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Culinary delights in a farmhouse setting – SWISS TAVOLATA also successful with catering

Winterthur, 10 January 2017; After just over two years of operations, SWISS TAVOLATA can look back on a successful period. Some 40 female hosts and one male host are now offering culinary delights at farms or rural homes across Switzerland. Over the past year, 2,340 guests have made use of this new offer for Switzerland, which allows participants to *eat out in a home-like setting or enjoy food as friends with friends*. This equates to twice as many guests as in the prior year. In addition to its core business, SWISS TAVOLATA has also developed a catering service, with demand for drinks receptions and events with local products and home-made farmhouse delights being particularly great in urban regions. This trend has prompted the Zurich Museum für Gestaltung, for example, to put its faith in this 100% Swiss product for its events. The business managers anticipate a further increase in the number of guests during 2017.

Feedback from guests regarding service quality and the SWISS TAVOLATA experience has consistently shown them to be thrilled with the product and demonstrates how popular it is. Guests value the chance to meet local people and enjoy home-made dishes prepared using products from the farm or the surrounding region. They also appreciate the opportunity to get a close-up look at the farms and learn something about agriculture and the daily lives of the farmers and rural women.

The organisational structure of SWISS TAVOLATA remains small and streamlined. The company's office in Winterthur takes care of all marketing activities and administrative tasks. This work includes the updating and maintenance of the swisstavolata.ch website, where each host has their own profile listing their personal offers. The website also hosts the booking system, which covers invoicing, collection and the payment of fees to hosts. SWISS TAVOLATA has also attracted great interest from international media outlets,





which during the past year once again published numerous significant reports on the firm (both in print and using moving images). This was possible thanks to the company's cooperation with relevant marketing partners. These include, among others, Switzerland Tourism, Swiss Parks, WHES World Heritage Experience Switzerland, Bed and Breakfast Switzerland and various other regional and local tourism offices.

In addition to the funding provided through its self-generated income, the financing of SWISS TAVOLATA is secured by contributions from the Swiss Federal Office for Agriculture (FOAG) and private companies that are enthusiastic about the idea and its implementation. Namely, these are Kenwood, Coop, Rimuss Secco and Swiss Meat.

SWISS TAVOLATA offers the www.swisstavolata.ch platform on which guests can book culinary experiences with farmers and rural women throughout Switzerland. At present, just over 40 hosts across the country are offering their home-made delights. The heart of the service is formed by the use of seasonal, farm-sourced and regional ingredients. In addition to a lovingly prepared menu including a farmyard drinks reception and beverages, guests can also look forward to an authentic farm experience. Each venue – be it a parlour, kitchen, garden or wine cellar – is unique and embodies the relevant region. Culinary delights with a great deal of charm and passion and an experience based on enjoyment and exclusivity are guaranteed.

SWISS TAVOLATA is an initiative of the Swiss Farmers and Rural Women Association (SBLV) and Home Food Media GmbH and is organised as an association. The association was launched and developed by Christine Bühler (President of the SBLV and SWISS TAVOLATA), Brigit Langhart (Home Food Media GmbH) and Anna Barbara Eisl-Rothenhäusler.

Further information: www.swisstavolata.ch or 052 232 66 88

Deutsche Welle video, August 2016:

<http://www.dw.com/de/swiss-tavolata-bauernhof-statt-restaurant/a-19544603>

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