

M MOMENTS

Magazine of The Living Circle

ISSUE N° 5 2022/2023



WE CREATED THE KITCHEN AT THE HOTEL STORCHEN.
WITH PASSION.



WE CREATED THE KITCHEN AT THE WIDDER HOTEL.
WITH PASSION.



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The Living Circle is committed to sustainability with the aim of achieving long-term success — ecologically, socially and economically.



Acting sustainably means having a vision and respecting others. Sustainability means true luxury.

Dear readers,

The magazine you are holding in your hands is a “green issue”, and we mean that quite literally: As a socially responsible business, we are not only passionate about environmental issues, we have made them an integral part of our day-to-day business activities.

The people who work for and with us uphold the principles of sustainability in everything they do. We have set ourselves coherent standards and are regularly audited by external experts. Sustainability is not just something that is “nice to have”; it is a criterion that sets us apart in the market. We invest continually in all our establishments and are thrilled when the investments bear fruit — as they have now: The *Castello del Sole* has been named Hotel of the Year 2022.

Here are just a few examples of our sustainability efforts: *The Alex Lake Zurich*, the youngest member of *The Living Circle*, is heated and cooled using water from Lake Zurich; the *Terreni alla Maggia* agricultural estate in Ticino is systematically converting its vegetable and wine-growing to organic cultivation — not without some obstacles, as you will discover; the cheese we serve at our hotels comes from happy cows at our *Schlattgut* farm that spend the summer on Alp Wala-bütz; and the meat from our *Château Raymondpierre* farm in the Jura mountains is aged with the help of the experts at Luma. Our head chefs only accept the very best products, most of them directly from our farms and gardens.

Our commitment to sustainability is resolute. But it would not be possible without you, our valued guests. That’s why we are part of the “Cause we care” initiative set up by the successful Zurich-based myClimate foundation. We are both investing 50:50 — in a more ecological world. Read more on this topic in our interview with CEO Stephen Neff. As you can see, sustainability isn’t primarily about abstaining; it’s about real pleasure and true luxury. *Enjoy this issue!*

Lidia and Gratian Anda, Board of Directors
Jürg Schmid, CEO



Sustainability is also a hot topic in gourmet cuisine, according to Urs Heller, editor-in-chief of Gault & Millau and Mattias Rook, award-winning chef at the *Castello del Sole*.



Lidia Anda and Daniel Brunner have dressed up the walls of the *Storchen* and the *Castello del Sole* with handcrafted wall coverings.



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THE LIVING CIRCLE

Sustainability is not just something we preach; we also practice it. We have integrated it in our business operations as part of our commitment to society and the environment, because we want the next generation to be able to enjoy the unique hotels and restaurants that are part of *The Living Circle*.

NOSE TO TAIL

The Living Circle is the only collection of hotels in Switzerland with its own farms. This is where we produce our meat, wheat, eggs, polenta, rice, vegetables and wine.

RESPONSIBLE HOTELS OF SWITZERLAND

Since spring 2022, this dedicated group of hoteliers has been working towards a more sustainable future for the hospitality industry in Switzerland. *The Living Circle*, including all of its member businesses, is a founding member of this association.

SQUEAKY CLEAN

We don't throw away old soap. Instead, we send it to the non-profit SapoCycle foundation, which recycles discarded soap bars from our hotels and distributes them to improve hygiene conditions for families in need.

SUSTAINABLE HONEY FROM OUR OWN BEES

We already have a number of beehives on the roofs of the *Storchen* and *Alex*. In 2022, we plan to grow the population to 180 to 200 colonies, by installing ten beehives on the *Alex*, ten in the *Storchen*, 30 in Herrliberg und and the rest in Ticino. Depending on the weather conditions, we expect to harvest between 3,600 and 8,000 kilos of our own honey each year in future.



ENERGY FROM LAKE WATER

Since its renovation in 2019, the *Alex Lake Zurich* has been "Minergie" certified. The lake water pump is one of various sustainable components: In addition to a climate-friendly heating and cooling system, the *Alex* also works with heat recovery systems. In summer, for instance, waste heat from the ventilation is reused as a source of energy.

TURNING WASTE INTO BIOGAS

Leftovers and organic kitchen scraps are a valuable raw material and source of energy — and they are collected every day in large quantities. That's why at the *Storchen*, they are now shredded and transported by tanker to biogas plants, where the waste is converted into new energy.

BYE-BYE PLASTIC

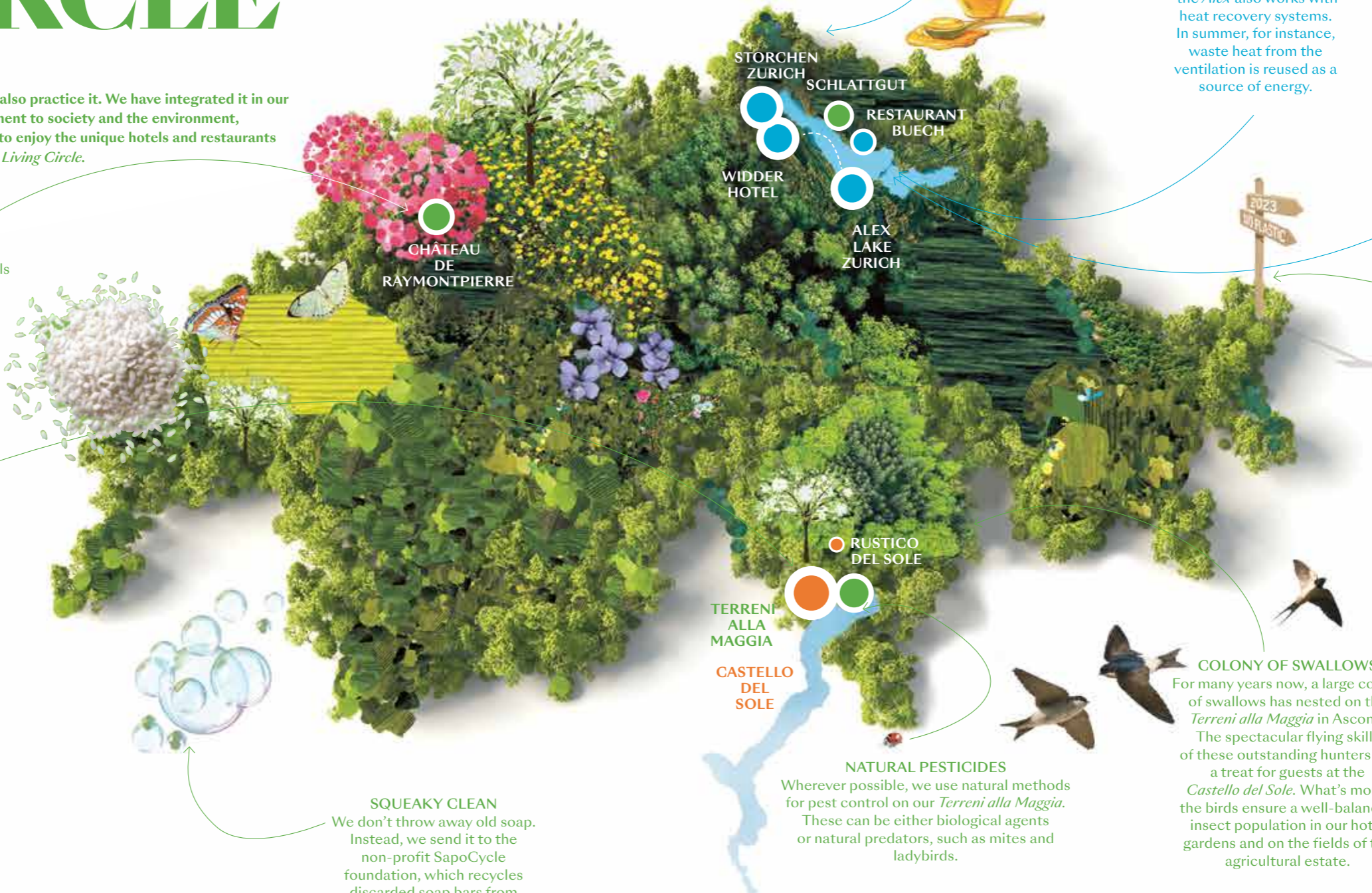
At the *Castello del Sole*, straws, slippers, laundry bags and other products used for our guest services are already made of recyclable or biodegradable materials. Ultimately, our *City & Lake Resort* on Lake Zurich, comprising the *Widder Hotel*, *Storchen Zurich* and *Alex Lake Zurich*, intends to eliminate all disposable plastic items by 2023.

COLONY OF SWALLOWS

For many years now, a large colony of swallows has nested on the *Terreni alla Maggia* in Ascona. The spectacular flying skills of these outstanding hunters are a treat for guests at the *Castello del Sole*. What's more, the birds ensure a well-balanced insect population in our hotel gardens and on the fields of the agricultural estate.

NATURAL PESTICIDES

Wherever possible, we use natural methods for pest control on our *Terreni alla Maggia*. These can be either biological agents or natural predators, such as mites and ladybirds.



NATURE & LAKE ONE RESORT

WELLNESS IN THE PARK
Practice Pilates and yoga outdoors on the lawn at our private beach — the perfect setting for an unforgettable experience for body and soul. Take a deep breath and enjoy the solitude.
castellodelsole.com

19TH CENTURY FINE ART PHOTOGRAPHY
MASI is one of the most-visited art museums in Switzerland. The current exhibition presents exquisite works by pioneering Swiss photographers from public and private collections.
masilugano.ch

OUTING ON THE HOTEL'S FRAUSCHER BOAT
Whether for water-skiing, a shopping tour or a picnic — enjoy spectacular views of Ticino from the water on board our sleek motor boat. For a real sense of freedom!
castellodelsole.com

GREEN AS FAR AS THE EYE CAN SEE
The gardens of the *Castello del Sole* are not only extensive, but also incomparable. Once a week, the gardener offers a tour of the hotel's park for guests, where he reveals its secrets.
castellodelsole.com

MONTE VERITÀ TEAHOUSE
Inspired by Japanese philosophy, the tea path takes you through the different stages of Japanese tea culture, to the teahouse. Walk along it mindfully and forget your everyday cares. Tea grown on the *Terreni alla Maggia* is also sold here.
casa-del-te.ch

DISCOVER FLY FISHING
The moment the fish bites is magical! Learn the basics of this meditative angling style from an experienced fly fisherman, before casting your line in the Maggia River in beautiful Val Lavizzara
castellodelsole.com

RICE AND WINE TALK
Join us on a 33-minute journey to the wonderful world of rice and wine from the *Terreni alla Maggia*. Learn everything there is to know about these products, from their cultivation to the moment they are served on your plate or in your glass.
castellodelsole.com

- 1 CASTELLO DEL SOLE
- 2 TERRENI ALLA MAGGIA
- 3 TERRENI-SHOP
- 4 RUSTICO DEL SOLE
- 5 PARCO PARADISO

BRING YOUR OWN HORSE
Gallop through the *Terreni alla Maggia* on the back of your own horse! The stables at the *Castello del Sole* have everything you and your horse need for a great holiday.
castellodelsole.com

FOOD TRENDS

Sustainability is a major trend in haute cuisine. At the *Castello del Sole*, we've been adhering to its principles for years: We grow vegetables in our own garden, serve wine from our own vineyards, and cultivate rice next-door to the hotel park. Award-winning chef Mattias Roock and Urs Heller from the Gault & Millau restaurant guide reveal what else is happening on the gourmet scene.

TREND N° 1
THE ZERO KM MAXIM — REGIONAL PRODUCTS

At the *Castello del Sole*, sustainability and the best in haute cuisine go hand-in-hand. We are continuously expanding the choice of fruits and vegetables from the hotel's garden to offer home-grown produce throughout the season. Not only do we grow 25 varieties of tomatoes right outside our door, but also courgettes, aubergines, various types of cabbage and beans. Fruits like rhubarb and early berries thrive here, too. "Thanks to this great variety, our popular 'Sapori del nostro orto' menu now comes with seven courses", says Mattias Rook with a smile. The chef with 18 Gault & Millau points under his belt also makes a point of buying regional meat: his poultry, beef and veal come from farms on the Magadino plain. But as Gault & Millau editor-in-chief Urs Heller knows, sourcing meat locally is not enough: "What matters is the quality of the products, and that you make something clever out of them with a wow factor. Mattias Rook is a master at that."

TREND N° 2
ORGANIC PRODUCE ON THE RISE

The neighbouring *Terreni alla Maggia* agricultural estate, where Mattias Rook gets many of his ingredients, has set its sights entirely on natural, eco-friendly cultivation methods. Organic farming may be in fashion, but fine diners attach greater importance to high-quality produce that is cultivated and sourced locally. "Everything we use in our kitchens, whether from our own garden, from the *Terreni alla Maggia* or other establishments, is grown with a focus on quality and sustainability".

TREND N° 3
LUXURY MUST ALSO BE SUSTAINABLE

"Life would indeed be bleak if we didn't have loup de mer or lobster. What's more, guests at hotels like the *Castello* expect the whole gamut of haute cuisine", says Urs Heller. However, he adds, today's guests also want to know where products come from before they make a choice. "It's not the responsibility of the chef — or of Gault & Millau — to teach guests about sustainability". He welcomes the fact that young gourmet chefs today swap notes about producers and goods, and even sometimes shop for ingredients together: "That's good for the environment, too".

TREND N° 4
VEGETARIAN AND VEGAN

Mattias Rook is prepared for all eventualities: His *Ristorante Tre Stagioni* has long offered half-board guests a vegetarian option for each course. A vegan menu and even a vegan picnic hamper are also available. "That's the way things are heading", says the accomplished chef, who serves a choice of stuffed courgettes, oriental ragout, portobello mushrooms and vegan Thai curry. After all, not only vegetarians order meat-free dishes — many guests consciously decide to abstain from eating meat and fish.

FOOD TRENDS



TREND N° 6
DOWN WITH SUGAR

Attitudes towards sugar consumption have changed dramatically in recent years. The jams and preserves on Mattias Rook's breakfast buffet and the ice tea he serves have long had a low sugar content. The kitchen uses natural sweeteners, such as agave syrup. But some of Rook's desserts would not be the same without sugar, such as his meringue or soufflé, of which Urs Heller simply says, "If you haven't tried it, it's your own fault".

TREND N° 5
FOOD WASTE AND UPCYCLING

During peak periods, the kitchen staff prepare food for some 200 guests every day. Rook therefore places great emphasis on efficiency: "The five restaurants at the *Castello del Sole* each have a different concept, which makes it easier for us to apply the nose-to-tail approach." This idea of using as much of an animal as possible is becoming increasingly popular. "If beef is served two ways, I often find that the less expensive stew tastes better than the more costly, so-called luxury cut", says Urs Heller, and adds: "This is a step in the right direction, and one that Gault & Millau also supports. We even give extra points for it — and guests are all in favour of it, too."

Photos: Tom Egli



“The five restaurants at the *Castello del Sole* each have a different concept, which makes it easier for us to apply the nose-to-tail approach.” In his cuisine, head chef Mattias Rook uses vegetables, fruits and herbs from the hotel’s own garden and the *Terreni alla Maggia*.



“The *Castello del Sole* is Hotel of the Year. Space and tranquillity are the new definition of luxury. The resort in the Maggia delta covers an area of 140 hectares — or 933.33 square metres per guest in purely mathematical terms, which is a Swiss record. During the coronavirus pandemic, that is exactly what guests were looking for. Last summer, the Swiss deluxe hotel had a 96 percent occupancy rate, at premium rates.” Urs Heller, editor-in-chief of the Gault & Millau restaurant guide.

THE ART OF THE CAST

The unique Maggia River is one of the most breathtaking in the Alps, and a veritable paradise for passionate fly fishermen like Mauro Guidali. No one knows better where to find brown trout in the remotest corners of Ticino's mountain valleys. We joined him for an excursion in Val Lavizzara.

Photos: Tom Egli

The delicate fishing line soars in an elegant arc over the burbling mountain stream. A ring forms on the water's surface next to a large rock on the opposite bank. Seconds later, the rod suddenly jerks. The line tightens, veers left, then right. Suddenly a fish leaps out of the water, wriggles on the hook and dives again: a brown trout. With a steady hand, Mauro Guidali reels in the line, pulls it close. The trout's red-speckled scales are visible. But then the line goes slack — the fish got away! The fly fisherman just smiles, he's been through this before: If you lose your concentration for just a split second, the fish will waste no time spitting out the bait. "The brown trout is a skilled opponent. The beauty of its spotted skin conceals the fact that it's a born fighter."

"Fishing may be a hobby — but fly fishing is a passion."

As president of the Ticino Fly Fishing Association, Mauro Guidali knows the best spots to fish in the lakes and rivers throughout the region. One of his favourites is in the remotest corner of the Maggia Valley, in a place called Lavizzara, where the river is still just a stream. Clear as grappa, the young Maggia meanders here through meadows, forests and a labyrinth of boulders, heading towards the valley. The clean, oxygen-rich river with its many tributaries is home to brown trout, grayling and charr, and popular among the fly fishing community. "We are lucky to enjoy a rare abundance of fish here in the midst of this pristine landscape. But even if the fish here in the mountains are more likely to bite, we still have to earn every catch with skill and finesse."

Fly fishing is considered the most sophisticated type of angling, more an art than a sport. Hand-crafted lures — called dry flies — mimic the insects that entice hungry fish to the water's surface. If that sounds time-consuming and complicated, it's because it is. The lures have to imitate a variety of insects depending on the time of day, season or location. Fly fisherman never head for the river without a whole arsenal of artificial mayflies, caddis flies, stoneflies, ants, and beetles, because the angle of sunlight or water level can alter at any minute, making it necessary to change the bait.

Fish might be mute, but they're certainly not dumb. To fool them, the lure must touch down on the water as lightly as real insects do — and precisely in the spot where the fish are lying in wait for their prey. The only way to do both is to use a



difficult casting technique, which takes intense training to master. It requires a good sense of rhythm, strength and concentration. “It takes a while to learn how to cast smoothly”, says Mauro Guidali with a grin, silently flicking his long line back and forth through the air. But time is irrelevant. “For us, it’s about cunning, stalking and deceiving the wily trout and graylings.”

The 55-year-old has been an avid fly fisherman since he was 14. Besides the technique, he needs to know all about insects and how to tie fly lures, which he does mainly in the winter months. His fascination with the sport has not waned with the years, he says. On the contrary: “When the water flows past, it sets my thoughts free — I’m entirely in the moment and as deeply absorbed as a child at play. It’s a wonderful feeling.” He can follow the course of a river for hours, from one pool to the next, always searching for the tell-tale rings on the water that indicate where a fish is about to surface. While Mauro Guidali routinely wears polarised sunglasses that allow him to see right to the bottom of the river, it is more important to be able to read the water correctly to know where hungry trout are waiting for prey: in the slow-flowing sections behind rocks, in eddies, where food gathers, or where water is forced and accelerated through two boulders.

Mauro Guidali points to a calm spot in the stream where a ring has appeared on the surface of the water. He casts his fly with precision and soon has a wonderful trout in his hands. “Convincing the fish that your homemade fly is a real insect, that’s a magical moment every time, even after all these years.” The speckled beauty is big enough for the frying pan, but Mauro Guidali carefully extracts the hook and lets the fish glide back into the water, where it quickly disappears behind the closest rock. In fly fishing, as in any art, it is not the end result that counts, but the thrill of the experience. *Anina Rether*

FLY FISHING — AN OUTDOOR ADVENTURE

Following an introduction in the park at the *Castello del Sole*, participants head to the river in the picturesque Val Lavizzara with fly fishing expert Mauro Guidali.

Duration: Beginner class: 3 days; experienced anglers: by arrangement

Where: *Castello del Sole*, Val Lavizzara

Price: CHF 800 per day for 2 people, CHF 100 for each additional person

Equipment: Tackle, including fishing overalls, can be rented



No sooner has he caught it than he releases it back into freedom: Mauro Guidali naturally lets small fish go.



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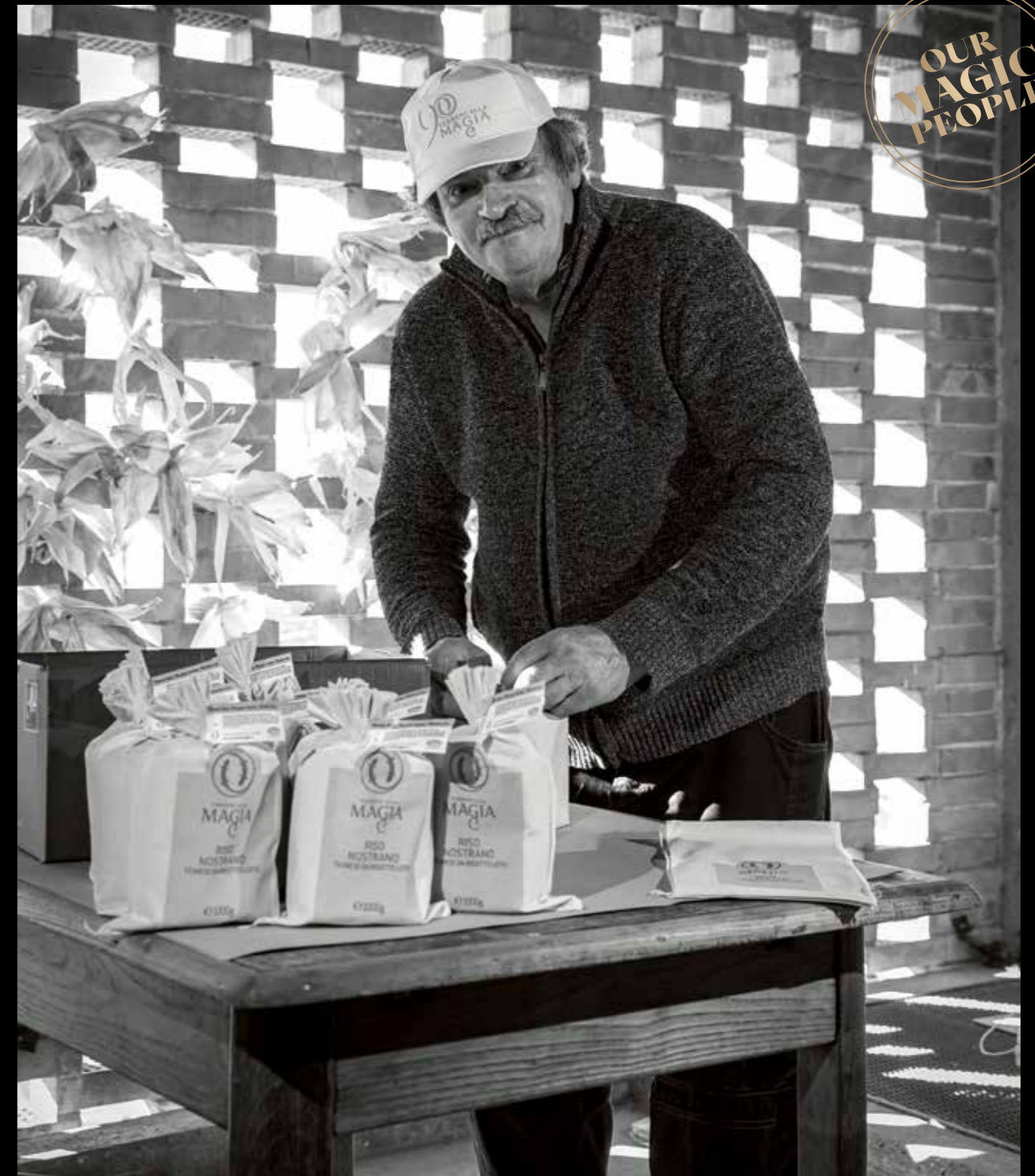


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TERRENI ALLA MAGGIA



CHRISTIAN KLEIN
RICE PACKER

What he likes best about his work: packing rice. A wish he would like to fulfil: fall in love and marry the woman of my dreams. Where he likes to spend his free time: sitting on the train and enjoying the panorama. What he abstains from to protect the climate: driving a car — I only use public transport. What he's particularly good at: skiing. His greatest passion: trying my luck on slot machines. Something he has always wanted to do: be a pilot and travel the world. His favourite spot on the lake: the public swimming pool in Ascona. His highlight of 2021: the new bridge between Ascona and Locarno. It means the bus doesn't get stuck in traffic so often. The first thing he does when he gets up in the morning: shaves and drinks a cup of coffee.

IN VINO BIOLOGICO VERITAS



"In two to three years' time, when we've converted everything to organic production, things will fortunately get easier."

Fabio Del Pietro, director of the agricultural estate, and oenologist Giuseppe Spagnuolo are excited about the future.

The *Terreni alla Maggia* is known for its superb wines. The sustainably managed agricultural estate has been on Gault & Millau's list of the 150 best Swiss wineries for the past two years. Located next to the *Castello del Sole*, the business is now venturing a step farther and introducing its first organic wine.

It is nine o'clock in the morning, and there is already plenty going on at the *Terreni alla Maggia*. A dozen farmhands and seasonal workers are standing around in the September sun chatting, drinking espresso and waiting for a sign from Fabio Del Pietro. The director of the agricultural estate has just returned from his daily inspection of the vineyards. Together with oenologist Giuseppe Spagnuolo, he has checked the ripeness, consistency and sweetness of the grapes. The two men are satisfied. After a short briefing, the grape-pickers shoulder their wicker baskets and disappear between the vines: It looks like another good day for the grape harvest.

"Growing our crops sustainably is something we are passionate about."
Fabio Del Pietro

Since 2021, the *Terreni alla Maggia* estate has converted its entire production to sustainable farming. But the gradual process actually began several years earlier. On the fields in the Maggia delta, where maize, wheat and rice are grown, chemicals have been replaced with environmentally compatible alternatives wherever possible. Herbicides have even been banished from several plots of grapevines. The results were so good that Fabio Del Pietro decided to use biological methods on all nine-and-a-half hectares starting in 2021: "We could put an organic label on all our wine bottles. But labels are not what we're after. We are motivated by the health of our employees, the environment and sustainably grown grapes. For us, organic farming is not just a matter of tradition; it represents our striving for an intact environment."

This affinity for nature is also reflected in some of the wines. They bear melodious names like "La Pernice" (the partridge), "L'Usignolo" (the nightingale) or "La Lepre" (the hare). So it's hardly surprising that the first certified organic wine from the *Terreni alla Maggia* also follows in this tradition: "La Cannaiola" is named after the marsh warbler that is native to the neighbouring *Bolle di Magadino* bird sanctuary. Giuseppe Spagnuolo purchased the grapes for this Merlot variety last year from

an organic business in Arogno and processed them himself on the farm. "This gave us a chance to gain initial experience with growing organic crops, while still using conventional methods for most of our wine", the oenologist explains. "Coordinating the two methods was an added challenge and generated extra work", he says. For example, all the equipment had to be thoroughly cleaned each time before processing the organic grapes. "In two to three years' time, when we've converted everything to organic production, things will fortunately get easier."

"Organic products are popular at the moment, but we will have to wait and see how customers react to 'La Cannaiola'." A 2020 vintage, it features the typical aromas of a young Merlot: Its fresh, fruity bouquet with a floral note makes it an ideal accompaniment to pasta, white meat and cheese. To further hone this new organic wine, instead of a metal drum, the oenologist is aging this year's organic grapes in an amphora, which has a similar effect to a traditional wooden barrel. Storing the wine in these large terracotta vessels minimizes any intervention by the winegrower, and lets the forces of nature do their work. "We are very excited about how this change will affect the wine's aroma next year."

Organic wine is still a niche product, but Fabio Del Pietro is convinced the trend will soon spread to this segment of agriculture. The *Terreni alla Maggia* estate is promoting it tirelessly in close cooperation with other budding organic wine-growers in Ticino. "Because growing our crops sustainably is something we are passionate about." *Anina Rether*

shop.terreniallamaggia.ch



The first certified organic wine grown on the *Terreni alla Maggia* is called "La Cannaiola" and is named after the marsh warbler that is native to the neighbouring *Bolle di Magadino* bird sanctuary.



OUR
MAGIC
PEOPLE

NICOLAS MAGYAR
HEAD GARDENER

His ideal garden: like a forest. Generally, I like things to look natural. What he would most like to plant: trees and shrubs, fruit trees and herbs, a source of shade and a habitat for animals. What he abstains from to protect the climate: plastic and chemical manure. What he would decree if he were king for a day: plant as many trees as possible in a day. What he's particularly good at: my job – it isn't just a profession, but also a hobby. His greatest passion: fishing. A talent he wished he had: to be able to predict the future. His personal tip in the region: sampling regional delicacies. Where he takes friends from abroad to impress them: to Verzascatal. His highlight of 2021: getting the job of head gardener at the *Castello del Sole*. The first thing he does when he gets up in the morning: open the window, breathe in the fresh air and check the weather.

LIFE & STYLE IN THE SOUTH



Enjoy relaxing moments in the midst of nature at the *Castello del Sole* and the *Terreni alla Maggia*. Here are some highlights.

CITRUS AROMAS IN AN EXQUISITE FORM

YUZU AND JUNIPER

One kind is large, yellow, and grows in our own garden: Yuzus are an Asian citrus fruit that has become an essential ingredient in Mattias Roock's cuisine. He uses it to season herb salt, for instance. The other kind is small, black, grows on bushes and is hard to find: Juniper berries are used by the innovative people over at the *Terreni alla Maggia* to concoct our Gin Delta Spirits. Made using juniper and lemon balm, with an intensive citrus aroma and nuances of sage, it has already won the Falstaff trophy. These two products can be found in the estate's farm shop, just 100 steps from the hotel. shop.terreniallamaggia.ch



GREEN STAR FOR MATTIAS ROOCK

Mattias Roock, gourmet chef at the *Castello del Sole*, is the only chef in Ticino to be awarded a Michelin Green Star: This accolade was added to the Swiss Guide Michelin in 2021 to recognise restaurants that combine excellent cuisine with a focus on sustainability — in other words, restaurants that set themselves apart by using local, regional and seasonal products, some grown themselves, preserving resources, avoiding factory farmed products, managing waste and recycling. With 18 Gault & Millau points and a Michelin star for the fourth year running, Mattias Roock ranks among the very best chefs. castellodelsole.com

DISCOVER LOCAL PRODUCERS

Ticino is home to countless producers of local, regional and sustainable delicacies. The "Ticino a te" (Ticino for you) project promotes agricultural products, especially those certified with the "Ticino regio.garantie" quality label, making it easier for guests to Ticino and local customers to buy directly from producers. With just a few clicks, visitors to the website can filter by region, product or brand to find the nearest producer.

Search for inspiration, either online or in one of the listed shops, such as "Campofelice Camping Village" in Tenero, "Bottega Ticino a te" in Morcote or "Ul Mezanin" in Chiasso. Incidentally, local products can also be a wonderful souvenir! ticinoate.ch



EXPERIENCE THE FOREST WITH ALL FIVE SENSES

A walk in the woods is beneficial, especially if you experience it with all your senses. Forest Bathing is a method developed in Japan that helps you free your mind and immerse yourself in the unique atmosphere of the forest. Spending time in the woods alleviates anxiety, depression and anger, reduces stress hormones and is invigorating. Tatiana Pedrotti from Ticino learned about Forest Bathing in Ireland and accompanies guests into the forest around Ascona to explore its secrets.

FOREST BATHING IN BOSCO DI ASCONA

Starting from *Castello del Sole* at 8 a.m., transfer to Monte Verità, back at 12 p.m.

Equipment: lightweight hiking boots, rain protection
Price: CHF 280 per person, CHF 50 for each additional person
castellodelsole.com



HOTEL OF THE YEAR 2022

FANTASTIC NEWS!

The *Castello del Sole* in Ascona has been named Hotel of the Year by the Gault & Millau restaurant guide for the second time since 2008.

Gabriele and Simon V. Jenny have a passion for luxury hotels. As attentive hosts, they know what their regular guests like, and offer them discreet, first-class service in a relaxed ambience. For Urs Heller, editor-in-chief of Gault & Millau, that is not the only reason for the accolade:

“The concept is coherent and in keeping with current trends: plenty of space, excellent products, an outstanding chef and 178 remarkably friendly, well-trained employees.”

castellodelsole.com



Photos: Remy Steiner, Stefania Giorgi, Thomas Buchwalder

The hand-picked, ripe grapes unfold their fine bouquet in French barriques.

AWARD-WINNING WINES IN 2021

The Terreni alla Maggia is one of the 150 best wineries in Switzerland, according to Gault & Millau. No wonder its products are regularly awarded prizes. The fine wines grown here are served and sold in all of The Living Circle's hotels and restaurants. Raise your glass with us to the latest prize winners:

shop.terreniallamaggia.ch

ASCONA RISERVA

2016
Grand Prix du
Vin Suisse:
Best Merlot
2018
Mondial du
Merlot Suisse:
Gold medal
Decanter UK:
Silver medal
Falstaff Merlot
Trophy Schweiz:
3rd place



CANNAIOLA

2020
Mondial du
Merlot Suisse:
Silver medal



IL GIUBILEO

2018
Mondial du Merlot
Suisse:
Silver medal
Decanter UK:
Silver medal



IL QUERCETO

2018
Mondial du
Merlot Suisse:
Silver medal
Decanter UK:
Bronze medal



With tradition to success

ASCONA
LOCARNO

Thanks to their rich heritage, Locarno, Ascona and the entire Lake Maggiore region are popular places where culture lovers can enjoy over 500 events throughout the year. Some of them stand out in particular and they all have something in common: **tradition**.

8 July to 7 August 2022

20 years of smoky blues and craziness at the **Vallemaggia Magic Blues**. This little big festival with its stunning locations promises warm summer nights in the Maggia Valley.

23 June to 2 July 2022

In July, the picturesque lakeside promenade in Ascona turns to a colourful place when the hot rhythms of the southern states provide «good vibes» for the 47th time at **JazzAscona**.

14–24 July 2022

At «only» 18 years old, **Moon&Stars** may still be a rookie, but the music festival knows how to enchant its fans with great acts and a unique atmosphere under the stars like no other.

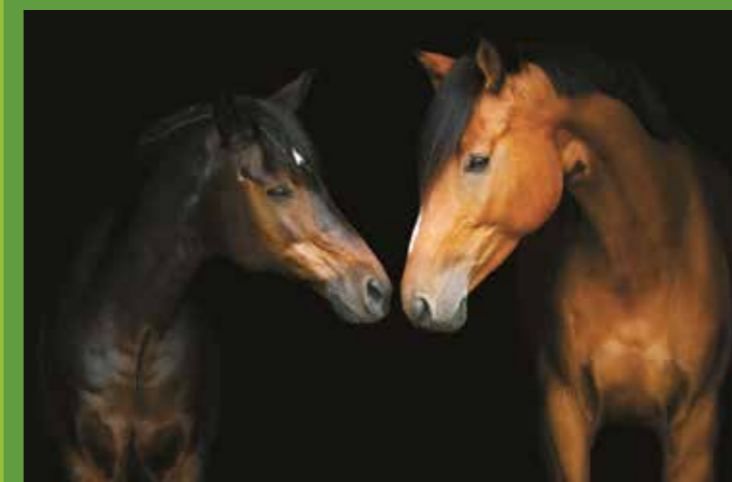
3–13 August 2022

The **Locarno Film Festival** has been part of the city of Locarno for 75 years this August and for over 50 years the Piazza Grande has been transformed into a spectacular open-air cinema every evening during this period.

2 September to 15 October 2022

For the 77th time, the **Settimane Musicali** will take place this autumn, inviting renowned classical music artists to Ascona. Experience sparkling culture on the shores of Lake Maggiore and in the surrounding valleys.

Discover
all the events
ascona-locarno.com/moments



BRING YOUR HORSE TO THE CASTELLO DEL SOLE

As all equestrian enthusiasts know, happiness is found on horseback. So why leave your horse at home when you go on holiday? The Phili la Scuderia riding stables next to the *Castello del Sole* have everything your horse needs: spacious stalls, an indoor arena, an outdoor training ground, and a wide choice of paths along the banks of the Maggia River. CHF 140 per night and horse, incl. stall and feed

GUIDED SHETLAND PONY RIDES FOR CHILDREN

It's not always easy to get children to go for a walk, but if they are joined by a small, black Shetland pony on a tour through the vineyards and rice fields of the *Terreni alla Maggia*, it's an experience they won't forget. Suitable for children aged four to seven.

Duration & price: 2 hours, CHF 30 per child, min. 5 participants
Riding lessons for children and adults are also available.
Ask at the reception of the *Castello del Sole*.
castellodelsole.com



ON TWO WHEELS TO THE LOCARNO FILM FESTIVAL

The Piazza Grande in Locarno is just a short ride from the *Castello del Sole*, either five minutes by Vespa or a quarter of an hour on one of our bikes. The Mediterranean flair of the piazza is legendary and provides the backdrop for a film festival that attracts thousands of filmgoers every year, who come here to indulge their passion for movies. 3 – 13 August 2022
locarnofestival.ch

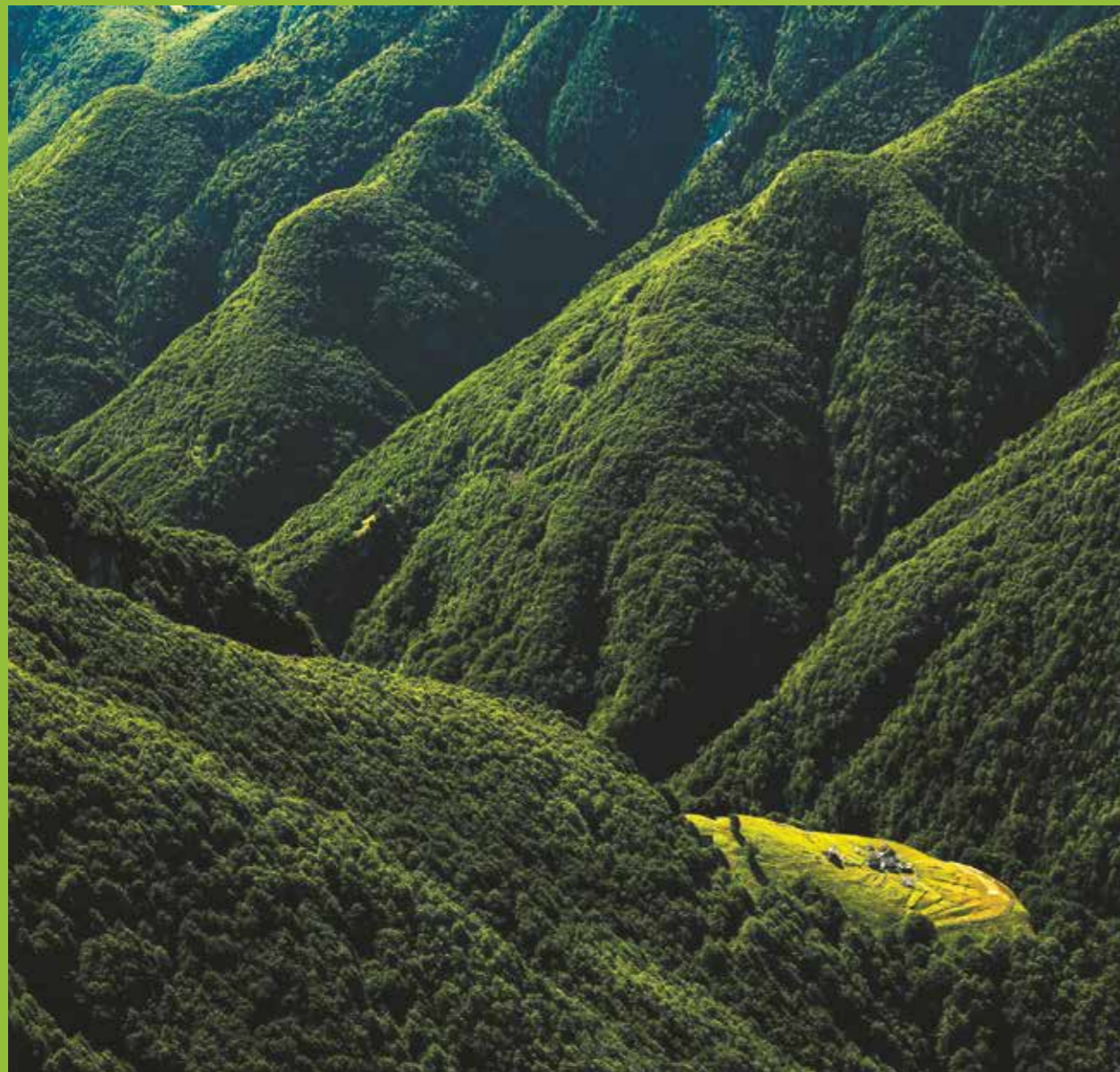


BENVENUTO JAZZ ASCONA

Fans and connoisseurs of jazz have been meeting at the jazz festival in Ascona for more than thirty years. For the last two years, however, things have been quiet – much too quiet. But now the festival is back with a bang: National and international musicians will set the tone at more than 180 concerts over ten days. Two new venues have been added: One concert will be held on the beach at the *Castello del Sole* (29 June 2022) and one at the Enoteca of the *Terreni alla Maggia* (30 June 2022).

The line-up has not yet been revealed, but we guarantee it will be an event to remember!
23 June – 2 July 2022
jazzascona.ch

Photos: iStock, Marco Agorri, The Living Circle © Archives, Logarno Filmfestival © pad



TREES AS FAR AS THE EYE CAN SEE

DAY TRIP TO THE FORESTS OF ASCONA

Rolf Hürzeler, former head of Ascona's forestry office, accompanies visitors on a hike with breathtaking views of Lake Maggiore. Experience the resilience of centuries-old trees, such as chestnut, beech, spruce, maple, and silver fir, and learn all about the flora and fauna. A picnic is planned at a viewing platform, where you might be lucky enough to see birds of prey, such as eagles, buzzards and hawks.

Starting from the hotel at 9 a.m. and returning at 5 p.m.

Lunch: a picnic from *Castello del Sole*

Equipment: lightweight hiking shoes, rain protection, picnic (provided by the hotel)

Price: CHF 540 per person for the day, CHF 50 for each additional person
castellodelsole.com



GIVE SOMEONE AN UNFORGETTABLE MOMENT!

A voucher from *The Living Circle* will guarantee luxurious moments. It can be exchanged for culinary delicacies, regional products or exclusive experiences at all of our 5-star hotels, and makes an ideal present for a loved one. Vouchers for CHF 50 to CHF 5,000
thelivingcircle.ch

EXHILIARATING FUN

Why doesn't anyone make playgrounds for grown-ups? Is it because life becomes serious once you turn twenty? Surely not! Elisa Cappelletti and Fabio Balassi had the same idea, and have installed huge wooden swings at various locations in Ticino, their home canton. Now you can fly through the air and feel like a child again while enjoying amazing views from some of the most beautiful spots in Ticino. Here's a small selection:

MONTE DI AULA: The swing on this elevated plateau offers fantastic panoramic views of the surrounding mountains, all the way to Lake Maggiore.

ASCONA LAKESHORE PROMENADE: Why not spend the time waiting to be seated in a restaurant with an ice-cream on this swing.

REMOTE VILLAGE OF RASA: This swing can only be reached on foot or by cable car from Locarno, so you're likely to have it to yourself. The village has just 14 residents.
swingtheworld.ch



LANDSCAPES THROUGH A LENS

Prominent Swiss photographer Thomas Biasotto can always be found in the mountains, either in Switzerland or the Himalayas. He takes guests with him on his travels and teaches them to see the world through a lens. This summer, he will be Artist in Residence at the *Castello del Sole*, where he will show guests how to take perfect landscape photos.

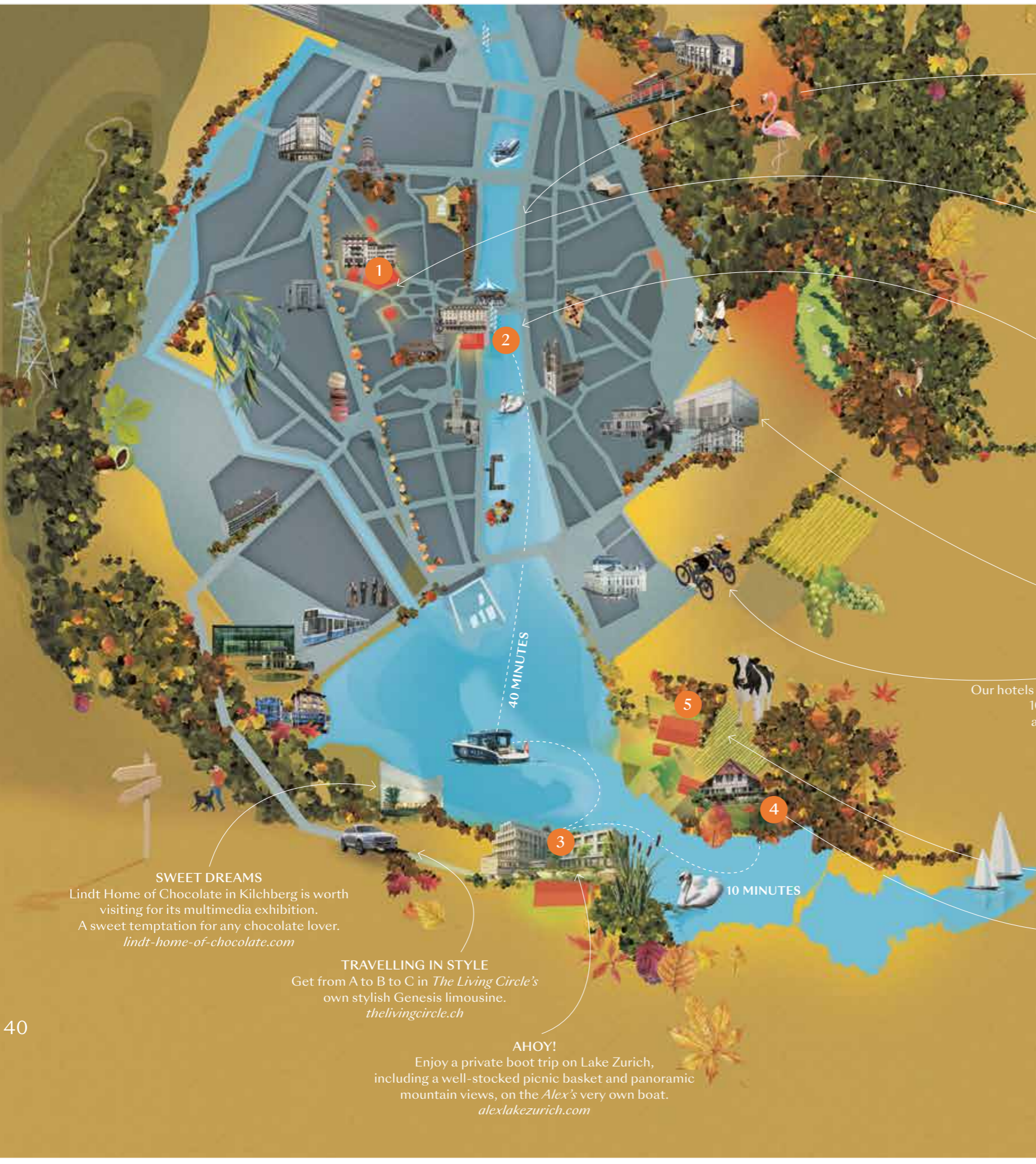
Scan here for details on the photography courses.



tb-photo.ch
castellodelsole.com

Photos: Alessandra Meniconzi, swingtheworld.ch, Stefania Giorgi, Thomas Biasotto

CITY & LAKE RESORT



GUILDHALL CONCERTS IN ZURICH
Outstanding chamber music performed in the most beautiful venues in Zurich.
zunftkonzerte.ch

GET IN THE SPIRIT
At the *Widder Bar*, you will be spoiled for choice between several hundred different kinds of whiskey.
widderhotel.com

SMOKE SIGNALS
Hip, exclusive and in the middle of town: Zurich's most popular cigar bar can be found in the *Storchen*, with a choice of 30 different cigars.
storchen.ch

HODLER, MUNCH, WARHOL AND MORE.
Masterpieces from Switzerland's most significant art collection have been displayed in the new extension of Kunsthaus Zurich since autumn 2021.
kunsthaus.ch

LUXURIOUS E-BIKES
Our hotels now have e-bikes that are a cut above the rest: 100% Swiss quality, 100% sustainable, and unbelievably comfortable to ride!
miloo.co

FARM EXPERIENCE
Our farm in Herrliberg produces the very best regional produce. A day out close to town, but far from the hustle and bustle.
schlattgut.ch

THE JOURNEY IS THE REWARD
The *Alex's* hotel boat brings hotel guests who have reserved a table to Feldmeilen, where a Genesis limousine waits to drive them up to romantic *Restaurant Buech* high above Lake Zurich.
restaurantbuech.ch

SWEET DREAMS
Lindt Home of Chocolate in Kilchberg is worth visiting for its multimedia exhibition. A sweet temptation for any chocolate lover.
lindt-home-of-chocolate.com

TRAVELLING IN STYLE
Get from A to B to C in *The Living Circle's* own stylish Genesis limousine.
thelivingcircle.ch

AHOY!
Enjoy a private boat trip on Lake Zurich, including a well-stocked picnic basket and panoramic mountain views, on the *Alex's* very own boat.
alexlakezurich.com

- 1 WIDDER HOTEL
- 2 STORCHEN ZURICH
- 3 ALEX LAKE ZURICH
- 4 RESTAURANT BUECH
- 5 SCHLATTGUT

Some say Zurich looks best from the water. Travelling by boat, you can enjoy unique views of the skyline as you criss-cross between the most beautiful spots of our *City & Lake Resort*.

Photos: Sebastien Rohner

BY BOAT



Guests who arrive by boat are welcome to dock at the *Alex Lake Zurich's* landing stage.





The landing stage at the *Alex Lake Zurich* is the perfect starting point for an adventure across the gentle waves of the lake. This youngest member of *The Living Circle* is located right on the shoreline in Thalwil and catches the eye with its modern architecture and expansive glass windows. The heart of the hotel is the restaurant, which has its own bar and terrace with access to the lake. Here, as throughout the hotel, the focus is on sustainability: The restaurant serves local cuisine with a Mediterranean flair.

The *Alex* is a unique addition to the portfolio of *The Living Circle* in Zurich: Hotel guests can take the *Alex's* boat to attend business meetings, shop, or dine at the *Widder* in the city, while guests of *Hotel Storchen* in the city centre can make their way by boat to Thalwil for lunch or a swim. Incidentally, two other members of *The Living Circle* are also located on the opposite side of Lake Zurich, virtually within sight of one another: *Schlattgut* farm and *Restaurant Buech*.

Style and elegance also matter on a boat journey. But what should one wear on the 40-minute crossing to the city, for a picnic on the sun deck or an excursion to the opposite shore? Whether casual or chic, the selection of prêt-à-porter fashion, shoes and accessories from the traditional Grieder outfitters are guaranteed to turn heads. *Anina Rether*

alexlakezurich.com
 geschafte.bongenie-grieder.ch
 ganzboats.ch

There's no question about it, the location is fantastic: The *Alex Lake Zurich* in Thalwil is situated right on the shores of Lake Zurich. But the glittering water outside the hotel door is more than just a decorative backdrop giving the hotel an exclusive flair. It also provides climate-friendly heating for the hotel, which was newly renovated in 2019.

COLD LAKE WATER FOR WARM FEET

Adem Ramadani strides ahead along the hallways of the *Alex* hotel, where most guests never stray. He opens the door to a room, picks a path through the tables and chairs stored there, opens another door and explains, “Down here, in the bowels of the hotel, is our lake water supply point, where water from Lake Zurich is piped into the building.”

Ramadani is a building systems specialist and responsible for all technical systems in the hotel: lighting and lamps, climate control in the guest rooms and other areas, chlorine levels in the spa. A skilled tradesman, he also takes care of minor repairs. And twice a week, he checks that the lake water energy centre is running smoothly.

“This big pipe feeds lake water into the hotel”, he says. “The water is processed here and then sent through the entire building to heat it.” Specifically and technically speaking, water from Lake Zurich is transported underwater through a 160-metre supply line to the *Alex*’s energy centre, where a pump extracts warmth from the water and emits it again as useful heat energy via an energy hub. And it works in winter too: Even when the water temperature is between just four and ten degrees Celsius, the heat pumps can warm the carrier liquid to 60 degrees Celsius and more, enough to heat an entire building — and save tons of CO₂ at the same time. At the *Alex*, this energy is used for heating and providing hot water throughout the hotel complex. Only the pool, steam bath and sauna need added energy. And the water from Lake Zurich can do even more: “We use the lake water for cooling purposes as well”, says Managing Director Daniel Weist. “At a depth of 30 metres, the water stays at a relatively constant, low temperature. It’s our natural cold water reservoir.”

Since being renovated in 2019, the *Alex Lake Zurich* has been certified with the “Minergie” label. The lake water pump is one of various components that help to meet the requirements of a low-energy building. In addition to the climate-friendly heating and cooling system, the *Alex* hotel also works with heat recovery systems. “In summer, for instance, we re-use waste heat from the ventilation as a source of energy”, says Ramadani.

Daniel Weist is convinced that the *Alex* is on the right track towards sustainability — and he goes a step further: “Starting this summer, we will be giving bee colonies a home on our roof”, he says, as he takes us to see the hives that are waiting to be installed. The temperature outside is still too cold for the tiny workers, but come summer, the roof will be buzzing with life — as will a number of other roofs of *The Living Circle* hotels in Zurich. But that’s another story ... *Erika Suter*

alexlakezurich.com



“By using the lake water for heating and air-conditioning, we can kill two birds with one stone.”
Adem Ramadani



LUCY VOSSLER
HOUSEKEEPING MANAGER


The last time she rode a bicycle: In January 2020 on Rottneest Island (Australia) to admire the quokkas, so-called short-tail scrub wallabies. What she's particularly good at: Managing my team fairly. What she abstains from to protect the climate: plastic packaging whenever I can. What she would decree if she were queen for a day: everyone is allowed to listen to their favourite music at work. What secret she would never tell: would it be a secret if I told you? ;) Her contribution to sustainability: at work and in private, I use sustainable cleaning products that are not detrimental to the water, soil and air. The craziest request by a guest: "please put a wooden board on the bed, otherwise the mattress is too soft for me." A wish she would like to fulfil: a major trip to Asia. Her highlight of 2021: celebrating birthdays with my team.

((INSERAT THUILLARD COIFFEUR))

Edible mould brings out the best in salami, bacon, gorgonzola and camembert, lending these delicacies a distinctive flavour. Can it do the same for other meats? It most certainly can!

Connoisseurs around the world swear by the delectable aged meats from Luma in Neuhausen, Switzerland. No wonder these gourmet cuts are the crowning dishes on the menus at the *Storchen*, *Alex* and *Widder*.

Photos: Selina Meier



**IN THE
BEGINNING
THERE WAS
MOULD**



T

he filet of beef is covered with a layer of fine mould spores. Gradually, over the course of several weeks, they spread until the meat is enveloped in a thick, white coating. What a waste of good meat, you might think. On the contrary! This edible mould turns it into a rare delicacy. How, you ask? Read on ...

Left: Marco Tessaro from Luma Delikatessen in his test kitchen, explaining his special aging process to the three chefs from the *Storchen*, *Widder* and *Alex*.

In search of the perfect cut of meat, Marco Tessaro and Lucas Oechsli of Luma Delikatessen developed an aging technique over ten years ago that is unique in the culinary world: They let tenderloin, rib eye steaks and cutlets go mouldy in a controlled process. First, mould spores are carefully sprayed onto choice cuts of meat, which are then stored for several weeks in a cooler, where the mould spores gradually spread from the surface to the inside. There they feed on collagen, the substance that makes meat tough. After sufficient aging, the dense coating of mould is cleanly sliced off. What remains is dark-red, exquisitely tender meat that sends gourmets and restaurateurs alike into raptures.

Stefan Heilemann, Stefan Jäckel and Tino Staub are among them. The chefs from the *Storchen*, *Widder* and *Alex* are standing with Marco Tessaro in Luma Delikatessen's test kitchen in Neuhausen, home to the world-famous Rhine Falls. In front of them, sizzling in a pan, is a *côte de boeuf*. It is sourced from organic beef cattle raised on grass, flowers and herbs on the meadows at *Raymontpierre* farm in Vermes in the Jura mountains, that is also a member of *The Living Circle*. The meat has aged for 64 days in a cooling chamber at three degrees under a thick layer of mould, which has since been removed without a trace. The beef cutlet looks absolutely delicious. Stefan Heilemann agrees: "We're testing the first piece of meat from our own cattle to go through the 'lumification' process. This is the moment of truth."





“Even these simpler cuts become something special after aging using the ‘lumification’ process. It makes sustainability twice as fun.”
Stefan Jäckel, chef at the *Storchen*.

“Luma beef has become established in haute cuisine. Some love it, others give it a wide berth.”
Tino Staub, Executive Chef at the *Widder*.

Incidentally: The name “Luma” is a combination of the founders’ first names, LUCas and MARco.



Heilemann clearly has an appreciation for drama, but above all a good eye for future trends. Four years ago, he created a Swiss meatball dish called “Luma-Hacktätschli” for the First and Business Class of Swiss International Airlines. Despite — or thanks to — the unmistakable flavour the meat acquired from the mould spores, the “Tätschli” were a resounding success, he recalls. Since then, fine cuts of meat from Luma Delikatessen make regular appearances on the gourmet chef’s menu. “This made us think, what if we take meat from our own cattle to Luma and see what they can conjure up?”

No sooner said than done. Organic meat from an entire animal is currently aging in the company’s coolers: The filets, entrecôtes and cutlets have been treated with mould. The rather tough brisket, usually used for goulash, soups or minced meat, has been turned into “lumified” meatballs. The remaining parts will be processed into sausage by a butcher. “This way, we not only use the entire animal, but also age it. What’s more, the meat is from our own production, so it’s not transported long distances. You can’t get more sustainable than that!” says Stefan Heilemann with satisfaction.

The côte de boeuf has now been sliced and is ready for the dégustation. The three gourmet chefs are thrilled: “Firm to the bite but tender, flavourful, with a slightly nutty note — incomparable”, Stefan Jäckel sums up. After this, they sample the meatballs, which also pass the test on the first bite. As an extra treat, Marco Tessaro serves a plate of dried meat from Herens Cattle in Canton Valais, which Luma recently added to its product range. Again, the chefs are unanimous: “Outstanding.” As they sit and discuss around the long wooden table, they make the decision to regularly send cattle from *The Living Circle’s* own farm for aging using the Luma process in the future. And what about premium dried meat from dairy cows at *Schlattgut* farm, near Herrliberg on Lake Zurich, another member of *The Living Circle*? Dairy cows are considered difficult to process on account of their higher percentage of fat.

There is no lack of ideas — or fans of the gourmet meat aged with mould. Still, the taste is not for everyone. According to Tino Staub, Executive Chef of the *Widder Hotel*, “Luma beef has become established in haute cuisine. Many of our guests have already tried it. But it’s like truffles: Some love it, others give it a wide berth.” As they say, there’s no accounting for taste. *Anina Rether*

storchen.ch
widder.ch

EXQUISITE DISHES FROM THE NEW KITCHEN

Meat and fish are very popular choices at the restaurant, but Jäckel's menu also includes vegetarian favourites, such as porcini fagotelli — see the recipe on the next page.

For the last year, award-winning chef Stefan Jäckel with 17 points from Gault & Millau has been plying his trade in the new kitchen of his restaurant, *La Rôtisserie*, at *Hotel Storchen*. In a major undertaking over eight weeks in early 2021, new work tables and modern equipment were installed and processes streamlined. Jäckel's new menu includes both vegetarian and vegan cuisine.

Guests don't usually get to see what goes on behind the scenes. While they dine in elegant style at the tables out front, the kitchen in the back is bustling with activity, to put it mildly. That is also true of the new kitchen at the *Storchen*. But what is different since its renovation is that guests now get a glimpse behind the curtain as they sit at the kitchen's new Chef's Table — a bar-style table for six guests right in the midst of all this activity. "We want to show our guests how many perfectly coordinated steps and how much time it takes to serve a full-course gourmet dinner", explains Stefan Jäckel. "Guests who take a seat at the Chef's Table experience up close and personal how dishes are prepared, plated up and expertly 'juggled' through to the restaurant by the waiters and waitresses."

But service staff don't in fact have to "juggle" plates any more in the new kitchen, because two passes — interfaces between the kitchen and service areas — have been



Photos: Selina Meyer

added as part of the renovation. “We now have one pass for the à-la-carte restaurant and one for banquets. That means we can serve guests much more smoothly”, says Jäckel. The 37-year-old was involved in redesigning the kitchen from the outset. He made sure workflows were simplified, the counters adjusted to the right ergonomic height and the equipment state-of-the-art. “All our new appliances are energy-efficient. The hobs, for example, consume quite a bit of power to heat up, but very little to maintain the temperature.”

Diners at the *La Rôtisserie* restaurant expect variety and premium quality: “We have a lot of regular guests who come here two or even three times a week. That’s why I offer a changing menu, prepared to perfection of course”, explains the gourmet chef. Whenever possible, Stefan Jäckel buys locally. “But that’s not possible for all our full-course dinners. You just can’t get Atlantic turbot in Lake Zurich!” Whether it’s veal from Zurich, venison from Styria in Austria, or chicken from France, Jäckel knows all his suppliers and can vouch for the high quality that *Storchen* guests expect. Meat and fish are very popular choices at the restaurant, but Jäckel’s menu also includes vegetarian favourites, such as porcini fagotelli. *Erika Suter*

PORCINI FAGOTELLI WITH BUERRE BLANC

1. Combine flour, eggs and water to form dough, knead and refrigerate for one hour.
2. Chop the mushrooms and onion, sweat in butter, deglaze with wine, reduce. Add cream, reduce again, season. Let the filling cool.
3. Roll out the dough thinly using a pasta machine, cut into rectangles and fill.
4. Brush one edge with egg, roll up the dough, press to seal, trim any remaining dough.
5. Pinch the dough with your fingers at regular intervals, shape the fagotelli, separate with a dough cutter.
6. Bring salted water to a boil, cook the fagotelli at a slow (!) boil and remove with a slotted spoon.
7. For the beurre blanc sauce, heat the butter on a high heat until it browns and develops a nutty flavour.
8. Arrange the fagotelli on plates, drizzle with beurre blanc and garnish with thinly sliced, fresh porcini.



Scan the QR code for a detailed recipe, with all ingredients and quantities, to prepare at home.





HAUTE COUTURE FOR THE WALLS

Like masterpieces from a bygone era, hand-painted wall coverings from de Gournay adorn the walls of the Storchen and the Castello del Sole. These timeless creations lend the spaces a unique atmosphere.

Photos: Selina Meier



Daniel Brunner, long-time interior designer at *The Living Circle*, and Lidia Anda representing the family owners, contemplate another masterpiece by de Gournay.

They stalk through the water in search of fish, perch high up in the treetops, and fly through the fog: Storks are the subject of the exquisite wall coverings in *Hotel Storchen* at the centre of Zurich (“Storchen” means “stork” in German). Custom-made and hand-painted on paper or silk, these unique artworks hang in the lobby, reception area, corridors, rooms and suites, lending the interiors of the five-star hotel an exclusive ambience. All the rooms have been redesigned since early 2021, and are now wrapped in one of these luxurious wallpapers, depicting not only storks, but also lush wisteria and silvery weeping willows.

The opulent wall coverings are created by de Gournay, a family-run business in England that has revived a long-forgotten, 18th century tradition: Inspired by contemporary designs, chinoiserie, Japanese and Korean art, and French panoramas, their artists use precision brushwork to paint different motifs on fabric, silk and paper wall coverings. “The result is fascinating new interpretations of historic coloured wallpapers”, says Daniel Brunner.

The Living Circle’s interior designer of many years was responsible for this latest facelift for the *Storchen* and the *Castello del Sole* together with Lidia Anda, representing the family owners. They have long been a team and work well together. “First, we discard any ideas that are out of the question. Then I make some initial suggestions, which we discuss in ever greater detail”, Daniel Brunner explains. In the course of this creative process, they define colour schemes, examine fabrics, test carpets, suggest decorations, design objects and furniture and rework existing ideas, until both of them are happy with the result. “Daniel is a perfectionist, while I’m more off-beat — it’s an inspiring and exciting mix. Even if we are completely different, we always see eye-to-eye in the end”, says Lidia Anda with a laugh. When it came to designing the walls of the two hotels, they were both of one mind from the start: It’s not unusual to find art in a five-star hotel, but you don’t often see bespoke wall coverings by de Gournay — which are of course themselves true works of art, and sustainable to a certain extent, with almost everlasting validity.

Wallpaper has always lent an air of luxury to interiors, and not without reason: Louis XV had embossed, gilded (!) leather tapestries hung on the walls of Versailles.



“Our wallpapers are themselves true works of art, and sustainable to a certain extent.”
Lidia Anda

But it was his mistress who helped wallpaper gain popularity among the common people: Madame de Pompadour introduced paper wall coverings to Paris’s high society in the 1750s, from where this more affordable alternative increasingly found its way into the homes of the bourgeoisie. The exclusive creations by de Gournay are a modern interpretation and evolution of the exquisite, exotic chinoiserie wallpaper that reached Europe from China in the 18th century.

The *Locanda Barbarossa* restaurant in the *Castello del Sole* is a prime example of just how exclusive and elaborate these wall coverings can be. On his search for an appropriate motif for the gourmet restaurant, Daniel Brunner came across a fresco from a Roman villa featuring an enchanted garden. It took the artists at de Gournay a few attempts to perfectly imitate the faded, two-dimensional effect of the ancient mural. A matching colour palette then had to be created, until finally, panel by panel, a verdant paradise took shape on the walls. The project took an entire year from initial idea to completion, but the effort was worth it: The new design also appeals to the younger clientele and enhances the ambience of the room. “Not only our guests, but also the staff who work here day in, day out love the new look. We take pride in the satisfaction of our employees, many of whom have been with us for many years”, says Lidia Anda. At the end of our visit, she reveals another secret behind a completely different kind of wall decor: The colourful pictures in the fireside room and in the newly designed bedrooms of the *Castello* are in fact enlarged sections of three famous paintings from the owners’ private art collection. We won’t reveal which ones here. But for the art experts among our guests, the mystery should be easy enough to solve. *Anina Rether*

degournay.com
castellodelsole.com
storchen.ch

Martin Keller, the new CEO of *IHAG Privatbank*, takes a broad view of sustainability. Continuity and stability, paired with innovation and agility, are prerequisites for the long-term success of the family-owned bank. What is the outlook for *IHAG Privatbank* today, and for Switzerland as a financial hub in the future? Martin Keller shares his thoughts in an interview.

Photos: Tom Egli

PRIVATE BANK WITH ENTREPRENEURIAL DNA

Martin Keller was appointed CEO of *IHAG Privatbank* in January 2021. Prior to that, he was head of Falcon Private Bank and worked for many years internationally in wealth and asset management at major financial corporations. He has lived in New York and London, is a father of four and an avid cyclist.



Martin Keller, we are sitting at the Chef's Table at Hotel Storch, part of The Living Circle. Is this your first time here? Happily, the owners of this hotel, the Anda and Franz-Bührle families, are also shareholders of IHAG Privatbank. So we have a close bond with this outstanding hotel. But it's the first time I have sat at the Chef's Table in Stefan Jäckel's newly renovated domain.

Let's talk about the concept of sustainability in private banking. Before we get started, what can we tempt you with? It's a difficult decision. I was actually vegan for two years, but I must admit I'm fond of a good cut of meat now and then. And today is one of those occasions. So I'll go for a green salad, followed by the Engadin veal cutlet with Madagascar pepper jus. I believe that living sustainably means taking a clear stance, but also allowing for contradictions.

Which takes us straight to today's topic. How do you define sustainability in your business? A lot is happening right now in our business, of course, especially in connection with the international discussion surrounding ESG criteria (environmental social governance). But at IHAG Privatbank, we take a much more fundamental view. Our bank is known for continuity and stability, and caters to entrepreneurs, families and private individuals. On the one hand, we cultivate long-term relationships with our clients and have in-depth knowledge of their needs. On the other, we stand for lasting quality and sustainable success, which essentially has to mean delivering a consistent performance.

Your bank has unique DNA, because it has been in family ownership from the outset. Does that work in your favour on the market? Yes, it definitely does. Anyone who comes to IHAG Privatbank knows what values we stand for. The bank has been family-owned for more than 70 years and is represented



by a dedicated shareholder. That's a clear statement that fosters trust. As does "Swissness". Both factors play into our hand at times of uncertainty such as these.

Is tradition more of an advantage or a disadvantage for you? Our history gives us credibility. It provides confirmation of our track record and is therefore a guarantee, naturally in a forward-looking sense. We have always been a boutique bank with a very personal approach.

Which brings us full circle, back to hospitality, where human qualities matter above all else. Exactly. In private banking, we wouldn't be able to provide our services adequately without soft skills like empathy or emotional intelligence. But as in the hotel and restaurant trade, our service has to progress. Pampering our clients with golden coffee spoons and fancy sweets alone will not be enough. Rather, we have to convince them with professional, competent advice. At the same time, our employees need to be proficient in new technologies and have a finger on the pulse of the market.

Speaking of employees, how do you recruit your specialists? By actively using our networks. We set very high standards in this respect, because our personal approach defines the culture of our bank and is essential for the success of our client relations.

Martin Keller, CEO of IHAG Privatbank, being served at the Chef's Table in Stefan Jäckel's newly renovated domain in the *Storch* by the chef himself.

And what about diversity? We consciously employ people with different backgrounds and build diversified teams of carefully trained specialists. So we certainly are diverse, even if we do not use fixed quotas, as suits our small institute. We are a mid-sized business, with a leadership culture that is authentic and approachable. Communication within the company is



**MARTIN KELLER SAYS
A OR B TO ...**

Cash or crypto?

Crypto because it's more forward-looking.

Credit card or Revolut?

Credit card, because it's more transparent.

Stocks or bonds?

Stocks, currently the only option to achieve a yield.

Women's quota or no quota?

No quota — but the right mindset.

Car or tram and train?

Car, and sometimes bicycle!

Plane or train?

Train whenever possible.

Lake Zurich or the Caribbean?

Lake Zurich! And now and then the sea ...

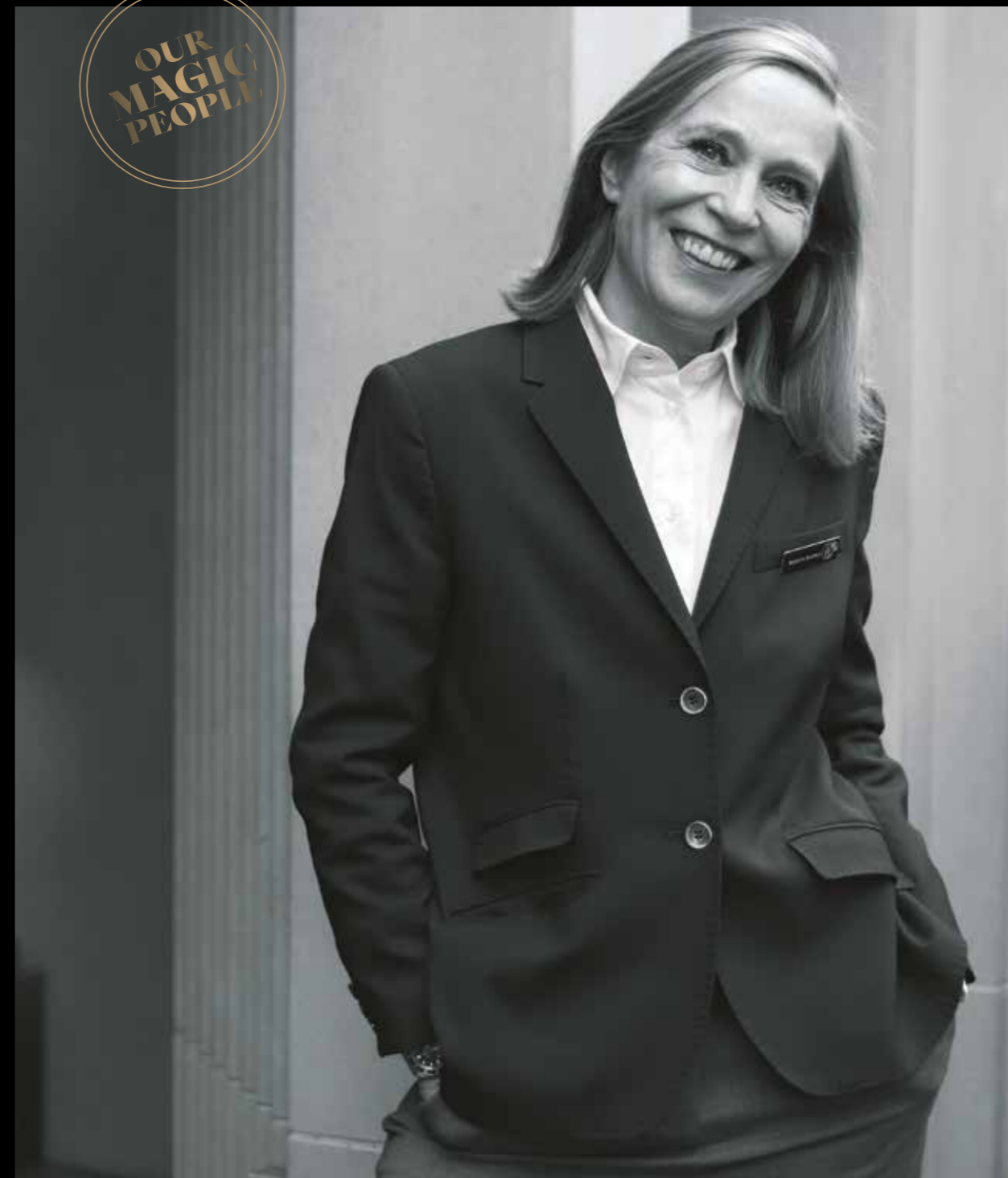
direct and open, with room for different opinions, and our hierarchies are flat. But what defines us most are our people, most of whom have been with us for many years. They are the ones with insight, who are in direct contact with our long-standing clients.

Let's talk about sustainability again in connection with your products. Do you sense a change in client demand? Absolutely. We use our own networks and form new alliances with competent partners and investors, for example in the areas of cleantech and renewable energy — issues our business clients are increasingly concerned with, and in which they are prepared to invest. We see our role as a competent partner to our clients, advising them how to add sustainable investments to their portfolio.

Looking ahead, how do you think your business will change, especially in light of the digital transformation, which is currently affecting all our lives? In private banking, you have to be agile and fast— faster than the rest. As a small player, we have a good chance of succeeding. At the same time, we need even more specialised knowledge. Combined with consistency and high quality in providing advice and managing customer relations, I think we are well positioned in this respect.

And where is Switzerland heading as a financial centre? In a good direction, I would say. I'm optimistic. We've learned our lessons. We are open to innovation — you only have to look at the canton of Zug, where Switzerland has established an outstanding hub for cryptocurrency and blockchain technology. Political and regulatory intervention is also moderate here. At the same time, we cultivate Helvetic virtues such as the debt brake. All of this will ensure that Switzerland remains a "safe haven".

pbi hag.ch
storchen.ch



KATHARINA BAUMANN
CHEF CONCIERGE WIDDER

What she abstains from to the climate: a car. How she gets to work: by bicycle, foot or tram.
 What she would decree if she were queen for a day: health, tolerance, far-sightedness and respect.
 What secret she would never tell: which guests stay at our hotel. The craziest request by a guest: to find and book a private jet in two hours. What she is particularly good at: fulfilling wishes and recommending unusual tips outside the mainstream.
 Her personal tip in the region: a plate of pasta at Brasserie Seefeld, a drink in the *Widder Bar*. Skating on the Dolder ice rink in winter and swimming in Lake Zurich and the Limmat in summer. What pleases her: humour, charm, wisdom, courageous decisions, wit and intelligence. Her highlight of 2021: getting my dream job as concierge at the *Widder Hotel*.

Mirjam Villoz is a fashion buyer for Jelmoli, Zurich's high-end department store. She gives us an insight into the must-haves and highlights of the coming year in fashion, and explains how to get the most out of your wardrobe with detoxes, capsules and sustainable alternatives.

8 TIPS

8

CONSCIOUS BUYING: MAXIMISING THE SHOPPING EXPERIENCE

Conscious consumerism also depends on a conscious shopping experience. That is what Jelmoli's exclusive personal shopping service provides. The experts from Jelmoli offer advice tailored to customers' needs — for women, men, children, a gala dinner, summer party or business dinner.

7

SUSTAINABILITY IS THE NEW LUXURY

Innovative materials, sustainable processing and transparent supply chains all play a key role. At Jelmoli, customers can discover a wide range of sustainable brands that meet the highest sustainability standards. *Boyish*, *Armed Angels*, *Colleville* and *Nile* are prime examples, proving that sustainability in no way means compromising on design or style.

6

MUST-HAVES: TRENDS IN 2022

Comfort is the overriding theme once again. Outdoor and active wear will be another big topic. Trends in 2022 will be influenced by pop-punk and the return of the 2000s, as well as gender inclusivity and soft masculinity. Bomber jackets, blazers and trench coats will accompany us through the seasons. And new brands like *Cult Gaia*, *aejde*, *By Far*, *Missoni* and *GCDS* are just waiting to be discovered at Jelmoli.

5

ONLY BUY WHAT FEELS GOOD

No matter how fashionable and exclusive an outfit is, if we don't feel comfortable in it, we won't buy it. Because our most attractive accessory is still the self-confidence we exude when an outfit simply feels right. Our personal shoppers at Jelmoli specialise in just that and are available to give their no-obligation, personal advice.

1

LESS IS MORE: WARDROBE DETOX

You should thoroughly clean out your closet at least once a year: "Wardrobe detoxing" is the new trend. And while it definitely takes some determination, it's well worth it. As a rule of thumb, throw out anything you haven't worn once in the last twelve months. Store items you're unsure about out of sight. If you don't miss them after three months, get rid of them too. With your favourite playlist and a glass of wine, detoxing can even be fun!

2

THE MAGIC WORD: CAPSULE WARDROBE

Once you've completely detoxed your closet, the next step is to create your own, personal *capsule wardrobe*. The concept has only one objective: to compile a perfect set of versatile basics that can be combined and worn in different ways. A capsule wardrobe should include timeless pieces that make for stylish outfits on their own, but also add the finishing touch to more modern, trendy looks.

3

INVEST IN HIGH QUALITY, TIMELSS CLASSICS

"Buy less, choose well and make it last" — British fashion icon Vivienne Westwood coined this phrase years ago, but her message resonates with consumers today more than ever. Particularly in the short-lived fashion world, it's important to shop more consciously and more sustainably. It's worthwhile investing in high-quality classics, timeless fits and neutral signature pieces — great items, that you can wear for many years. They can even be second-hand! *Reawake*, located in the Jelmoli store on Bahnhofstrasse in Zurich, has unique, pre-loved designer pieces for you to discover.

4

MAKE A STATEMENT WITH HIGHLIGHT PIECES AND ACCESSOIRES

Since we tend to buy basics in neutral colours and classic fits, we can add a touch of variety to our look with seasonal pieces and accessories: the latest colours and prints, standout handbags and extravagant shoes. "More is more" is the rule for bags, accessories and jewellery, and don't be afraid to experiment!



PERSONAL SHOPPING AT JELMOLI

Whether you're looking for the right outfit for an exclusive dinner, a perfect look for your holidays or cosy homewear to relax in — Jelmoli personal shoppers are experts when it comes to finding your personal style. They make a careful pre-selection tailored to your needs and provide personal advice in a private atmosphere, helping you to gain a confident style. The personal shopping service at Jelmoli offers a unique, relaxed shopping experience in a private lounge with refreshments. You can make an appointment for this premium service at Jelmoli on Bahnhofstrasse in Zurich or at Jelmoli Circle Lifestyle House / Sports House at Zurich Airport. You decide how long you want to shop. jelmoli.ch jelmoli.ch

Raphael Pedroncelli, Managing Director of the *Hotel Storch*, wanted to know where the unpasteurised mountain cheese served in the hotel's breakfast buffet originates. To find out, he and his family set out for Alp Walabütz, the realm of alpine herdsman and dairyman Kilian "Kili" Bless.

FROM MEADOW TO BREAKFAST TABLE

Photos: Tom Egli

Photos: Tom Egli



“We have to treat the cattle with respect: Stressed cows don’t produce the best milk.” Kilian Bless

Summer is putting in a late appearance. It’s hot, the sun is high in the pale blue sky and the mosquitos are dancing over the waterholes. But those who can predict the weather know that autumn has arrived on Alp Walabütz, in the remotest corner of Weisstannen Valley, near Mels, in the mountains above St. Gallen. Kilian Bless, an alpine herdsman who has been making cheese here for many years, can read the signs exactly: “Don’t be fooled by this beautiful weather”, he warns his guests. “It could snow any day now. We’re here for another week, then it’s over for the year.” His guests on this perfect day are Daniela and Raphael Pedroncelli with their children, Layana and Nelio.

Managing Director Pedroncelli and his family have decided to track down the mountain cheese served for breakfast every morning in the hotels of *The Living Circle*. They find themselves in a world from another era, with high waterfalls, steep cliffs, and the Seez stream, which has its source up here, burbling calmly past. But after a rainstorm, the Seez becomes a wild animal, eating its way deeper and deeper into the valley floor. In winter, ibexes, chamois goats — together with the fabled Alpine spirits — have the mountains to themselves, because the road up the alp is blocked in winter due to the risk of avalanche. But at the moment, the 80 cows are enjoying the later summer sun, feasting on plants that thrive only in gardens down in the valley, if at all: Arnica, for example, or edelweiss, Alpine lady’s mantle, meadow sage and thyme. “Everything you see and smell here, all the herbs and grasses, but also the mountain water, the clean air, the tranquillity — or simply nature — is what your guests can taste in my cheese”, Kilian tells Raphael.

The etiquette is different up here in the mountains, more relaxed. The cheesemaker from Alp Walabütz and the host of *Hotel Storchen* get along right away. And the longer they talk, the greater their mutual respect for the other’s achievements and expertise. “It’s not just the herbs that make a good cheese”, says Kilian, or “Kili”, as his friends call him. “A good cheese starts much earlier: The farmers have to give me healthy, strong cows, and the weather plays a major part, too. But otherwise, it depends very much on the people who work here on the alp. We have to treat the cattle with respect: Stressed cows don’t produce the best milk. And I can only make excellent unpasteurised cheese if I have high-quality milk.” And another important thing: “The four of us up here are a team. We have worked together for many years: Sämi and Chiara are responsible for herding and milking the cows, Silvia takes care of the food and the mountain restaurant. If we didn’t get on well, the summers up here on the alp would just be hellish.”





“Walabütz cheese perfectly reflects the philosophy of *The Living Circle*: it’s unique, natural and indescribably good.”
Raphael Pedroncelli

Cheese-making in the Alps requires a combination of experience, skill and the right instincts. “Lots of factors are involved”, says Kili. “Most of the work is done by hand, not much has changed in that respect. And you still need intuition to make good cheese — whether it’s cold or warm outside, whether a storm is coming or if the weather is good. Milk is alive, it reacts differently every time. You have to have it in your blood.” Kili then carves off a chunk of cheese, reaches for a loaf of bread, wishes everyone bon appetit, and takes his leave. But only for a short time: “I go to bed at nine o’clock and get up at three every morning. I need an hour’s sleep at lunchtime, otherwise the day would be too long.”

Layana and Nelio have been listening wide-eyed and, together with their parents, they tuck into the young, mild mountain cheese. “Walabütz cheese perfectly reflects the philosophy of *The Living Circle*: it’s unique, natural and indescribably good”, the *Storchen* manager explains. “That’s why we brought two of our cows, Ella and Rosa, up to the alp from *Schlattgut* farm. That brings us full circle in a wonderful way, because *Schlattgut* is also part of *The Living Circle*.” The family sets off to visit the two cows on the meadow. It is immediately evident that the animals are healthy and doing well up here, visibly enjoying the late summer afternoon. Curious, they come closer and let the children pet them, before trotting off again.

Once Kili’s siesta is over, he takes the family on a tour of the alpine cheese dairy. It is striking how well he fits the region he lives in: His light-blue eyes resemble the washed-out sky, his face is etched with the valleys and furrows of his homeland, his hands are large and strong as spades. Everything about the fifty-year-old radiates calm reassurance. “You would trust someone like Kili with more than just cows and cheese”, Raphael comments.

Almost imperceptibly, the sun has stolen away to west and the shadows creeping up from the valley below have grown longer. It’s time for Daniela and Raphael Pedroncelli and their children to head home. They shake hands, say thank you, are wished a safe journey. One last glance back at Alp Walabütz. The Pedroncelli family feel a little wistful — they would have liked to stay longer. But soon, Kili will be closing the stable doors for the last time this year and descending into the valley with Ella and Rosa, who will return to *Schlattgut* farm for the winter. Then Walabütz will once again belong to the chamois, the ibexes and the Alpine spirits, until Kili and the cows return next spring. *Franz Bamert*

schlattgut.ch

COCKTAILS FROM THE LAB

Matteo Moscatelli, you have been named Best Swiss Bartender 2021, making you one of the 50 best barkeepers in the world. What does the award mean to you? It's something I've dreamed of ever since I mixed my first cocktail! But to be quite honest, not much has changed — I'm still doing what I enjoyed doing most before I received the award: concocting new and unusual cocktails.

Inspiration comes to some people in the most unexpected places: under the shower, while singing ... Where do you come up with your ideas? My drinks are developed in the laboratory. I studied chemistry, so I prefer to take the scientific approach: I have an idea, try it out, fail, try another way — until I get the result I'm looking for. That can take days, or even weeks. Making a new recipe takes patience.

You've been following the "zero waste" principle in your bar since the beginning of the year. What does that mean? For example, we take banana skins from the breakfast buffet to make syrup. We are also experimenting with ground coffee that has been used but still has plenty of flavour. Combined with banana syrup, a pinch of salt and rum, it makes a fantastic cocktail. We have also banned plastic from the bar. For me, luxury also means thinking about sustainability and putting it into action. That's why I'm convinced what we are doing here is a small, but an important, contribution.

Are you environmentally aware outside your work, too? Yes, I haven't owned a car for the last five years. Instead, I cycle to work or take the tram. My apartment is supplied with solar energy, and otherwise I try to use resources carefully.

What matters more: the way a cocktail looks or tastes? You can't really separate the two. We don't actually serve cocktails; we serve pleasure trips with a great story behind them. For example, our "Luk Khrueng" cocktail means "half-Thai, half Swiss" in Thai. That's the name Sarah, one of our employees, was given by her grandmother when she was a child. Our guests love to hear the story behind the story.

What drink do you order when you go out to a bar? Usually beer or a martini. If I wanted to try a cocktail, I'd probably end up talking shop with the bartender. *Anina Rether*

widder.ch

Photo: pad



Chief mixologist Matteo Moscatelli started creating drinks for all of our hotels and restaurants in 2022. And the best thing is, you can even have these chemical concoctions delivered right to your door.



They meet for lunch in the garden of the *Widder* on a day in early autumn — face-to-face for the first time in 28 years. Stephen Neff, CEO of myclimate (on the right), and Jürg Schmid, Chairman of the Board of *The Living Circle*, have teamed up for a common cause to promote sustainable tourism.

Photos: Tom Egli

THE ART OF CONSCIOUS ENJOYMENT



Let's start with food. What do you normally order at a restaurant? **STEPHEN NEFF:** I try to eat less meat and fish as a rule, but I have to admit I don't always manage it. Today I have chosen pasta with tomato sugo. I love Italian cuisine, especially when it's made with homegrown produce from Ticino, like in the *Widder*. **JÜRIG SCHMID:** I always opt for regional produce. First of all, it tastes better, and second, it's more ecological — it hasn't been transported long distances and it helps local businesses. That's a concept we promote in our own establishments, too, where we consistently pursue a farm-to-fork philosophy. **NEFF:** That's an excellent example of uncompromising sustainability. Seasonality and regionality are two important factors for improving sustainability in the restaurant trade. **SCHMID:** I would add "quality" to the list. Because guests who travel from far away — especially in the five-star segment — want top products that also taste authentic. No mass-produced meat, no factory farmed eggs, no salt from the Himalayas. Thanks to its three farms, *The Living Circle* supplies exactly what the market demands.

Does that mean sustainability in the hotel and restaurant trade is primarily a matter of money? **SCHMID:** Yes, unfortunately. Good food comes at a price. That's the only way to guarantee fair conditions in production, such as responsible, free-range livestock farming, fair wages for farmers, organic production where possible. **NEFF:** I agree. Paradoxically, the amount we spend on food has fallen steadily in recent decades. At the same time, production has become more intensive and industrial, which runs contrary to the idea of sustainability.

"The best chefs are now offering vegan full-course dinners, something that would have been inconceivable five years ago." Jürg Schmid

Speaking of organic farming, The Living Circle currently is putting a lot of effort into converting production. What progress have you made so far, Mr Schmid? **SCHMID:** We're doing what we can, but we're still a long way off our target. And I won't deny that in some cases, we have learned the hard way. Take for instance our rice fields on the *Terreni alla Maggia* in Ascona. Last year, we ended up with less than 50 percent of our normal yield. The same is true for other products we now grow organically.

Can you pass on the costs to guests? **SCHMID:** No, not entirely. But in the medium term, demand for high-quality foods will continue to rise, and guests who appreciate them are also prepared to pay more. **NEFF:** If I may offer some advice: Why not sell your produce as regional specialities? There's definitely higher demand for them among guests today. **SCHMID:** Just like eating a flexitarian diet, meaning a part-time vegetarian diet, is a growing trend. The best chefs are now offering vegan full-course dinners, something that would have been inconceivable five years ago. Sustainable catering is also in fashion, especially in this segment. It's becoming a lifestyle component. That's where we have to start.

"We already have most of the expertise and instruments we need, we just have to use them."
Stephen Neff

Are good intentions enough, or do we need more legislation? **SCHMID:** Legislative intervention is necessary in some areas, for example in livestock breeding. But we will have to take measures to regulate the number of tourists. Our cities are empty at the moment, but overtourism will be back at the top of the agenda before too long. **NEFF:** Cities have to protect themselves and their residents. Amsterdam recently decided to introduce quotas for the number of arrivals. On the other hand, ecological incentive taxes should be discussed. Carbon taxes on flights come to mind in this context.

The Swiss rejected this idea in a referendum last year. Isn't that a contradiction? **NEFF:** For a long time, myclimate put the emphasis on personal responsibility. But we can only reach two percent of the population if we rely on voluntary compensation. So we need a different approach, not more taxes, but meaningful incentives for reinvesting in sustainable projects and new technologies. This topic has been neglected too much in the past.

So it's a question of communication and education? **NEFF:** Absolutely. Everyone in the tourism sector has a lot of work to do in this respect, including us as a foundation. If you give people the information they need, they will be more willing to invest in sustainable behaviour.

What can we expect from technological progress? **NEFF:** We already have most of the expertise and instruments we need, we just have to use them: photovoltaics, geothermal probes, air-source heat pumps, using water from lakes or rivers for cooling, and much more. Going forward, it will soon be possible to extract CO₂ from the air and petrify it in the mountains. When it comes to flying, we are making progress with sustainable fuels. **SCHMID:** But we have to keep things in perspective: The hotel industry is a low-margin business. And we have to solve the problem of amortising major investments. Legislators will have to come up with creative ideas and intelligent incentives. **NEFF:** All the more reason to build networks, both among hoteliers, but also with industrial partners. In future, the *Widder* could be heated with solar energy generated on a factory roof out of town in the Schlieren district of Zurich!

Let's wrap up with a moral question: What are your worst sins when you travel? **NEFF:** I fly to visit my parents in Canada once every two or three years — situation permitting. That's anything but sustainable, even if I compensate the air miles. I advocate the principle of sufficiency, of conscious enjoyment. **SCHMID:** I have always loved traveling in Switzerland. But now and again, I fly or drive on holiday, although I am increasingly aware of the need to change my behaviour. And I do, not always, but more and more. I agree with Stephen Neff — less is more. Because that is true luxury. *Interview: Reto Wilhelm*

widder.ch
myclimate.org

"CAUSE WE CARE" INITIATIVE



myclimate sees itself as a partner for effective climate protection, both globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world with advisory services and educational programmes, as well as its own projects. *The Living Circle* has joined forces with myclimate in its "Cause we care" programme.

Guests can support sustainability measures in *The Living Circle* for just four Swiss francs per person and night. We use these funds to compensate the carbon emissions generated by their stay and double the amount as a token of our thanks. Some of the resulting income helps to finance a climate protection project initiated by myclimate to promote clean drinking water in schools and homes in Uganda. The remaining funds will be invested in the sustainability of our operations, for example the switch to renewable energy or supporting our in-house quality and environment committee.

“It’s important to me to know where my products come from and who the people behind them are. At *The Living Circle*, we fortunately have ways to access this information”, says Stefan Heilemann, head chef at the *Widder*.



FOOD FOR THOUGHT

The streets are still deserted, with only a few cars on the road. But Zurich’s Engrosmarkt is already busy. Switzerland’s largest wholesale fresh food market is an exciting, parallel universe that supplies restaurant kitchens with fresh produce from all over Europe, every single day.

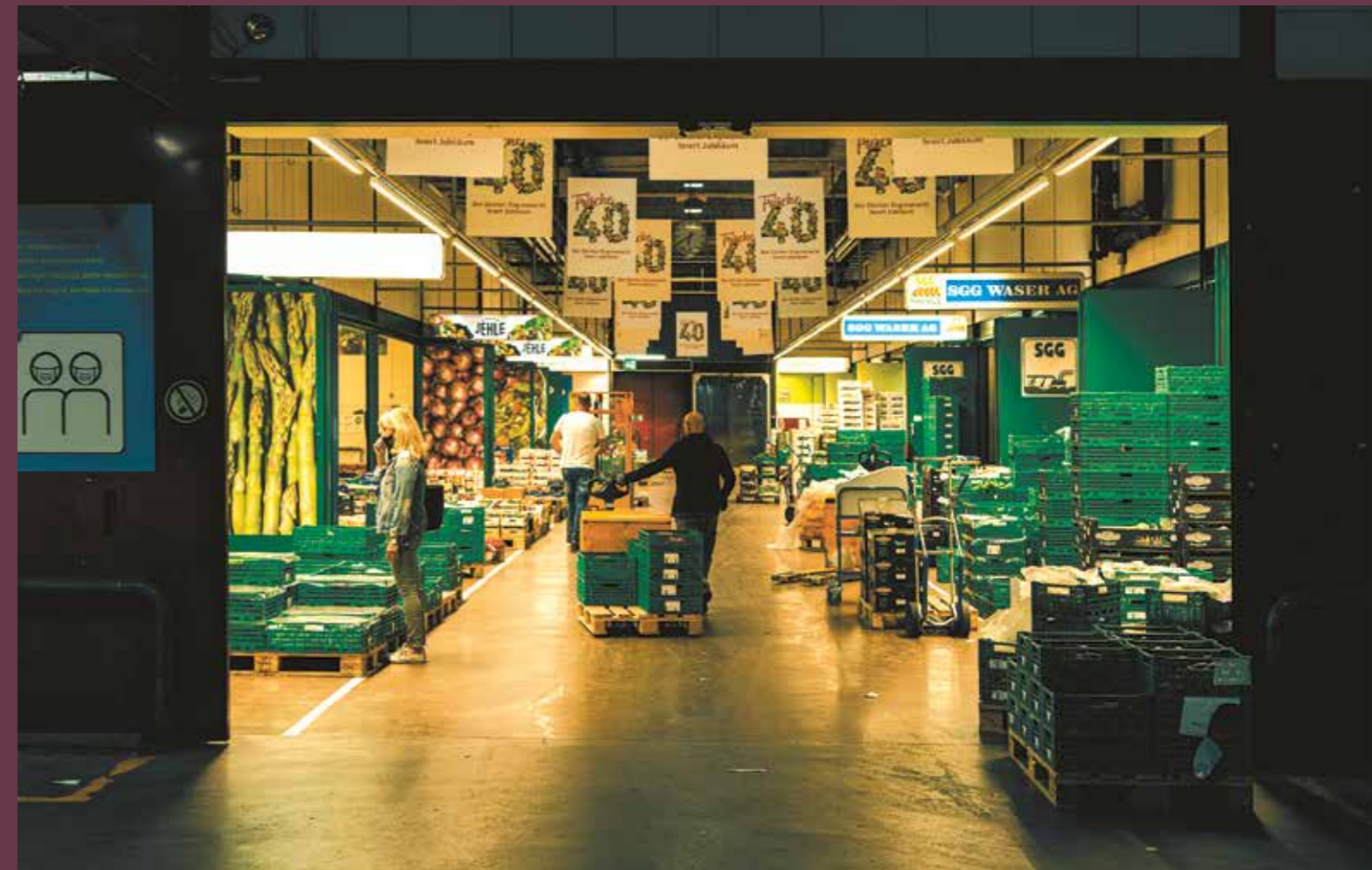
Photos: Tom Egli

Six nights a week, lorries deliver fresh goods from Switzerland and abroad. Producers and cooks, buyers and suppliers meet here to compare notes, negotiate, sample and purchase. The place is as busy as Bahnhofstrasse in Zurich on a Friday afternoon — only here it's half past four in the morning, and the rest of the city is still sleeping. It is impressive how the forklift drivers manoeuvre innumerable pallets back and forth at breakneck speed. The colours and aromas are wonderful, as is the sheer variety of fruits and vegetables: radish, squash, leek, fennel, courgette, rocket and, of course tomatoes in all hues and shapes, chili peppers, oranges, prickly pears, peaches, and so much more.

“Calling it a parallel universe is actually quite fitting”, says Stefan Heilemann, head chef at the *Widder*. Work begins here at the Engrosmarkt when office workers have long since quit for the day: “As a restaurant, we order between midnight and two in the morning. After that, our buyers are out here doing their job, and the orders are delivered at six in the morning”, he explains. One lorry after another leaves Engrosmarkt in the Altstetten district of Zurich to supply restaurants. And when the computers are switched on at offices in the city, that's when the lights go out at Engrosmarkt.

Today Stefan Heilemann is on his way to the food market with Michael Schuler, head chef of the new *Aqua* restaurant at the *Alex Lake Zürich*. The two professional chefs are especially interested in the products offered by Marinello's FARM network, outside at the producer market. It includes some 15 producers from the immediate area, or within a radius of about 20 kilometres from Engrosmarkt in Zurich-Altstetten. The FARM label is only granted to producers that are inspected regularly by Marinello and whose methods and products the well-known restaurant supplier is familiar with. A lot of work and passion have gone into producing the vegetables and fruits on display out here, as their wonderful appearance and aromas show. Impressed with the variety of products from the region, Heilemann and Schuler sniff the luminous tomatoes, taste the freshly harvested carrots and feel for the knobby lumps of ginger.

The FARM network concept is in line with Heilemann's idea of sustainability. “It's important to me to know where my products come from and who the people behind them are. At *The Living Circle*, we fortunately have ways to access this information”, says the head chef. The biggest problem, he continues, is mass consumption, because people have forgotten where their food comes from and are confused: “Labels are handed out, often at a cost, that ultimately cannot deliver what they promise. We have to learn to take a more conscious approach to what



we eat”, Heilemann says. A change in mindset has taken place to a certain degree, he adds, because his guests are more than willing to pay a fair price for sustainability. We leave the producer market and head over the main hall. This is where fruit and vegetables from importers and wholesalers are sold, as well as a wide variety of dairy and frozen products. One thing is soon obvious: The people in this nocturnal food family all know each other. Between tomatoes and forklifts, the two chefs run into Thierry Bromberger, Head of Catering and Food at Jelmoli. *The Living Circle* and Jelmoli have been collaborating for over a year now. “It began with a food box we developed together and sent to select customers”, Bromberger tells us. Because the concepts of the Jelmoli Food Market and *The Living Circle* are such a good fit, they stepped up their cooperation. The result was a new cooking show: Last year, the chefs of *The Living Circle* — Stefan Heilemann, Tino Staub and Stefan Jäckel — created a number of full-course meals, which they filmed for viewers to try at home. All of the ingredients can be bought at the Jelmoli Food Market. “This joint project is inspiring for us all, because we share the same passion. If the situation permits, we would like to organise live cooking shows at Jelmoli together with the chefs from *The Living Circle*. People love that kind of format, because it makes these gourmet cooks accessible”, says Thierry Bromberger.

After an espresso at the Marinello stand, it is time to part ways. Gradually, the Engrosmarkt empties and the importers lock up their shutters. Time for a few hours’ sleep, before Stefan Heilemann and Michael Schuler have to get back to their kitchens and prepare their freshly purchased goods. *Erika Suter*
jelmoli.ch/cookathome

AQUA — A LITTLE SOMETHING SPECIAL AT THE ALEX LAKE ZÜRICH

The *Aqua* fine dining restaurant at the *Alex Lake Zürich* opened in November 2021. Chef de cuisine is Michael Schuler, previously sous-chef for Stefan Heilemann at the *Widder*. The restaurant seating just 14 people and overlooking Lake Zurich specialises in premium cuisine with a light-hearted touch: “I want to take what I’ve learned and add a fanciful twist to liven up the menu. The quality should be outstanding, but without being unnecessary showy”, says the young chef.

alexlakezurich.com/en/eat-drink/aqua-restaurant



“I am glad to have the opportunity to be coached by the Géza Anda Foundation. As an independent musician, you are often torn between rehearsals, performances and management.”
Anton Gerzenberg

A WUNDERKIND GROWS UP

Anton Gerzenberg won his first award aged just nine and has since been considered a rising star among pianists. Last summer, he took first prize at the prestigious Concours Geza Anda. The foundation that organises the contest has close connections with the family owners of The Living Circle. We spoke with him about music, dreams and reality.

Photo: Andrej Grlic

Anton Gerzenberg
performing at the Concours
Géza Anda in Zurich's
Tonhalle concert hall.



Anton Gerzenberg, thank you for taking the time for this call at 8.30 in the morning — an ungodly hour for a musician! But you have a busy day ahead, I believe? Yes, I do. I'm about to leave Darmstadt, where I performed yesterday evening, and travel on to Cologne. I've been touring non-stop for more than 30 days now and will be glad to be home again.

This edition of our magazine is all about sustainability. What's your opinion on this subject, considering you have to travel quite a bit? I try to take the train whenever possible. Deutsche Bahn has become my "best friend". But I can't avoid flying longer distances. For example, I'm planning a major tour of Singapore, Taiwan and South Korea this spring.

When will you be back in Switzerland? I love your country, and have been there many times, not just since winning the Concours Géza Anda. I have performed several times at Martha Argerich's Lugano festival together with my brother. And I will be playing there more often in future, because Markus Wyler, head of the Géza Anda Foundation, will be my mentor and manager for the next three years. We're planning performances at festivals in Sarnen and Ernen, with more to follow.

"I enjoy playing duets with my brother — we can trust each other completely."
Anton Gerzenberg

Last year, you came in first at the Concours Géza Anda, winning the title and 40,000 Swiss francs in prize money. If you will allow me the indiscreet question, what do you plan to do with the money? Save it!

Save it? For what? For my own grand piano. I don't have my own instrument at the present. My apartment in Cologne is too small, so I use the grand piano at the music academy. But my dream is to have my own, especially as I will probably be moving to Berlin soon.

You won your first prize at the age of nine. Are you a competitive person? That was the German national youth music competition "Jugend musiziert". Normally, you have to be twelve to participate, but I was accompanying a trombonist on the piano, and the jury obviously took a liking to my playing.

GÉZA ANDA FOUNDATION

The Géza Anda Foundation was established in 1978 to commemorate the death in 1976 of the Hungarian-Swiss pianist Géza Anda. Its purpose is to support young pianists in the musical spirit of Géza Anda. In addition to numerous other projects, it organises an international piano competition in Zurich every three years. *The Living Circle* has close ties to the foundation through its family owners.

geza-anda.ch



And in private? Do you always want to be the best? Well, my friends would say yes. I'm pretty ambitious, especially at cards.

What is the magical appeal of performing in front of an audience? When I play to an audience, I really get into the flow. The sound is different when there are people in the room. As a pianist, I send out music and therefore energy to the audience.

How did you experience the lockdown during the Covid pandemic, when you couldn't play any concerts? It was very strange. All the concerts were cancelled. I still had enough to do, and I was very fortunate: Instead of being stuck in my bedroom in Cologne, I was in Vienna just before the lockdown, in a house shared by artists. So we played house concerts to entertain each other.

Your family is very musical. Your mother is a famous cellist, your father plays the trumpet. Was there any question of you pursuing a career other than music? I always felt drawn to classical music. I have played piano and read music since I was four, and started playing at sight, in other words, prima vista, when I was six or seven. I did it for hours on end, gradually expanding my repertoire. We had a huge library at home, so I never ran out of things to play. I especially liked pieces with glissandi and tremolos ...

What other profession would you have liked? Volcanologist.

Why? When I was three, I saw a documentary on TV about Mount Etna in Sicily. I was totally fascinated. Together with my best friend, I got interested in natural disasters in general, and later on in nuclear physics.

According to the media, you also enjoy cultivating orchids? I'm not sure I have a particularly green thumb. But who knows, maybe I'll have a house with a big garden one day.

Back to music, back to Géza Anda? Can you remember your first musical encounter with this great pianist? I had always been familiar with the name, but I really got to know Géza Anda through his recordings of Bartok.

And how would you describe his style? He plays with tremendous intelligence and has a beautiful sound. He is hugely gifted and often amazingly delicate in the way he plays. Just think of his Brahms Paganini variations. I particularly recall his Mozart and Bach double concert with Clara Haskill. I had never heard anything like it.

You also advocate contemporary compositions with your ÉRMA ensemble. Are you bored of classical music? Not at all. But it's important not to neglect modern-day music, because it doesn't get to be performed so often in concert halls. We musicians have a responsibility in this respect, especially if we want to win over new generations. What I have noticed is that young people often understand these complex compositions much better than we think. They know the groove, and the style is their own.

Wouldn't streaming music make it easier to reach the younger generation? Yes, it would, and I do have my own Youtube channel. But somehow, vlogging, where you talk and tell people about yourself without anyone actually being present, isn't really my thing. Streaming concerts, on the other hand, is something I enjoy. But of course, playing live in front of an audience is totally different.

And finally, what does Anton Gerzenberg do when he is not playing the piano? I can usually be found at the cinema, preferably two films in a row. I also like Netflix, of course. At the moment I'm watching the dramatized documentary "The Social Dilemma" about the ugly side of social media. Since then, I've deleted my TikTok account ... *Interview: Reto Wilhelm*

ANTON GERZENBERG was born in Hamburg in 1996 and began playing the piano at the age of four. His teachers included Julia Suslin and Julia Botchkovskaia in Hamburg, Jan Jiracek von Arnim in Vienna, and currently Pierre-Laurent Aimard in Cologne. In 2019 he co-founded the ÉRMA Ensemble for new music in Cologne (erma-ensemble.com), which gave its first performance in close collaboration with the composer Unsuk Chin. He has played chamber music together with artists like Martha Argerich, Dora Schwarzberg and Alvis Vidolin as well as with various orchestras, including the Taipei Symphony Orchestra, the Munich Symphonic Orchestra, and the Hamburger Camerata. He is also a frequent guest at festivals, including the Progetto Martha Argerich in Lugano, the Ruhr Piano Festival, the Schleswig-Holstein Music Festival, the Accademia Chigiana in Siena, and the Mozart Festival in Würzburg.

NATURALLY GOOD SLEEP

What if you could improve your quality of life, simply by treating yourself to a premium bed that helps you sleep better? People today want their sleep to be healthy, just like the food they eat. Sleep specialists know that a comfortable mattress plays a large part in getting a good night's sleep.

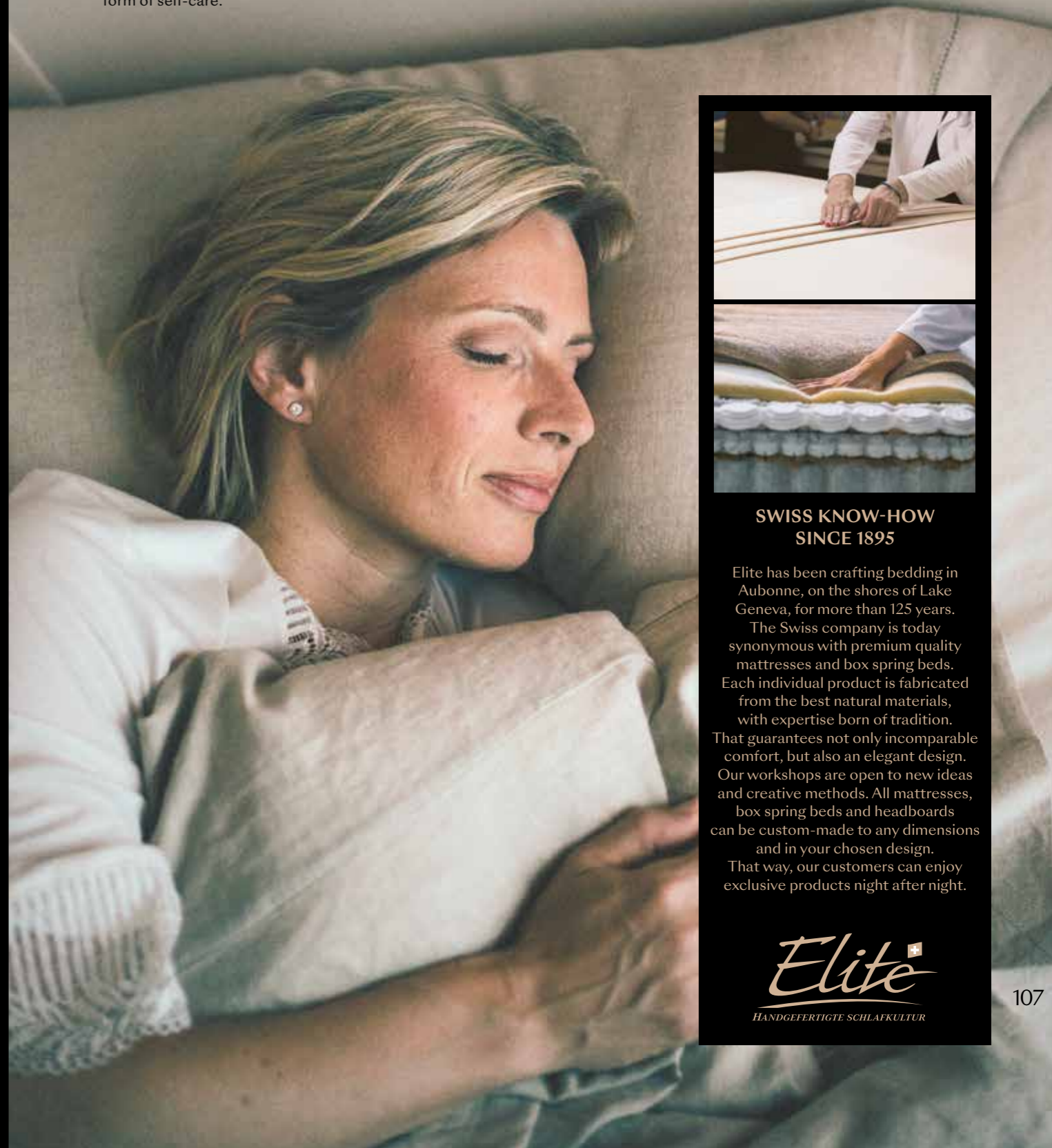
The most important aspect is the craftsmanship of the mattress. For Elite, the Swiss manufacturer of premium bedding, another requirement for healthy sleep is a mattress that contains no volatile organic compounds (VOCs). That's why the company only uses natural materials in its mattresses. All bedding is certified with the EU Ecolabel, guaranteeing a significantly longer useful life than comparable products. Elite also protects the planet's health as much as that of its customers. Sustainability for us means producing exclusively in Switzerland and sourcing the wool, horse hair and wood for our exclusive beds from local partners.

A comfortable mattress makes all the difference! For Elite, healthy sleep is inherently deep and restorative. That's another reason why we work closely with engineers and sleep specialists to continuously improve the quality of our mattresses, which are known worldwide for their high-level comfort. To sleep peacefully, the body needs to be perfectly supported. Otherwise, we tend to wake up repeatedly for brief periods, and that interrupts our sleep cycle, especially the deep sleep phase. The comfort of a mattress therefore plays an important role in getting the best sleep.

Sleep well, naturally! Sleep is a basic physiological need. It has a positive effect on the brain, lowers the risk of depression and reduces stress. Just like a good diet, a good sleep that is "restorative" in the medical sense has a positive impact on our health. For example, it stimulates and strengthens our immune system. Because having a good sleep also means we have our emotions better under control, it also improves our quality of life. Especially in an age when our greatest freedom is to lead a self-determined life, a good night's sleep is the ideal foundation for being true to yourself and living life to the fullest! elitebeds.ch

Photos: Digitale Massarbeit / Tanja Kurt

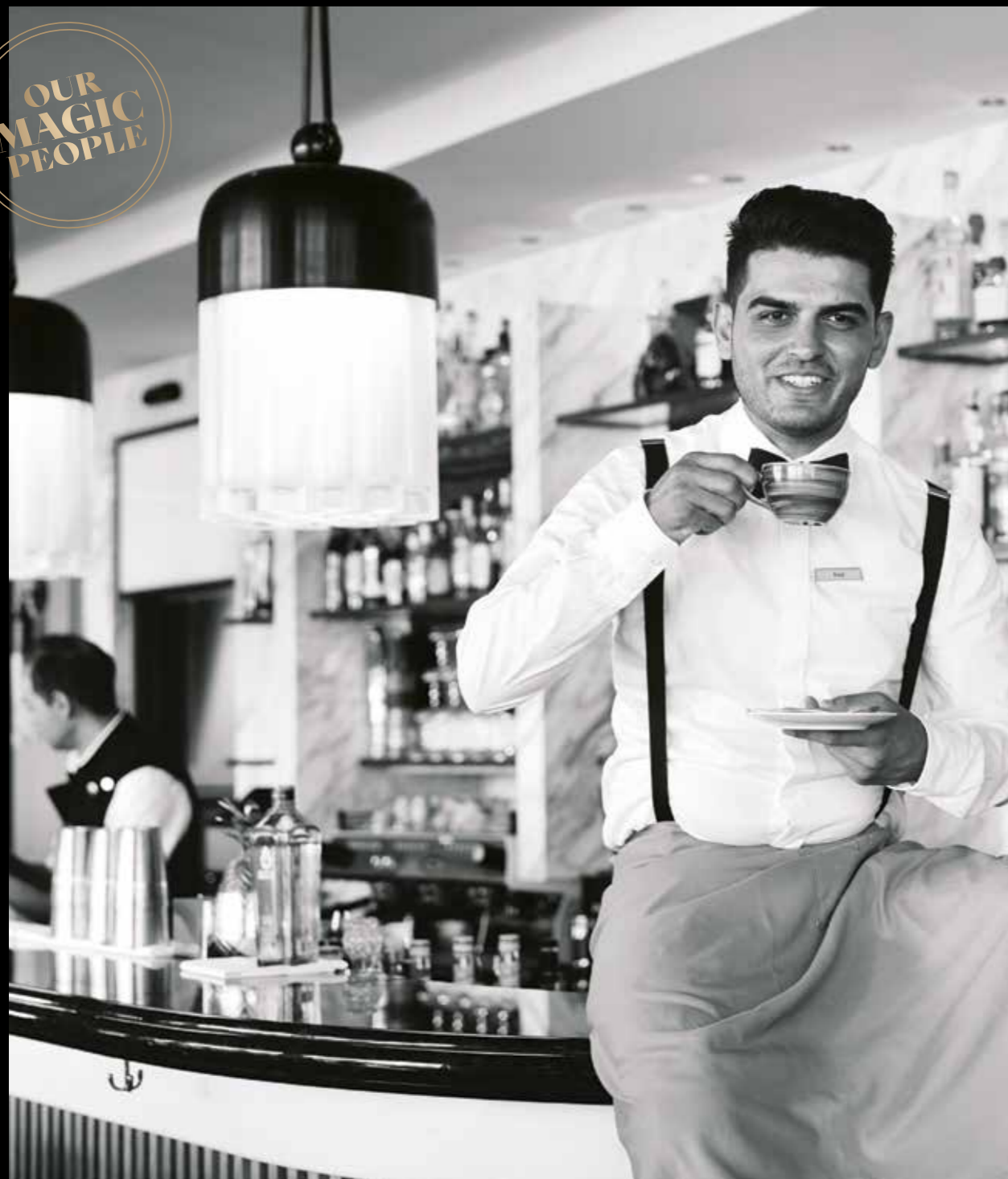
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PEOPLE

NAQIBULLAH SHERZAD
BARISTA AT THE STORCHEN

How his ideal bar should look: just like the Barchetta, it's simply perfect! What he prefers to drink: Negroni.
 What he would not want to miss at work: contact with the guests. His greatest temptation: tartar and club sandwich.
 A wish he would like to fulfil: my own house, preferably at the seaside. What he would decree if he were king for a day:
 no more poverty and justice for all. How many secrets his guests have confided in him: none.
 The drink that has yet to be invented: Sherzad — except it has been invented and can be ordered at the Barchetta. ;)
 Where he likes to spend his free time: at Bellevue square on Lake Zurich. His greatest passion:
 food, driving and meeting friends. Where he takes friends from abroad to impress them: Interlaken.

LIFE & STYLE IN THE NORTH

The Living Circle is at its very best in the north, too: The five-star *Hotel Storchen* offers views of Zurich's city centre. Just a few steps away is the five-star superior *Widder Hotel* on Rennweg, also in the old town. Visitors can cruise to the *Alex Lake Zurich* on Zurich's "riviera" with the hotel's taxi boat, or across the lake to *Restaurant Buech* and *Schlattgut* farm in Herrliberg.



2022

OUR HIGHLIGHTS

See our events page for many other occasions to brighten up your year. Enjoy exploring!

On our website, we will announce whether or not these events can take place as scheduled. thelivingcircle.ch/en/offer-events



THE BEST HIDEAWAYS

THE NEST

Well-concealed among the crooked roofs of the old town, THE NEST on the rooftop terrace of the *Storchen* boasts unobstructed views of the River Limmat, Grossmünster and St. Peter churches, the lake and mountains. Choose between lobster from the barbecue, a hot dog served on a nest of hay, or cocktails and homemade sugar-free lemonade: This intimate bar is an exclusive location at the centre of Zurich. storchen.ch

RESTAURANT BUECH

For over 100 years, *Restaurant Buech* has stood high above Herrliberg in the shade of tall beech trees, surrounded by an ancient vineyard. The panoramic views of Lake Zurich and the sunlit mountain peaks could hardly be more romantic. In 2021, the *Buech* was awarded the Bib Gourmand award from Guide Michelin for its excellent value for money. restaurantbuech.ch

WIDDER GARDEN

Tranquil, shady and exclusive: The *Al Fresco* garden restaurant in the courtyard of the *Hotel Widder* is a stylish retreat. Summer dishes, including soup and salad, pasta and risotto, fresh fish and BBQ specialities, are served here in a Mediterranean ambience. At the Summer Lounge event, you can enjoy an afterwork drink in a relaxed atmosphere — with legendary selections from the *Widder Bar*. widderhotel.com

WIDDER GARAGE

The former garage of the *Hotel Widder* presents a cheerful mix of old, used and forever-beautiful objects. Party all night long among upholstered benches and armchairs from the *Bähnli Bar* at The Dolder Grand hotel, empty barrels, records and countless posters. The only indication that it is run by a five-star hotel are the drinks, because even in the Garage, the *Widder's* high standards apply. widderhotel.com

RESTAURANT AQUA

Seating just 14 guests, the *Aqua* gourmet restaurant serves exclusive specialties with lake views. Chef Michael Schuler (pictured) focuses on classical French cuisine and Asian-inspired dishes. The 27-year-old sources his ingredients primarily from our own farms. The young chef learned his trade from none other than award-winning chef Stefan Heilemann, most recently as his sous-chef at the *Widder*, where he came up with culinary highlights. alexlakezurich.com



Photos: The Living Circle © Archive, Steven Kohl Photography, Stefania Giorgi



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IN THE NORTH

A hundred years ago it was the standard, today it's fashionable. Exclusively regional cuisine from nose to tail.

**NOSE TO
TAIL**

RESTAURANT BOUCHERIE AUGUST

When was the last time you ate boiled beef salad, tripe or brawn? You can find excellent meat and sausage specialities on the menu at *AuGust*, a boucherie, brasserie and bistro all in one. In an ambience that is fashionably rustic, chef Tino Staub prepares regional classics and makes long-neglected cuts of meat respectable again. Highlights include a pulled Swiss beef burger from our *Château de Raymond* farm, and tender tongue of beef. In winter, you can watch passers-by on Rennweg through the large windows, while in the warm summer months, the terrace beckons.
widderhotel.com

HUUSBEIZ

Enjoy the diversity of Swiss cuisine on your plate. Proprietor Nicolas and chef de cuisine Joe embrace the “nose to tail” philosophy, utilising as much of an animal or a vegetable as possible, and adding their extensive knowledge, patience and passion to create simple, no-frills dishes. The full-blooded restaurateurs are not interested in luxury cuts. Instead, they age and serve tenderloin steak from a ten-year-old dairy cow — a welcome culinary rarity in this part of the world.
huusbeiz.ch

WILLIAMS BUTCHERSTABLE

Williams ButchersTable is a butchery and restaurant in one. Old school, but very stylish. Rock'n'roll, but still classic. A passion for sustainable meat products runs through all areas of this establishment like good taste through a choice filet or special cut. From competent advice at the butcher's counter to warm hospitality at the long Williams ButchersTable. The menu includes the rare French Sasso chicken breed from Mörschwil, Appenzell, fed with ground maize to give the meat a delicate, light-yellow colour. Choose from two locations in Zurich, at Bellevue and Hegibach squares.
williamsbutcherstable.ch

METZG

Marlene Halter, proprietor and chef at MetzG, wanted to create a home for alternative meat preparation, which is different from the conventional methods used in Switzerland. The trained cook discovered the technique in New York City, and has since more or less taught herself the butcher's trade. Her dream is to one day have her own farm. In the restaurant and shop on Zurich's busy Langstrasse, all parts of an animal are sold over the butcher's counter. The variety of flavours gets customers interested: A woolly pig tastes different from a domestic pig, and Angus beef unlike a Tyrolean grey.
metzg-grill.ch

“METZGETE” AT SCHLATTGUT

At a prime location above Lake Zurich, *Schlattgut* farm welcomes guests every year to its “Metzgete” event. One of its own free-range pigs from the pasture is slaughtered for the occasion. The menu includes blood and liver sausage, as well as Sauerkraut and green beans. Much of the meat comes from the farm, home to not only four pigs, but also 40 cows, 35 heifers and calves as well as 950 hens.
schlattgut.ch



Photos: The Living Circle © Archive, Huusbeiz and Williams ButchersTable, © pad, MetzG, Marlene Halter © Pascal Grob/Valeriano Di Domenico



UNFORGETTABLE MOMENTS

FOOD AND BAR TOUR

3 hotels, 3 bars, 3 restaurants: Experience the culinary variety of our hotels and restaurants on our new food tour and enjoy Zurich's unique skyline as we chauffeur you between locations on our own boat.

If you love cocktails, then our bar tour might be just right.

You get to visit all of our hotel bars in one evening and sample the famous cocktails prepared by our bartenders!

thelivingcircle.ch

"JUST" A TABLE FOR 2

Probably the biggest understatement for a magical moment! Anyone can arrange a rendezvous on the Eiffel Tower. Special moments in life demand unique locations. Some of the most exceptional and beautiful spots in Switzerland are waiting for you at "Just" a table for 2!

thelivingcircle.ch

URBAN PICNIC

See the city through the eyes of a local, and enjoy a picnic at some of the best-guarded secret spots in town. Our gourmet chefs will prepare a picnic hamper for you with the very best produce from our own farm. From CHF 69.

thelivingcircle.ch

FARM EXPERIENCE

Relax in a beautiful place, far from the noise of the city! At our Schlattgut farm in Herrliberg, you can commune with nature and the animals. Caroline Ledergerber (pictured) and her team will treat you to home-made cakes, fresh egg dishes, ice-cream and jams from the farm.

Contact our concierge.

schlattgut.ch



SUSTAINABLE BRANDS

FEIN'S

For a little country air, head out to the suburb of Dübendorf. With loving attention to detail, Andrea Schär's organic grocery shop, Fein's (pictured above), sells exclusively organic produce, all from the region and crafted by hand. Of course, the selection at Fein's also includes produce from the *Terreni alla Maggia*.

feinsbio.ch

SOEDER

The company is famous for its premium cosmetics (right), jewellery and accessories. The Zurich-based collective makes products that look good, are manufactured sustainably, are long-lasting, good for the environment and good for customers.

soeder.ch

MORENA ISABEL

The gorgeous clothes from Morena Isabel are all handmade. The materials look and feel fantastic, and they are produced fairly.

morenaisabel.ch

FREITAG

Practical, water-resistant and above all sustainable: Legendary Freitag bags (right) made with old lorry tarpaulins have a distinctive, unique design and are a classic Swiss brand.

freitag.ch



Photos: The Living Circle © Archive, Tom Egli, Andrea Schär, pad

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IN THE NORTH



**Zunftkonzerte
Zürich**

FINEST CHAMBER MUSIC IN ZÜRICH'S MOST SPECTACULAR GUILDHALLS

The Zunftkonzerte Zürich concert series was started in 2018 by two young musicians, Alexander Boeschoten and Joachim Müller-Crépon, with the idea of filling Zurich's beautiful old guildhalls with music.

The programme features young national and international ensembles and soloists, with styles ranging from early baroque to the classical and romantic periods, as well as jazz from the first half of the 20th century. The aim is to present a wide spectrum of chamber music.

Within just a short time, what started in winter 2018 as an experiment has grown into a successful series of concerts played to packed audiences. The organisers have succeeded in introducing concert-goers in Zurich to the old guildhalls with an entertaining and wide-ranging concert programme.

At the end of each concert, guests can enjoy an aperitif in the magnificent rooms of the guildhalls, together with a small surprise from Zurich chocolate manufacturer La Flor.

zunftkonzerte.ch



Photo: iStock, lavaterhaus.ch, iStock

SAT, 14 MAY, 5 PM
SPECIAL CONCERT AT LAVATERHAUS
100% Original
KamBrass Quintet *"This young quintet takes the concert stage by storm with two trumpets, a horn, a trombone and a tuba."*

SAT, 9 JULY, 5 PM
ZUNFTHAUS ZUR ZIMMERLEUTEN
#PERSPECTIVES
EnsemblLesAlpes *"A Swiss-style concert by a string sextet pairing Zurich-born composer Joachim Raff with Johannes Brahms."*

SAT, 3 SEP, 5 PM
ZUNFTHAUS ZUR SCHMIDEN
Carte Blanche
Julian Trevelyan *"He wowed audiences at the 2021 finale of the Concours Géza Anda. Now he is back in the city on the River Limmat."*

SAT, 1 OCT, 5 PM
ZUNFTHAUS ZUM WEISSEN WIND
Spotlight on the Enesco Quartet
Quatuor Enesco & Alexander Boeschoten
"They have performed in the Concertgebouw, in Wigmore Hall and the Library of Congress in Washington!"

SAT, 5 NOV, 8 PM
SPECIAL CONCERT IN LAVATERHAUS
Fathers & Sons
Karel & Alexander Boeschoten und Andreas & Joachim Müller-Crépon *"Two fathers and two sons present a programme of music and readings."*

SUN, 4 DEC, 11 AM
SPECIAL: ZUNFTHAUS ZUR WAAG
Lieder matinée "Winter evening"
Valentin & Grishutina song duo
"The rising stars in the art song scene present a matinée with Lieder in Zurich's historic city centre on the second Sunday of Advent."

We are happy to organise concert tickets for you. Please contact our concierges.

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IN THE NORTH



JAZZ

SWING, GROOVE AND SOUL IN THE WIDDER GARAGE

Jazz is back at the *Widder Hotel* with wonderful vocals, fantastic music, old and new faces. Starting in spring 2022, the *Widder Garage* presents the whole spectrum of jazz, from swing to soul.

Once a month, Swiss soul and jazz legend Robi Weber gets feet tapping with his unique groove. The Robi Weber Quartet is one of those rare combos that blend entertainment with the highest quality music. Modern and timeless – the art of groovy soul jazz.
widderhotel.com

A DAY AT THE ZOO

At Goldau animal park, you and your children can learn all about the 100 native and European wild animal species that live here. Zurich Zoo has more exotic creatures. As you walk through the different areas, you come face-to-face with giraffes, elephants, zebras and many other fascinating animals from a total of 380 species.
zoo.ch
tierpark.ch

CITY & LAKE RESORT KIDS MAP

Take your family on a journey of discovery! Our *City & Lake Resort Kids Map* is designed especially for children and shows you the best spots in Zurich. There are also riddles to solve with a surprise from the concierge for those who pay close attention.

BOCCIA SETS, SPEEDMINTON AND TABLE TENNIS BATS

Chase away boredom with a game of boccia, speedminton or ping-pong. Just ask the concierge.

EVENTS FOR THE LITTLE ONES

Activities include baking cookies, colouring Easter eggs, or a visit by Father Christmas to Weinplatz square.
thelivingcircle.ch



Photos: iStock, pad, Robi Weber © pad

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OVERLOOKING LAKE ZURICH**

For over 100 years, *Restaurant Buech* has stood high above Herrliberg in the shade of tall beech trees, surrounded by an ancient vineyard. It presents a unique blend of beautiful scenery, fun-loving people and culinary delights.

Hotel guests who have reserved a table can take the *Alex's* hotel boat to Feldmeilen, where a Genesis limousine waits to drive them up to the *Buech*.
restaurantbuech.ch



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WIDDER HOTEL
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STORCHEN ZURICH
The five-star Hotel Storchen in Zurich with its unique location directly on the River Limmat is steeped in history. A guest house stood here as long as 660 years ago.



CASTELLO DEL SOLE
The five-star superior hotel Castello del Sole in Ascona is embedded in 140 hectares of land. Space and time harmonise perfectly with nature.



SCHLATTGUT
Guests at our farm in Herrliberg can experience humane livestock breeding, enjoy events with breathtaking views, or browse through the farm shop. June is strawberry season.



RAYMONTPIERRE
This gem high up in the Jura mountains, far from civilisation, is surrounded by 700 hectares of forests and meadows. The castle also has its own farm.



TERRENI ALLA MAGGIA
The agricultural estate in Ascona is committed to cultivating fine specialities on 150 hectares of land. Rice, corn, wine and much more can be bought in the farm shop.



ALEX LAKE ZURICH
This five-star hotel on Zurich's riviera combines a fantastic location directly on the water's edge with luxurious interiors. The hotel's own taxi boat takes guests to the city centre ...



BUECH
This restaurant above Herrliberg with breathtaking views of Lake Zurich has welcomed guests for more than 70 years with the flair of a countryside tavern.



RUSTICO DEL SOLE
The Rustico del Sole, perched 1,000 metres above Lake Maggiore, is not just a restaurant, but an experience in itself. The mountain retreat can be reached by helicopter ...

**IDYLLIC LOCATION
OVERLOOKING LAKE ZÜRICH**

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restaurantbuech.ch

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€

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terreniallamaggia.ch



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BUECH
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ASCONA

RUSTICO DEL SOLE
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