

Baur's

INTRODUCING 'BAUR'S': BAUR AU LAC TO OPEN A NEW MODERN EUROPEAN BRASSERIE IN ZURICH ON 20TH SEPTEMBER



On the 20th September 2019, Zurich's [Baur au Lac](#), one of the world's most iconic luxury hotels with a 175-year history, opens a new lifestyle-focussed and contemporary European brasserie; [Baur's](#). Located just off the shopping promenade of Bahnhofstrasse – Baur's is the classic brasserie reimaged; serving lunch and dinner.

Located inside Baur au Lac, currently celebrating its 175th anniversary, Baur's is a new casual restaurant and bar that sets itself apart from Baur au Lac's fine-dining options, inspired by the traditional European neighbourhood-style independent eating and drinking establishments with an easy-going atmosphere.

The new restaurant is the brainchild of Andrea Kracht, sixth-generation owner of Baur au Lac, working in collaboration with London experience specialist agency **Gorgeous Group** and internationally-acclaimed London- and New York-based **Martin Brudnizki Design Studio**, whose prestigious former projects have included Annabel's, Sexy Fish, The Ivy and Soho House in London, The University Arms in Cambridge, Pink Mamma, Paris and Café Boulud in Toronto.

Featuring a world-class art collection which includes pieces art connoisseurs will recognise, Baur's will be modern, chic and sophisticated. Its creators have brilliantly imagined a warm and cosy space that will be contemporary and timeless all at the same time. The reimagination of the classic brasserie design has been inspired by the history of Baur au Lac and the city of Zurich.

As well as welcoming Baur au Lac's guests, the brasserie aims to be a popular destination with Zurich's locals, with an elegant bar, restaurant, buzzing dining counter and stylish cigar lounge. Baur's will embody a less formal style of service, aiming to deliver memorable experiences.

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BAR

The warm ambience of the bar lounge area, with contrasting antique mirrors against fabric wall panels and dark timber patterned floor, is the perfect setting for its internationally-inspired Aperitivo cocktail concept menu that combines sophisticated international influences from Greece, Scotland, South Africa and Switzerland. Aiming to become a destination in its own right, Baur's bar will also offer classics, perfectly-executed highballs with signature ice rods and digestivos to enjoy from 3pm until late, seven days a week.



RESTAURANT



Baur's main restaurant seats 66 and is an interpretation of a modern brasserie with a contemporary twist on classics using the best seasonal cuisine, surrounded by unique modern art with a warm colour palette of burgundy red and soft green, an impressive decorative lacquered ceiling and Murano glass chandeliers. Open for lunch and dinner seven days a week, signature dishes include Sepia Linguine, Lobster and Datterini tomatoes, Sole Meunière and steaks such as Chateaubriand with Béarnaise sauce and Pommes Allumettes. These appear alongside an array of vegan and vegetarian options including Ravioli, spinach, almond ricotta with black truffle and salads such as Burrata, rocket salad and tomato.

Baur's wine list was curated by Baur au Lac's sommelier Marc Almert, recently awarded World's Best Sommelier. It consists of a superb array of international wines procured with expertise by Baur au Lac Vins, the hotel's sister premium wine trading company, which has special relationships with wineries and producers all over the world.

DINING COUNTER

Located in the centre of the restaurant, Baur's dining counter is an intriguing spot for people-watching. Chefs prepare cold dishes such as swiss beef tartare, organic cherry-wood home-smoked salmon, cold meat and cheese selections and house salads, giving a sense of theatre with the grand central bar crafted from marble and glass featuring a gantry showcasing impressive hanging joints of ham.



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CIGAR LOUNGE

Adjacent to the restaurant and bar is Baur's cool and comfortable cigar lounge, also designed by Martin Brudnizki Design Studio. Complete with a state-of-the-art humidor, the cigar lounge offers a meticulously selected choice of cigars, comprising over 20 types, as well as a limited-edition '1844' cigar – referring to the year of Baur au Lac's opening – to be enjoyed alongside high-end spirits and cognacs.

General Information on Baur au Lac

Since its opening in 1844, Baur au Lac has been run by the Baur-Kracht family, now in its sixth generation. Johannes Baur founded the hotel in 1844, providing Europe's nobility and aristocracy with a new "home" in Zurich. Some of the most powerful people in the world considered the Baur au Lac the leading address in Switzerland. In addition to King Ludwig I of Bavaria, King Carl XVI of Sweden, Queen Sonja of Norway, Emperor I. Haile Selassie of Ethiopia and Empress Elisabeth of Austria, were just a few regular guests. Before long, they were joined by the rich and the famous. In October 1856, Richard Wagner celebrated the world premiere of the first act of his Valkyrie opera at the Baur au Lac. Artists such as Marc Chagall and Henry Moore stayed, and Thomas Mann and Alfred Hitchcock were also among regular guests. It was at the Baur au Lac in 1892 that Bertha von Suttner convinced the Swedish industrialist, Alfred Nobel, of the need for a Nobel Peace Prize. Sophia Loren, Gina Lollobrigida, Audrey Hepburn, Jayne Mansfield and Brigitte Bardot personified the glamour of European cinema in the 1960s and 70s, and today, the hotel plays regular host to Hollywood stars, presidents and CEOs.

Notes to Editor

Baur au Lac's carefully-maintained heritage building, perched on the edge of Lake Zurich, has a legendary status as one of the most historic 5-star hotels in the world. A stone's throw from the Paradeplatz, Zurich's bustling financial district, the hotel is located within its own landscaped park and offers 119 rooms and suites individually decorated in styles such as Art Deco, French Louis XVI and English Regency.

For further information and bookings, please visit: baur-zurich.ch/en / bauraulac.ch/en