

## SWISS CUISINE AT ITS BEST!

Montreal, November 25<sup>th</sup> 2014 – Did you know that Switzerland has the greatest concentration of top chefs per capita in the world? The rich diversity of its regions and cultures most likely contribute to this bustling culinary creativity. Only a couple of hours separate the peaceful lakeside regions from the Alps and the cities from the countryside, and every region boasts its distinctive culinary tradition inspired by locally grown and farmed produce. The changing of the seasons and the good fortune of having fresh quality ingredients year round provide a great source of inspiration for our Chefs who offer their personal twist and touch of creativity to seasonal fare. Our honorary president, Pierre-André Ayer (also president of the *Grandes Tables de Suisse* 2015), and a delegation of top Chefs are eager to present you with the best cuisine Switzerland has to offer, in addition to their personal interpretation of some regional specialties. This culinary experience will be rounded off by the opportunity of discovering Swiss wines with Paolo Basso, best sommelier of the world 2013. Mr. Basso will join us from beautiful Ticino, in the south of Switzerland, to share his passion and knowledge. Naturally, any event featuring Swiss cuisine would be incomplete without its most typical offer of all: “fondue”. This specialty will be prepared by Raoul Colliard, the unofficial world champion of fondue coming especially from the Fribourg Alps.

### *From region to region, great wines and gourmet destinations*

As Alex Herrmann, Director of the Americas for Switzerland Tourism, states, if Switzerland is famous for its cheese and its chocolate, Swiss wines are still to be discovered. In fact, all 26 cantons produce wine! The main wine producing cantons are the Valais, Vaud, with its renowned Lavaux-region, part of the UNESCO World Heritage, Geneva, not only an internationally renowned city but also the 3rd wine producing canton of Switzerland, Ticino, but also Neuchâtel and the Three-Lake-Country, the rising star among the wine producing regions. They produce white, red as well as rosé wine from almost 200 varieties of grapes. Some of these wines are already available in Québec, and during *Montréal en Lumière*, the producers will be delighted to present them to you. If these culinary discoveries should leave you craving for more, the “Grand Tour of Switzerland” will enable you to experience Swiss hospitality and cuisine. The tour will take you through breathtaking landscapes and also enable you to visit cities, such as Geneva and its museums, Zurich and its galleries and boutiques, Bern featuring a lovely farmer’s market steps from the Parliament, and Fribourg with its local delicacies. The Glacier-Express departing from Zermatt and featuring an on board gourmet menu is a special treat, allowing you to take in the spectacular scenery, and perhaps a peak at the Matterhorn.

### *Star-studded cuisine with wings*

The experience of Swiss culinary delights starts high above the clouds with Swiss International Air Lines (SWISS), the airline of Switzerland, prized time and again for quality service and outstanding onboard hospitality. Among the star-studded chefs coming to Montreal in February, four have contributed to the award-winning SWISS Taste of Switzerland inflight culinary program: renowned Swiss chef Pierre-André Ayer, honorary president of the festival's gastronomical program, Edgard Bovier, Reto Lampart and Stefan Meier. The concept allows the chefs to interpret Switzerland's diverse cuisine in their own unique ways resulting in premium menu choices for SWISS First and SWISS Business passengers traveling from Switzerland to Montreal. SWISS, the official airline of MONTRÉAL EN LUMIÈRE, is pleased to share the company's passion for Swiss gastronomy with festival-goers in 2015. It connects Canada to Switzerland with a convenient winter schedule of five non-stop flights a week between Montreal and Zurich.





### Consulate General of Switzerland in Montréal

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### Swiss International Air Lines

Swiss International Air Lines (SWISS) is Switzerland's national airline, serving 84 destinations in 40 countries from Zurich, Basel and Geneva and carrying some 16 million passengers a year with its 90-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to around 120 destinations in over 80 countries. As the airline of Switzerland, SWISS embodies the country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of 8,250 personnel, SWISS generated total operating income of some CHF 5.17 billion in 2013. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

### Switzerland Tourism

Switzerland Tourism is the official National Tourist Office of Switzerland and operates in 30 countries around the world with the goal of promoting Switzerland as a travel, vacation as well as a convention and incentive destination. In the Americas, Switzerland Tourism operates offices in Toronto, New York, Los Angeles and São Paulo.

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