

## **Media Information**

Zermatt, season 2011/2012

### **Stylish Cervo – Matterhorn magic**

**When you enter the Cervo, there's not a revolving door in sight. Or one of those modern sliding glass doors which obediently (and often annoyingly) opens to one side the moment you step remotely near its highly susceptible sensors. No, to enter the Cervo you take the small almost private entrance – an entrance appropriate to a homely chic chalet, which has been family-owned for generations. Once inside there's a simple table. A telephone. And a warm welcoming smile. In fact you feel much more than welcome. You feel at home.**

The Cervo somehow resembles an eagle's nest, although one which comes complete with its own lift. Here, some 100 metres high above Zermatt, guests enjoy the calm and cosy contrast to the hustle and bustle below. But at the same time, the village is so quickly and conveniently accessible. The Cervo offers the best of both.

#### **Sun-kissed ski slopes**

Twenty metres opposite the half-hidden hotel entrance (on the other side of the ski trail) is the entrance to the lift for the Sunnegga funicular railway. The station is located at the bottom of the ski run, providing direct access not only up to the sun-kissed slopes but also down to the many delights of Zermatt – traditionally one of the most popular of all Swiss Alpine resorts for the discerning holidaymaker. The Cervo even has its own private lift from Zermatt, which hotel guests can operate at any time simply by using their room key.

The first floor comprises the "Stuba" – once the private living room in this family chalet but now an inviting restaurant. To the guests seated at its welcoming walnut tables, the young "Stuba" team serves simple but seductive specialities from the region. These delicious dishes are invariably accompanied by choice Valais wine and – because of the altitude and dry air – considerable quantities of Zermatt's refreshing mineral water. The restaurant attracts many visitors from Zermatt itself, so table reservation is always strongly recommended.

#### **Captivating calm**

The pinewood used for the restaurant's rustic walls and seating is as old as the chalet itself, radiating a captivating calm not to be found in younger timber of a more temperamental nature. Guests feel at home in this Alpine ambience, with its mix of rustic living room, contemporary check fabrics, tiled stove and timbered flooring. Here you will find a wealth of wooden flooring – but without a parquet surface in sight. The difference between the two is that parquet should best be stepped upon only when wearing felt-soled footwear; anything else will surely result in painful pangs of guilt. On board oak flooring, however, you can wear ski-boots or slippers. And virtually anything else in-between. You will certainly feel comfortable, in more ways than one.

Wood, stone, patterned fabrics and ornamental antlers are to be found in every cosy corner of the Cervo. You might be tempted to take these treasures with you – except that, aesthetically, they simply belong to this special setting. Within one's own four walls the effect just would not be the same. As individual elements they might be considered to have a design dimension. But here in the Cervo they

are the stylish synthesis of everyday objects. It's that which radiates homely harmony and – if you will – determines design.

### **Magic of the Matterhorn**

In the afternoon – or, if you're a skier, probably in the early evening – the Cervo and its excellent bar become a popular meeting point for après-ski enthusiasts. Heading down from the top of the run, you can't miss the Cervo. It's right here where the trail terminates. The attractive outdoor bar and scenic sun terrace tempt you to enjoy your last drink of a delightful day (or perhaps the first of the evening). And if you've been attracted to Zermatt by the magic of the Matterhorn, then the views from the Cervo count among the finest. Many skiers like to meet up in small groups on the terrace and share a large wooden platter of the local delicious dried meat, one of the Cervo's most popular specialities. The generous bowls of freshly-prepared salad are large enough for everyone to serve themselves, and Valais wine is on offer by the magnum. Protected from the elements by crystal-clear glass and supplied with warm blankets and cushions, guests linger longer as they enjoy the last rays of the setting sun. Down in the village dusk is slowly falling. The sparkling lights below resemble the view from the upper panorama deck of a cruise liner.

Some hotel guests then retire to the cosy comforts of their room. Others adjourn to an exclusive world of wellness in their private spa. If – after a session in the sanarium – guests still prefer their own company, the small but select room service menu is to be highly recommended. To dine in the comfort of your own room on duck liver terrine served with freshly toasted brioche and accompanied by a superb white wine, is a unique culinary experience and a pleasure to be shared. Your delicious dish will be served in a stylish picnic box for two. And as another delightful day draws to a close, the pleasure is perfected by a final view of Zermatt by night.

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