

10 March 2014

**The Peninsula Hotels and Swiss International Air Lines  
Take Inflight Dining To Fresh Heights  
As “SWISS Taste of Switzerland” Extends To Three New Cities**

Ever the pinnacle of good taste, The Peninsula’s restaurants are famed around the world for their meticulous attention to detail, sublime quality of ingredients and bold innovation. Now, thanks to the extension of its partnership with Switzerland’s national airline, SWISS, the hotel group is employing those same virtues to raise the bar of inflight dining to brave new heights, with dishes prepared by Peninsula hotels in Hong Kong, Bangkok, Shanghai and Beijing.

“SWISS Taste of Switzerland” is a culinary concept, which was launched by the airline in 2002, offering passengers regional specialities and wines from different cantons of the country. Created by various renowned Swiss chefs, menus rotate every three months to give long-haul first- and business-class guests a taste of Swiss gourmet dining. Since September 2009, the partnership between SWISS and The Peninsula has allowed the airline’s first- and business-class guests to enjoy the culinary creations of The Peninsula Hotels’ Group Executive Chef Florian Trento on flights from Hong Kong to Zurich. With the extension of the partnership, passengers travelling from three other key Peninsula cities to Zurich will also be able to enjoy a taste of Trento’s gastronomic excellence at 30,000 feet in 2014.

Trento is working closely with executive chefs Andreas Haugg of The Peninsula Bangkok, Terrence Crandall of The Peninsula Shanghai and Kwok Chung Wan of The Peninsula Beijing to create a range of dishes that will delight diners from around the world. Passengers on westbound flights from Bangkok can already enjoy the menus, which were launched on 6 March, while flights from Shanghai and Beijing will feature the menus from June and September, respectively.

# THE PENINSULA

H O T E L S

## **The Peninsula Hotels and Swiss International Air Lines Take Inflight Dining To Fresh Heights – 2**

Trento, who has been with The Peninsula for more than 25 years, draws on the training he undertook in his native Switzerland to create dishes that express both the European nation's culinary heritage and typify The Peninsula's focus on superlative quality and luxurious indulgence. Having previously worked at noted hotels in Switzerland and Saudi Arabia, Trento has been in Hong Kong since 1987 when he arrived to take up the position of Sous Chef at The Peninsula. He was promoted to Executive Chef in 1991 and has been Group Executive Chef since 2012. He currently oversees nine restaurants and around 110 chefs, and he played a significant role in the redesigning of the hotel's kitchens during extension work in the early 1990s.

“As a Swiss native, the extension of our partnership with SWISS is exciting on both a personal and a professional level. I take great pride in the opportunity to create these unique menus for Zurich-bound passengers, whether they are returning home after a trip to Asia, or are visitors on their way to experience the picturesque sights my homeland has to offer. I look forward to working with my colleagues in Bangkok, Shanghai and Beijing to dream up more truly special dishes for SWISS passengers to enjoy,” says Trento.

The meals created by Trento use traditional Swiss ingredients and cooking techniques to stunning effect, and should delight fans of Chesa, who will recognise elements of various signature dishes from the restaurant at The Peninsula Hong Kong. They are also meticulously and continuously tested and reviewed by Trento and his team to ensure that the preparation and execution onboard are as close as possible to those in The Peninsula kitchens, and that the hotel's impeccable standards are always maintained. Frequent flyers will be glad to know that the menus change four times a year, so a fresh taste sensation is never too far away.

The business-class menus include appetisers of thinly sliced poached beef with pickled vegetables and vinaigrette, and chilled, free-range chicken confit with Kenya bean salad; mains of sautéed sliced veal “Zürichois” in a mushroom cream sauce with fettuccine, and grilled lamb chops with onion marmalade, dauphinoise potatoes and red wine sauce; and desserts of almond blancmange with pineapple compote and coconut crumble, and chestnut Mont Blanc with blueberry marmalade.

# THE PENINSULA

H O T E L S

## **The Peninsula Hotels and Swiss International Air Lines Take Inflight Dining To Fresh Heights – 3**

In first class, passengers can enjoy appetisers of tender octopus, green olives and red onions with a soba noodle salad, and king crab leg with pomelo salad and yuzu dip; mains of poached Dover sole and prawn roulade, Fendant wine cream and saffron-fingerling potatoes, and pan-fried veal fillet mignon with morel sauce and fettuccine; and desserts of Earl Grey log cake with apricot jam and vanilla ice cream, and lemon meringue tart with yoghurt sauce and lime sherbet.

Adding a final touch of Peninsula aplomb, meals are topped off with handmade artisanal chocolates courtesy of The Peninsula Hong Kong's accomplished Maître Chocolatier Marijn Coertjens. Created in the hotel's legendary Chocolate Room by the Belgian master confectioner, the exquisite treats are delivered to the airport by chauffeured Rolls-Royce.

“Florian Trento’s meals are very popular with our customers, because they so deftly blend Swissness with international flair,” says Frank Maier, Head of Product & Services at SWISS. “So we’re all the more delighted that we will now be offering his creations on our services to Switzerland from further Asian destinations.”

SWISS passengers will also be able to treat their other senses during their flight by enjoying Tradition Well Served, a fascinating 45-minute documentary film featuring archival footage, photographs and interviews with key personalities exploring the rich history and traditions of The Peninsula Hotels, including the company’s remarkable progress and global expansion over the past two decades. The film, introduced by The Hongkong and Shanghai Hotels, Limited, parent company of The Peninsula Hotels and one of the world's oldest and most respected hotel companies, premiered in Hong Kong as part of The Peninsula’s 85th anniversary celebrations in November 2013. It will air on all SWISS routes globally for four months, starting in April 2014.

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# THE PENINSULA

H O T E L S

## **The Peninsula Hotels and Swiss International Air Lines Take Inflight Dining To Fresh Heights – 4**

While today's partnership further strengthens the links between The Peninsula and SWISS, the hotel group and Switzerland trace their long-standing relationship back more than half a century. Dishes from The Peninsula Hong Kong's Gaddi's French restaurant were served on board Swissair in 1962, while in 1963 The Peninsula's Swiss Food Festival – launched in partnership with the airline – was so popular that the hotel opened its now-famous and much-loved Swiss restaurant, Chesa, soon after.

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### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

For further information, please contact:

Ms Winvy Lung

Director of Public Relations

The Peninsula Hong Kong

Salisbury Road, Tsimshatsui, Kowloon, Hong Kong

Telephone : +852 2696 6608

Fax : +852 2696 6633

E-mail : [winvylung@peninsula.com](mailto:winvylung@peninsula.com)

Website : [www.peninsula.com](http://www.peninsula.com)

Digital Photo Library : [www.peninsula.com/pdl](http://www.peninsula.com/pdl)

Broadcast Video Library : [www.thenewsmarket.com/thepeninsulahotels](http://www.thenewsmarket.com/thepeninsulahotels)

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