

**READY, SET, GOJI: HAND CRAFTED VITALITY DRINKS NOW AVAILABLE
TO NOURISH AND NURTURE GUESTS ON THE ROAD**



New drink recipes feature nutritious and delicious syrups and infusions to enjoy from morning until night

Zurich, March 21, 2016 – In celebration of this year's spring solstice and the brand's Vitality Day, Swissôtel Hotels & Resorts has launched new menu of nutritious drinks to be enjoyed from morning to night in hotels around the world.

The newly developed recipes created by some of Swissôtel's leading mixologists, feature hand-crafted infusions and syrups that are made with the best seasonal ingredients. Each drink includes superfoods, rich nutritional benefits that allow guests to enhance their energy and endurance while traveling. Infusions are made with alcoholic spirits, while syrups create new, exciting non-alcoholic drinks.

"Vitality drinks are truly an energizing new offering for our guests that draw on nutritious and delicious ingredients," said Lilian Roten, vice president, Swissôtel. "We are always looking for ways to contribute to our guests' vitality while travelling and these new recipes will achieve this aim by refreshing and invigorating palates."

To create the new recipes Swissôtel mixologists juiced, grated, mixed and blended the best and most nutritious fruits available resulting in a collection of over 15 new recipes. The ideation workshop was facilitated by the International Bar School St Moritz in Berlin in early 2016. Colleagues who contributed to the program include:

- **Tobias Freitag**, bar manager, Swissôtel Zürich
- **Tim Gossrau**, senior bartender, Swissôtel Dresden Am Schloss
- **Benjamin Quick**, director of banquets, Swissôtel Chicago
- **Raquel-Loke Alcantara**, beverage manager, Swissôtel The Stamford Singapore
- **Nikita Khlopyanov**, bartender, Swissôtel Krasnye Holmy Moscow

Vitality drinks are designed to go beyond the bar to inspire guests from early morning until late at night and to create an emotional connection to the craft of Swissôtel colleagues. From breakfast drinks with agave or spinach to evening cocktails with Goji berries, turmeric or vanilla blends, Vitality drinks are intended to please even the most discerning palates. The new recipes are now available at Swissôtel Hotels & Resorts around the world.

The new drink recipes are just the latest Swissôtel initiative designed to increase guest health and wellness while on the road. As part of its vitality program, the brand also offers in room exercise cards, jogging maps, destination guides and vitality cuisine.

In addition to the launch of Vitality drinks, Swissôtel Hotels & Resorts around the world are celebrating health, wellness and vitality in March all in the spirit of living it well at Swissôtel. Plans to get guests energized include activities such as special parkour and Zumba classes at Swissôtel the Bosphorus Istanbul, jogging sessions at Swissôtel Resort Bodrum Beach, vitality inspired amenities at Swissôtel Krasnye Holmy Moscow and a vitality breakfast celebration at Swissôtel Nankai Osaka.

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About Swissôtel Hotels & Resorts

Conveniently located where travellers want to be, Swissôtel Hotels & Resorts provides guests with the opportunity to stay in the heart of more than 30 top locations worldwide, where they can confidently explore the very best each destination has to offer. Synonymous with all there is to love about Switzerland, the brand remains true to its roots, successfully combining genuine Swiss hospitality with intelligent design and local flair. With social responsibility at the forefront and a genuine commitment to positively impact the destinations it calls home, every Swissôtel upholds industry-leading sustainability standards and is committed to treating guests, colleagues, and the environment with equal respect. This all comes together to provide guests with peace of mind that is authentically Swiss. Part of FRHI Hotels & Resorts, a leading global hotel company that also operates the Fairmont and Raffles brands, the Swissôtel portfolio offers business and leisure guests an authentic and local travel experience that is full of energy, passion and vitality. For more information or reservations, please visit [swissotel.com](https://www.swissotel.com).

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