

Vegetarian restaurant opens delicatessen

## Haus Hiltl opens the first vegetarian butchery in Switzerland

Zurich, November 2013

Hiltl, the world's oldest vegetarian restaurant, now has a delicatessen. On the 21st of November, the vegetarian and vegan deli opened its doors for the first time. The new Hiltl Shop is the first vegetarian butchery in Switzerland.



Located next to Haus Hiltl in St. Annagasse 18, Zurich, the new Hiltl Shop opened on November 21st and is the first vegetarian butchery in Switzerland. In addition to the more traditional vegetarian alternatives like tofu, seitan and tempeh, there is a large selection of vegetarian and vegan gourmet delights including exotic fruits and spices, homemade syrups and chutneys, speciality teas, vegetarian and vegan wines. Completing the wholesome indulgence, coffee and croissants are also available along with an extensive take-away range, selection of champagne and fine wines by the glass. The full array of Hiltl cookbooks and cooking utensils are available as well in this new, stylish location.

### The first vegetarian butchery in Switzerland

The major highlight of the new Hiltl Shop is the first vegetarian butchery in Switzerland. An absolute innovation for the Swiss market. Available at the "butcher's counter" in the heart of the store, are a large variety of meat alternatives, like tofu, tempeh, paneer and soy sausages, as well as Hiltl's popular Tatar, "Züri- Geschnetzelt" and homemade Cordon Bleu. Many might be unaware that some wines are partially filtered with fish bladders or gelatine, therefore another focus of the shop is to provide carefully selected vegetarian and vegan wines.

### More than a trend

The demand for vegetarian and vegan products is greater than ever and increasing rapidly. Today, over 40% of the Swiss population are flexitarians (part-time vegetarians) and more than 2% are full-time vegetarians, of which about one out of ten is vegan. Therefore, there is increased demand for healthy Hiltl treats to enjoy at home. This was first recognised in 1998, during the 100 year anniversary of Haus Hiltl, commemorated with the release of the first Hiltl Cookbook "Virtuoso Vegetarian". Due to the growing number of guests and cooking school participants, requesting suppliers to source the specialty products and exotic spices used in the Hiltl kitchen. Rolf Hiltl came up with the idea for the Hiltl Shop: "Now our guests can obtain the products used in our restaurant right around the corner of Haus Hiltl. They now have the opportunity to purchase a large number of our vegetarian and vegan delicacies featured on the Hiltl buffet, as well as many of the exceptional ingredients from the Hiltl cookbooks directly from our store."

### Trendy and local family business

The shop space, with a ceiling height of five meters, was redesigned in recent weeks and developed from scratch. Bright and inviting, the entire store is spread over two floors. The shop design, which is in keeping with the unique Hiltl aesthetic, was created with interior designer Ushi Tamborriello, incorporating elements from the restaurant such as dark timber, large windows, and the unique shell lamps.

### Hiltl - Healthy indulgence since 1898

Haus Hiltl, according to Guinness World Records, is the oldest vegetarian restaurant in the world. Opened in 1898, it is now run by the fourth generation of the Hiltl family. What was once a frowned upon location is now a trendy “à la carte” restaurant with the famous Hiltl buffet for self-service and take away, along with a bar-lounge, nightclub, cooking studio and private conference rooms. Outside of the restaurant, Haus Hiltl offers its homemade specialties for catering private and large scale events and at unique take away locations in downtown Zurich but also during summer around the lake of Zurich at the lidos “Mythenquai” and “Kilchberg”.

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