

Media release

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Product

SWISS celebrates the tenth anniversary of its Hiltl collaboration

SWISS is marking the tenth anniversary of its collaboration with Hiltl of Zurich, the oldest vegetarian restaurant in the world. To commemorate the occasion, SWISS will be offering exclusive vegetarian Hiltl meal options to all travel classes on select long-haul flights. Hiltl has been providing creative meatless meals for travelers in all seating classes on SWISS long-haul services from Switzerland since 2009.

This May, Swiss International Air Lines (SWISS) is celebrating the tenth anniversary of its culinary collaboration with Hiltl. The long-standing partnership began in 2009, when Hiltl's vegetarian meals were first offered aboard SWISS flights as part of the airline's award-winning "SWISS Taste of Switzerland" inflight food service program. Following this, SWISS decided to expand its range of vegetarian offerings on board, and with the Hiltl company, SWISS selected a strong Swiss partner to provide this additional inflight fare.

Three courses for Economy

SWISS is marking the tenth anniversary of its Hiltl collaboration by providing special vegetarian meals in all travel classes on select long-haul flights. The anniversary offering in Economy Class extends to three courses: a starter of a spicy beetroot tabbouleh, a main course choice of penne with vegetarian bolognese or a massaman curry and a vegan mango mousse for dessert. However, non-vegetarian travelers will still be able to order any of six à la carte meals with meat via swiss.com in advance of their flight.

First and Business Class travelers will also be offered special Hiltl anniversary meals in the month of May. SWISS First customers will have the additional option for their main course of a vegetarian Tofu Mirsang, while SWISS Business travelers can opt for potato gnocchi in a saffron sauce.

A growing option

"Hiltl is a byword for varied high-quality vegetarian cuisine," said Jan Trachsel, SWISS's Manager Inflight Culinary Development Intercontinental. "And as a premium airline, we greatly appreciate being able to count on our collaboration with them to offer our guests such tasty vegetarian meals."

Hiltl's owner and CEO, Rolf Hiltl, also values the partnership. "I am delighted that SWISS's awareness of the potential offered by vegetarian cuisine has risen so much in the last ten years," he enthused. "This has also enabled us to grow increasingly bold in our inflight meal creations." Some 40% of SWISS's Economy Class travelers now opt for the vegetarian meal offering.

Since 2016, Hiltl has also been providing special vegetarian meals for SWISS, such as for vegan travelers or those with certain food allergies or intolerances. Last year we also saw the collaboration further extended with the addition of an exclusive Hiltl meal to the pre-bookable, quality à la carte selection that is available for SWISS long-haul flights.

Swiss International Air Lines (SWISS) is The Airline of Switzerland, serving over 100 destinations in 44 countries worldwide from Zurich, Geneva and Lugano and carrying some 18 million passengers a year with its fleet of around 90 aircraft. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to around 175 destinations in more than 80 countries.

As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of some 9,000 personnel, SWISS generated total revenues of over CHF 5 billion in 2018. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

Hiltl, which was founded in 1898, is the world's oldest vegetarian restaurant according to Guinness World Records. Today this Zurich institution employs some 300 personnel from 70 different countries, and is run by the fourth generation of the Hiltl family with a commitment to healthy enjoyment, a passion for gastronomy and a keen responsibility to the threefold creation of humanity, animals and nature. The main premises on Sihlstrasse are home to a waiter-service à la carte restaurant with buffet, a bistro, a takeaway, a seminar room, the Hiltl Shop (with Switzerland's first vegetarian butcher) and the Hiltl Academy, a competence centre for vegetarian and vegan delights throughout Hiltl and beyond. Further Zurich Hiltl outlets will be found at the Pflanzbar at Blumen Krämer on Paradeplatz, the roof terrace of PKZ Women on Bahnhofstrasse, the Sihlpost on Europaplatz (by the Main Station), on Langstrasse and, in summer, at two lakeside lido restaurants. At weekends the Hiltl Club on the main premises sees dancing through the night. And the freshly-prepared vegetarian and vegan delights created by the company's own kitchens can also be enjoyed at caterings and various further events.

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