

Press release

Zermatt, December 2014

A new addition to the culinary offerings

CERVO Mountain Boutique Resort, Zermatt: the lifestyle hotel at the foot of the Matterhorn is celebrating its 5th anniversary and opening the new restaurant Ferdinand as a gift to its guests

Ferdinand is an additional architectural highlight in the CERVO Mountain Boutique Resort. From the outside one would never guess that the restaurant, which is located in its own chalet, offers enough space to comfortably seat 80 guests. The elegant wooden facade has a graceful, airy appearance and finds the perfect balance between alpine tradition and modern style.

The architectural design sets the bar high, and the traditional menu easily exceeds these expectations: raclette, fondue and tabletop barbecue are the specialities that await you at Ferdinand. However, if you're imagining a stuffy old fondue restaurant, you're mistaken.

Ferdinand offers a taste of big city life in Zermatt.

The atmosphere is cosmopolitan. At bistro-style tables, Heidis and hipsters sit side by side with trend-setters of an older generation, relaxing and enjoying delicious alpine specialities made with top-quality products.

Alpine casual dining

Ferdinand was designed to complement the existing fine-dining options at CERVO and create a relaxed environment where guests can enjoy delicious meals made solely with ingredients from the Valais region and Switzerland. Fondue and raclette are prepared with cheeses that have earned the AOP (protected designation of origin – PDO) label, making them a treat for your taste buds, just like the excellent meat dishes sourced from sustainable, free-range farms. Of course we only include wines from the Valais region on our wine list. The wide variety of soil conditions in the vineyards of the Valais and the unique climate ensure that every bottle is a new taste experience.

Event location with a view of the Matterhorn

With its exceptional location overlooking Zermatt, CERVO is an ideal venue. It is situated directly on the piste with a one-of-a-kind view of the Matterhorn and is only 10 minutes away from the village. At the beginning of summer 2014, CERVO was named the Swiss Hotel of the Year by the Swiss Sunday newspaper *SonntagsZeitung*. The Ferdinand restaurant will provide the necessary infrastructure for larger groups and incentive events – along with a mountain panorama view – which means that even more satisfied guests can celebrate their special occasions at CERVO.

On the path to success for five years

Daniel F. Lauber is the founder of CERVO and the driving force behind the hotel's success. He is a forward thinker, a designer and a doer. Together with his wife Seraina, he opened the Mountain Boutique Resort in 2009 and made it a dream destination for guests from around the world. They are joined by a young, dedicated team who add their own individual voices to the story. Their excitement is contagious. Joy is at the core of the concept of this uniquely located resort, which is just a lift ride above Zermatt.

Media contact for additional questions:

Daniel F. Lauber, Hotelier & Hunter

Mobile: +41 79 268 12 12

daniel@cervo.ch

CERVO, Riedweg 156, Postfach, 3920 Zermatt, Switzerland