



## **W VERBIER puts the 2016-2017 winter season on fire**

### ***W Hotels' first alpine escape presents mind-blowing seasonal offers***

Straight before entering its 4<sup>th</sup> winter season, W Verbier never ceases to overwhelm with innovative programming for every time of the year.

The scoop of the season is the opening of W Kitchen. Honored to be a unique Verbier bistronomy restaurant, W Kitchen promises to seduce those who are in constant search for pulsating gourmet experiences with freshest seasonal offerings, exceptionally sourced in the sunny heart of Swiss Alps. True connoisseurs will also be indulged with sushi and sashimi extravaganza and must-try traditional Japanese ramen in renewed Carve Sushi Bar and customized Sergi Arola's creations in Eat-Hola tapas bar, prepared just in front of their eyes. Two new resident DJs will hit up the atmosphere in W Off Piste, a perfect place for genuine après-ski atmosphere situated at the very end of the central slope, and W Living Room, where cocktails are mixed with stunning sunsets seen from a panoramic terrace and Cigar Lounge adds another dimension to the overall experience.



The next hottest announcement is that La Prairie is now available as flagship brand at AWAY SPA starting from the 1<sup>st</sup> of December. Guests will be able to experience the brand's promise for timeless beauty by trying out exclusive State-of-the-Art skincare, unique treatment methods and tailor-made massage techniques, perfected with care to adapt to every skin's single need.

This winter AWAY Spa will also feature holistic and exotic massages proposed by two new therapists from Philippines and 15 percent off on treatments from 10 AM to 3PM for anyone who's booked the accommodation in November.

Another great activation from W Verbier is the sparkling holiday season programming with off-beat Christmas and New Year celebrations with take-away specials, decorations and exclusive soundtrack by W Music curator Adam Nova. On the 24<sup>th</sup> of December, an elegant 4-course Christmas gourmet dinner will be served in W Kitchen and tapas selection will be available at Eat-Hola, continued with a chic brunch the next day. On the 31st of December, a finger-licking aperitif featuring such delicatessens as finest caviar with tender blinis, unlimited choice of freshest oysters, mouth-watering tuna sashimi and much more, accompanied by shots of vodka and all-you-can-drink champagne will be served on the monumental staircase with heart-stopping alpine panorama. The culinary seduction will continue in Eat-Hola tapas bar, where guests will be able to meet Michelin starred Chef Sergi Arola and Chef, TV host, writer and culinary journalist Alain Caron in person and savor their special New Year menus, prepared live by the masters themselves. With Spanish rockstar Chef Sergi Arola, culinary director of Eat-Hola restaurant, possessing 2 Michelin stars, and French legend Alain Caron, being the face of the famous MasterChef TV series back at his homebase Holland, this evening promises to be an experience of the lifetime, to be continued by a bold and bright party in the Carve.

That's not it yet. Another season specials will include plenty of attractive and intriguing accommodation offers, including skiing with freeride champion Émilien Badoux, Move More Mindfully fitness program in association with Mountain Beach Retreats, endless mountain activities by Mountain Concierge, special offers of participants of Element Concept woman ski camps and guests of Polaris festival, and many more. Not to forget parties organized in cooperation with rooftop°42 (Geneva), new stylish W Off Piste Talent uniform, arrival of new W Insider May and so much more.

Stay tuned for updates.