gault Millau* Swiss named The Alpina Gstaad "Hotel of the Year 2013." The hotel was a finalist in Virtuoso's "Best of the Best" awards for excellence in design and in November 2013 won European Design Hotel of the Year from the European Hotel Design Awards.