

Zurich, September 22, 2017

Vegetarian delights in district 4

Hiltl opens a new restaurant on Zurich's Langstrasse

The new Hiltl Langstrasse opened its doors on September 22, marking the arrival of vegetarian and vegan delights on the most colorful street in Zurich. The new Hiltl restaurant will be open almost 24 hours a day, 365 days a year, offering a heady mix of healthy indulgence at the Hiltl Buffet, sophisticated cocktails, and long nights of partying.



The new Hiltl restaurant opened on the corner of Brauerstrasse and Langstrasse on September 22, 2017 – and boasts a restaurant, café, cocktail bar, Hiltl Buffet, take-away, bike drive-through, club, store and boulevard. Occupying a generous 300m² on the first floor, the cozy restaurant in the «Chreis Cheib» district seats over 100 guests. In the basement club, Perle, a large table offers a further 50 seats for diners throughout the day, while an additional 100 al fresco seats are available on the boulevard in the spring. The latest Hiltl concept also extends an olive branch to those who have been dealt a bad hand in life.

«We want staff with bad references.»

Since June, the company has been advertising vacancies at its new Langstrasse restaurant with large window signs. Hiltl is especially keen to use its new restaurant in Zurich's district 4 to offer a chance to those who do not fit the usual mold and who find re-entering the workplace more difficult in our performance-driven society. The campaign – developed by renowned ad agency Ruf Lanz – deliberately distances itself from traditional recruitment campaigns in terms of tone and design; «people with below-average capacity» and «those who have previously dealt more weed than vegetables» were sought, for instance. Although the job adverts are written tongue firmly in cheek, Hiltl takes social responsibility very seriously and supports the integration of socially disadvantaged individuals by offering them genuine job prospects. Around 10% of the team found their way to Hiltl Langstrasse through these ads. Alongside its recruitment campaign, Hiltl also worked with local organizations like the Sozialwerke Pfarrer Sieber charitable foundation to find potential employees.

A buffet and window with heart

Buffet mit Herz («Buffet with Heart») vouchers are also given out free of charge to various local charities. For several years now, these vouchers have been used by those in need to grab a bite to eat at Haus Hiltl – and they will now also be able to be used at Hiltl Langstrasse. Just as at the other Hiltl restaurants, Hiltl Langstrasse will transfer any leftover food from the buffet to takeaway containers ready for collection by local social organizations – thus feeding the hungry on the streets while also helping to combat food waste. The Hiltl team will be expanding its social commitments at the Langstrasse restaurant. Every morning from 9.30am to 10.30am, takeaway bags filled with healthy Hiltl food will be given away at the *Fenster mit Herz* («Window with Heart») to the hungry and those who have fallen on hard times – based on a policy of first come, first served.

A bike drive-through for sporty Zurich

From 6am on weekdays and 8am at the weekend (an hour before the restaurant opens), cyclists and pedestrians will be served fresh coffee, croissants, sandwiches, salads, homemade beverages and sweet treats from the same window. As a drive-through, there is no need to park and chain up your bike; cyclists can nab a healthy snack virtually without stopping. Speaking of sweet treats, Space Brownies, the classic Hiltl brownies with added pistachio nuts and natural organic cannabis, will now be available exclusively at Hiltl Langstrasse.



Open almost 24/7 – daily brunch buffet until 3.30pm

Offering a helping of healthy indulgence from its diverse buffet, Hiltl is set to slide into the district's foodie scene with a new addition to Langstrasse's existing gourmet offerings. You can therefore enjoy delicious vegetarian and vegan fare in District 4 at the weekends, before, during or after dancing all night long, and late into the night during the week. Late risers, freelancers on their laptops, tourists and all other guests can feast on a generous brunch buffet every day until 3.30pm, which is diverse enough to also cater to lunch or a spot of afternoon coffee and cake. In the evenings, the Hiltl Buffet offers a delightful dinner for two or with friends and family. In addition to the Hiltl Buffet offering over 100 homemade, hot and cold specialties, there is also a large Grab&Go selection of sandwiches, salads, freshly squeezed juices, and homemade lemonade and ice tea to enjoy at home or on the go. What is probably the longest bar in «Chreis Cheib» also serves specialty coffees and teas, vegan wines and refreshing beverages. Just in time for the restaurant's arrival on Brauerstrasse, Hiltl is also launching its first beer in cooperation with the Doppelleu Brewery. A light Chopfab Draft – fruity with a featherlight aftertaste – the beer is perfect for Hiltl's female guests. The restaurant's very own Hiltl Radio offers a feast for the ears, while the projector at the entrance to Perle displays the traditional Hiltl social media wall. The projector is also used to showcase historical and contemporary footage of Langstrasse: *Von 12 bis 12* from the 70s, *Bäckerei Zürrer* from the 50s and *Veli & Amos' Style Wars 2* from 2013.

One-of-a-kind popcorn and curry cocktails

The cocktail bar on the first floor invites guests to enjoy curious and creative drinks every day from 5pm. How about «The Movie» cocktail, starring popcorn, or the «Chilling with Chesterfield» drink, made with homemade cinnamon-infused gin, absinthe, almond syrup and chickpea water? The cocktails were created especially for Hiltl Langstrasse by renowned bar manager Yiu Wai. His «Home Sweet Home» bar concept includes 12 one-of-a-kind drinks, each associated with one of the rooms in our beloved homes: living room, kitchen, garden and rooftop. Yiu boasts years of experience working at top bars in New York, San Francisco and Tokyo, meaning he is bringing a little of the big, wide world to Zurich's Hiltl Langstrasse.

**Everything the veggie heart desires at the Vegi Kiosk**

To the left of the cocktail bar you will find the Vegi Kiosk, a mini-store offering the best of the Hiltl menu to enjoy at home. Here, veggie lovers will find everything their heart could desire, from vegetarian butcher classics like the famous Hiltl Tartar and burger patties, and buffet favorites like jalapeños or samosas from the deep freezer, to homemade deli foods like chutney, pesto, and curry and salad sauces from the refrigerator. Shoppers will also spot exotic herbs, vegan wines, Hiltl cookbooks for kids, beginners and experts, and assorted Hiltl vouchers.

Upside-down or why be normal?

Penzel Architektur GmbH is the firm behind the unique architecture of Hiltl Langstrasse. Once again, Ushi Tamborriello was responsible for the interior decor, having long been entrusted with creating the spatial and atmospheric design of new restaurants for the world's oldest vegetarian institution. The Hiltl Langstrasse restaurant and club's interior decor reflects its multifaceted, hybrid nature. The flexible, open-plan design concept was developed around a robust framework of concrete surfaces and raw brickwork. Assorted structures and finishes punctuated with intricate details elegantly partition the space for its different uses. At strategic points, the solid mineral core is paired with a soft, fabric covering, which allows for a varied program of events when used as a room divider and creates a warm, welcoming lounge atmosphere. Glittering counters connect what is probably the longest bar in district 4 with the club – a luminous, pulsing pearl located beneath the restaurant. Tobias Hantmann's ceiling decoration, the typography from Safu and the colorful graffiti of Veli & Amos are a nod to the artistic traditions of the local area. The architecture was the handiwork of Penzel Valier, who was also responsible for the atmospheric interior design in partnership with the Ushi Tamborriello studio.

Perle – with pearlescent sound and lighting concepts

In the basement of Langstrasse 84, separated from the rest of the world by thick sound-proofing, is the club Perle. Bringing a new genre of music to district 4, the club's ambience is reminiscent of the glittering era of 1980s' disco funk. Throughout the week, the club hosts regular readings, poetry slams and comedy shows. The venue can also be hired for exclusive seminars, events and parties. In the left corner of the club, the legendary *Style Wars 2* shutters by Veli & Amos – which once adorned the facade of Perla Mode – occupy pride of place. Being especially fond of the art and activism of the two artists, Rolf Hiltl rescued the shutters from the garbage when the old building was torn down. They have now found a new and worthy home in Perle. On the other side of the club, you will find the bar with 84 spirits on display – reflecting the address Langstrasse 84. Thanks to our work with the Swiss Animal Protection SAP, Perle is a fur-free venue and refuses entry to all those wearing fur, demonstrating the club's desire to take a stand against animal cruelty. On club nights, Perle's DJs provide great music in the restaurant and cocktail bar on the first floor from 9pm before getting the party started in the basement club at around 11pm. During or after partying, you can enjoy a hearty meal at the Hiltl Buffet upstairs – whether you are seeking a midnight snack or a lavish post-hangover breakfast when the lights go up.

Hiltl – healthy indulgence since 1898

Founded in 1898, Hiltl is considered by Guinness World Records to be the oldest vegetarian restaurant in the world. Today, the Zurich company with 350 employees from over 60 countries is managed by the fourth generation of the Hiltl family, embodying healthy indulgence, a passion for food and responsibility towards the diverse creation of humankind, animals and nature. All three company values are mirrored in the sophisticated à la carte restaurant on Zurich's Sihlstrasse, as well as beyond Haus Hiltl – in the self-service/take away counter at the Pflanzbar in Blumen Krämer flower shop, in the two summer restaurants at the Mythenquai and Kilchberg bathing resorts on Lake Zurich, in the roof terrace of PKZ Women on Zurich's Bahnhofstrasse, and in Hiltl Sihlpost directly alongside Zurich's main train station. The offering at Hiltl's flagship restaurant was continually expanded to include the Hiltl club, seminar rooms and the Hiltl store featuring Switzerland's first ever vegetarian butchery. In fall 2015, the restaurant was rounded out with the opening of the Hiltl Academy, a cooking school whose classes are dedicated to healthy indulgence. Thanks to the company's catering team, the restaurant's freshly prepared, homemade vegetarian and vegan cuisine can be enjoyed at a wide range of private and business events, such as Art Basel. Hiltl are also behind the vegetarian dishes and special meals available in all three classes on intercontinental SWISS flights departing from Switzerland. With Hiltl Langstrasse, the nearly 120-year-old Zurich family business opened its seventh restaurant and its second fur-free club.



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