

Media Release

March 19th, 2007



RÜSTEREI – since 1471.

Restaurant • Bar • Garden • Shop

Sihlcity Gastro AG
Restaurant Rüsterei
Kalendarplatz 1
8045 Zurich | Switzerland

At the postindustrial heart of Zurich's Sihlcity lies the restaurant RÜSTEREI – a modern, culinary tribute to the historic Sihlpapier-Lot.

From the business client lunching with clients to the movie-goer checking in for a midnight snack, the doors of RÜSTEREI are always open. With a concept that seamlessly merges breakfast (at the generous coffee-bar) lunching and dining. In the afternoon, RÜSTEREI becomes the kind of oasis that lets you escape from the buzz of Switzerland's largest shopping/working/entertainment center.

The Place. The Concept: In charge of the creative direction for the RÜSTEREI's interiors was well-known Zermatt artist Heinz Julen. The only free standing building in Sihlcity, with its brick walls and over 60 meter high chimney, provides the unique architectural setting of the RÜSTEREI and will be kept very original. The industrial flair coming from the rough walls as well as the huge windows, that flood its seven meters high rooms with sunlight, will be maintained. A special feature of the RÜSTEREI are tables which can be lowered from the ceiling via remote-control.

The Menu: In the restaurant guests can enjoy the culinary delights of fresh and light European cuisine, with a knack for original Swiss dishes and classics like «Zurich Geschnetzeltes», «Eglifilets», Simmental beef and «Mistkratzerli» (chicken). The ever-changing menu follows the «3x3» principle: Three fresh starters, three main courses and three desserts to choose from – on 365 days of the year! In addition, RÜSTEREI beckons with highlights like Outdoor-Fondue in winter and the «Cactus Jack» wood-grill in the large garden in summer. To make another point in freshness, guests can watch the chefs at work in the glassed-in and elevated kitchen.

FACTS AND FIGURES.

Investments: ca CHF 4'200'000.-
Seats: 120 in the restaurant, 20 at the bar and 140 in the garden
Events: Capacity of 200-500 guests (1st und 2nd Floor)
Opening hours: Monday to Saturday 09.00 – 24.00 / Sunday 10.00 – 24.00
Employees: ca 30 employees
Cuisine: Swiss / European
Investors: FIVE AG & Partners
Company: Sihlcity Gastro AG
Sihlpapier: founded 1471
Year of construction (Rüsterei): 1911 (former «Ausrüsterei»)
Interior design: Heinz Julen • www.heinzjulen.ch
Construction management: Ralf Gubler, Eidos AG • www.eidos.ch
Naming and communication: /DEPARTMENT Ltd. • www.department.ch
Gastronomic concept: FIVE AG – «we create lifetime guests» • www.fiveag.ch
Place: Sihlcity Zürich • www.sihlcity.ch

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