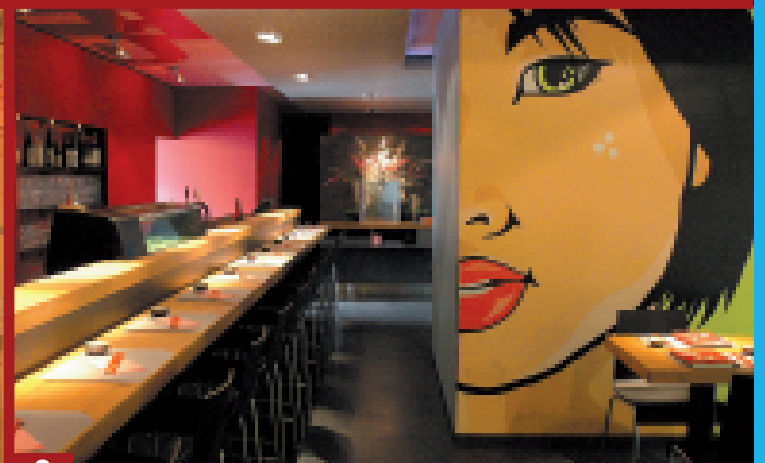




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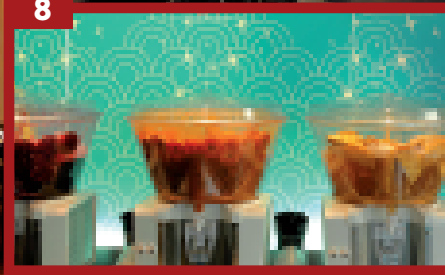
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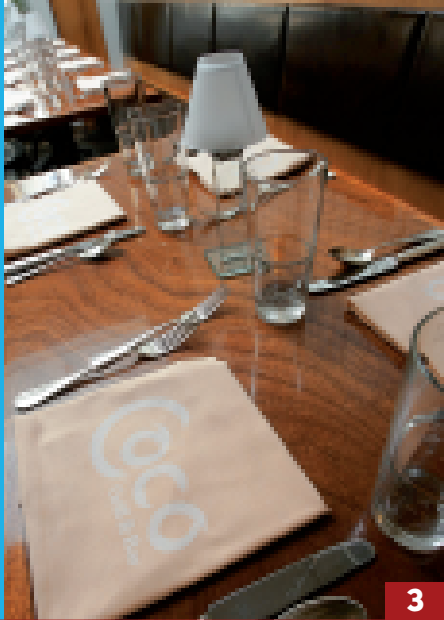


For Gourmets and Night Owls

Exciting dining in Switzerland? Or you could say Zurich. The city on the Lake of Zurich, with a population approaching 370,000, is the undisputed capital of the confederation, when it comes to entertainment, trend dynamics and top F&B. From the long-established and traditional to the visionary and forward-looking – Zurich's gastronomic spectrum is always worthy of closer inspection. Our city guide highlights some of the many innovative newcomers, which reflect the vastly creative energy of Zurich's restaurant scene and a couple of old faithfuls which have been exciting the locals and their guests for decades. BM

A gastronomic welcome 1

Arriving by train, visitors to Zurich get their first impression of the quality of Zurich's hospitality as soon as they reach central station. Candrian Catering, a third generation business, currently runs 18 outlets here ranging from the **Il Baretto** coffee bar to the **Au Premier** Gault Millau restaurant. **Imagine**, which opened in 2003, is particularly interesting in terms of design. The spacious location's eight-metre-high ceiling is stunning in itself. The 180-seat operation (plus 120 garden seats and 36 in the station itself) has a purist look, which allows the original design of the former station restaurant to shine through. Two all-black, open kitchens, where high-quality dishes are prepared on the grill, are located to the side of the bar. Other atmospheric essentials include eye-catching, mega-sized ceiling lights, plain black furniture, a DJ console and several projection surfaces. Swiss Railways (SBB), land-



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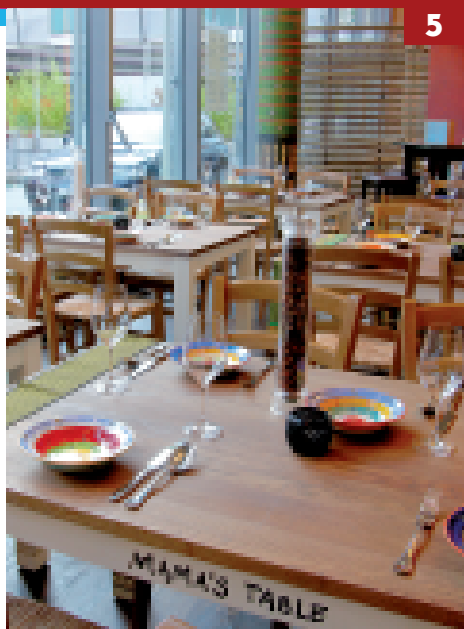


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lords of Zurich Hauptbahnhof and Candrian, have jointly invested around CHF3 m creating a unique attraction, aimed primarily at young people in the 25 to 40 age group, welcoming some 2,200 guests/week. The average bill is approximately CHF36 and the F&B ratio is 51:49. Directly opposite, the **Brasserie Fédéral** sets beer lovers' pulses racing thanks to its range of over 100 Swiss beers. Traditional Swiss cuisine, either as snacks or full meals, is also available. A set menu is served daily from 11 am to 2.30 pm for CHF18.80. The atmosphere is cosy, comfortable and casual. The restaurant has 200 seats inside and 120 outside and caters to an average of 750 guests per day. The average spend is CHF16.50. Altogether, Candrian Catering run 25 restaurants, 8 take-away units, a catering service and two hotels. In 2006, the company reported net annual sales of CHF78.5 m.

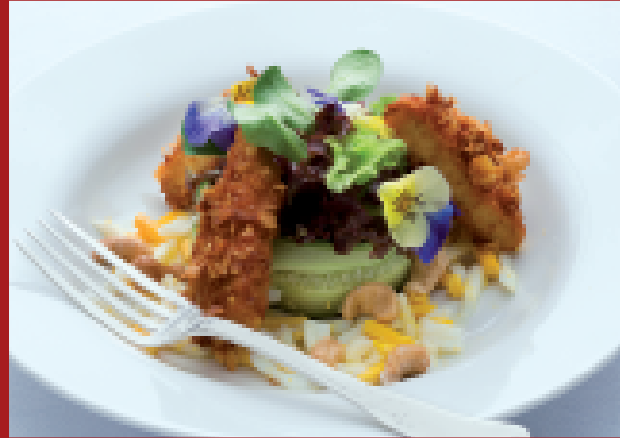
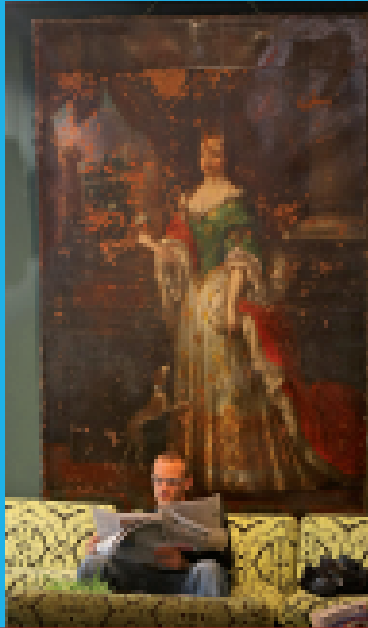
www.candriancatering.ch

For gourmets and night owls 2
The presentation of the new **Steinfels** restaurant, bar and home brewery (Heinrichstrasse 267) is as multicultural in appearance as Zurich's 5th precinct. Optically, the venue cheerfully takes its design inspiration from the seventies. The restaurant, from the creative mould of Günter Specht, KSH Gastronomie Consulting (Munich), surprises with a menu combining modern Californian cuisine with Asian influences and high-end beer culture. The uncomplicated atmosphere in the restaurant (approx. 90 seats), two lounges (46) and bar (45) and long weekend opening hours (Sun-Wed 11 am to 0.30 am, Thur/Fri 11 am-2 pm, Sat 11 am-4 pm) are designed not only to excite night owls but gourmets as well. The self-confident, modern, fresh range is marked by Pan-Pacific influences and outstanding Californian, Mediterranean and Asian cuisine. The menu also features classic dishes like steaks (from CHF42), fish & chips (CHF5), pasta (CHF20-33)



5

and Sushi (from CHF3.50 each), plus surprises like pizza with tuna carpaccio (CHF27), New Style Sashimi (from CHF26) and crisp baked tempura vegetables served with a trio of dips (CHF18).



Future-oriented Metamorphosis

Dating back over 100 years, Hiltl is Europe's oldest vegetarian restaurant and a veritable institution in Zurich. Following extensive conversion work completed in March 2007, the historical enterprise, now run by Rolf Hiltl in the fourth generation, is distinguished by more space and a modern look: cosmopolitan, urban, with an attractive, individual hallmark – modern mixed with selected antiques plus some flea-market articles and a touch of the sixties. Lucid architecture that gives guests a host of new perspectives – the restaurant, kitchen

and new cooking studio cover three floors. Seating for 250 has been transformed into seating for a total of 550 guests, 430 of them indoors. Most importantly, however, is the completely new, multi-functional section: the casual all-purpose lounge on the ground floor with 80 seats and a separate entrance, as well as direct access from the restaurant, is aimed primarily at younger people. In distinction to the rest of Hiltl, counter service is the thing here. And, for the first time, guests have a flexible, whole-day visiting option that works almost around the clock. From early birds to late-night clubbers, depending on the time of day, the lounge can be a café-pâtisserie, bar, club or take-away outlet. And not just for cakes, etc. At the counter, customers pay for their take-out meals, which they put together at the selfservice buffet – the legendary Hiltl buffet is positioned at the interface between lounge and restaurant. 8 m long and accessible for all sides, it offers around 50 cold and hot dishes, including Indian cuisine, the USP of Hiltl since the fifties. In other words, the perspectives for filling the restaurant have improved. However, the most important motive for the conversion was, "to make Hiltl relevant for the coming generation," says Rolf Hiltl. "We want to anchor the name Hiltl more firmly and in a more contemporary way than before. And to give it a broader appeal – although the core brand will continue to stand for vegetarian culinary pleasure in the future, too."

Altogether, the new Hiltl attracts an average of around 1,500 guests per day and, on very good days, as many as 2,000. The restaurant is regularly fully booked up in the evening and club events in the lounge have attracted as many as 300 guests: all-round confirmation for a bold step forward into the 21st century. www.hiltl.ch

Separated only by a pane of glass, guests can see the brewer at work. The glass-fronted kitchen is an invitation to take a look at what's cooking.

The Steinfels (investment: CHF4 m) is managed by Kramer Gastronomie, one of Zurich's prominent food service operators. Just a few weeks ahead of the Steinfels, the company fired the starting shot for another concept, the **Metropol** (Börsenstrasse 10).

www.kramergastronomie.ch

All about the Grill **3**

At the **Coco Grill & Bar** (Bleicherweg 1a) guests are invited to take a holiday as well as eat. The heart of Michel Péclard (Pumpstation Gastro) and Marco Pero's cosy grill-restaurant and bar concept, which opened in autumn 2006, is an open fireplace. Relax. There are four set lunch menus to choose from: pasta, grilled meat or fish – and vegetables. Almost everything is prepared on the grill, relatively little on the stove. In the evening, the grill plays the 'lead role'. Guests choose either fish or meat and watch while their meal is cooked in front of them. If they wish, guests can make their selection from the menu downstairs in the wine cellar, which has three tables offering a very intimate dining experience. Wine accounts for about 33% of sales. For anyone wishing to enjoy a pre- or post-lunch or dinner drink, the bar – possibly the smallest in Zurich – is the ideal option. On Sundays, the restaurant, tucked away in a rear courtyard, is open only in the evening. www.coco-grill.ch

With the city at your feet **4**

A more beautiful restaurant location than that of the **Terrasse** at Bellevue would be really hard to find in Zurich. After all, you have the river Limmat, the Limmatquai and a panorama of the city literally at your feet whilst dining. Since reopening in January 2000, the former cabaret theatre, managed by leading professionals Rudi Bindella and Fredy Müller, has been one of the city's trendiest meeting places. And because the spacious room is very stylishly divided into a classic modern bar, a cosy lounge and imposing restaurant, there are more than enough places to see and be seen. The 140-seater restaurant section, with its circular layout, is Greco-Roman in design, complementing the exclusive, southern Mediterranean cuisine. Here, an average bill in the evening comes to

Zurich

Zurich has repeatedly been named the city with the highest quality of life in Switzerland. The capital of the canton of the same name is the epicentre of an agglomeration of 1 m people and Switzerland's most important commercial centre. The financial district is one of the most important in the world. Zurich's universities and colleges, attended by over 40,000 students, and famous research institutes make it an innovative place for science and research. The Zurich Opera House is one of the most famous in the world in the opera and ballet sector and the Tonhalle and Schauspielhaus enjoy a top-class reputation internationally.

Over 2,000 restaurants and around 100 hotels, offering 12,000 beds, and a diverse nightlife with almost 500 bars, nightclubs and discotheques, make the city on the Limmat an ideal leisure and tourist destination.

around CHF75 and just over CHF45 at lunchtime. Popular dishes served in the lounge and bar, which seats a total of 200 guests, include Tramezzini, Crostini misti and the Club Sandwich. The wide range of selected wines and whiskies on offer is exceptional. Open from 10 am to past midnight 365 days a year, guest numbers range from a minimum of 1,000 to a maximum of 2,200 guests per day.

www.cafe-terrasse.ch

South Africa in Zurich 5

At **Mama Africa**, the Outback Company's newest concept in Zurich West, the focus is on South African cuisine, with its wealth of flavours and colours, accompanied by the right drink or wine. The menu, characterised by gnu, kudu fillet, chicken, fish and stews, is the centrepiece of a design, which brings African culture to life at close quarters in large rooms with high ceilings via calm, earthy colours, typical African decorative elements and ornaments.

Proprietor Fredy Wiesner, who owns 11 other successful gastro concepts, has invested around CHF1 m in the location. More than 300 seats (70 outside) are spread over five areas. At the Mama Africa restaurant, the flavours of Africa are celebrated and exceptional specialities are served: Bobotie (ovenbake), Bredie (stews), Boerewors (traditional South African grill sausage), fish, seafood, exotic cereal combinations and dishes from the Braai (barbecue). In the Wineloft, lovers of South African wine will find what they are look-

ing for – the large selection from a variety of provenances is also predestined for tastings, wining & dining and parties of every kind. At Mama's table, where guests eat with their hands, the maxim is 'back to the roots'. Before the food is served on colourful plates and dishes, guests wash their hands at the table in an enamel jug – this activity, seated at a long table, promotes communication and group dynamics. The bar/lounge is designed to serve as a relaxation area, a discussion forum and a central point where guests can see and be seen. Visually, large bamboo lounge furniture and thick cushions lend an African touch. 'Mama Chicken' seduces guests with a special type of chicken. Based on the motto 'Flavours of Peri Peri', their chicken specialities come in four grades of hotness. With his 1b location, near to a multiplex cinema, Wiesner aims to appeal to urban customers in the 20-45 age group (men/women 50:50), who are open to something new. His sales target is CHF4 m in the first year and CHF4.5 m in the second. Average bill (projected): CHF50 in the restaurant and CHF20 in the bistro.

www.mamaafrica.ch

Fine dining meets art gallery 6

The **St. Germain** (Bahnhofstrasse 66) is where Paris Hilton sips a drink when she's in town. Opened on 12 March 2007, the 120 sq m concept on the top floor of the Bally building claims to be a 'fine-dining restaurant, club, lounge and art gallery'. When it comes to design, the dominant features of the

little more colourful and floral thanks to 'manga' comics on the walls and a number of other modifications. The first Yooji's outlet attracts around 120 guests on peak days such as Wednesdays, Thursdays and Fridays. Most are aged between 25 and 40 including lots of women. The food focus is on sushi and sashimi, prepared by Asian chefs in the centre of the Kaiten module. The best-selling items are tuna, salmon and vegetarian products, while prices range from CHF5 to CHF12. Also on offer alongside maki, nigri sushi



More to See

www.restaurant-lumiere.ch
www.taos-lounge.com
www.spruengli.ch
www.gourmet-factory.ch
www.globus.ch
www.schminkbar.ch
www.moevenpick-icecream.ch
www.tibits.ch
www.d-vino.ch
www.ristorante-toto.ch

and inside-out rolls are soups, salads, desserts and 'home-made' carbonated drinks. The average bill is about CHF40. The take-away business accounts for a full 25% of sales at Yooji's in the Seefeldstrasse. www.yoojis.ch

Asian delights in a cool ambience 9

More and more restaurateurs have identified a gap in the market between, formal, frequently overpriced Chinese restaurants and cheap but none too cosy Asian takeaways. Particularly worthy of mention in this context is **Tiffins Asia Kitchen** (Seefeldstrasse 61). The outlet offers

Asian culinary delights in a cool and stylish ambience, with the accent on Thai cuisine, for example red snapper with green curry (CHF23), beef satay and sweet-and-sour chicken. (Almost) everything is cooked in large woks in an open kitchen, which caters for between 600-700 customers a day. Main dishes are available for around CHF20. In addition to the restaurant, the owners Ming & Co., run Tiffins Catering Service, offering Asiatic specialities and a takeaway section in the Gourmet Factory, located in the basement of the Jelmoli department store on the Bahnhofstrasse. www.tiffins.ch