



THE ALPINA GSTAAD INTRODUCES ITS FIRST HONEY

**Mountain Wildflowers, Fir Trees, Herbs of Pristine Swiss Alps Equals
Rich, Complex – and Not Too Sweet - Taste**

GSTAAD, Switzerland, October 13, 2015 – It turns out the pristine Alpine atmosphere around [The Alpina Gstaad](#) is a very good place to raise bees.

This summer the garden at the newest luxury resort to open in this small village in the Bernese Oberland in 100 years was home to its first beehives. The Alpina Gstaad called in an expert – Parisian urban apiarist (or beekeeper) Audric de Campeau of [Le Miel de Paris](#) – to oversee the bees and the honey making. While production is small – each pot is numbered with the date of collection inscribed by hand – all guests at The Alpina Gstaad may enjoy the hotel's delicious honey.

For centuries, bees have been essential for the pollination and fertilization of crops and flowers. A potent healing agent for millennia, raw honey contains anti-bacterial and anti-viral elements and has been scientifically proven to treat a wide variety of ailments and wounds. Famous apiarists include Aristotle, George Washington, Thomas Jefferson, Leo Tolstoy and Sir Edmund Hillary.

De Campeau chose Carniolan honey bees, found from Italy to Slovenia as they thrive in areas with long winters like the Swiss Alps. "Gstaad has a peri-urban climate in which mountain flowers grow near more urban varieties," explained de Campeau. In spring, dandelions bloom alongside white clover. Then the mountain flowers arrive, great yellow gentian, fireweed, thistles, blackberry and wild raspberry. In the summer, bees produce honey from Norwegian spruce and fir trees. As no pesticides are used in Gstaad or the surrounding countryside, the honey is very pure.

"In Gstaad village, urban flowers and trees including maple, acacia, red American oak – quite exotic for the climate – are present with all the non-indigenous flowers in private gardens and even herbs such as rosemary,"



explained de Campeau. "The Alpina Gstaad honey is an extraordinarily rich mixture of forest, spring and urban flowers. The taste is complex, yet balanced, with sweetness from white flowers and lychees, some citrus and wood and tannin from the forest trees, said de Campeau."

Since the age of 15, de Campeau has had a passionate interest in nature and has been growing organic vegetables and vines in the Champagne region of France. In 2004, he began studying beekeeping and fell in love with the fascinating insects and their products. Five years ago in Paris, de Campeau placed hives in the gardens of the Hôtel National des Invalides, on the roof of the Musée d'Orsay and on top of the French Military School, just in front of the Eiffel Tower.

"We are pleased that the bees in our garden produced such delicious honey," said Eric Favre, Managing Director of The Alpina Gstaad. "It is one more reason why we are lucky to live in this pristine alpine atmosphere," said Favre.

For more information about de Campeau, visit [Le Miel de Paris](#) and for further information about The Alpina Gstaad and its winter packages and programs, please visit [The Alpina Gstaad](#).

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. 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: MEGU, a contemporary Japanese restaurant; a traditional Swiss stübli, and Restaurant Sommet, a Michelin-starred restaurant serving contemporary cuisine. 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. The hotel 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. Restaurant Sommet received its first Michelin star in November 2013.