

SHOW ME THE WAY.

To English speakers, «DER VEG» literally calls out a vegetarian restaurant. In German however, «DER VEG» also implies a path – the right path – to follow.

The hospitality experts of FIVE AG and their partners are proud to announce the birth of their latest project, a new vegetarian restaurant in Zurich's Sihlcity named «DER VEG». Coming from the recent opening of Sihlcity's most prominent restaurant RÜSTEREI, owners of the legendary «Ti – fondata Stapferstube» in Zurich's Kreis 6 and the REBE Herrliberg, partnering with Baur au Lac in the re-launched restaurant Rive Gauche, and involved in the management of GIESSEREI Oerlikon, FIVE AG continues to establish their image as one of Switzerland's most progressive restaurant developers.

DER VEG to the future: In many ways, Sihlcity is the metropolis of tomorrow – especially in the sheer concentration of shopping, entertainment, work and... life. Sihlcity is both very comfortable and extremely efficient. So is «DER VEG». Based on a radically simple buffet-concept, «DER VEG» leaves it up to its guests whether they want to pick up a quick and healthy meal, or find a place to relax and retreat from the busy surroundings.

DER VEG to redemption: On a culinary level, «DER VEG» treats guests to a diversity of tasty vegetarian dishes where even declared meat-lovers won't go hungry. In addition, this food's careful procurement and preparation are bound to show you the way, both in terms of a healthy diet and a clean conscience – for lunch, dinner or that après-cinema-snack, both sit-down and take-away.

DER VEG to beauty: Not just the food, the entire restaurant explores new directions in restauration and aesthetics. Starting with the unique name and Corporate Design (/DEPARTMENT), all the way to the progressive interior (Dai AG).

FACTS + FIGURES.

Facts and Figures:

Opening: March 2008

Investment: approx. CHF 900'000

Seating: 40 seats in the restaurant, 40 seats in the garden

Hours: Monday through Saturday 11.00 am to 9.00 pm / closed on Sundays

Staff: approx. 10 employees

Kitchen: Vegetarian

Investors: FIVE AG & Partners

Company: Sihlcity Gastro AG

Interiors: Dai AG, www.dai.ch

Naming, Corporate Design, Communication: /DEPARTMENT Ltd., www.department.ch

Food and Beverage Concept: FIVE AG – «we create lifetime guests», www.fiveag.ch

Location: Sihlcity Zürich, www.sihlcity.ch

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