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## PRESS RELEASE

### The Alpina Gstaad Opens for Summer Season with New Culinary & Wellbeing Offerings



**Summer 2023** – Summer in the Swiss Alps has never felt - or tasted - so good. **The Alpina Gstaad** reopens for the summer season from **8 June - 1 October 2023**, with a series of new initiatives across food and wellbeing. Whether you concoct your own creations from the new food off-cut and cocktail workshops, beat insomnia in The Sleep Suite, or address wellness issues with five new biohacking machines there is an endless season of enjoyment ahead.

#### Culinary Highlights

##### *Japanese Whisky Masterclass*

The newly opened Japanese Whisky Bar, home to Switzerland's largest whisky collection with over 40+ meticulously chosen whiskies, introduces a **brand new Masterclass** this summer. Learn expert mixology tips, taste different blends, watch demonstrations of classic or innovative recipes and enjoy a signature cocktail such as the Smokey Takerazu. The 90-mins class costs CHF 400 for up to 3 guests and is available on request. [Further details here.](#)

##### *Offcut Cooking Workshop*

Embracing Chef Martin Göschel's low-waste philosophy, The Alpina Gstaad will offer new **Offcut Cooking Workshops** that teach how to reduce food waste - while making truly delicious dishes. Chefs will teach techniques and recipes that transform offcuts into tasty, sustainable bites like candied citrus peel and flavorful green oil made from kitchen scraps and old herbs. Workshops cost CHF 250pp and include a low-waste lunch at The Alpina Lounge & Bar. They're organised upon request for up to 3 guests per workshop.

##### *Sommet by Martin Göschel: New Summer Menu*

Tuck into a new summer menu including 'The Alpina Bee Garden - Trout - Beeswax - Honey,' which uses the hotel's own bee colonies, providing around 100 kg of honey in the summer. The raw trout is cooked by pouring heated beeswax over the top, then glazed with honey while serving.



#### Wellbeing Highlights

##### *Biohacking (A La Carte)*

This summer, The Alpina Gstaad will unveil these five new biohacking machines in its Six Senses Spa, to support the guests' journey to better wellbeing, relaxation and health:

- 1. Hyperbaric Oxygen Chamber:** Involves breathing pure oxygen in a pressurised environment and encourages natural healing
- 2. Photobiomodulation:** A therapeutic technique working with the emission of light energy at a low frequency to increase cellular energy production and localised blood flow
- 3. Cryotherapy chamber:** A rest in the -85 degrees Celsius cryo:one+ machine reduces muscle and joint pain, while also relaxing and regenerating specific areas
- 4. HyperMax Oxygen system with training bike:** HyperMax Oxygen is the latest in the evolving equipment designed to offer higher concentrations of oxygen during exercise
- 5. Purewave PEMF Mat:** Improve blood oxygen levels and reach mental clarity, better sleep, maximum energy, and stronger immunity

These are in addition to the Spa's existing offering which includes Velashape, a Muscle Recovery System and Slimming Belt. Also available throughout the season are hotel favourites like The Alpina Cleansing Programme and Tibetan Healing Retreat with Six Senses Spa therapists.

##### *The Alpina Sleep Suite 2.0*

Enjoy a longer, deeper sleep experience with Sleep Suite 2.0. The hotel's dedicated 'Sleep Suite' in collaboration with Freshbed, the creators of the world's first climate controlled bed, now invites guests to spend three nights for maximum impact and results along with a personalised Six Senses 'sleep programme' of nine treatments.

As well as temperature control systems designed to regulate skin temperature, the Sleep Suite also includes: Black out blinds; blue light blocking glasses; Yoga Nidra; in-room Pranayama; treatments such as Hor-me therapy with Kunye Massage; CBD oil designed to assist with sleep pattern regulation; air filtering green plants such as Dragon Tree, Monstera Deliciosa, and Orchids; and access to the hotel sponsored app 'Synctuition Mindspa Meditations' round out the programme. Rates start from CHF 9,710.

#### Summer Season Lead-In Rates

Rates for the summer season start at CHF 800 for a Deluxe Room Schonried.



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THE ALPINA  
GSTAAD

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#### NOTES TO EDITORS

##### Prices for the new biohacking equipment:

- Hyperbaric Oxygen Treatment - 60 minutes - CHF 200
- Cryotherapy - 3 minutes - CHF 100
- PEMF - 30 minutes - CHF 80
- Hypermax exercise with oxygen therapy - 15 minutes - CHF 120
- Photobiomodulation - 20 minutes - CHF 100

##### About The Alpina Gstaad

With 56 rooms and suites, The Alpina Gstaad nestles in 20 hectares of park grounds just above the charming centre of Gstaad village. Opened in December 2012, it is the recipient of numerous awards, and regularly appears in lists of best hotels published by renowned magazines, such as Travel + Leisure (best 100 hotels worldwide), and the Condé Nast Gold List. Most recently, The Alpina Gstaad has been ranked for the second year in a row, #1 in the new hotel rating published by Switzerland's NZZ and won 'Best Transformative Spa' in the Organic Spa Magazine's top Wellness Travel Awards 2019. The hotel was also awarded a five star rating by Forbes Travel and won Best Luxury Ski Hotel Worldwide 2019 in the Hotel of the Year Awards.

The hotel is justifiably proud of its vast and wonderful Six Senses Spa with Himalaya Salt Grotto, sound healing room, indoor and outdoor pools, and wellbeing programmes which focus on holistic healing and incorporate the likes of yoga, colonics and health screens. Meanwhile, Michelin-starred Executive Chef Martin Göschel supervises three exceptional restaurants the Sommet restaurant (18 GaultMillau points, 1 Michelin star), Swiss Stübli restaurant, and MEGU Japanese gourmet restaurant (16 GaultMillau points) – the latter is the first iteration of this famous concept in western Europe.

The Alpina Gstaad is a member of the Preferred Hotels & Resorts Legend collection, the exclusive Virtuoso travel network, and Swiss Deluxe Hotels. The hotel is also a member of the [NOW Force for Good Alliance](#) and certified Gold by EarthCheck.

Gstaad is easily accessible by train, with frequent services from London with easy changes in Paris, Lausanne and Montreux. The scenic journey takes 10 hours.

