

W VERBIER PRESENTS:

HAUTE CUISINE 2017 – THE ULTIMATE GASTRONOMIC EXPERIENCE. 2ND EDITION
In partnership with W Hotels Worldwide and Zacapa Rum

From April 5 to 8, 2017, W Verbier launches "HAUTE CUISINE 2017 - The Ultimate Gastronomic Experience."
For its second edition, the culinary festival promises savory wonders for gourmet lovers.



Verbier, Switzerland, January 30th 2017 - Haute Cuisine 2017, a unique event in Verbier and Switzerland: 12 events in the course of 4 days and 10 talented Chefs who collectively have 14 Michelin stars will transform W Verbier into an unprecedented gastronomic destination. Celebrity chefs and internationally renowned chefs will stimulate the taste buds of all gourmets and food lovers through interactive cooking classes and exceptional dinners.

Reaching for the stars.

Last year, the chefs participating had 12 Michelin stars combined ; this year, W Verbier is fortunate to have renowned chefs from all over the world, with a combined 14 Michelin stars to make this a truly unique event. In this second edition, the chefs participating are: **Sergi Arola**, rock-star chef and culinary director of W Verbier's Eat-Hola tapas bar; **Franck Giovannini**, executive chef of the best restaurant in the world 2016; **Michel Roth**, one of France's most rewarded chefs; **Jacques Pourcel**, famous creator of innovative culinary concepts; **Alain Caron**, head chef of MasterChef Hollande; **Thierry Drapeau**, provocateur of pleasure, inspired by nature and local products; **Didier Corlou**, spice master and a Vietnam enthusiast; **Christophe Paucod**, talented chef from Lyon who felt in love with Japan; **Laurent Peugeot**, the "traveler chef"; and **Sébastien Bouillet**, a cheerful and gourmet pastry cook.

Each day, interactive cooking workshops led by the chefs, will offer a unique experience to learn from the best and then reproduce gourmet dishes at home. Participants will meet the chefs, discover their secrets and taste their creations in their company over a glass of wine chosen by our sommelier, perfectly suited to the dishes. Whether in the open kitchen of the Eat-Hola tapas bar or in the large W Kitchen, passionate chefs will pass on their knowledge and share their recipes with all the guests.

Each evening, different flavorful theme-based dinners will bring emotions to guest's palate and the friendly atmosphere of this four-day of gastronomic festival will take participants on a journey of flavors, tastes and exceptional culinary discoveries. This unique culinary happening will culminate with an evening of celebration.

On Wednesday April 5, the gastronomic experience will begin with Sergi Arola and Alain Caron, who will be hosting the cooking classes. In the evening, the chefs coming from Asia, Laurent Peugeot, Christophe Paucod and Didier Corlou, will revisit their signature creations with local Valaisan products. The audacious and sophisticated 5-course menu "Asia takes over the Valais" will end with a sweet dish by Sébastien Bouillet and will be accompanied by the best wines from the Valais.

Next, on Thursday April 6, chefs Laurent Peugeot and Christophe Paucod will host the cooking classes. In the evening, 5 chefs will awake your 5 senses with a 5-course menu. Sergi Arola, Jacques Pourcel, Alain Caron, Thierry Drapeau and Sébastien Bouillet will each cook an exclusive dish linked to one of the five senses: sight, sound, smell, touch and of course, taste.

On Friday April 7, the one-of-a-kind cooking classes will be hosted by Chefs Didier Corlou and Thierry Drapeau. The evening will be inspired by music as 5 of the chefs, including Sergi Arola, Jacques Pourcel, Alain Caron, Christophe Paucod and Sébastien Bouillet will propose a menu influenced by their musical inspirations. Food lovers will have the delightful experience of listening to the music tracks that have inspired their chefs, whether it is rock, classical, Latin or pop music - allowing them to really understand and feel each plate. After dinner, our guest-star chefs, Alain Caron and Sergi Arola, will showcase another talent playing drums and guitar live.

Last but not least... An exclusive dining experience will lead up to the *Grand Finale* on Saturday, April 8 to end this festival on a high note. Chefs Jacques Pourcel and Sébastien Bouillet will host "Detox" cooking classes. The 5 lucky food-lovers who booked 2 cooking classes and 1 dinner, will have the chance to go skiing with the chefs accompanied by Géraldine Fasnacht, for an energizing experience and to enjoy a glass of champagne at the top of the mountain.

The night promises to be a festival of flavors as the *Grand Finale* dinner brings all the chefs to the kitchen for a "Retox" dinner. 10 chefs will collaborate to present a unique 10-course menu followed by a long night of partying. Following the dinner, guests can continue to dance the night away while enjoying an exclusive performance by our Resident DJs at Carve nightclub. Restaurant guests are invited, and so are the chefs.

The second edition of Haute Cuisine promises beautiful surprises, new interactions and the sharing of a common passion: gastronomy.

To join a cooking class or reserve a seat for a dinner, visit: www.wverbier.com/haute-cuisine

Contact: sales.wverbier@whotels.com / T. +41 27 472 88 88

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"HAUTE CUISINE 2017 - The Ultimate Gastronomic Experience" – Offer Options:

Daily morning cooking classes: Chf 150 per person per class // Chf 1300 for a group of 10 persons per class

Dinner experiences April 5, 6 and 7: Chf 350 per person per dinner incl. beverages

Grand Finale dinner April 8: Chf 450 per person per dinner incl. beverages (10-course menu)

Special offer "Ski with the Chefs": For two cooking classes and one dinner booked per person, a chance to ski with the chefs accompanied by the famous freerider champion and wingsuit pilot, Géraldine Fasnacht, on Saturday, April 8th (the 5 five guests having made these reservations will be selected).

Stay package: Stay in style at W Verbier. Enjoy a dinner for 2 and save 20% on the room rate.

Reserve your stay with this special offer by emailing: reservations.wverbier@whotels.com

MEET THE CHEFS - HAUTE CUISINE 2017.

Sergi Arola. From Barcelona, he owns the 2-Michelin-star restaurant, the “Sergi Arola Gastro” in Madrid. Host chef and culinary director at W Verbier’s Eat-Hola tapas bar, Sergi is renowned for his original approach to cooking and creative cuisine. Also known as a “rock-star chef”, he stands out in the culinary scene with his passion for music. He is the lead guitarist for the Spanish rock-band, “Los Canguros”.

www.sergiarola.es/ and www.eathola-verbier.ch

Franck Giovannini won the Swiss Bocuse d'Or selection twice and is now the president of the Swiss Academy. He also won the International Competition of the Disciples of Escoffier in 2009. Since 2012, he is the executive chef at the 3-Michelin-star restaurant of the Hotel de Ville de Crissier, voted best restaurant in the world in 2016.

www.restaurantcrissier.com/

Michel Roth is a 2-Michelin-starred chef of French origin, with impressive titles like the Bocuse d'Or and Meilleur Ouvrier de France to his name. With 19 years of experience in the two-Michelin-star “l’Espadon” restaurant at Hotel Ritz, Roth became executive chef and culinary director of Hotel President Wilson, Geneva in 2012, where he received 1 Michelin-star for the restaurant Bayview in 2013.

www.hotelpresidentwilson.com/restaurant-bayview

Jacques Pourcel is a chef who likes to get things moving. Audacious, a man of words and wit, he is a free spirit and he is curious about everything. The inseparable Pourcel brothers showcase their culinary know-how in many great capitals. Their restaurant, “Le Jardin des Sens”, had 3 Michelin-star. Purveyors of Mediterranean tastes and emotions, stimulators of encounters, and creators of concepts, they do not claim any influences and like to share their passion. www.terminalpourcel.com/ & foodandsens.com/category/pourcel-news/

Alain Caron is a famous executive chef from France. He lives in the Netherlands and is one of the jury of the TV show “MasterChef Holland”. Alain is also the author of many cookbooks and has interviewed many of the greatest chefs in the world ; lovers of good products and fine connoisseur of the Dutch local products, he opened Café Caron in Amsterdam in November 2016. www.alain.nu/ & www.cafecaron.nl/

Thierry Drapeau. Originally from Vendée - France, Thierry’s cuisine mixes flavors from the regions of France that he visited during his professional career. His creations are the result of passionate work, a desire to offer the best products and exalt all the purity. He knows how to seduce with a beautiful, rich and inventive local cuisine served in his 2 -Michelin-star restaurant in St-Sulpice-le-Verdon. www.restaurant-thierrydrapeau.com/

Didier Corlou. Originally from Brittany, Didier has a true "nose" for spices. A frequent traveler, he composes his own spices mixtures, perfumed salts and seasonings. He draws his inspiration from the tradition of French cooking and Vietnamese flavors. Didier composes his signature cuisine in five restaurants including the famous “La Verticale” in Hanoi. www.epices-corlou.com/ & verticale-hanoi.com/

Christophe Paucod felt in love with Japan and left the French capital for the land of the rising Sun in 1998. Few years later, he opened Japan’s first “*Bouchon Lyonnais*” in the authentic and historical district of Kagurazaka in Tokyo. His restaurant “Lugdunum Bouchon Lyonnais” for which he received 1 Michelin-star, offers traditional Lyonnaise cuisine in a warm and authentic atmosphere. www.lyondelyon.com

Laurent Peugeot is the “*traveler chef*”. From Japan to Singapore, Laurent’s cuisine is a fusion between Asia and Burgundy mixing subtlety, flavors and innovative creations. Today, he is the owner and chef of the 1-Michelin-star restaurant the “Charlemagne”, where Burgundian products meet Japanese cuisine. www.laurentpeugeot.com & www.lecharlemagne.fr

Sébastien Bouillet. This “*chocolatier*” and pastry master is located both in Lyon and in Japan, and he is part of this new generation of passionate and innovative dessert chefs. Sébastien creates original and modern pastries, candy and macaroons, including the 'Bouches B' chocolate candy and lipsticks you can eat. In order to share his passion with the public, he opened his school 'Gâteau Ecole' in 2009. www.chocolatier-bouillet.com

About W Verbier

Perched at 1531 meters, W Verbier, the first alpine escape of W Hotels Worldwide is situated just steps away from the main gondola and offers immediate access to more than 400 kilometers of ski, biking and hiking terrain. The hotel features 123 stylish guest rooms and suites with private balconies, fireplaces and W Signature beds.

Last November, W Verbier was honored to be named both Switzerland's Best Ski Hotel and World's Best Ski Hotel - 2016 by the reputed World Ski Awards organization.

Open all year around, W Verbier proposes a whole range of facilities created to fulfill any desires. From amplifying morning coffee soaked in with the first sun rays in W Café to a rewarding après-ski drink feasting and dancing to covet DJ beats in W Off Piste and indulging in the finest cocktails customized by our mixologists, sipped together with stunning views of the surrounding mountains observed from a gorgeous panoramic terrace in W Living Room, W Verbier steals the scene. Limitless possibilities include a compulsive palette of flavors to experience in a newly-premiered Modern-Local-Cuisine restaurant W Kitchen, in a playful Carve Sushi Bar, or in the exclusive signature Sergi Arola's Eat-Hola Tapas Bar, inviting guests to never stop exploring.

Guests are invited to recharge and detoxify in 800 square-meter of relaxing surroundings in the signature AWAY® spa including an indoor/outdoor-heated WET pool, hammam, sauna and jacuzzi, as well as 24/7 access to FIT gym. Since December 2016, Away Spa has announced its collaboration with Switzerland's most famous beauty brand, La Prairie.

With 300 square meters of functional event spaces, W Verbier offers everything under one roof.

Whatever else guests need to amp up their stay, all they need to do is ask.

The renowned Whatever/Whenever service team is available to make it happen 24/7.

For more information visit: www.wverbier.com or www.facebook.com/wverbier
Follow us on Twitter and Instagram @WVerbier.

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