



Introducing King's Social House by Jason Atherton: his first alpine outpost within the iconic Badrutt's Palace Hotel in St. Moritz



LONDON, 13 November 2018: Famed as the oldest nightclub in Switzerland, King's Club at [Badrutt's Palace Hotel](#) has enjoyed a distinguished reputation as a legendary night spot for generations of St. Moritz jetsetters. This winter sees it re-born as [King's Social House](#) in collaboration with celebrated British chef and restaurateur, Jason Atherton.

A keen skier, Atherton has long cited St. Moritz as his favourite ski destination and is excited to contribute to its growing gastronomic landscape. A true passion project, Atherton comments, *"I love to ski with my family in St. Moritz and have been going for as long as I remember. I enjoy the energy and excitement of skiing and want to echo this in a dining experience for customers that is somewhere they can socialise and integrate. The service, atmosphere and sharing plates on the menu encourage a sociable dining experience; a place where people can visit not only for the food quality but as a truly special place where they can be comfortable and cherish time with loved ones."*

The new restaurant, bar and nightclub follows a complete redesign by **Rosendale Design**, creating an illustrious setting and atmospheric hub as the perfect foil to Badrutt's Palace Hotel's nine distinctive dining facilities. A chic yet informal approach, synonymous with St. Moritz's signature style, will transform the new space into an animated dining and dancing venue that evolves as the evening progresses into a high-energy nightclub with low lighting and bespoke design features. A mural painting by Swiss street artist duo, **Bane + Pest**, will create a showstopping centerpiece that reflects the creativity and versatility of the food. Traditional materials from the local area will be used in a contemporary manner featuring grey pine panels upcycled from old field barns, slate columns reminiscent of chalet rooflines and timber table tops inspired by the traditional farmhouse doors found all over the Engadine countryside.

Opening on the first week of December, guests to King's Social House can expect a selection of Atherton's famed sharing plates with wood-fired meat and fish dishes designed to create a social environment and an entertaining, interactive dining experience. British influences such as Atherton's flavoursome Pork Pie Trolley will combine with locally sourced, seasonal produce.

Manning Atherton's first Swiss venue will be **Head Chef Marcus Rohlen**. Swedish-born Rohlen joined Pollen Street Social in 2011 as Junior Sous Chef (after stints at Lindsay House, Bentleys and Corrigan's Mayfair) before rising to Head Chef of Social Wine & Tapas in London's Marylebone. At the company's first alpine outpost, Rohlen will oversee a menu that includes dishes such as roasted wild mushroom 'served in a bag' cep toast, truffle morels 'fondue' and roasted lobster served with triple cooked duck fat chips. A slick drinks offering served at the beautifully designed central bar will include champagne, punches, mulled and classic cocktails, making it an excellent venue for celebrations. A programme of roaming international DJs,

curated by legendary DJ Mr. Mike, include names such as Joe T. Vannelli, Mousse T, Danny Rampling, Tom Novy and Kenny Carpenter who played at the infamous Studio 54.

As St. Moritz is increasingly recognised as a culinary wonderland showcasing international gastronomic talent, King's Social House joins this creative collection and endeavours to provide an experience that complements Badrutt's Palace Hotel's sophisticated but playful history and Atherton's inimitable social dining experiences.

Rich in heritage and spilling with stories, Badrutt's Palace's esteemed guests from Rita Hayworth to Alfred Hitchcock have long enjoyed its spirited approach to hospitality. Managing Director Richard Leuenberger comments, *"Much like the surrounding hotel, the aim was to create a spirited and interactive atmosphere that provides a sense of occasion and yet lacks pretention. We are thrilled to be working with such a skilled chef and restaurateur and look forward to an eventful winter season."*

King's Social House opens on 6 December 2018



Opening hours: 7pm - late

Reservations: culinary@badruttpalace.com

Badrutt's Palace Hotel is open from 1 December 2018 to 31 March 2019

Press Enquiries: Barbara Thoma, Public Relations
Badrutt's Palace Hotel

Phone +41 (0)81 837 26 57, pr@badruttpalace.com

<https://www.badruttpalace.com/en/press>

PLEASE FEEL FREE TO ENTER YOUR AGENCY'S CONTACT DETAILS INSTEAD

Badrutt's Palace Hotel: Where generations have met since 1896.

Experience legendary service and an enchanting atmosphere in the heart of St Moritz, with 300 days of sunshine in winter and summer. Unrivalled and unexpected eating and drinking, joie de vivre and a unique sense of belonging in a historic and, iconic mountain resort. A celebration of style, sports, culinary adventures and wellness in the Swiss Alps. In winter, explore one of the world's most exciting ski regions, at 6,000 ft. In summer, the Engadine Valley's sun-soaked alpine activities beckon. Badrutt's Palace Hotel has 157 guestrooms all with heart-stopping views of the lake or the charming village centre. Eight on-site restaurants and three bars include Andreas Caminada's Michelin-starred IGNIV, Japanese-Peruvian Matsuhisa, fine-dining at Le Restaurant and after-hours music venue, Kings Social House. Badrutt's Palace Hotel is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels.

The Social Company:

Jason and Irha Atherton, owners of The Social Company, launched their flagship London restaurant, Pollen Street Social in April 2011, which was awarded a coveted Michelin star within six months of opening. Since then, the Social Company has grown into a global restaurant group, winning multiple awards and accolades for their contribution to the UK restaurant scene. They now operate seven acclaimed London restaurants, three of which hold Michelin stars, and a further eight international outposts in Hong Kong, Shanghai, New York, The Philippines and Dubai.