

# CoffeeBreak

THE MAGAZINE FOR FRESH COFFEE ENJOYMENT FROM JURA – 01/2017



## MY BERN

Area Manager Martin Bürki takes us on a tour of the Swiss capital

## BERNHARD SCHÄR

A portrait of the radio sports journalist with the memorable voice

## HOSPITALITY OF THE FUTURE

Service innovations set new standards in Niederbuchsiten

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# CoffeeTalk

Bern. The gentle rays of the morning sun bathe the sandstone façade of the Swiss Parliament Building in warm light. On the far side of the square, two men are engaged in lively conversation at the legendary Café Fédérale. Emanuel Probst is talking to one of Switzerland's best-known and most popular and esteemed personalities on the international stage: ex-Federal Councillor Adolf Ogi. A former magistrate and cosmopolitan, with deep-reaching roots: who could be better suited to give us an insight into the importance of Switzerland and Swiss values in today's world?

**Emanuel Probst:** Thank you for coming along today, Dölf. You celebrate your 75th birthday this year, and you're brimming with energy and dynamism. Where do you get it all from?

**Adolf Ogi:** I don't consciously try to stay young. I'm just myself. And I'm a positive thinker. Energy, willpower and humility: you have either got them, or you haven't. Generally speaking, we shouldn't take ourselves too seriously. I learned that during my childhood in Kandersteg. My father was and still is my role model, because he always thought of himself as a man who served others. He was a mountain guide and helped build the installations that protect the valley against floods and avalanches to this day. His way of thinking left its mark on me. Even now, whenever problems arise, I still try to find solutions that serve people in some way.

**Emanuel Probst:** As President of the Federal Skiing Association, you helped put the Swiss team at the 1972 Winter Olympics in Sapporo back on the road to success. You were General Manager of a flourishing corporation, served as a Federal Councillor and are widely regarded as the father of AlpTransit, the new railway link through the Alps. After your time as a Federal Councillor, Kofi Annan appointed you as his Special Adviser. It seems everything 'Ogi' touches comes out well. What's the secret of your success?

**Adolf Ogi:** We all have our god-given talents. But we all need to question ourselves and find answers as to who we are, what we can do and what we want. The important thing is: do what you believe in and believe in what you do. If you live by that maxim, you can motivate your staff and give them strength. Having the right people around you doing the right things is all-decisive. Putting the right teams together calls for a bit of flair. It's something else I learned from my father's work as a mountain guide, when he was putting rope teams together. If you want to lead, you have to be prepared to work hard, show commitment and go on ahead of the others. In this respect, the army taught me most of what I needed to know about life.

**Emanuel Probst:** Some of the goals you set yourself were considered over-ambitious or even impossible. But you still managed to achieve them. Why do you think you've always succeeded against all the odds?

**Adolf Ogi:** If you want to achieve something, you need vision and clear objectives. You need to be prepared and to recognize when the time has come to tackle and realize a project. That's when you have to take the lead and motivate your people. But you can only do that if you treat them with respect. Basically, being a leader is all about liking people.

**Emanuel Probst:** Do you see that as a way to guide Switzerland into the future?

**Adolf Ogi:** I'm an incorrigible optimist. But at the moment, we're simply hanging onto our prosperity. Negotiations at international level are important and call for a clear strategy. I'd like to see more leadership in this country. Communication with the people is vital. If the people decide which direction the country should take, they need someone to show them the way.

**Emanuel Probst:** In that respect, you've always been exemplary. You're a charismatic leader figure, and you're an excellent communicator with a keen awareness of symbolism. What do you think is the key to successful communication?

**Adolf Ogi:** Uprightness, honesty and professionalism. Whether you're communicating with the people or heads of state, the person you're addressing must feel that you're honest and know what you're talking about. Symbols are pivotal to sustainability. I'm delighted that some of my speeches and addresses are still so firmly anchored in the minds of the population.

**Emanuel Probst:** How is Switzerland – or should I say: how are Swiss values – perceived in the world?





*‘It’s far more difficult to remain successful than it is to become successful. We can’t afford to rest on our laurels. We must go on striving to stay ahead of the rest.’*

## ADOLF OGI

**Adolf Ogi:** Switzerland stands for quality. In many areas, it is seen as a pioneer of innovation and, for many other countries, a model to aspire to. But that’s precisely where the danger lies: it’s far more difficult to remain successful than it is to become successful. We can’t afford to rest on our laurels. We must go on striving to maintain our lead over the others.

**Emanuel Probst:** Switzerland generates its wealth internationally. Let me give you an example: around 90% of JURA’s sales come from beyond Switzerland’s borders. Reliable trade agreements are essential to the survival of our economy. What else do you think a Swiss company needs to ensure its ongoing global success?

**Adolf Ogi:** We need to be better and more innovative than the rest. We need outstanding specialists. Not just academics: we need tradespeople too. The foundation for it all is good basic and advanced training. We have no natural resources. Our raw materials are education, knowledge and innovation. The strength of the Swiss franc has severely damaged our economy. Laws and regulations are often hindrances. We have to ensure that companies don’t move out of the country. Hasn’t it ever been an option for you to relocate JURA’s headquarters abroad?

**Emanuel Probst:** No. Like you, I’ve got very deep-reaching roots. I’m a patriot, on a very local level. JURA’s headquarters are situated precisely where I have my own roots. Which is why I do my best to ensure that it’s an attractive place to live and work.

**Adolf Ogi:** Ultimately, it pays off. Because Switzerland is an extremely stable country, both politically and economically. But what are your ambitions as regards JURA? Do you aspire to be the world’s number one?

**Emanuel Probst:** In value terms, we are in a position to become the world’s biggest supplier of automatic machines. At the moment, the state of the international economy for us is ideal.

**Adolf Ogi:** What drives you forward? Is it the products? Or the marketing? Or is the competition showing signs of weakness?

**Emanuel Probst:** Quite definitely the product! There’s the enthusiasm that goes into our new products, the passion we have for perfect, freshly extracted coffee specialities made from freshly ground fresh beans.

**Adolf Ogi:** It’s crucial that you exploit windows of opportunity. Successfully managing a company also means being prepared when chances present themselves. Being prepared to inject passion into projects at the right time and being able to realize them. Where do you get your ideas for new coffee machines?

**Emanuel Probst:** You have to approach the world with an open mind. A lot of ideas come to you when you’re travelling, getting to know new countries and people, listening and talking to them. I’ve learned something from you: you mustn’t be afraid of people! If I arrive at a JURA point of sale somewhere in the world and there’s no salesperson around, I make contact with the customer, advise her and sell her a machine. Conversations like these are often the spark of new ideas.

**Adolf Ogi:** It’s vital that we approach people, take them seriously and try to strike up a dialogue with them, regardless of our profession.

**Emanuel Probst:** Talking of professions: what did little Dölf back in Kandersteg dream of doing when he grew up?

**Adolf Ogi:** I knew fairly early on that I wanted to serve in some way or other. Perhaps as a train driver or a mountain guide. I can still see my father before me, the way he did the accounts for the village in the living room and was there for everyone. That impressed me. For me, my father was a model of inventiveness, persistence and modesty. Later on, I could also have imagined being a ski racer. But then I went to commercial school in French-speaking Switzerland and continued my education in London. I always wanted to get to know and understand different cultures, different mentalities and different attitudes towards the world.

**Emanuel Probst:** You’ve always been enormously popular, and you’ve enjoyed many triumphs. How do you manage to deal with success on that scale?

**Adolf Ogi:** Success is an affirmation. It feels good and does you good. At the same time, it's an obligation. Success isn't something you can simply manage. Every day, you have to be prepared to work harder and get up earlier than the rest if you want to stay competitive. There are lots of SMEs in Switzerland that have carved out a place for themselves with highly innovative niche products. Now the politicians need to give these companies the appreciation they deserve, to show a little vision and create conditions in which they can thrive. We have to generate our prosperity, not just hang on to it. We need to take strength from our success to face up to the new challenges that face us. We need to be prepared to do the things that will keep us best at what we do. And we can only do that if we can say 'I want it!' and mean it. Even if we're met with scepticism, being able to say: 'I want it!' makes a lot of things possible.

**Emanuel Probst:** Would you say you're inquisitive?

**Adolf Ogi:** In politics, very much so. It's a question of knowing how the others think. You have to know how to achieve majorities. Perhaps I was a Federal Councillor at the best possible time. During that period – before Twitter and texting and e-mail – direct, human contact was so much more important. It's much easier to empathize with someone in a direct conversation. And it's vital that you stick to your opinion. There are times when you have to bang your fist on the table and not accept everything.

**Emanuel Probst:** How do you learn where to set limits?

**Adolf Ogi:** First, by learning where your own limits lie. Only then can you set limits for yourself and other people. But it's also important to have the will to overcome limits and obstacles.

**Emanuel Probst:** And that calls for a good deal of sensitivity. The other party must know that you mean well, that you aren't trying to force him into a corner.

**Adolf Ogi:** The secret of negotiation is to give the other party the feeling of being successful. It affirms him and ultimately gives

him strength. You should try to instil trust but not tolerate any breach of it.

**Emanuel Probst:** Trust is also a central element in the existence of a brand. That's one of the main reasons we've been working with Roger Federer as our brand ambassador for more than ten years. What ties do you have with Roger Federer?

**Adolf Ogi:** Roger is a fantastic ambassador for JURA, for Switzerland and for sport. Let me give you an example: in 2001, Kofi Annan appointed me Special Adviser on Sport for Development and Peace to the UN. At the end of 2004, I asked Roger if he would join Kofi Annan and me for a press conference in New York to mark the launch of the United Nations Year of Sport and Physical Education. He agreed immediately. I have rarely experienced greater interest from the media for anything than that press conference. The room was packed to the rafters, and Roger bowled those journalists over. I have enormous respect for him and congratulate you on having this fabulous cooperation.

**Emanuel Probst:** Thank you. To conclude, I'd like to know two more things from you: when it comes to coffee, what's your favourite? And what would Adolf Ogi like to see in the next generation of JURA automatic machines?

**Adolf Ogi:** I love espresso. Preferably with two capsules of cream. Perhaps that's a sign of the respect I still have for the milk producers and comes from my time as Minister for Agriculture (grins). The only thing I expect from a coffee machine is that it demands nothing of me in the morning – certainly not that it needs maintenance. Time's too precious in the morning. All I want is to press a button and enjoy my espresso.

**Emanuel Probst:** So: it's got to be ready to serve immediately.

**Adolf Ogi:** Precisely.

**Emanuel Probst:** Dölf, thank you for the time you took for us and your valuable suggestions. I wish you all the best for the future. And may you continue to be blessed with so much energy, passion and creativity. kom



*'JURA's headquarters are situated precisely where I have my own roots. Which is why I do my best to ensure that it's an attractive place to live and work.'*

**EMANUEL PROBST**

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When he's not busy establishing markets and supporting distributors in his role as Area Manager for JURA in the Middle East, Martin Bürki likes to spend his free time in the city he calls home. Here, he takes CoffeeBreak on a tour of the Swiss capital and shows us his favourite haunts and the city's must-see attractions.

# MY BERN



The shrill ringing of the alarm clock wrenches us from the embrace of Morpheus at an unusually early hour for what is a day off. We emerge rather blearily from laundry-fresh five-star sheets and cross the luxurious deep-pile carpet to the balcony window. We open the curtains, and as our eyes adjust to the bright morning light we are greeted by a vision of perfect beauty: the Bernese alpine scenery in all its glory. The reality of this confrontation with a supposedly kitsch picture-postcard view is in fact incredibly overwhelming. Although it originally seemed an extremely indulgent idea to book a hotel room no more than half an hour's drive away from where we live, we can now understand what Martin meant when he insisted: 'If you really want to experience my Bern then this is the place where you absolutely must wake up.'











Freshly showered, dressed and smartened up, we make our way down to the grand hotel foyer to meet our personal tour guide for the day. The Art Nouveau walls have something magisterial about them. Martin Bürki greets us with a smile, saying: ‘The place you’ve just spent the night is often used by the Swiss government to accommodate state visitors. The **Bellevue Palace** is owned by the Swiss Federation and is only a short walk away from the Bundeshaus, the Swiss parliament building.’ This interesting snippet makes us feel very grand. ‘During the First World War the building was used as General Wille’s headquarters. And nowadays the bar is one of the places where electoral tactics are hammered out during the “night of the long knives” before Federal Council elections – so this is where the composition of our state government is unofficially decided.’

For breakfast, Martin takes us to the up-and-coming district near the goods station. ‘**The Rösterei** coffee bar is dedicated to coffee from the cellar to the rafters. It is owned by the Blaser Café, the oldest roast-house in Bern. See over there?’ says Martin, pointing to a display shelf in the corner. ‘You can buy our automatic machines here.’ Invigorated by excellent coffee and fresh pastries we drive back to the city centre, to the railway station. A wave-shaped glass roof keeps the rain off the passengers and links the station entrances with the bus and tram stations. Our attention is drawn to an old-fashioned alleyway under this impressive structure, its corner dominated by an imposing building. This is the **Loeb**, Bern’s oldest department store. ‘The imaginative window displays are without equal,’ says Martin. He proceeds to tell us a true story to back up his claim: ‘In 1998, one of our current Federal Council members spent the night in a Loeb store window.’ A leading politician spending the night in public view – it could only happen in Switzerland.

At the entrance to the store, we are met with a blast of warm air. We wend our way past the alluring displays and take the escalator up to the home appliances section, where an attractive JURA sales outlet is showcasing our current product range. Before we move on we say a quick hello to our colleague in Niederbuchsiten via JURA LIVE and, naturally, sample a coffee: ‘A flat white, please.’



Back outside, a few short steps take us to the **Bundeshaus**, the seat of the Swiss government and home to the National Council, the Council of States and the Federal Council. The forecourt is a sea of market stalls with local producers promoting their wares. 'This traditional market is held every Tuesday and Saturday. Many of the city's residents come here for their greengroceries and their bread and cheese,' says our inside expert. 'By the way,' he adds with a mischievous grin, 'show a little respect as you cross this square. There's a very strong rumour that beneath this very spot, many metres below ground level, Switzerland's entire gold reserves are stashed in a giant vault. And over there,' he adds, pointing with a conspiratorial look at a smart building to our left, 'is the home of its guardian, the **Swiss National Bank**.' Perhaps we really are standing on top of Helvetia's answer to Fort Knox! If we are, the locals seem completely unconcerned: they stroll casually through the market, pausing to look around and chat.

There appears to be no shortage of time in Bern: the clocks simply tick more slowly here than elsewhere. Switzerland's capital city is pleasantly relaxed and relaxing. Even in critical situations, the soft, sonorous tones of the Bernese dialect remain reassuringly measured. And scientists have provided the hard facts to confirm what is, essentially, a gut feel. They timed how long it took people to walk along a 60-foot (18.3-metre) stretch of pavement in 32 cities around the world. Bern was in 30th place.

We slowly amble through the covered **alleyways** of the arcades. 'There are six kilometres of these passageways in the old centre of Bern – the longest covered shopping strip in Europe. There are some very quirky shops to explore here, and even when it rains, you can enjoy a shopping spree without getting wet.' In Kramsgasse, he points to the doorway of number 49, where a bronze plaque indicates that this was once the home of a very special occupant. '**Albert Einstein** lived upstairs on the second floor when he was still a junior clerk at the patents office.' We are struck by the many fountains everywhere, topped with artistically sculpted figures. 'The scariest one is the **Child-eater Fountain** near the corn exchange,' Martin informs us. 'It portrays a terrifying man who carries children off in his satchel.' Bogeyman characters like this were a medieval teaching aid and live on today in fairy tales and myths.

At an archway, our progress is halted for a moment: a group of Asian tourists is blocking our path, staring upwards, their cameras, phones and tablets held aloft. Martin grins: '**Zytglogge Tower** – one of the landmarks of the city. The astronomical clock and the musical bell chimes date back to the Middle Ages. They probably feature proudly in millions of photo albums around the world.'





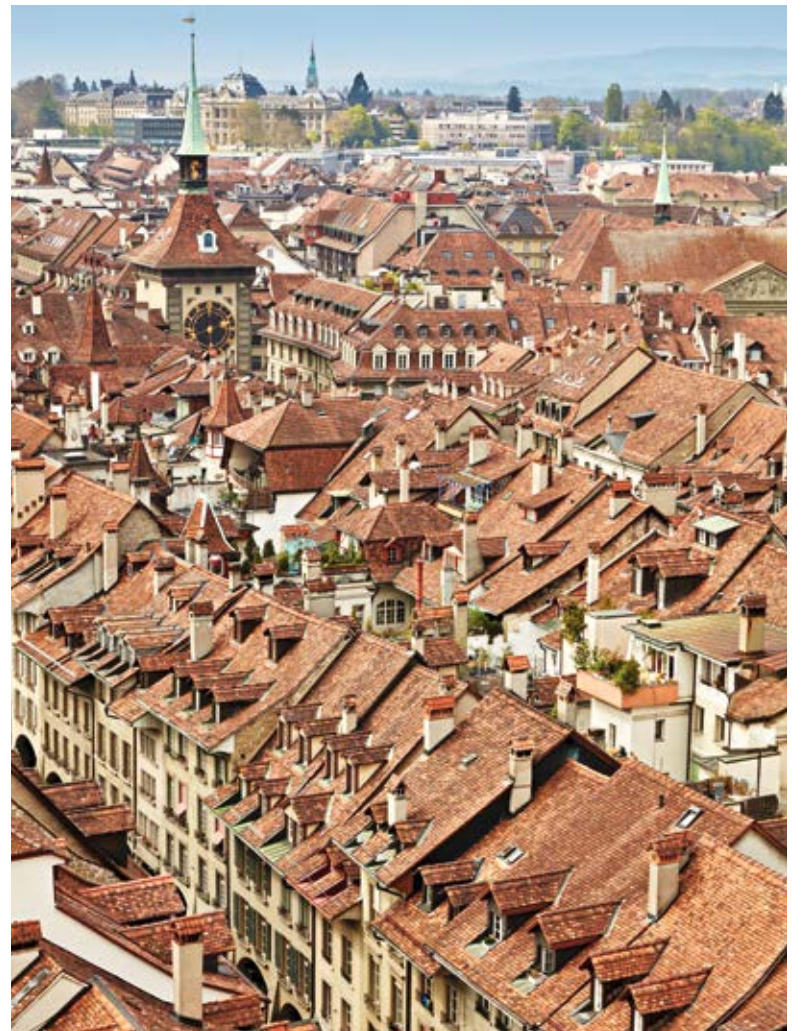
‘Now for a bit of a work-out,’ our guide announces. ‘But you’ll be rewarded with a superb view over the city.’ Thus we find ourselves climbing the steps up to the viewing platform in the **tower of Bern Minster**. And Martin was not exaggerating – from above, the old city centre of Bern is an amazing treasure: ancient roofs wherever you look, some with look-outs and small towers, all crisscrossed by a network of narrow cobbled streets and the whole city divided by the omnipresent River Aare. Back at ground level, we push open the heavy cathedral door. The interior is astonishing. ‘Construction work on the Minster was suspended during the Reformation. The magnificent Catholic vaulted ceiling above the choir stalls had already been completed by then. It is thought that the city of Bern exempted it from the iconoclasm organized by the authorities because it had been financed out of the city purse – or perhaps the beautifully painted masonry figures were just too high up to reach. But it means that the choir of Bern Minster is unusually opulent among Reformed churches.’

We take a little refreshment beneath the horse chestnut trees on the Minster terrace and enjoy the view of the Aare and Kirchenfeld Bridge. ‘Look over there,’ Martin says. There is a bustle of activity. People of all ages are involved in a game. Some are smoking. ‘Bankers, students and politicians all meet up to play pétanque here.’ We watch for a while, pondering on the ability of public figures to mingle freely here. We move on. We use what must be the weirdest form of transport in the city: for 1.20 francs a head, the ‘**Senkeltram**’, a historic lift, lowers us 31 metres in a matter of seconds to the Mattequartier district, from where we walk to the bear pit, now known as **Bear Park**. ‘The people of Bern were already keeping the animal that gave the city its name and coat of arms in a pit at least 450 years ago. What we’re looking at now is the fourth version of it, inaugurated in 1857 and replaced in 2009 by a park with an area of more than 6000 square metres,’ Martin explains, a fount of local knowledge. That’s good, we think, because as amusing as it may once have been to watch the



antics of Bruin in his prison cave, it reminds us of the degrading and unnatural conditions the animals were kept in for centuries.

The fresh air gives us an appetite. Martin suggests going to the **Rosengarten restaurant**. Its elevated position affords a breathtaking view of the bend in the Aare and the lower part of the old town.





While the Aare babbles in the background, Martin bubbles with anecdotes and insider tips. ‘The **Marzili** is definitely worth a visit. Every summer, this legendary riverside swimming pool directly below the Bundeshaus attracts vast numbers of sun-seekers who bask in the rows on their beach towels like sausages on a grill. And you have to have a swim in the Aare,’ he enthuses. ‘It’s so refreshing, an absolute must for every true Bernese native!’ Martin tells us about the many atmospheric cellar bars and the culture that is to be found all around. As his pièce de résistance he takes us to the **Paul Klee Centre** on the outskirts of the city. This unique building, designed by Renzo Piano, houses around 4000 pieces by Klee, making it the most significant collection of the artist’s works in the world. The address says it all: Monument im Fruchtländ (Monument in the Fertile Land). The Centre is also an ideal setting for temporary exhibitions, music, literature, theatre and various accompanying programmes. It would be worth a whole day out in itself.

‘Aperitif, anyone?’ asks Martin, pushing at an open door. Parched, we enter the charming **Biercafé Au Trappiste**, where we are saved from dehydration by an excellent brew. And as if the day had not provided enough highlights already, Martin surprises us again at dinner. ‘The **Casa Novo** feels just like home to me,’ he says, and we were indeed most warmly welcomed. ‘Top Spanish gastronomy combines with Bernese friendliness and hospitality here.’ On the loveliest Aare-side terrace in Bern, we are overtaken by a warm Mediterranean holiday atmosphere. We pay our respects to Lucullus and Bacchus until late into the night before leaving as friends the restaurant we had entered as strangers. On the way back we enjoy a final nightcap in the stylish **Du Théâtre** club. After all, it just happened to be on the way back.

On this one day Martin succeeded in making his Bern our Bern, or as the locals say: ‘üses Bärn’ – so, many thanks to him for that. His list of insider tips is a long one, and tomorrow we will explore more of them. Before that, however, we will sleep like statesmen once again at the Bellevue Palace!

[kom](#)





## MARTIN'S BERN

**Bellevue Palace**  
Kochergasse 5  
[www.bellevue-palace.ch](http://www.bellevue-palace.ch)

**The Rösterei coffee bar**  
Güterstrasse 6  
[www.roesterei.be](http://www.roesterei.be)

**Loeb**  
Spitalgasse 47–51  
[www.loeb.ch](http://www.loeb.ch)

**Bundeshaus**  
Bundesplatz 3  
[www.bundeshaus.ch](http://www.bundeshaus.ch)

**Swiss National Bank**  
Bundesplatz 1  
[www.snb.ch](http://www.snb.ch)

**Einsteinhaus**  
Kramgasse 49  
[www.einstein-bern.ch](http://www.einstein-bern.ch)

**Zytglogge Tower**  
Bim Zytglogge 1  
[www.zeitglockenturm.ch](http://www.zeitglockenturm.ch)

**Bern Minster**  
Münsterplatz 1  
[www.bernermuenster.ch](http://www.bernermuenster.ch)

**Senkeltram**  
Badgasse  
[www.mattelif.ch](http://www.mattelif.ch)

**Bear Park**  
Grosser Muristalden 6  
[www.tierpark-bern.ch](http://www.tierpark-bern.ch)

**Restaurant Rosengarten**  
Alter Aargauerstalden 31b  
[www.rosengarten.be](http://www.rosengarten.be)

**Marzili**  
Marzilistrasse 29  
[www.sportamt-bern.ch](http://www.sportamt-bern.ch)

**Paul Klee Centre**  
Monument im Fruchtländ 3  
[www.zpk.org](http://www.zpk.org)

**Biercafé Au Trappiste**  
Rathausgasse 68  
[www.autrappiste.ch](http://www.autrappiste.ch)

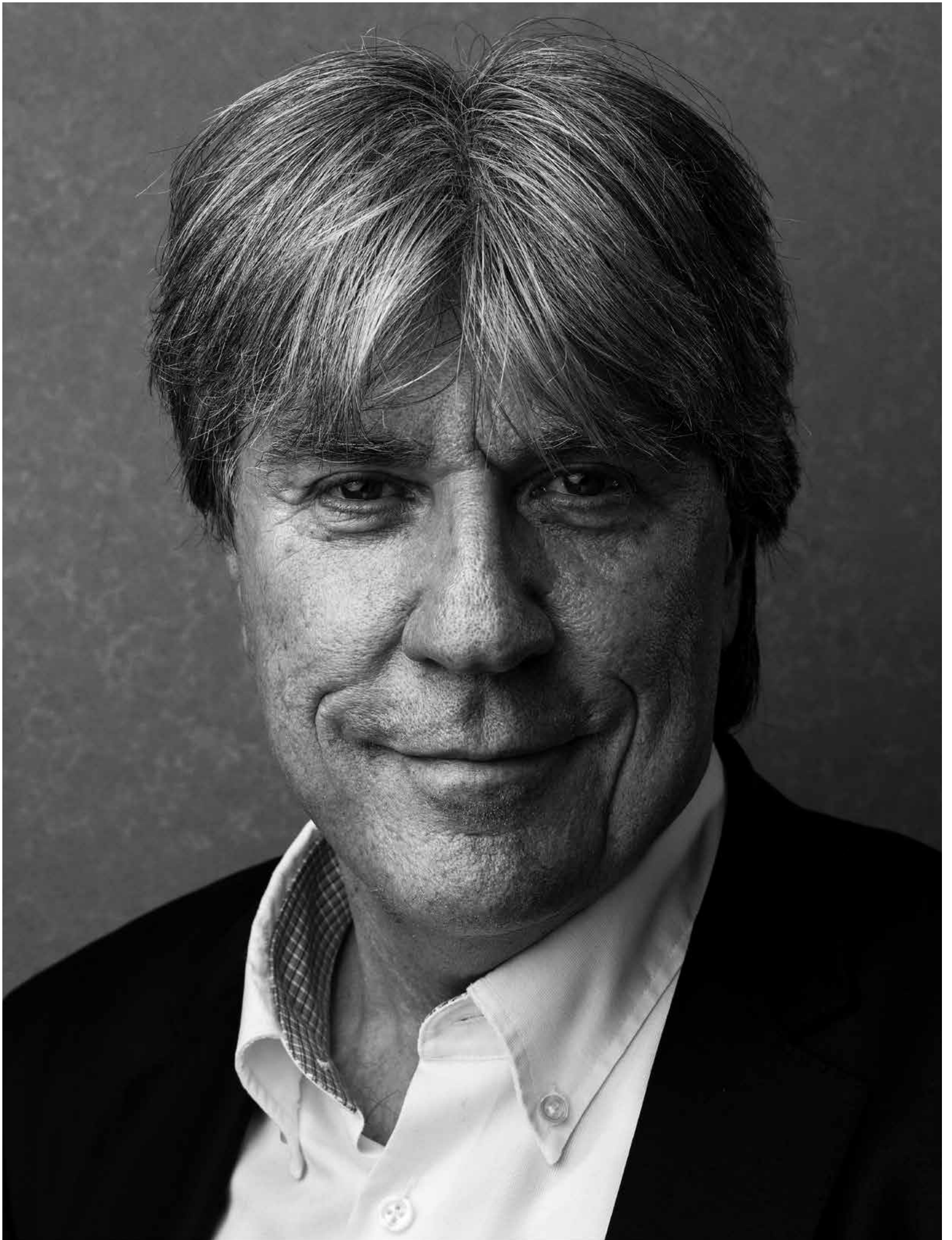
**Restaurant Casa Novo**  
Läuferplatz 6  
[www.casa-novo.ch](http://www.casa-novo.ch)

**Du Théâtre**  
Hotelgasse 10  
[www.dutheatre.ch](http://www.dutheatre.ch)

Bernhard  
'Berni' Schär

## Radioactive man

His radio voice is one of the best known in Switzerland. His vivid reporting brings images to life in the minds of his listeners. Bernhard Schär peppers his language with adjectives and turns of phrase that remain embedded in the memory. A dyed-in-the-wool journalist, he has an encyclopaedic knowledge of sport. Combined with his gift for being able to empathize with his opposite number without resorting to soft-soaping, it has made him an excellent interviewer. And he has demonstrated his skill on the several occasions he has conducted discussions with Roger Federer at JURA.





I'm addicted to getting information.  
Or, to put a slightly more positive spin on it:  
I have an insatiable hunger for information.

There's a slight drizzle falling, and Zurich is grey and drab. The bright red of the large logo displayed on the façade of the radio studio in Brunnenhofstrasse is the only distinguishable colour in the murk. But when he comes into the staff canteen, the sun rises. He is Bernhard Schär. His striking voice with its unmistakable cadences is his trademark. It has smooth, rough edges that he manages to modulate with all the virtuosity of an opera singer. You simply can't not listen to Schär. For some 30 years now, his reports, commentaries and analyses, all delivered with eloquent incisiveness, have been part of Switzerland's radio scene. 'Bernie' himself is iconic, his work part of the cultural heritage. 'I still love my job as much as I did on the very first day,' he says with conviction, 'and I think I still have the same sense of purpose and enthusiasm.' His broadcasts set sparks flying, and his reports have an electrifying effect on his listeners.

As a young man, Schär had no ambitions to be a sports journalist. 'I was convinced I'd found my calling as a grammar school maths teacher. I loved awakening a fascination for figures in young people's minds,' he recalls. 'I discovered my passion for keeping people up to speed on sporting events and introducing them to the athletes as an announcer at the Bern Grand Prix, a 10-mile run through the city.' It was here, too, that the radio first noticed his exceptional talent and asked Bernhard Schär to do sports reports for its local broadcasts. 'It was a fantastic job, but I

approached it with enormous tact and respect,' he recalls. 'My boyhood heroes were legendary reporters like Jean-Pierre Gerwig, Vico Rigassi, Sepp Renggli and Godi Baumberger. All characters who left giant footprints behind them in the radio landscape. I was fascinated and used to hang on to their every word. Thanks to their commentaries, sports events would come to life in my imagination: I was completely obsessed, almost bursting with excitement.' It was no wonder that Schär, even as a child, carefully examined everything about the gentlemen in question and often, to the disbelief of his listeners, would imitate them brilliantly to family and friends. 'It was clear to me from the start that I would have to stay true to myself and develop my own style.' And he did this so convincingly that it was not long before the head of sport on Swiss radio was knocking on his door, saying he didn't belong on local radio: he should be on the national channel. 'After more mature consideration and a few sleepless nights, I made my decision: to say goodbye to my secure job as a teacher and to take up a challenge I'd be offered at most just once in my lifetime.' It was a decision neither he nor his listeners would ever regret.

When asked about the secret behind the authenticity of his reports, Bernhard Schär is happy to list the specifics: 'First, there's the meticulous preparation. I always examine the material in great depth. I'm addicted to getting information. Or, to put a slightly more positive spin on it: I have an insatiable hun-

ger for information. When I'm on vacation on the beach in Calabria, I get nervous if I have no access to news. But thanks to modern communication technologies, I'm always up to date.

In my free time, I memorize structured data and facts that I can retrieve when I need them. For me the best computer of all is my brain. You can use it anywhere, and it doesn't need electricity or a charger: just data. And I input content on a regular basis. Secondly, there's a basic desire for it that I was born with. I'm lucky enough to have a vocation that gives me enormous pleasure. I do reports on topics I enjoy in a medium that will be with us forever. Now and again, I even stick my neck out and say radio will never die. Finally, my work is a combination of absolute concentration and spontaneity. I never read my reports from a prepared manuscript: they are always improvised. But that can only work if, from the moment I go live on air, I'm one hundred percent focused, and my thoughts are revolving exclusively around the matter in hand. Doing that makes it possible for me to react spontaneously to some of the topics addressed, weaving in anecdotes and using my voice creatively.' It is precisely these strengths that the great communicator with the lively eyes and the winning nature uses to such enormous effect. 'But it's also very important that you're there at the scene of the event when something happens. Only then can you portray people effectively. I'm the eyes and ears of my lis-

Two things became immediately clear during that first interview with Roger Federer: the chemistry was right, and we'd be seeing a lot more of this young man in the years ahead.

teners. That's why I see my job as taking them by the hand acoustically, so to speak, and then giving them the feeling they're there live on the spot where the action is.'

Broadcasting information, of course, is just one part of Schär's job. Before that, he has to procure it. And over the years, it's another aspect of the job he's also managed to master. How does he manage to make interviewees trust him to the extent that they do? 'Respect, fairness and dignity,' says Bernhard Schär, summing it up in a nutshell. Indeed, in an age where putting people down is considered good form in the media, Schär, with his empathy and sympathy, is a welcome antidote. He gets close to his subjects without pressurizing them and has a finely developed sense of how far he can go with his questions without forcing interviewees into a corner or offending them. In Bernie's case, anyone looking for arrogantly cynical comments will search in vain, because his analyses are both accurate and respectful. He's more focused on background than backbiting. It's something sportsmen and women particularly appreciate. And it's perhaps the reason why they're prepared to be so open with him. Schär's reports are invariably stories by and about people, people with their strengths and weaknesses, who enjoy both good and bad days. 'On the one hand, sport is all about the spectacle itself, the tension,

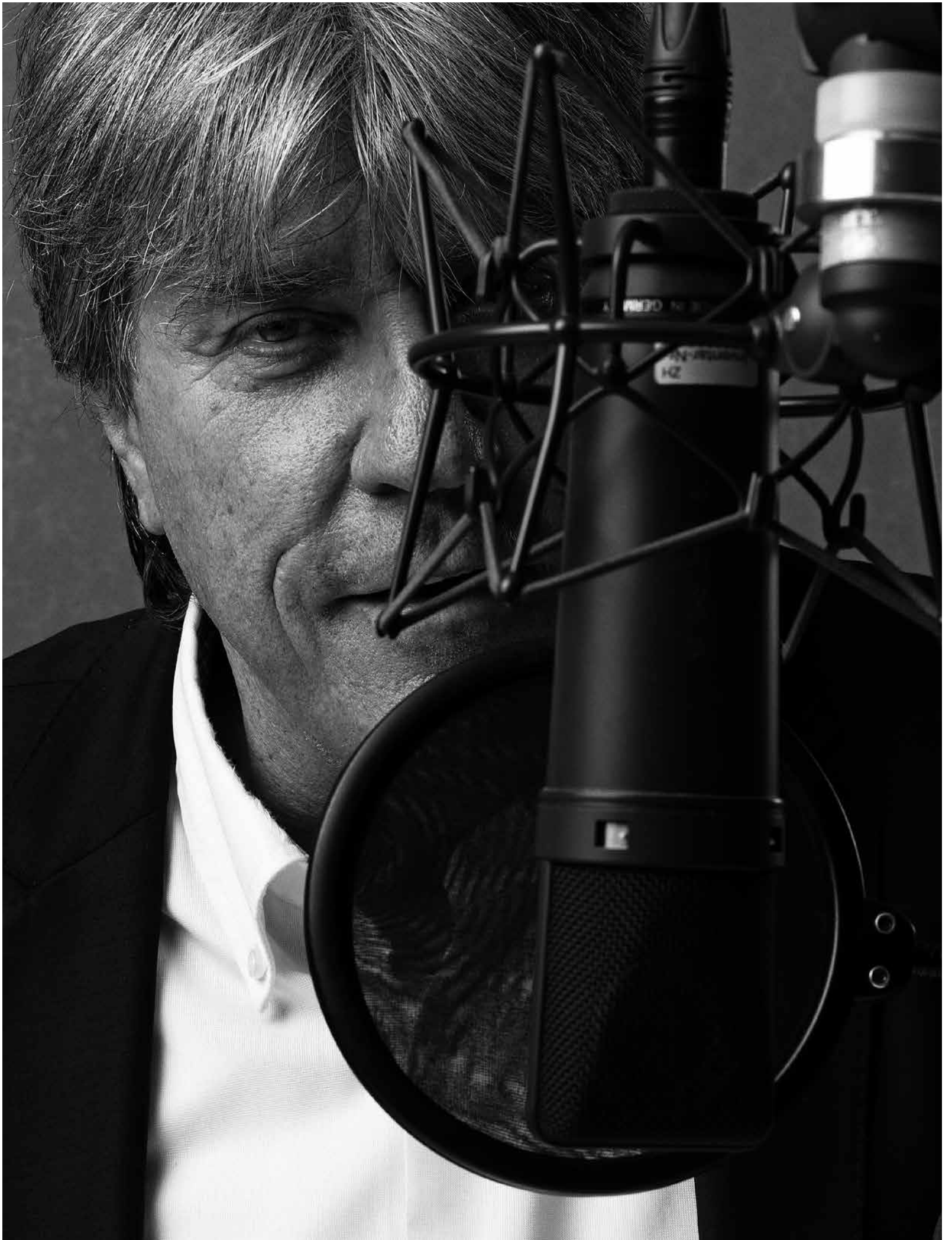
the drama, the triumphs and the defeats. On the other, it teaches us humility and much about the way we treat others and ourselves,' explains Schär.

The two areas to which he devotes the best part of his energy are tennis in summer and skiing in winter. So why does he feel particularly at home with these two sports? 'It's no coincidence when people talk about tennis or skiing in terms of a circus. There are no major fluctuations within the top 100 in these sports. The protagonists involved meet one another on a regular basis and turn into one big family that travels from one venue to the next and measures itself in terms of outstanding performance. The constellation in itself particularly appeals to me because I'm a family man, through and through. Home is where I can finally relax and recharge my batteries by talking to my wife and son.'

His career has given him the chance to experience many highlights live. And he is a never-ending source of stories and anecdotes. He can tell us about the individuals who unexpectedly became Olympic gold medallists, or world champions who were scarcely able to believe their luck. They stand shoulder to shoulder with the fixed stars in the sports firmament who have been part of his reports since their ascendancy. Stars like Carlo Janka, Didier Cuche – and, of course, Roger Federer.

'Yes, I still remember the very first time I met him. It was in connection with the Fed Cup in Geneva. He was 17 back then and had just won the Wimbledon Juniors' tournament and the Orange Bowl. Two things became immediately clear during that first interview: the chemistry was right, and we'd be seeing a lot more of this young man in the years ahead. And my gut instinct didn't let me down.' When we start talking about Federer, it's clear that the radio man is not only a journalist but also a fervent admirer. So what happens when Roger Federer is involved in one of his epic five-setters, where everything remains undecided right up to match point? 'I always find it an amazing experience. Mentally, I'm totally composed, perfectly focused and taken to the limit of my powers as a journalist. Having the privilege of commentating on sporting dramas like those is a great thing for any journalist. Where else could you possibly get more passionate about anything?'

We are certainly looking forward to more outstanding performances in the future, whatever the discipline: from the athletes out there on the field, and from Bernie himself in the commentary box or in the studio. kom



MATCH FOR AFRICA

THE MATCH FOR AFRICA

ROGER

4

40

ANDY MUL

3

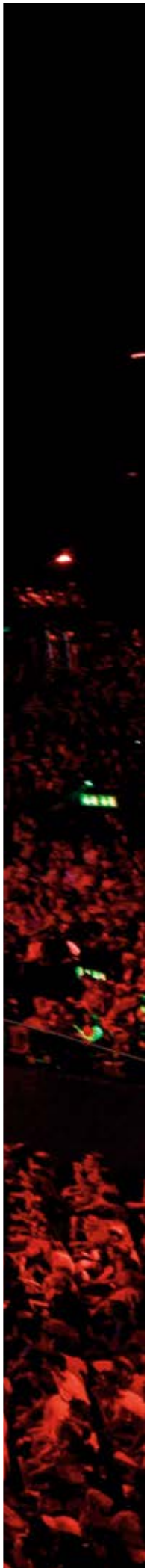






# MATCH FOR AFRICA 3

**KING ROGER AND SIR ANDY  
BRING A TOUCH OF WORLD  
CLASS TO EXHIBITION EVENT**





On 10 April 2017 fans were treated to a tennis spectacular of the highest order in Zurich. Roger Federer and Andy Murray faced each other on the centre court in a sell-out Hallenstadion. Match for Africa 3 was not staged as an opportunity for the players to improve their world rankings, but as a fund-raiser for the Roger Federer Foundation, with proceeds to the charity amounting to a staggering 1.4 million Swiss francs. JURA provided active support for its brand ambassador's cause, designing a very limited edition of an Africa-themed A900 specially for the occasion.

Match for Africa 3 had already been dominating the headlines for days: when Roger Federer, the greatest tennis player of all time, invited current world number one Andy Murray to take part in the exhibition match in aid of his charity, the 11,000 seats in the Hallenstadion sold out in minutes. The event was eagerly anticipated and the two protagonists were met with frenetic applause on their entrance to the area and with every rally they completed. The spectators in the stadium and television audiences at home were treated to a match of the very highest quality, an absolute treat for any tennis fan despite the lack of a competitive context.

JURA came up trumps, marking the occasion with a very special offering: a special African-themed A900 designed for Match for Africa 3 and produced in a very limited run. With JURA employees in attendance, one of the classy automatic machines wowed the crowds in the spectators' area and another in the VIP lounge. JURA was also on hand in the busy press area and the players' changing rooms to provide 'Speciality coffees – freshly ground, not in capsules'.

An attractive supporting programme showcased the talents of the performers of Zip Zap Circus and Jesse Rich, the 25-year-old singer from Bern who is of African descent. They generated an exciting African atmosphere and fired up the crowd. Swiss TV presenter Sandra Studer and the former CNN sports anchor Pedro Pinto were charming and confident compères, hosting the show in two languages, and the two gladiators of the tennis world captivated the audience with interesting interviews.

'The evening was a fantastic experience for me. The welcome we got in the stadium was superb. The fact that we managed to raise such a large sum for my foundation makes the evening even more special. Andy deserves a really big thank-you for coming to Zurich and supporting us,' said Roger Federer after the grand event. kom





ROLEX  
PRESENTS

# THE MATCH FOR AFRICA 3

FOR THE BENEFIT OF THE AFRICAN FOUNDATION





## ROGER FEDERER FOUNDATION

For over 13 years, the Roger Federer Foundation has been sponsoring educational programmes for children affected by poverty in Africa and Switzerland. The Foundation works solely with local organizations in long-term partnerships. It takes effective action and follows the principle that those in need have the ability to solve their own problems. In 2016, sixteen projects in Botswana, Malawi, Namibia, Zambia, Zimbabwe, South Africa and Switzerland were financed to the tune of around 6.3 million Swiss francs. To date, more than 650,000 children have benefited from the projects. The Roger Federer Foundation aims to extend this figure to one million by 2018.

[www.rogerfedererfoundation.org](http://www.rogerfedererfoundation.org)



# HOSPITALITY OF THE FUTURE

A year ago, during a CoffeeTalk with Emanuel Probst, head of service Roland Eggenschwiler let slip some rather cryptic news: ‘... We are already working on new ideas that will take our services up to the next level. And, within a year or so, customers will be able to experience them here...’ Roland has been true to his word. After an intensive planning stage and three months’ conversion work, service reception is barely recognizable. Unconventional thinking, perfected procedures and innovative services are ushering in a new era.



Analyse zu Ihrem Kaffeevollautomaten

13493 IMPRESSA F50

Total Kaffee-Tassen:	21845
Total Kaffee-Tassen seit Eingriff:	7329
Letztes Servicedatum:	21.4.20





Visitors encounter the first, groundbreaking innovation as soon as they arrive at the car park. An eye-catching pillar displays an image of a traditional reception bell coupled with the words 'Concierge Service,' and invites customers to use the new service. In line with the practice of leading hotels, JURA staff meet fully automated coffee machines and their owners in the car park and accompany them to reception. The concierge service offers additional guidance around the site. But primarily it lends practical expression to the willing service which is part of life at JURA.

The next innovation is right here at reception: employees lift the customer's appliance off the handcart and on to a service trolley, which also comfortably accommodates all accessories. Following this structured transition from outside to inside, the machine enters the service process. It's a signal to customers that their fully automated coffee machines are now in the capable hands of JURA's service specialists.

The new arrangement pays particular attention to troubleshooting. Clientele and service staff used to face each other across a work bench. It was a bit like opposing front lines. Now they can converse in a relaxed atmosphere. As they sit at a round table, sipping a freshly brewed speciality coffee, constructive dialogue flows freely. The coffee machine is ever-present – centre-stage, so to speak. Clinically clean working premises reflect the expertise of the service personnel, the

structured nature of the process and the care with which JURA service sets to work. Everything is perfectly tidy; every tool has its designated place. The layout of the diagnostic booths creates an agreeable sense of privacy, in which valuable tips can be passed on. Because coffee is 98 percent water, there is naturally a special focus on the CLARIS filter cartridges. A demonstration model shows customers how CLARIS not only removes limescale from the water but also chemicals such as chlorine and heavy metals, which can affect smell and taste. This is worth knowing, as anyone who opts for JURA should always enjoy perfect coffee to suit his or her personal preferences. When the diagnostic process is completed, a binding quotation is issued, offering the customer a choice between three unique service types: the two-hour; the half-day or the full-day service.

The coffee machine is then trolleyed into the Glass Service Centre, where highly qualified working groups carry out the prescribed tasks with the routine that comes from experience. Many customers insist on having their fully automated machines serviced only by the specialists in Niederbuchsiten because the specific know-how they have at their fingertips cannot be found anywhere else. The new service set-up underlines this unique aspect, which builds trust. In the past, serviced appliances went into temporary storage in grey boxes, partitioned off from the customer service area. Now a large, cheerfully coloured shelf has been purpose-built. As befits the value of such





expert work, the fully automated machines await collection on the shelf, illuminated like precious gems in a jeweller's shop.

Those taking 'their JURAS' home with them should have every reason to look forward to top coffee results. The hospitality of the future is playing a major role in strengthening confidence in the brand and fostering user pride. Every day, it demonstrates anew that excellent service is deep-rooted in JURA's corporate DNA. Service here comes, not from a manual, but from the heart. kom

## ALL THE NEW FEATURES AT A GLANCE

### CONCIERGE SERVICE

Willing service institutionalized. Customers and their machines are collected from the car park and escorted to service reception.

### STRUCTURED TAKEOVER OF APPLIANCES FOR SERVICE

At reception, the coffee machines are lifted off the hand cart and on to a trolley. The service procedure begins at once.

### CLINICALLY CLEAN WORKSTATION

Everything has its precise place in the tidy workstation, reflecting the clarity of the processes and thinking.

### RELAXED DIAGNOSTIC CONVERSATION

The troubleshooting takes place sitting at a round table, over coffee. We take time and create a private atmosphere.

### PROTECTION FOR THE MACHINE AND GUARANTEED ENJOYMENT

Talking to customers enables us to pass on valuable information about CLARIS filters. CLARIS protects automatic coffee machine against limescale and delivers the pure water essential for a perfect cup of coffee.

### STAR IN THE SPOTLIGHT

Following the service procedure, automatic machines are placed on an illuminated shelf. Because now, after a thorough servicing, they function like new again, and their owners are justifiably proud.

HOSPITALITY OF THE FUTURE

# SERVICE INNOVATIONS SET NEW STANDARDS

The conversion of the hospitality area in the Glass Service Centre has been a concerted effort involving two specialists. Roland Eggenschwiler took charge of the project for JURA, while Manuel Candio handled everything at the Candio Büttler Bosshard design studio. Shortly before completion of the project, CoffeeBreak met both men for a chat at the building site.







*‘We want to offer the finest hospitality in our industry. We can only retain our leading edge if we keep developing and constantly launch innovations on the market.’*

**ROLAND EGGENSCHWILER**

**Fourteen years after opening, our Glass Service Centre still enjoyed its worldwide reputation as a model of excellence, and was scoring top marks in customer surveys. So what prompted the redesign and conversion?**

**Roland Eggenschwiler:** We want to offer the finest hospitality in our industry. That is our declared aim. So we treat service exactly as we do our products. We can only retain our leading edge if we keep developing and constantly launch innovations on the market. The hospitality area in our Glass Service Centre had remained unchanged since 2003. Meanwhile, we had added new services, such as 24/7. It was high time to set a new milestone with a global profile.

**How do you tackle a project like this one?**

**Roland Eggenschwiler:** The first stage is intensive dialogue with customers and employees about the status quo. We found out what they most appreciate and learned a lot about all the processes and movements.

**Manuel Candio:** We started off by observing, asking questions and listening attentively. We scrutinized every detail and took a close look at every stage of the process; from the moment customers arrive at the car park, transfer of their machines into the building, reception and diagnostics, and return of the serviced appliances.

**Roland Eggenschwiler:** We soon realized that our primary focus had to remain on transparency and the trust customers place in our staff and services. So we set about making the experience even more pleasant for them, simplifying individual steps and giving them a positive overall perception of the entire process.

**Where do you get the inspiration for services that don't yet exist in this form?**

**Roland Eggenschwiler:** We put ourselves in the customer's shoes and compared ourselves with other business sectors. In a luxury hotel, for example, the concierge greets you at the door and relieves you of your luggage, leaving you free to check in. That inspired the idea for our concierge service. We give our customers a warm welcome, take their concerns seriously and are happy to give them all the help they need.

**Manuel Candio:** It also became clear to us that a close bond exists between many customers and their coffee machines. It made us realize that some kind of 'official machine handover' would give them the reassurance that the JURA service experts would be looking after the appliance from that moment on.

**The diagnostic booths seem to be a key feature. They are like little islands in the room, where people can feel at home, sit down, and get on with the diagnosis. What made you go for this innovation?**

**Roland Eggenschwiler:** The dialogue between customers and the service team is critical. We use it to underscore the skill of our personnel and create the necessary trust. Rather provocatively, Emanuel Probst once said the diagnostic process reminded him of the situation in a courtroom, where the accused is obliged to stand up in the dock for judgment and sentencing. His comparison made us think, and we decided to make it possible for customers and our employees to carry out the diagnostic process sitting down.

**Manuel Candio:** It really was quite a hard nut to crack. The actual troubleshooting process had to be ergonomic, practical and logical for the benefit of our service specialists. At the same time, it needed to be natural and genuine, to create an atmosphere in which every-

one could feel at home. The shape and height of the table are also decisive to the outcome. We therefore built a full-scale model so that we could imagine everything and engage in role play to optimize the procedures. It was extremely helpful.

**Roland Eggenschwiler:** In the end, we decided to use round table, which has no front and back. Customers are not spectators but directly involved in what happens. We offer them coffee, which creates a more relaxed atmosphere, and only then move onto the actual diagnosis. The customer, the machine and the JURA specialist form a trio, meeting on equal terms. That promotes constructive dialogue. It also enables us to give the client important tips and information on topics as diverse as water quality or care and maintenance of the machine.

**The image of the hospitality area is one of customers' machines standing on service trolleys. What does that signify?**

**Roland Eggenschwiler:** The practical benefit for us is the ease of moving the appliances and all accessories smoothly from one stop to the next.

**Manuel Candio:** But it's also symbolic. It tells the customer: 'Your machine is now safely in our hands, and we're going to make sure that when you get it back, it will be like new.'

**Another striking feature is the shelf on which machines are placed after servicing to await collection. What's the thinking behind this?**

**Manuel Candio:** The people who work in the Service Centre are seasoned specialists. They focus exclusively on JURA bean-to-cup machines and have worked for the company for an average of 20 years. This makes them the world authorities on the subject. Making a show, so to speak, of the repaired machines is a form of appreciation of their work.

**Roland Eggenschwiler:** At the same time, we send a signal to the outside world that we are proud of the work we do. And we're happy if our customers can continue to enjoy superb coffee from JURA bean-to-cup machines. Seeing their own appliances on the shelf should whet our customers' appetite for perfect coffee specialities.

**A hospitality area like the new one in our Glass Service Centre is clearly not an off-the-peg solution. How did you turn the plans and drawings into reality?**

**Manuel Candio:** First of all, I'd like to express my warmest thanks to the staff in JURA's workshops and electrical department. It was their creativity, flair, experience and skill that paved the way to feasible solutions and made all the special effects possible. Then there were all the external partners, who demonstrated enormous attention to detail in turning our ideas into reality. And, when I say 'our ideas,' I'm including also our team Ronald Büttler, Frank Bosshard and Michela Pestoni.

**Roland Eggenschwiler:** It's fascinating how so many specialists from an enormous range of disciplines can be involved in a project like this. Overall, the design-and-build stage took around a year. It was an immensely busy time. The valuable inputs of our staff at service reception, Manuel's team, our internal experts and our fantastic external partners have resulted in something that sets entirely new standards. Now we can offer the finest hospitality in our sector. Thank you to all concerned.

kom



*'The people who work in the Service Centre are seasoned specialists. Making a show, so to speak, of the repaired machines is a form of appreciation of their work.'*

**MANUEL CANDIO**





# WHO WORKS WHERE?

Three venues, three specific sectors and three individuals: innovative technology, intuitive operation, optimum hygiene and perfect coffee quality. These four factors, combined with a vast choice of coffee specialities, have made JURA professional automatic coffee machines and their peripherals the ideal, all-round coffee solution. As part of breakfast buffets, on individual floors in clinics and care homes, or at the disposal of employees in break rooms and canteens, JURA machines deliver a unique kind of coffee experience. Can you say immediately where each one of them works?



## 01



The trucks with their livery in Switzerland's national red-and-white colours are omnipresent on the country's motorways. The new home base for the fleet, totalling 350 vehicles, is now in Rothrist. It is also the place where employees handle national and international orders for professional transport and storage services in a total of 5 languages.



## 02



Surrounded by lush meadowland full of flowers with well-maintained gravel pathways, the Swiss Historic Hotel on the peninsula at the centre of Lake Biel is one of the area's most popular spots for day-trippers. Ideal for pleasant, easy walks or spending a few hours of peace and quiet in natural surroundings, the Hotel is also a perfect location for wedding parties, corporate events and seminars. The couple in charge and their team welcome countless guests here from spring to autumn.





At the heart of the city of Zurich. It is here that one of Switzerland's leading private clinics offers a broad range of top-flight medical services combined with professional standards of care. The modern, light-flooded architecture and the appointments of the impressive complex are reminiscent of a hotel. Private patients enjoy not only the best possible attention but also five-star service and an atmosphere designed to foster their well-being.

**03**





## NADINE KAISER

The clinic's hotel service section employs 74 staff to look after guests' culinary needs. One of them is Nadine Kaiser, who is also head of the hotel department. So, what do patients remember most about their stay in the hospital? 'The comfort and service,' says Nadine Kaiser without hesitation. First-class cuisine that is healthy, varied and flexible enough to cater for individual needs and requests holds out the promise of friendly, professional service that patients do not forget so fast. And when patients are used to top-rate culinary standards, they also expect a first-class coffee culture. The clinic's guests can look forward to perfect coffee, from espresso to cappuccino and latte, around the clock. Ensuring that this is so are 11 GIGA X3 machines from JURA.

## DANIELA STAUB

Whether they arrive in the small boat that brings them directly from Erlach or indulge in a leisurely exploration of the peninsula on one of the walking and cycle paths, visitors sooner or later find their way to the inner courtyard of the romantic ex-monastery. Daniela Staub, Junior Restaurant Manager, and her team look after their guests' culinary needs. 'Guests who stay in our 13 hotel rooms can look forward to a lavish breakfast buffet every morning in the converted basement. And an integral part of that breakfast is freshly ground coffee prepared by a GIGA X8 from JURA. We also cater for the day-trippers who take a break in our inner courtyard or our rustically inspired snug with regional dishes and delicious ice cream sundaes from our à-la-carte menu.'



# LALITA GUARINO

The company transports loads of up to 29 tonnes from Rothrist to Italy. And the person responsible for ensuring that everything goes to plan is Lalita Guarino. Daily deliveries of transported goods, the correct packaging and storage as well as the fast, reliable handling of all customer-related processes call for flexibility, service and, above all, sufficient space. Many years of experience in the transport industry, 350 employees, 45,000 sq.m of storage space and a huge transshipment hall provide the necessary basics. Employees with JURA's long-time logistics partner enjoy coffee specialities from – where else? – the House of JURA.



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## SOLUTION



### Workspace 01: Lalita Guarino

In the public staff restaurant, employees and visitors can help themselves to coffee made by a GIGA X3 from JURA. Other machines are also located in the various other break rooms. 'Our staff love coffee specialities with milk. Latte macchiato is especially popular. And apart from that, cleaning and maintenance are a snap,' says Lalita Guarino, who looks after the automatic coffee machines as part of her job.

### Workspace 02: Daniela Staub

Guests at the St. Petersinsel hotel and restaurant enjoy a perfect start to the day with a latte macchiato prepared by a GIGA X8 from JURA. 'Thanks to the Speed Function, the automatic coffee machine conjures up delicious coffee specialities in next to no time. And thanks to the mobile water tank feature, moving it from one part of the hotel to another poses absolutely no problem,' says Daniela Staub, explaining why her staff appreciate the machine so much.

### Workspace 03: Nadine Kaiser

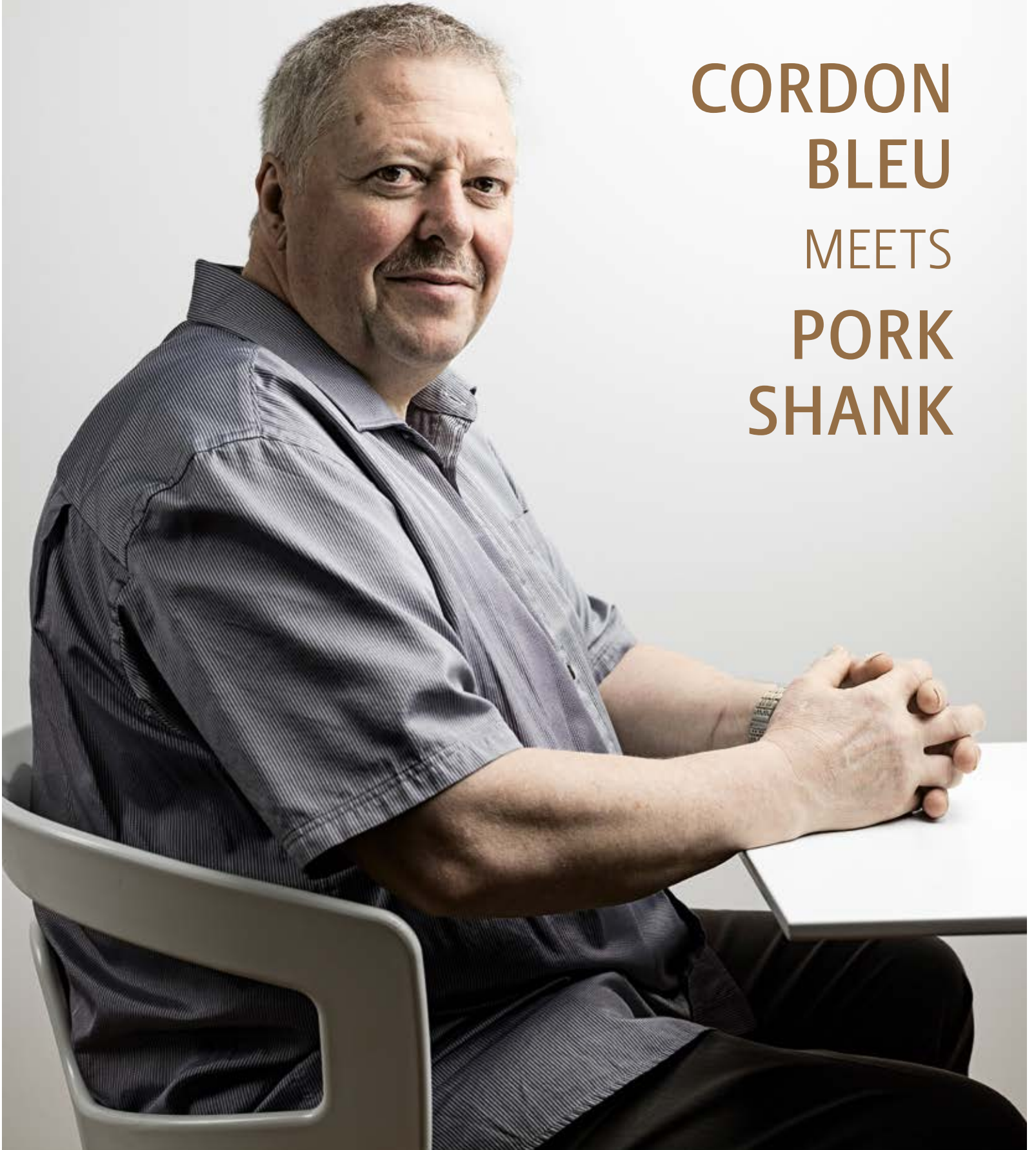
Patients and visitors at the Hirslanden Clinic are spoiled with coffee specialities produced by the GIGA X3. As Nadine Kaiser explains, 'We were finally persuaded by the perfect milky foam for cappuccinos and lattes as well as the faultless hygiene the machine offers. I reckon the machine prepares between 40 and 50 cups a day.'

acm



'HAVE YOU GOT TIME FOR A COFFEE?'

**CORDON  
BLEU  
MEETS  
PORK  
SHANK**



Up-mountain from Oberbuchsitzen, the 'Tiefmatt' is just 23 minutes' walk away from the 'Bergwirtschaft zur Alp' mountain inn. Around 800 metres above sea level, hikers, nature lovers and pleasure-seekers admire breathtaking views of the Alps, while the Bergwirtschaft's Hans Rügsegger turns a traditional, sizzling steak in his pan and the Tiefmatt's Sarah Imbaumgarten prepares her next four-course gourmet meal. Both share a passion for gastronomy, yet their approaches could hardly be more different. CoffeeBreak invited them both to coffee at the JURAworld of Coffee.



**Sarah, what would you like to drink?**

A freshpresso, please. I love the combination of orange juice and espresso.

**Innovative combinations are a regular feature on the menu at the Tiefmatt, aren't they?**

Yes, that's right. Our four-course gourmet menu always comes with a surprise or two for our guests. We try to do a fresh view of classic dishes and give them that extra something. I mean, who cooks pork shanks at home these days? They make a fantastic starter at the Tiefmatt.

**What can your guests expect?**

Fresh, regional ingredients. It's really important to us that they are in season. And of course everything we serve is always homemade, even our 'Eifach Guet' (simply good) menu. We can always offer our guests a cheese-and-sausage salad or a tasty Flammkueche.

**Does that mean hikers are welcome?**

Everyone's welcome at the Tiefmatt. We like to think of ourselves as an inn where people can relax, unwind and enjoy life. But the enjoyment factor is only part of it: there's the fabulous view and the convivial atmosphere in the restaurant.

**What does it take to create the right kind of atmosphere for you?**

It's when guests feel at home with us. From the furniture to the decor and service, everything must be in perfect harmony. This kind of atmosphere is dear to my heart. I live upstairs, directly above the restaurant, and am happy to spend the time it takes to be a good hostess. I do my best to remember our guests and their preferences, so that I recognize them if they come here another time. And I love telling stories.

**What sort of stories?**

Everyone loves stories. I'll give you an example. I visit a farmer and spend two hours picking fresh red cherries from his trees. And that's the fruit that ends up as the dessert of my gourmet meal. After the main course, if I tell the guests about my visit to the farm, everyone is sure to order a cherry

dessert. Tall stories are the only ones to avoid (she laughs).

**So you use personality and passion to establish a rapport with the food.**

Exactly. We deliberately avoid offering a vast range of specialities. But the ones we do offer are always of the finest quality. I play the wine that way, too. We don't have the standard wine list that you'll find on most restaurant visits. At the Tiefmatt, everyone can get hands-on with the wine, find out more about it and go on to enjoy it. In this case, too, I like to spend time explaining the individual wines more thoroughly.

**You put such a lot of yourself into the concept, and spend your days and nights on the Tiefmatt. Was catering always your dream career?**

Yes, it was. I'm a native of Laupersdorf. Not one member of my family has a catering background: not even my two sisters. I served my apprenticeship at the Kreuz, a country inn in Kappel. Then I spent a while in Lausanne and Neuchâtel, before returning to German-speaking Switzerland to work at JURA.

**You worked at JURA?**

Yes, I was there just when they were setting up the coffee lounge. Then I fancied an 'ordinary' job with regular working hours. But it didn't satisfy me for long: I missed catering too much. So for a few years I took on the position of Managing Director at the Rumpel Restaurant, up on the hill overlooking Trimbach. Then it was time for another new challenge.

**So you came up with this new formula.**

It was a team effort. Like the Rumpel, the Tiefmatt belongs to Thommen Gastronomie AG. We finally reached a joint decision with Mr Thommen to try out something new. In any case, I'm not someone who swims with the tide for ever. Sometimes I like to be contrary. That may mean shooting yourself in the foot, I'm well aware. But I would find life boring without setting my sights on a new goal. We re-opened early in March. Obviously, it will take a bit of patience. But I've received loads of positive feedback from guests, which tells me we're on the right path.

**Open till nearly midnight. Hotel guests to check out in the morning. Do you miss out on sleep?**

Yes, it can happen. Sometimes I feel like the rabbit in the Duracell commercials, but I like to say 'Good morning' personally to the guests who've stayed in one of our five hotel rooms and ask if they've slept well. I'm like that, and sometimes put my own sleep on hold.

**And where do you find the energy for this action-packed routine?**

At work, it comes from coffee and job satisfaction and, in my leisure time, from being out and about in the countryside. For me, it's extremely important that I get to spend time alone. When I don't know if I'm coming or going, I get my boots on and start walking. The pure mountain air and panoramic views soon get me going again and help me recharge my batteries. I always take a notepad with me, to write down any ideas I might get while I'm out. On my days off, I also love to visit my sister's two children. Fooling around and playing with my nephews is another form of relaxation for me.

**Does coffee help you through the day?**

You bet. I normally drink seven cups before lunch. A nice cappuccino is also part of the VIP treatment of our guests. That's why we have two JURA bean-to-cup machines behind the bar. The airy milk froth is the perfect way to round off the experience (she laughs).

**One last question: where do you see yourself in five years' time?**

At long last, I feel I've found my niche on the Tiefmatt. And I hope that will still be true in five years' time. I hope our formula proves to be a success and we manage to combine natural surroundings with culinary flair and all-round enjoyment.

**I wish you every success and look forward to being surprised by Sarah's ideas on her next visit.**







**Hans, great that you have found time to drop in.**

My pleasure.

**The Bergwirtschaft zur Alp has been in your family for over a hundred years, hasn't it? Tell us a bit more.**

Yes, that's right. Our forebears used to take in guests on the Alp. Now my brother Ueli and I take our turn daily in the kitchen.

**Was it always planned that you two were going to take over the restaurant one day?**

We were never pushed into it. All the same, we couldn't really imagine anything different. We both did apprenticeships as cooks: I went to a friend of my godfather on Lake Hallwil, while my brother went to French-speaking Switzerland. Perhaps it would be nice to have a bit more time for a spot of farming. But I'm very happy here.

**What animals do you keep on your farm?**

All we have nowadays are hunting dogs and the pigs for our seasonal sausages. Before 1969, it was a different story. That was the year our whole farm, including the restaurant, burnt to the ground. It was a harsh twist of fate. We lived in containers for the next two years or so. My younger sister died six months later.

**So it was 'all hands on deck' from then on, I assume.**

Yes, it was. Though we were children at the time, we often helped with the rebuilding or assisted our grandmother and aunt in the kitchen or on the farm. I always enjoyed doing it. And I still get just as much pleasure nowadays, cooking for our visitors.

**What changes have you noticed in catering over the years?**

In contrast to the early days, we now serve meals practically all day. There are hikers, mountain bikers and pensioners who drop in on us mid-afternoon, at three.

**So you just get cooking, do you?**

You bet. Once someone asked us for a bratwurst at nine o'clock in the morning. We can cater for it – that's why we're there. We live in a flat upstairs from the restaurant. And, if we're in, guests always receive a warm wel-

come. Of course the whole menu isn't available throughout the afternoon. But there's always meat – my own speciality – and salad.

**What's the most popular item on your menu?**

People are getting keener on fresh ingredients. Low-carb, low-calorie dishes with salad are very popular, but also vegetables in general and French-fries, of course. Then there are steaks, breaded schnitzels and veal cordon bleu. And we're always fully booked for Metzgete in autumn when we serve up homemade sausages and various cuts of pork.

**You expect your biggest influx at weekends, don't you?**

Yes, we do. We often cater for larger groups at weekends, such as baptisms, first communions or other family celebrations. But many drive up here for a quick lunch during the week. They may be young sportspeople, or elderly. Generally speaking, people seem to want to spend more time in natural surroundings.

**And your Alp is one place where people can enjoy that experience.**

In every respect. Fresh produce and good-quality cuisine are important to us. For example, I regularly drive to a number of butchers in our region to buy our meat.

**Am I right in saying meat is your passion?**

Yes, it is, and always has been. A juicy meat roast is a glorious thing and something I believe our guests appreciate as much as ever. That's why I never make major changes to our menu.

**Do you ever visit other restaurants?**

Of course. On our days off, we really like to visit other restaurants in the mountains. I served on the Innkeepers' Committee for the Thal-Gäu Region for a while. They are all great friends. And I do enjoy a nice pizza. But only when there's plenty of topping (laughs).

**You clearly enjoy being up here on the mountain. Don't you miss town or village life at all?**

No, we've never known anything different. Of course, I do like to pop down to the village for a beer with my colleagues in my spare

time. But off to town or jetting off somewhere? No, I don't need that anymore. On the contrary: I prefer to spend my holidays skiing or hiking with friends from the Alpine Club.

**I suppose kitchen work must be very stressful. Your restaurant seats up to 200, counting the sun terrace. But you don't usually meet your diners in person.**

You're absolutely right. When the pin board fills up with orders, it does pile on the stress. I just take one thing at a time. You get used to it over the years. And my brother and I stay in the kitchen till the last guest has eaten. Of course, we're delighted when the serving staff pass on a word of praise.

**And you prefer coffee to beer after work, don't you?**

At lunchtime, certainly. A cup of coffee after the midday service is my personal treat. And since we started using JURA bean-to-cup machines, it's been a bigger treat than ever before (laughs). Unlike my brother, who needs to drink 20 a day, I like to enjoy my coffee and see it as a way of winding down. Besides, it's super to have two grinders to fill with different coffee varieties. We now buy in our own blend for espresso.

**Hans, what do you wish for yourself in the future?**

Number one is good health for my family. Ueli and I make a great team. Apart from the kitchen work, he handles all the admin, our website and so on. My responsibilities lie more on the purchasing side. If something happened to either of us, it would be difficult to keep things running so smoothly. Apart from that, of course, I hope the restaurant continues to attract plenty of guests even after we hang up our aprons.

**I hope things goes well for you and look forward to my next trip up the Alp to see Ueli and Hans.**

acm



# Marinated salmon trout

with asparagus, rhubarb and creamed peas

(served cold)

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## Marinated salmon trout

- 600 g fresh salmon trout fillet (without skin, deboned) • 30 g coffee beans • 1 tbs black peppercorns • zest of one orange
- 1 tbs allspice corns • 4 tbs sea salt • 3 tbs sugar

Preheat the oven to 75 °C. Spread the coffee beans on a baking tin and warm in the oven for 30 minutes. Remove the tin from oven and allow to cool. Grind the pepper and allspice corns with a mortar and pestle. Add the coffee beans and grind coarsely. Mix with the salt, sugar and orange zest. Sprinkle the mixture onto the salmon trout fillet, wrap in cling film and lay on a perforated dish (liquid will escape while the fish is marinating). Put the salmon trout in the fridge for 24 hours to allow the flavours to infuse. Remove the film, rinse briefly under cold, running water and cut into pieces of the desired size.

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## Candied rhubarb

- 300 g rhubarb • 80 g icing sugar • 1 pinch vanilla • 80 g grenadine syrup

Peel the rhubarb, cut into 3-cm pieces and mix with all the other ingredients in a bowl. Lay the rhubarb in a gratin dish, cover with cling film and cook in a 70 °C oven until soft. Allow the rhubarb to cool in the dish.

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## Asparagus

- 8 spears white asparagus • 8 spears green asparagus • 2 tsp salt • 1 tsp sugar • 25 g butter

Bring water with the sugar, salt and butter to the boil in a large pan. In the meantime, remove the woody ends of the asparagus spears and peel. Peel the white asparagus downward from the top. Put asparagus in the pan and bring back to the boil. Immediately reduce to medium heat and cook the white asparagus for 5 to 8 minutes and the green asparagus 4 to 5 minutes until tender. Finally, refresh with ice water in a colander, lay on a clean cloth and allow to dry.

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## Creamed peas

- 170 g deep-frozen peas • 30 g sunflower oil • 1 pinch each salt and pepper

Cook peas in salted water for 5 to 6 minutes. Drain and finely blend the peas while still lukewarm with the oil, salt and pepper.

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## Caramel popcorn

- 150 g popcorn kernels • 1 tbs sunflower oil • 100 g sugar • 10 g honey • 35 g butter

Heat the popcorn kernels in sunflower oil in a frying pan until they have all burst. Heat the sugar and honey in another pan until the mixture turns golden-brown, add the butter and remove from the heat. Stir constantly to coat the popcorn with the mixture, spread out on a baking dish and allow to cool.



## Serving tips

Plating up is important and can transform any dish from a feast for the palate into a feast for the eyes. Using a large spoon, carefully spread the creamed peas over the plate. Use a large plate to make the dish look even more elegant. Carefully arrange the salmon trout on the cream. Be creative and divide the rhubarb and asparagus horizontally, vertically and diagonally. Finally, garnish the dish with caramel popcorn and coffee beans if desired. Enjoy!

## Wine recommendation

Champanel Grand Cru La Côte AOC blanc Cruchon (Chasselas, 2015, Vaud)

Champanel is the name of a grand cru vineyard above Morges that offers ideal conditions for the Chasselas grape. This fabulous wine has impressive body and length. The minerality accentuates its lightness and finesse and makes Champanel from the House of Cruchon the ideal companion for this starter.



## Dominik Novo

In summer 2006, Spanish-born Jesús Novo and his son Dominik Novo (pictured), who now runs and owns the restaurant, opened the Casa Novo on the banks of the River Aare, close to Bern's well-known Matten district. For them, it was the fulfilment of a dream. 'Going out for dinner should be like coming home,' is the motto the two restaurateurs share. Their modern take on Mediterranean cuisine has earned 14 Gault Millau points and seven Guide Bleu points. And their unique blend of hospitality and Spanish warm-heartedness are reflected in the stylish restaurant and in-house wine store.

[www.casa-novo.ch](http://www.casa-novo.ch)





Monika Gunziger, hostess in the JURAworld of Coffee lounge, presents the new spring drink.

# Swiss Alp Latte

## Ingredients

250 ml fresh whole milk  
1 espresso (45 ml)  
15 g dark chocolate  
4 ice cubes

## Preparation

Put the chocolate in the glass. Make an espresso and let it run directly into the glass over the chocolate. Stir the espresso until the chocolate has fully dissolved. Add the ice cubes and stir the espresso until cold. Prepare a portion of cold milk froth and pour it into the glass with the espresso.

## Serving suggestion

Decorate the milk froth topping with a sprinkling of small pieces of chocolate.





# Anniversaries

## Switzerland

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### 40 years

- 01 Nelly Inauen  
Service, coffee
- 02 Heinz Kuhn  
Spare parts
- 03 Esther Ramseier  
Service, coffee

### 35 years

- 04 Beatrice Buser  
Customer service /  
Sales consultant
- 05 Manee Studer  
Service, irons
- 06 Erich Ullmann  
Construction / Development

### 30 years

- 07 Andrea Tiemann  
Service, logistics /  
Service reception

### 25 years

- 08 Doris Emmenegger  
Service, coffee

- 09 Reinhard Studer  
Laboratory

### 20 years

- 10 Colette Aeberli  
Sales consultant
- 11 Sandra Bee  
Service, logistics /  
Service reception

### 15 years

- 12 Jürg Gehrig  
TOP-tronic
- 13 Markus Strähl  
Quality management
- 14 Patrik Studer  
Technical Service  
International

### 10 years

- 15 Daniel Barrer  
Workshop
- 16 Karine Gasche  
Sales consultant
- 17 Nedim Karahodza  
Spare parts

- 18 Juan Carlos Molinillo  
Spare parts

- 19 Ruth Nieser  
Spice Advertising

- 20 Andrea Roth  
Human resources

- 21 Markus Rudolf von Rohr  
Elektrician

- 22 Alain Schneider  
Laboratory

- 23 Andrea Stettler  
Coffee Academy

- 24 Patric Theiler  
Spare parts

- 25 Patrick Zurkirch  
POS logistics & events

## Germany

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### 15 years

- 26 Thomas Auerochs  
Customer service manage-  
ment
- 27 Günter Bauerfeind  
Heads of regional sales  
External sales  
Southern/western Germany

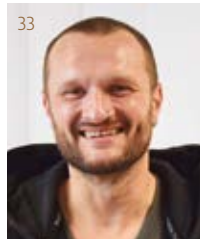
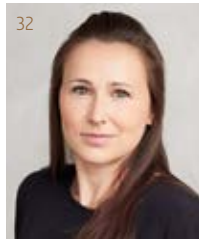
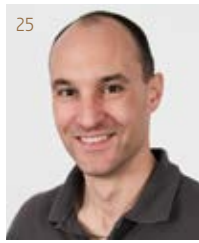
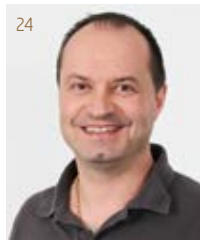
- 28 Ursula Junker-Mamrot  
Finance and invoicing

- 29 Stefanie Kriebel  
Field sales service consul-  
tant (Parental leave)  
Marion Reinfelder  
Finance and invoicing  
Damaris Ronsdorf  
Customer service /  
Central service

- 30 Silke Schiller  
Secretariat customer  
service management  
Hans-Jörg Weichseldorfer  
Logistics management  
JURA Gastro

### 10 years

- Jutta Friedmann  
Customer communications  
centre, back office
- 31 Sonja Kastenhuber  
Secretariat, management
- 32 Sabine Leinberger  
Internal sales department
- 33 Tassilo Mantel  
Deputy warehouse manage-  
ment / Order picking



## Obituaries

34 Ioannis Nikolopoulos  
Logistics JURA Gastro

### Austria

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10 years

35 Monica Oliveira  
Service technician

### Netherlands

---

10 years

36 Anoop Bhairo  
Senior technician

37 Dianne Kuijpers  
Support employee

38 Marina van Koevinge  
Support employee

Urs Eggenschwiler  
18.06.1934 – 09.10.2016  
38 years of service  
Field services

Walter Gut  
15.09.1926 – 22.12.2016  
11 years of service  
Quality assurance

Georg Heim-Aecherli  
23.01.1928 – 23.02.2017  
42 years of service  
Assistant head of operations

Christian Saggini  
26.03.1971 – 05.02.2017  
7 years of service  
Area Manager

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Coffee pleasure –  
freshly ground,  
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world record holder of  
Grand Slam wins, greatest  
tennis player of all time –  
and coffee lover.



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