



**BADRUTT'S PALACE**  
ST. MORITZ SWITZERLAND

## **Badrutt's Palace Hotel is a new Krug Ambassade and proud partner of Krug Champagne**

**Calling all Krug Lovers: As of the 2017/2018 winter season Badrutt's Palace Hotel in St. Moritz is one of only four Krug Ambassades in Switzerland, serving its guests a large selection of different Cuvées of the prestigious Champagne. New to the hotel's offering is the 'Krug Stübli' in the wine cellar, where an exclusive truffle fondue can be enjoyed with Krug Champagne in a cosy rustic ambience.**

Badrutt's Palace Hotel is proud to become one of the few 'Krug Ambassades' in Switzerland, as of the 2017/18 winter season. Krug Champagne is working with selected restaurants and hotels, the so-called 'Krug Ambassades' and it ranks among the most exclusive Champagne brands in the world. A 'Krug Ambassade' is an iconic place which represents the spirit of the House of Krug based on the principles of prestige – a unique passion and savoir-faire. A culinary destination where gastronomic excellence meets the finest Champagnes. All over the world the Krug Ambassades represent a real network of Krug lovers who pass on their passion through relentless hard work and an original style.

Like Badrutt's Palace Hotel, Krug Champagne has been a family-run business for several generations, with Olivier Krug now at the helm. Both brands stand for tradition and quality, which is why guests can now look forward to a varied culinary programme of events to do with Krug Champagne.

The exclusive Champagne has been enjoyed in Badrutt's Palace for some time now. At the beginning of the 20<sup>th</sup> Century there were several Krug Cuvées to choose from in the hotel's restaurant. On the present wine list there is now a selection of 23 different Krug Champagnes and Krug Grande Cuvée is served by the glass in all the restaurants and bars. In the wine cellar there are even some rare bottles of the fine grape, such as a Krug Clos d'Ambonnay 1996 or a Magnum of Krug Collection 1982.

### **The Wine Cellar's 'Krug Stübli'**

On the culinary front Maison Krug focuses each year on a specific ingredient (Krug – Ingredient of the year) in order to create first class menus which best promote the champagne's unique character (for 2018 the ingredients are mushrooms) These special pairing menus are offered in the Krug Ambassades locations, and this will be new to Badrutt's Palace Hotel from 2018.

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Guests can now enjoy the new ‘Krug Stübli’ in the hotel’s time-honoured wine cellar. Hans Badrutt’s former garden room has been incorporated and transformed into a cosy chalet. The ‘Krug Stübli’ will offer exclusive truffle fondues and Krug dinners – reservations can already be made under [culinary@badruttpalace.com](mailto:culinary@badruttpalace.com) / +41 81 837 26 61

### **About Maison Krug**

Behind every valuable drop of Krug is the dream of a visionary. A man who understood long before everyone else that the essence of Champagne is pleasure. Joseph Krug defied all conventions over 170 years ago in order to follow his vision. He wanted to create the most impressive Champagne every year independent of variables in the weather. Joseph’s bold move proved a triumph and he successfully created Champagne like none before – and like no other since. To this day Maison Krug lives and breathes its lasting philosophy and creates only prestige Champagnes since 1843.

## *ABOUT BADRUTTS PALACE HOTEL*

Badrutt's Palace Hotel is a celebration of style, sports, cuisine and fashion. With discreet service and traditional elegance it evokes 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 in the coming winter season from 1st December 2017 to 1st April 2018.

## *FOR FURTHER PRESS INFORMATION*

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