



BADRUTT'S PALACE
ST. MORITZ SWITZERLAND

PRESS RELEASE

HAPPY BIRTHDAY BADRUTT'S PALACE HOTEL

ST. MORITZ, Mai 2016 – The legend lives on! Badrutt's Palace Hotel has greeted its illustrious guests for 120 years and is celebrating this special anniversary year in style with plenty of surprises. Among them some highlights. Badrutt's Palace Times, a newspaper with a retro feel, is reporting a highlight a month from the 12 decades of the hotel's history and can be seen as an »Open Air Exhibition« on the Via Serlas from June onwards. There will be a 120m long apple strudel built right outside the doors of the hotel on 24th July to mark the start of the week of festivities. The hotel's actual birthday, 29th July, will be exuberantly celebrated and 120 balloons carrying vouchers will be let off into the sky above St. Moritz and a Venetian Masked Ball will be the crowning glory of the evening, promising a journey through time.

It is unbelievable, but true. Badrutt's Palace Hotel has been welcoming the rich and beautiful of this world for 120 years. »See and be seen« has always been the motto of this iconic St. Moritz hotel's guests. It all began in 1896 when Caspar Badrutt opened the hotel with the conspicuous green tower, now the landmark of the great hotel. Today the luxury hotel is looking back on a colourful past and recounting it in monthly issues of Badrutt's Palace Times. An old fashioned style newspaper page reports a monthly highlight from twelve decades of the hotel's history. The stories are brought to life and given an authentic edge by the many black and white photographs from the hotel's own archive. Alongside the summer opening the editions of Badrutt's Palace Times can be seen as an »Open Air Exhibition« along the »Palace Galerie« on Via Serlas from the end of June 2016. It will make an impressive attraction showing the history of Badrutt's Palace Hotel to all the day trippers, shopaholics and local residents.

Badrutt's Palace Hotel will be marking the start of the official week-long festivities with a 120 metre long apple strudel on Sunday 24th July which will be an event for the whole family. The traditional hotel's Chef Pâtissier, Stefan Gerber, and his team will build the sweet, larger than life delicacy on the Sunday morning from the site of the original »Café Palace« right down to the »Loro Piana« luxury boutique, allowing all the visitors to enjoy the apple strudel until late into the afternoon.

On Friday 29th July 2016 a day full of highlights and surprises awaits guests: starting with 120 balloons which will be let off in the afternoon to adorn the St. Moritz sky. Each balloon contains a voucher just waiting for a lucky person to find it – the rewards will be, for example, a dinner in Chesa Veglia, a massage in »Palace Wellness« or even an overnight stay in Badrutt's Palace Hotel. In the evening the Venetian Masked Ball will spread a legendary touch of 1920s gloss and glamour with its exuberant décor and is sure to be the social highlight of the 2016 summer season. Badrutt's Palace Hotel will spoil its guests that evening with 12 culinary delights and guarantees a musical high point with Rondò Veneziano.

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ABOUT BADRUTT'S PALACE HOTEL:

Badrutt's Palace Hotel is a celebration of style, sports, cuisine and fashion, with discreet service and traditional elegance evoking an atmosphere of pampered luxury for all. An ideal destination in both winter and summer, the hotel is located in one of the most challenging ski areas in the world and offers a host of summer alpine activities. Badrutt's Palace Hotel boasts 157 guestrooms and 37 suites with stunning views of the Swiss Alps. The hotel is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels. Badrutt's Palace Hotel opens its doors to guests this summer from 24th June 2016 to 4th September 2016.

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