

Press Release

The Hiltl story - Healthy indulgence since 1898

Zurich, 2023

Founded in 1898 by Ambrosius Hiltl, Haus Hiltl is the world's oldest vegetarian restaurant (according to Guinness World Records) and the world's leading multifaceted vegetarian company (our own claim). Four generations later, Hiltl is still managed by the Hiltl-family who has transformed the restaurant into an internationally renowned establishment. From the early hours of the morning until late at night, guests enjoy homemade fare, prepared fresh every day – from take away snacks to coffee and cakes, right up to refined cuisine and homemade beverages all served in a unique atmosphere.



Whether students, part-time vegetarians, dedicated vegans, tourists, young families, grandparents with their grandchildren, Zurich's trendsetters, shoppers or bankers from the financial quarter, Haus Hiltl offers something for everyone, providing a space where people can meet and enjoy freshly prepared food and beverages in a relaxed environment. This is a result of the multifaceted concept, which Rolf Hiltl introduced after he took over the restaurant. Expanding the Hiltl brand, has resulted in Hiltl becoming an innovative and cutting-edge place. The dishes are prepared fresh daily, in our kitchen and in-house patisserie. The main attraction of the restaurant is the Hiltl buffet offering over 100 hot and cold vegetarian and vegan specialities that draw heavily on culinary influences from all over the world. Indian and Asian cuisines show particular influence. In addition to the well-known buffet on the ground floor and following the renovation in 2012, a second buffet on the first floor has been opened. In the served area, along with the buffet, guests can select from the extensive seasonal menu. Freshly pressed fruit juices, home-made soft drinks and iced teas, high quality coffee and tea specialities and the best brownies in town are offered as well.

Each morning, from 6.30, guests can enjoy an extensive breakfast buffet, while on Sundays and public holidays, a brunch buffet is served, providing the perfect place to relax. During the summer months, Haus Hiltl opens its spacious outdoor seating area. Along with its famous bar - Hiltl is the perfect place to enjoy the sweet summer in Zurich. The Hiltl Academy is located on the 5th floor of the building. The competence centre for healthy indulgence offers cooking courses, kitchen parties, chef's tables, bachelorette-parties and individual dietary advice. Since 2012, the Academy also offers further education classes in vegetarian and vegan kitchen for professional chefs. The recipe development also experiments with new and old recipes, which then find their way to the Hiltl Buffet and à la carte menu. In Addition to that, the Hiltl cookbooks are also created in the Hiltl Academy.



Recently renovated conference rooms provide an inspiring space for meetings and can hold up to 40 people. The growing catering facet of the Hiltl experience, the self- and take away Pflanzbar at Blumen Krämer's flower shop on Talstrasse in Zurich as well as at the Hiltl Dachterrasse on the 3rd floor of the PKZ women store on Bahnhofstrasse and the Hiltl Sihlpost at Zurich main station and planted.bistro by Hiltl provides Hiltl's delicacies outside of the main restaurant.



Located next to Haus Hiltl, at St. Annagasse 18, the Hiltl Shop opened in 2013 and is the first vegetarian butchery in Switzerland. There you will find a large selection of vegetarian and vegan gourmet delights including exotic fruits and spices, homemade syrups and chutneys, speciality teas 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 stylish location. At the "butcher's counter" in the heart of the store, a large variety of meat alternatives, like tofu, tempeh, paneer and soy sausages, as well as Hiltl's popular vegetarian tartar, "Züri-Geschnetzeltes" and homemade Cordon Bleu are offered.

In the two restaurants at the lidos Kilchberg and Mythenquai at the lake of Zurich, swimming lovers and sunbather enjoy healthy Hiltl indulgence since May 2014. At the Hiltl buffet in the lidos, the offer goes from cold and hot dishes to homemade sweets straight from the Hiltl inhouse patisserie and a variety of the Asian and Swiss specialities which are also offered at the main restaurant – also for take away. At the restaurant in Kilchberg, afterwork drinks and cocktails can be enjoyed from 8 p.m. It can also be booked as an exclusive Location of Hiltl Catering for unforgettable events from 20 people upwards.

Innovation is important at Haus Hiltl which is reflected by the marketing department, with the creation of outstanding and original advertising material and a comprehensive social media engagement strategy. At the same time the world's oldest vegetarian restaurant respects its roots and continues to honour the traditions and values founded in 1898. The multifaceted establishment knows how to adapt to changing guest demands: toy-trolleys, children's books, windows that can be painted and family cooking courses show how extremely child-friendly Haus Hiltl is. The atmosphere is relaxed, lively and warm, while the stunning décor and cutting edge design creates a unique ambiance synonymous with the Hiltl brand.



Hiltl was built upon strong values that guide our everyday operations. We have a respectful and sustainable approach to both the environment and mankind, and value the provision of fresh vegetarian delicacies. Hiltl's unique concept has stirred extensive interest within the gastronomic world and aims to be a beacon, leading the way through positive actions and sustainable practices. Our aim is for the Hiltl brand to be synonymous with "healthy indulgence" and this is the philosophy that we strive to represent every day.

It all started in 1898 with the opening of the "Vegetarians' Home and Abstinence Café", and in the almost 120 years since Ambrosius Hiltl opened its doors, Hiltl has undergone steady development, but has always remained in the possession of the Hiltl family. Nowadays, it's more than just a restaurant, Hiltl is a unique and innovative brand sharing healthy indulgence, as a gastronomic highlight in the city of Zurich.

Hiltl - a multifaceted experience

Haus Hiltl	Hot and cold dishes from the seasonal menu or from the Hiltl buffet served from 11 a.m. to 11 p.m., breakfast buffet on weekdays starting at 6.30 a.m. and a brunch buffet on Sundays and public holidays.
Self & Take Away	Hiltl buffet offering 100 hot and cold vegetarian specialities sold by weight. Home-made soft drinks and iced teas, freshly pressed juices and coffee. Cakes and sandwiches from our own pastry shop. Daily from early morning to late evening.
Bar	The finest tea and coffee, home-made desserts, wine by the glass, beer and cocktails.
Hiltl Academy	Competence center for healthy indulgence on the 5 th floor of Haus Hiltl: Cooking classes, kitchen parties, chef's tables, professional cooking classes for trained chefs, dietary advice, Hiltl cookbooks and much more.
Conference rooms	Three special conference rooms on the 2 nd floor for inspiring meetings for up to 40 people. Bright and welcoming atmosphere and state of the art audio-visual equipment.
Catering	Receptions with finger-food, cocktail parties with exquisite catering or banquets from the extensive Hiltl buffet all with professional service.
Hiltl Dachterrasse	Restaurant, café, lounge, bar with two large terrasses on the 3 rd floor of the PKZ women store on Bahnhofstrasse 88.
Hiltl Sihlpost	At the Europaallee right at the Zurich main station. Restaurant, bar, café, buffet, grab&go and 100 seats are available inside and outside
planted.bistro by Hiltl	First all plant-based Hiltl restaurant in the Planted factory in Kempththal
Hiltl Take Away at Pflanzbar	Hiltl take away store available at lunch while in the evenings the space provides an elegant event location in the heart of Zurich surrounded by fragrant flowers and plants. Catered events for 20 to 100 people.
Lido Mythenquai & Kilchberg	The homemade specialities can also be enjoyed in these two lidos at the Lake of Zurich. During daytime Hiltl buffet, Take Away and Kiosk.
Hiltl Shop with 1st vegetarian butchery	Next to Haus Hiltl at St. Annagasse 18, Zurich. Homemade vegetarian and vegan delicacies and a wide take away offer, Hiltl cookbooks and kitchen accessories. A "butcher's counter" in the heart of the store with tofu, tempeh, paneer and soy sausages, as well as Hiltl's popular Tatar, "Züri-Geschnetzeltes" and homemade Cordon Bleu.
Online shop	A variety of the Hiltl Shop products can be purchased at shop.hiltl.ch
Swiss International Airlines	Vegetarian meals in all three classes on intercontinental Swiss-flights departing from Switzerland.
tibits	Founded by the Frei brothers and the Hiltl family. Today eight restaurants in Switzerland and one in London. www.tibits.ch

Milestones

- 1898 Opening of the "Vegetarian Home and Abstinence Café"
- 1904 Takeover by the first generation, Ambrosius Hiltl and Martha Gneupel (wedded shortly after)
- 1907 Purchase of the property 28 Sihlstrasse by Ambrosius Hiltl
- 1925 First refurbishment of the restaurant on the ground floor
- 1931 Conversion and extension of the first floor, including the instillation of the first fully electrical kitchen in Zürich
- 1933 Marriage of Leonhard Hiltl and Margrith Rubli; takeover by the second generation
- 1948 Further renovation and refitting
- 1951 Margrith Hiltl travels to the World Vegetarian Convention in Delhi, where she was introduced to the Indian cuisine
- 1959 Heinz Hiltl, who later marries Hanni Döhla takes over the third generation
- 1973 Spectacular conversion and reopening in the "70's style" as the "Hiltl Vegi"
- 1993 Extensive renovations continue to be overseen by both the third and fourth Hiltl generations
- 1998 On the 100th anniversary, Rolf Hiltl, the 4th generation takes over the business.
- 2000 Foundation of tibits AG by Marielle & Rolf Hiltl and the Frei brothers (today 8 establishments in CH / 1 in UK)
- 2006 Conversion/extension of the property, year-long relocation to the "Alte Börse" on Zurich's Paradeplatz
- 2007 Reopening of the multifaceted Haus Hiltl concept with cooking studio, catering, bar/lounge and Hiltl Club
- 2009 Several days of celebration for the 111th anniversary with celebrities attending from all over the world
- 2012 Certification from the Guinness World Records recognizing Hiltl as the oldest vegetarian restaurant in the world (not just in Europe)
Conversion/refurbishment of Haus Hiltl with expansion of the "A la Carte" restaurant to 80 m², including a library with 2000 cookbooks, a second Hiltl buffet on the first floor, stunning meeting rooms on the second floor and the largest natural shell lamp in the world is installed.
- 2013 Opening of the Hiltl Shop right next to Haus Hiltl at St. Annagasse 18 with the first vegetarian butchery in Switzerland.
- 2014 Run of the summer-restaurants at the lidos "Seebad Kilchberg" and "Strandbad Mythenquai", both located at the Lake of Zurich.
In November, Hiltl Club becomes the first furfree Club in Switzerland, cooperation with Schweizer Tierschutz STS.
- 2015 Since September, opening of a new branch at Bahnhofstrasse 88, right above "PKZ Women" with a Hiltl Buffet, Take Away and two beautiful terraces.
Since October Hiltl Academy, the competence center for healthy indulgence on the 5th floor of Haus Hiltl.
Launch of "Meat the Green" the Hiltl cookbook from the first vegetarian butchery in Switzerland
- 2016 The new Hiltl Sihlpost at the Europaallee right at the Zurich main station. Restaurant, bar, café, buffet, grab&go and 100 seats are available inside and outside
Launch of "Meat the Green" in English and French
- 2021 Opening of the first 100% plant-based Hiltl Restaurant, planted.bistro by Hiltl, in the Planted factory in Kempthal

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