

Press release, Zermatt, November 2014

**A traditional hotel, redefined**  
**The Zermatterhof is**  
**“the small grand hotel”**

**A further stage of the renovation work on the guest rooms is complete. The Grand Hotel Zermatterhof now houses 77 tastefully decorated rooms and suites and is ready for the winter season, which is the busiest season for tourism in Zermatt. The modest number of rooms in the hotel makes the Zermatterhof a “small grand hotel” and guarantees guests exclusivity and truly personal service.**

At the Grand Hotel Zermatterhof, guests are transported to a world where time takes on a whole new meaning. Here, time is seen as the last true luxury – to have the time to do nothing, produce no results and simply be. Forgetting time is why grand hotels were once built, and today you can still experience this at the Zermatterhof. Naturally this includes all of the conveniences of a modern five-star hotel.

**Three new culinary offerings**

Starting on 12 December 2014 at the beginning of the 2014/2015 winter season, the Zermatterhof has three new restaurant concepts to entice all of the guests in the Matterhorn village, even if they are not spending the night in the Grand Hotel.

In the Alpine Gourmet Prato Borni, gourmets can look forward to the best of alpine cuisine as well as new, fantastic taste experiences. Restaurant Lusi offers a classic brasserie menu, and “saycheese” features cheese specialities from the Valais region in a relaxed, cosy atmosphere.

**Alpine Gourmet Prato Borni: the best of alpine cuisine**

The chef and kitchen team in the Prato Borni have big plans. With their “alpine gourmet” concept, they use local products from the Valais region in innovative ways to create a menu that is modern, uncomplicated, light and always absolutely delicious. In the gourmet restaurant at the Grand Hotel Zermatterhof, local products are worked and combined to perfection. Executive Chef Ralph Busch will be presenting original and ambitious creations, all created with great skill and expertise. From 12 December 2014, the Zermatterhof will be serving a host of culinary delights each day and demonstrating that fine dining does not have to be French.

When it comes to good food and drink, the Valais is without doubt the richest and most blessed region in Switzerland. From the highest peaks of the Alps down into the Rhône Valley and then on to Lake Geneva, right across the region an incomparable diversity of products is able to grow and flourish. The waters of Lake Geneva are teeming with freshwater fish, while the crystal-clear mountain streams also abound with life. Game, too, has been a feature of local menus since well before anyone can remember. Shielded from the worst of the elements by the towering high mountains, the Rhône Valley enjoys a particularly warm and dry climate. Thanks to these special conditions, fruit and vegetables that would otherwise only be found much further south can ripen to perfection in the sunshine of the Valais. And lest we forget, the region also produces an array of outstanding wines, pressed in the traditional way. Indeed, a third of all Swiss wine comes from

the Valais. It is clear, then, that the wine menu in the Alpine Gourmet Prato Borni features a variety of wines from the Valais region.

### **Brasserie Lusi: classics with a modern twist**

The perfect place for those who prefer things simple and uncomplicated. The menu features the very best of French brasserie cuisine as well as classic international dishes. The name Lusi is Zermatt dialect for a small folding lantern with a warm light that climbers used to take with them into the mountains in former times. This is what the atmosphere in Restaurant Lusi is like: bright and welcoming. In the daytime, the Matterhorn looks benevolently down at those lunching on the restaurant terrace. In the evening, diners enjoy culinary delights to gentle candlelight.

### **“saycheese” Swiss cheese restaurant: the perfect blend of modern and traditional**

It's cosy in the small cheese restaurant. The cheese is expertly refined with a great deal of attention to detail and is prepared and served with passion. Guests expect nothing less than top quality when visiting a Swiss cheese restaurant in a grand hotel. Naturally, “saycheese” in the Grand Hotel Zermatterhof offers all that and more.

The name of the hotel's latest culinary offering says it all. A delicious fondue in “saycheese” is guaranteed to bring a smile to your face. For the restaurant's young team, “saycheese” is a way of life. Everyone is in a good mood. The atmosphere is relaxed. The quality of the cheese is exceptional. All of the cheeses on the menu come from the Valais region, and this of course includes the exquisite Mutschli cheese from the “Zermatter Horu” cheese dairy. The chef recommends the Zermatterhof fondue, which is served either with champagne, with winter truffles or with porcini mushrooms.

### **The Zermatt lion now graces the Grand Hotel logo**

The changes to the interior of the Grand Hotel are reflected in the hotel's new image. Strong and self-assured, the symbol for the Zermatterhof is now a golden lion. The lion is the heraldic animal that decorates Zermatt's coat of arms. The burghers of Zermatt first became involved with the tourism industry in the region in a unique way: they built the Grand Hotel Zermatterhof, their five-star hotel, themselves from 1876 to 1879 without payment, and instead were granted usufructuary rights to the property. The Grand Hotel Zermatterhof can therefore look back on a particularly unique history.

The 2014/2015 winter season at the Grand Hotel Zermatterhof starts on 12 December 2014. Each of the three restaurants in the Zermatterhof can comfortably fit up to 40 guests. For dinner in the Alpine Gourmet Prato Borni, the Brasserie Lusi and the “saycheese” Swiss cheese restaurant, we recommend that you reserve in advance: +41 27 966 66 00

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