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## Marketing news

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### **SWISS takes off with top cuisine from Bern**

**SWISS will be offering its customers culinary delights from Bern, Switzerland's capital, from May 28. Gregor Zimmermann, executive chef at the city's Bellevue Palace, has concocted some innovative combinations exclusively for SWISS's First and Business Class travellers in collaboration with foodservice provider Gate Gourmet. The new creations will be served aboard SWISS flights until August 26 in this latest chapter of the airline's "SWISS Taste of Switzerland" inflight catering concept.**

SWISS offers its customers a wide range of meals by some of its home country's leading chefs under its "SWISS Taste of Switzerland" inflight culinary concept. And the airline is further underlining its quality credentials for the latest chapter in this innovative foodservice approach: it has enlisted the services of Gregor Zimmermann, executive chef at the Bellevue Palace, the five-star establishment adjacent to the Swiss parliament building in Bern, the country's capital. The kitchen of this tradition-steeped hotel has already earned 16 GaultMillau points and has long been delighting gourmets from all over the globe. "SWISS and the Bellevue Palace are an excellent match," remarks hotel director Urs Bühler. "They both meet the highest quality demands."

Gregor Zimmermann's creations will be offered to SWISS's First and Business Class travellers on intercontinental services from Switzerland and on selected inbound flights. Zimmermann's culinary delights will also be served to Business Class customers on longer European flights originating in Switzerland. "We're very pleased to be continuing our ongoing quality drive with the Bellevue Palace, one of the Leading Hotels of the World," comments Christoph Beckmann, Chief Marketing & Strategy Officer at SWISS. "And we're delighted to



be offering our customers excellent cuisine this summer, too, to complement our outstanding inflight comfort and care.”

SWISS First Class customers will be served amuse-bouches which include crêpe roll with salmon trout and fennel. For the main course Gregor Zimmermann recommends mountain hay-smoked lamb medallion with jus lié, summer vegetables and local-style polenta served with wholemeal melba toast. The new Business Class selection includes grilled beef tenderloin accompanied by romanesco with pine nuts and rondini filled with peppered ricotta. First Class travellers will be offered desserts such as mascarpone and Gianduja slice with blackberries and marinated nectarines, while the Business Class desserts include vanilla mousse with honeyed tomatoes and almond brioche. Both menus are accompanied by a carefully-selected range of Swiss and other wines.

“SWISS Taste of Switzerland”, which was introduced in 2002, offers SWISS customers a changing selection of culinary highlights from the country’s various regions. The programme has already featured the cooking of top chefs from various cantons including Vaud, Basel, Valais, Zurich, Ticino and Appenzell, and has earned the inflight catering industry’s Mercury Award for its innovative culinary approach.