

## **A WORLD FIRST FOR ZERO WASTE WHEN MICHELIN STAR CUISINE MEETS CIRCULAR WATCHMAKING**

A keen collaborator with trailblazing brands in the sustainability space, [The Alpina Gstaad](#) has partnered with newly launched [ID Genève](#). This disruptive, Swiss watch brand will showcase its collection of **world-first, no waste watches at a pop up** at the iconic hotel later this month.

### **Zero Waste Watchmaking**

The most eco-innovative on the market, ID Genève watches are made from **100% recycled steel** - taken from surplus produced by watchmaking companies in Jura. Its carbon footprint is 10 times lower than the industry standard. The straps are made from **carbon neutral, vegetal compost**. ID Genève uses **100% compostable packaging** and **upcycled mechanical movements**. Production methods are **local and transparent**, entirely based on **sustainable development**.

The brand's credentials are a perfect match for The Alpina Gstaad, a hotel that's committed to sustainable practice, and inspiring its guests with exclusive experiences connected to social impact and awareness.

*"By using 100% recycled and recyclable materials in our first collection, we want the Swiss watchmaking industry to play an active role in the ecological transition,"* says Nicolas Freudiger, co-founder of ID Genève. ID Genève is the first watch labelled Circular Swiss Made, whereby all the components are sourced from the circular economy.

At the pop up (**23 August - 1 September**), guests of The Alpina Gstaad can learn about the world of sustainable watchmaking and meet the founders of this most eco-innovative watch. Guests will also be able to enjoy a zero waste menu from hotel executive chef Martin Göschel, the authority of zero waste cuisine in Switzerland.

### **Zero Waste Dining**

*"For The Alpina Gstaad, zero-waste is a process that we started in order to share our commitment to sustainability with our guests,"* says Göschel. Across the hotel's four restaurants - Michelin-starred Sommet, as well as Megu, the authentic Swiss Stübli and the Alpina Lounge & Bar - Göschel leads a team that's committed to reducing food waste and miles, celebrating seasonal ingredients and supporting local producers. He



has transformed the kitchens into vacuum and cling film-free spaces, while adding Zero-Waste Pasta and Pizza, made from leftover bread, to the menu.

To celebrate the new partnership Göschel has created a special Zero-Waste menu, available upon request and subject to availability. It includes dishes such as Ceviche of Noble Fish, Homemade Vegan Foie Gras, Alp Cheese Ravioli and Oona Beluga Caviar.

The exclusive five-course menu costs CHF 165pp with a wine pairing option available, and is available throughout the pop-up. The watches will be on display at The Alpina Gstaad from 23 August to 1 September.

For more information, go to [ID Genève](#) and [The Alpina Gstaad](#).

**ENDS**

### **About 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. Since its inception, The Alpina Gstaad has been ahead of the curve in sustainable practice. Indigenous wood and stone, local craftspeople and recycled materials were involved in the property's construction. The Alpina Gstaad strives to do its part in every detail for responsible practices, local sourcing and sustainable material.

### **About ID Genève**

Founded in Geneva in 2020, ID is the first watch brand where the production chain is entirely based on sustainable development. Its steel comes from the surplus produced by watchmaking companies in the Jura region, it is the world's first watchcase to be 100% recycled. The carbon footprint of this steel is 10 times lower than new steel. In addition, the watch straps are made out of wine residue and vegetal compost. ID Genève is currently nominated in the Design Prize Switzerland as a finalist in the category "going circular economy".