

BAUSCHER in the Schlossberg Thun Restaurant & Hotel:

***Purity* porcelain collection creates sophisticated elegance in historical surroundings**

Thun/Weiden, November 2014. Accommodations in a castle steeped in history, a fantastic view of the city and a variety of culinary creations, presented on BAUSCHER's finest porcelain: The newly opened Schlossberg Thun Restaurant & Hotel (Switzerland) promises its guests an unforgettable experience. Hosts Alexandra Bonazzi Hofschneider and Stefan Hofschneider rely on extraordinary porcelain for their special creations – snacks and meals are presented on the new, supremely elegant *Purity* collection by BAUSCHER.

“This project was our first order for *Purity* in Switzerland – and without a doubt a very special occasion. Originally the customers wanted to order Bone China porcelain. However, our new collection convinced them immediately,” says Manuela Kűfner, Head of Marketing at BAUSCHER. “In a way, we are reinventing porcelain with the revolutionary material Noble China. Furthermore, the design of *Purity* is a perfect fit for high-quality concepts implemented by the international hotel and restaurant industry.” With its filigree body, Noble China is in no way inferior to Bone China porcelain, but offers the benefits of hard porcelain in terms of chipping resistance and surface durability.

Stylish blend of traditional and modern elements

‘Enjoying food and drink, rest and celebration in a peaceful and warm atmosphere’ – this is the motto in Thun. Under the guidance of the experienced architects Alexandra Bonazzi Hofschneider and Stefan Hofschneider the castle, which is more than 700 years old, was carefully rebuilt and meticulously renovated. Now a boutique hotel including a restaurant, bistro, garden terrace, bars and lounges has come to life within these historic walls. The owners have created a unique meeting place with a special atmosphere for parties, seminars, banquets and for lingering and enjoying.

When selecting the décor, the customers carefully combined old and new elements while respecting the impressive history of the property. Alexandra Bonazzi Hofschneider, director of Schloss Hotel Thun AG: “As experienced architects my husband and I value extraordinary design – we love forms that are minimalist and simple and were therefore on the lookout for classic, round tableware. We immediately liked the design of the *Purity* collection, also because the Bonewhite shade of the porcelain is just incredibly beautiful.”

Flexible staging for creative meals

In the restaurant, the collection’s easy handling and adaptability for use in many different combinations is convincing – a perfect fit for Head Chef Christian Meffle, who likes to get creative when presenting his meals. In the Schlossberg restaurant he presents popular classic dishes with international influences. His various culinary creations can be enjoyed in the three rooms of the restaurant, in the bistro and in the garden. The castle’s bar is a popular meeting point and is located in the entry hall to the restaurant and to the castle’s museum.

A very special experience awaits hotel guests: They can spend the night in one of the 14 modern and tastefully decorated single and double rooms in the former prison wing of the castle. The highlights here are the exclusive tower room with historical wall paintings and the generous suite with its impressive view of the city of Thun, Lake Thun and the Alps.

4,200 *Purity* pieces ready for use in a very short amount of time

For BAUSCHER and the company’s exclusive Swiss partner Berndorf Luzern the project posed a few special challenges: “The decision for *Purity* was made shortly before the opening, giving us only three weeks,” says Beat Hämmerlin, the sales agent at Berndorf Luzern responsible for the project. “That is a very short time, especially considering that the collection was brand new on the market at that time. However, we managed to deliver all our porcelain in time.” Schlossberg Thun Restaurant & Hotel is now using 39 different items from the BAUSCHER *Purity* collection – a total of 4,200 porcelain pieces.

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— **On request, we would be glad to send you the following images:**



Schlossberg Thun_exterior view



Schlossberg Thun_set table



Schlossberg Thun_restaurant



Schlossberg Thun
Meal presentation _Purity

In case of publication, please include the following photo credit: Michael Sieber