

BAUR ^{AU} LAC

The brand "Baur au Lac" belongs exclusively to the iconic Zurich hotel

THE FEDERAL SUPREME COURT CONFIRMS EXCLUSIVE TRADEMARK RIGHTS

Zurich, 21 September 2023 - The rights to the heritage brand "Baur au Lac" belongs exclusively to the businesses of H. Kracht's Erben AG. These include in particular the world-famous Baur au Lac Hotel at Talstrasse 1 in Zurich and the renowned wine shop Baur au Lac Vins, Regensdorf.

With its ruling of 17 July 2023, the Swiss Federal Supreme Court has provided clarity in the final instance regarding the trademark rights to the "Baur au Lac" brand. The Federal Supreme Court overturned a decision of the Zurich Commercial Court dated 1 February 2023. It also declared the "Club Baur au Lac" trademark registered by third parties invalid and ordered its deletion.

"The decision of the Federal Supreme Court strengthens Baur au Lac in the long term and protects the entrepreneurial commitment of our family for generations. The exclusive trademark rights allow us to continuously expand our offering also in the future and to respond flexibly to market developments," says Andrea Kracht, Delegate of the Board of Directors of H. Kracht's Erben AG.

ABOUT BAUR AU LAC

Zurich with its private park and views of Lake Zurich and the Alps is truly unique. The 119 rooms and suites at Baur au Lac showcase an exquisite, timeless design inspired by Art Deco and Louis XVI, skillfully blended with contemporary elements, modern art, and a touch of glamour, creating a refined eclectic style.

Baur au Lac's dining options are among the most exclusive in the city. Guests can indulge in a modern interpretation of haute cuisine at the Michelin-starred restaurant Pavillon, while the Brasserie and Bar "Baur's" celebrate European culinary classics. Whether you prefer cocktail classics or trendy highballs, elegant champagne or robust wines, sparkling aperitifs or warming digestifs, the diverse drink menu offers something special for every palate.

In October 2020, Baur au Lac was ranked #1 among the best 50 hotels worldwide and was named the best hotel in Europe for the third consecutive time at the Readers Choice Awards by the US travel magazine Condé Nast Traveler. For more information, visit www.bauraulac.ch.

CONTACT

Andrea Kracht
Delegate of the Board of Directors
H. Kracht's Erben AG | BAUR AU LAC
T: +41 44 220 50 20
E-Mail: a.kracht@bauraulac.ch