

V-ZUG Ltd

Industriestrasse 66, P.O. Box 59, CH-6301 Zug
Phone +41 41 767 67 67, Fax +41 41 767 61 67
vzug@vzug.ch, www.vzug.com



MARKETING-SERVICES

Jasmin Riesen
Direct phone +41 41 767 64 56
Direct fax +41 41 767 94 56
jasmin.riesen@vzug.ch

February 3, 2014 NUJ

PRESS RELEASE

A voyage of sensory discovery throughout Switzerland

Bubbly baker meets celebrity chefs – on the gourmet portal “Lifestyle by V-ZUG”

Top chefs reveal their recipes, tips and tricks. Where? On the V-ZUG interactive gourmet portal. Recently the illustrious team was joined by an author and journalist – Myriam Zumbühl. She accompanies culinary artists Andreas Caminada and Tanja Grandits as they visit their favourite suppliers. Where do gourmet chefs buy their meat, fish and vegetables? What is important to them when choosing their suppliers? Read about this and more on www.vzug.ch/lifestyle.

Her Gugelhupf is nothing short of spectacular: author Myriam Zumbühl, born in Bad Ragaz. And her Tarte Tatin with onions and potatoes is a feast for the eyes and the palate. A culinary calendar featuring her most delicious baking recipes can be found on www.myriamzumbuehl.com.

Ms Zumbühl traces her love of cooking and baking back to her childhood. Her mother owned a V-Zug oven, and although it was windowless, with top and bottom heat only, her mother baked exquisite cakes and yeast breads. The next oven had a window, and as a girl Myriam loved to watch the Gugelhupf rise.

Today a Combi-Steam stands in Myriam Zumbühl’s apartment in Zurich. “It’s the heart of my kitchen. I bake and steam in it, and with the Professional Baking programme my baguettes turn out as crisp

as if I were in Paris. I always aspire to get the very best out of simple ingredients. The oven helps me do just that.”

A world between two covers

Ms Zumbühl loves books about baking and cooking. “They must be inspiring, bursting with emotions and aromas. A miniature world between two covers,” she says. And now she has published her own book: “Myriam’s Cakes, Tarts & Co.” She also writes about cakes, pastries and food for the NZZ am Sonntag. And on Swiss television she even presents her own programme – “Myriam meets master bakers”.

Myriam Zumbühl’s latest travels feature on the website of the household appliance manufacturer V-Zug – crisscrossing Switzerland on a voyage of sensory discovery. Her journey takes her behind the scenes of top-level gastronomy. She talks with star chefs Andreas Caminada and Tanja Grandits, accompanies them to their favourite suppliers and riddles the chefs with questions: What is a good ingredient, a good natural product? What expectations does a natural product have to satisfy to gain a permanent place in the stars’ kitchens? And what kind of relationship do they have – the chefs and their beloved suppliers?

Myriam Zumbühl narrates little stories and presents them with evocative images. Would you like to accompany the author on her voyage of sensory discovery? Then visit the gourmet portal vzug.ch/lifestyle or subscribe to the newsletter.

Photos



Photo 1
Myriam Zumbühl narrates little stories and presents them with evocative images
vzug.ch/lifestyle



About V-ZUG Ltd

Together with its Gehrig Group AG associate and SIBIRGroup AG subsidiary, V-ZUG Ltd forms the household appliances business unit. The company has 16 service centres located throughout Switzerland. Exhibition centres are found in Basel, Bellinzona, Biel/Bienne, Chur, Crissier, Geneva Cointrin, Rüfenacht near Bern, St. Gallen and Zug. V-ZUG is represented internationally in Australia, Belgium, China, France, Germany, Hong Kong, Ireland, Israel, Lebanon, Luxembourg, Malaysia, the Netherlands, Norway, Russia, Sweden, Singapore, Ukraine and the UK.

About Metall Zug

The Metall Zug Group employs a staff of around 3000. The holding company Metall Zug AG is listed in the Domestic Standard of SIX Swiss Exchange in Zurich (registered shares of type B: securities number 3982108, ticker symbol METN). In addition to the Swiss market leader V-ZUG Ltd, the household appliances business unit comprises SIBIRGroup AG and Gehrig Group AG. Other members of the Metall Zug Group are the Belimed Group (infection control business unit) and the Schleuniger Group (wire processing business unit).