

Press Release

Grand Hotel Kronenhof offers families a Unique Experience in its own Alpine Hut

Switzerland, June 2013: This summer, Grand Hotel Kronenhof, Pontresina (www.kronenhof.com) is offering families the chance to experience something new that is truly unique: the opportunity to spend quality time together in the hotel's very Swiss Alpine hut far from the madding crowds, with just a private chef whipping up a traditional feast in front of their eyes.



Grand Hotel Kronenhof's Alpine typical old hut is located high up in the mountains, just 10kms from the hotel and close to the Bernina Pass, and is surrounded by unspoilt wild pasture, giving families the chance to spend a few hours getting back to nature and experiencing real "Heidi" moments, running up hills, discovering wild flowers, breathing in crisp mountain air and simply appreciating the natural beauty of the Alps.

To help families make the most of their day in the mountain, Grand Hotel Kronenhof has put together a package that includes transfers to and from the Alpine hut, as well as a rustic three-course menu prepared by Bernd Schützelhofer, Executive Chef at Grand Hotel Kronenhof and awarded the prize of Chef of the Year 2012 by the Swiss economic magazine Bilanz, which will be prepared for the family by a private chef.

If they wish, families can also go with the Chef to various local markets, prior to departure from the hotel, to learn more about fresh regional produce and how to cook it. The Alpine hut package is valid for a minimum of two people and costs from CHF220 (approx £150) per person. For keen adventurers, there is also the chance to spend the night in the Alpine hut – more details are available from the hotel.



The Engadine valley, where the Grand Hotel Kronenhof, Pontresina is located, is positively bursting with outdoor activities that suit families with children of all ages. There are mountains to be climbed, mountain bike trails to be discovered (of varying difficulty and with different themes, such as fairy and flower), lakes in which to swim or on which to sail, excursions by train, horse-drawn carriage, boat or helicopter, and child-friendly centres such as a petting zoo and rope park.

Meanwhile, Grand Hotel Kronenhof, Pontresina (www.kronenhof.com) has perfected the art of hosting families and has a coveted Family Hotel Seal of Approval from the Swiss Hotel Association to prove it.

To book, call the Grand Hotel Kronenhof on +41 81 830 3030 or email reservations@kronenhof.com.

NOTES FOR EDITORS

Grand Hotel Kronenhof, located in Pontresina, six miles from St. Moritz, offers the best of both worlds: the chance to enjoy the glitz of St. Moritz, while staying in a peaceful mountain village.

Grand Hotel Kronenhof has a rich and interesting history, having first opened its doors in the first half of the 19th century as a guesthouse. However, the main part of the current building, which is a registered historical landmark, was built at the very end of the 19th century in Neo-Baroque style. The latest addition, completed in November 2007 and costing CHF 35 million (approximately £24 million), consists of 28 new guest rooms and a stunning spa complex covering more than 2000 square metres.

The spa is certainly one of the hotel's highlights and has been named "the best Alpine spa"*. Facilities include a 20m indoor infinity pool with counter-current system, a flotation pool with underwater music, a wide range of saunas and steam rooms, a luxurious private suite for couples to enjoy wraps and massages together, and – for the perfect final touch – a crackling log fire in the relaxation room.

Gourmet cuisine is also a speciality at the Grand Hotel Kronenhof. Awarded the title of GaultMillau Hotel of the Year in 2009, it has four restaurants (the formal Grand dining room in an elegant Neo-Baroque vaulted room, Kronenstübli – awarded a Michelin star in November 2011 and 17 GaultMillau points – serving international cuisine with a local flair, the traditional bowling lanes where Swiss raclette is served and an informal pavilion for light lunches).

Finally, Grand Hotel Kronenhof is renowned for its extensive children's activities and facilities (a kids' playroom and Rondelle, a restaurant just for younger members of the family).

Recent awards for the Grand Hotel Kronenhof include Best Hotel in Switzerland 2013 according to TripAdvisor, the HolidayCheck Award 2010-2013 (most popular hotel in Switzerland, four years in a row), first place in the Best Of Swiss Gastro (gourmet category), GaultMillau Hotel of the Year 2008, the 'Bilanz' hoteliers of the year award presented to Heinz E. and Jenny Hunkeler in 2008, and a Michelin star for the à la carte restaurant 'Kronenstübli'.

Grand Hotel Kronenhof and its sister property Kulm Hotel St Moritz are owned by the Niarchos family.

(* Tyler Brule writing in the FT, November 2009)

For more information, please contact:

Sue Heady

Director

Heady Communications

T: 01608 651 692

M: 078 5595 0705

E: sue@headycommunications.com