

Opening Hiltl Academy

## Competence center for healthy indulgence

Zurich, Oktober 2015

On October 21, with a large kitchen party among friends and celebrities, the Hiltl Academy opened. A competence training center in the world's oldest vegetarian restaurant, the Academy embodies the Hiltl credo of healthy indulgence. The newly built Hiltl Academy on the 5th floor of Haus Hiltl combines experience and knowledge with vegetarian and vegan treats.



Since 1898, Hiltl has offered enjoyable, varied and homemade vegetarian and vegan cuisine. In the new Hiltl Academy, Rolf Hiltl and his team combine four generations of experience and knowledge into healthy, refreshing indulgence. "Our vision is that less meat and less fish is eaten in the world. That is why we are now giving others our vegetarian and vegan knowledge", said Rolf Hiltl. Located in Zurich's Sihlstrasse, on the top floor of the original Haus Hiltl, the Academy is both cozy and furnished with an eye for detail. Two spacious rooms, named after Haus Hiltl founders and great-grandparents of Rolf Hiltl, Ambrosius and Martha, are supplemented by two roof terraces for openair barbecue courses. The rooms are equipped with modern mobile cooking islands and state of the art kitchen equipment. Here in our cooking classes and events, amateur and professional chefs learn all about green and healthy cuisine, with our Hiltl nutritionist offering valuable tips, and the chefs creating new twists on original recipes found in our new Hiltl cookbooks.

### Hiltl Cooking Studio

The heart of the Academy was founded in 2007, with the Hiltl Cooking Studio offering cooking classes and events. Since then, due to steadily increasing demand, cooking classes, events and kitchen parties have expanded. Rolf Hiltl said: "The cooking courses we offer have grown over the years. The Hiltl cooking studio still remains on the 1st floor, in our a la carte restaurant, but now we can do justice to the many requests from our guests and they delight in the Hiltl Academy." Cooking classes for beginners, families and children, as well as professional courses for trained chefs are on the program. As well as the full range of Hiltl cuisine, the studio team specialize in both Swiss and foreign delicacies, with a special focus on Asian and Oriental dishes.

The new Hiltl Academy is also a perfect place for all kinds of occasions: An entertaining Chef's Table or Kitchen Party with a DJ are ideal events for birthdays, bachelor parties or team excursions. Guests cook together and the professional Hiltl chefs offer valuable tips and tricks from the vegetarian and vegan cuisine. The fully equipped premises can even be rented as an event location for private and business occasions. Those who prefer to celebrate at home can book our Hiltl chef and find their party ready-prepared in any place with a kitchen.

**Over 100 years of vegetarian experience to pass on**

Since 2012, trained chefs and restaurateurs have gained a deeper knowledge of vegetarian and vegan competence from the Hiltl Cooking Studio, and thereby benefitted from our more than 100 years of experience. Our in-house, BSc BFH nutritionist supports the program with expertise on allergen management (always important at Hiltl), and also offers individual counseling for food enthusiasts, taking into account their health, preferences, needs and personal situation. The Academy also experiments with new and old recipes, which then find their way to the Hiltl buffet, our a la carte menu or Hiltl cookbook.

**Combining aesthetics and functionality**

Never change a winning team, goes the saying. Thanks to our renewed collaboration with set designer Ushi Tamborriello and the architecture firm Oberholzer & Brüscheiler, the interior of Hiltl Academy retains the Hiltl style. Tamborriello: "It almost feels like home in the discreet premises, where many facets of Hiltl play together: wooden floors and restaurant fabrics can be found alongside kitchen-style tiles. The furniture supports and distills the various atmospheres of the different areas. Ancient furniture pieces and photos of yesteryear combine with functional, modern decor and enjoy a peaceful coexistence." In addition to the visual details, the functions of the Hiltl Academy are the central theme. With mobile kitchen islands from livecookintable, multifunctional kitchen appliances and cooking utensils, plus high-tech appliances from Bauknecht, Turmix, Outdoorchef, Nespresso, Kai knife and Sknife the Hiltl Academy sets an example in modern Kitchens.

**Hiltl Red Cuvee**

The opening of the Hiltl Academy was accompanied by the launch of the latest vegan Hiltl red wine. Developed with the wine producer Dieter Meier, the "Hiltl Red Cuvee", was served by Rolf Hiltl, Dieter Meier and the Hiltl sommelier, Shirley Ann Amberg, during the opening ceremony. Then quite unexpectedly, former Yello frontman Meier gave an impromptu mini-concert on guitar, much to the delight of the illustrious guests. The certified organic red wine from Mendoza (Argentina) produced by the house of Ojo de Agua consists of 75% Malbec and 25% Cabernet Sauvignon and is exclusive to the Hiltl restaurants for CHF 67. It is also available in the HiltlStore and online at: [shop.hiltl.ch](http://shop.hiltl.ch) for CHF 35.-.



### **Hiltl - Healthy Indulgence since 1898**

Founded in 1898, Hiltl is, according to the Guinness World Records, the world's oldest vegetarian restaurant. Today Hiltl has over 250 employees from 50 nations and is run by the fourth generation of the Hiltl family, with an emphasis on healthy indulgence, gastronomic passion and responsibility towards humanity and nature. Hiltl cuisine is now available in our fine

a la carte restaurant in Zurich's Sihlstrasse, and at outside locations: two takeaways in the heart of Zurich, two summer restaurants on Lake Zurich and, most recently, on the roof terrace of PKZ Warnen on Zurich's Bahnhofstrasse. Hiltl restaurants at Sihlpost and on the Langstrasse follow in 2016. Freshly cooked vegetarian and vegan delights can also be enjoyed with Hiltl Catering for private and business events. Haus Hiltl continues to expand with the Hiltl Club, the seminar rooms and the Hiltl Store with the first vegetarian butchery in Switzerland, and is now crowned in autumn 2015 with the opening of Hiltl Academy, the competence center for healthy indulgence.

### **Offer Hiltl Academy**

- Cooking studio
  - Themed cooking classes for adults, families and children
  - Professional cooking classes for trained chefs
  - Cooking events
  - Personalchef (at the guest's kitchen at home)
- Dietary advice
- Event Location
  - Chef's table
  - Kitchen party (birthdays, bachelor parties, team excursions, etc.)
  - Business Event
- Recipe development
- Cookbooks

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