



RIVE GAUCHE

Communiqué

BAUR AU LAC TRANSFORMS IT'S *RIVE GAUCHE* - INTO ZURICH'S CUTTING-EDGE RESTAURANT

New York, NY --- September 01, 2005 --- **Baur au Lac**—Zurich's 161-year old lakefront palace hotel—has hired a team of worldly entrepreneurs to overhaul its venerable *Rive Gauche Restaurant & Bar* courting the young, well-heeled Swiss and American financiers. The **Baur au Lac** sits dead centre in Zurich's business, banking & shopping district, primed for this month's arrival of a new restaurant with lots of hype, plenty of humor, and great food. The new *Rive Gauche* opens in early September and will serve lunch & dinner as well as throughout the day - Monday-Saturday from 11:30 to midnight; the Bar will be open from 11:30 to 1AM (Monday-Thursday) and until 2AM on Friday and Saturday.

The **Baur au Lac** has selected - **FIVE AG**, (www.fiveag.ch) who owns and manages very "in and trendy restaurants" in Zurich and will benefit from the combined experience of these Zurich natives (some with dual citizenships) who have been educated or worked in the USA (Harvard, Stanford & Cornell Hotel School graduates), including a McKinsey partner, a former exec of Booz Allen and the Boston Consulting Group, & YPO member. Who better to revamp a turn of the (last) century's restaurant into a designed jewel of 21st century 'buzzy scene' to eat, see and be seen in!!

The new *Rive Gauche* raises the bar for Zurich dining spots by its late-night hours, snagging one of Zurich's most vivacious hostesses, and choosing its staff for ability and enthusiasm. The menu offers whimsically-named items: "We Found Nemo"=salmon, "Orgy"=rib roast, and "Burned Out"=Crème Brûlée. The adjacent Bar has two plasma screens showing Bloomberg financial news & CNN – music in both bar and restaurant is designed by a famed DJ.

Successful restaurants require manager's instant recognition of repeat diners plus location, ambience, defined 'best' seating areas, interesting & short menus, knowledgeable & designer-attired wait staff, and above all: fresh, well-prepared food with a savvy wine list. **Baur au Lac** is now set to compete with any place in Switzerland, the Continent—maybe even New York!

For further information or reservations at the hotel or the restaurant & bar, e-mail

or call the **Baur au Lac** via rsvp@agauche.ch - www.aguache.ch or 011-41-44-220-5060.