

**The brightest of new stars epitomising our watchword:
'Tradition Moving Ever Forward'.**

Lausanne, 11th March 2009 – ‘ Tradition Moving Ever Forward’ ... much more than mere words, a true expression of the art of living. Which translates at the Beau-Rivage Palace by the wish, constantly renewed, to surpass past achievements. After the hotel’s complete refurbishment and the creation of one of the most beautiful spas in Europe, this Lausanne establishment has achieved a major coup in entrusting to Anne-Sophie Pic, the only female French chef to gain three stars, the leadership of its new gastronomic restaurant.

“Anne-Sophie Pic at the Beau-Rivage Palace” is much more than a prestigious name placed on the façade of a great hotel. It is the aim of one of the most creative and talented chefs of her generation, to take up a new challenge, hand in hand with an institution which she immediately felt very close to in spirit. In effect, this is the first time that the daughter of Jacques and the grand-daughter of André Pic, who was the founder of the eponymous restaurant in Valence, has left her niche in the Drôme, taking with her the values which have made her such a success.

Communicating essential values

To make a claim to the height of excellence, the key to success lies in sharing essential values. Both the Beau-Rivage Palace and the Maison Pic can lay claim to a long and brilliant history ... For the latter, three generations among the true leaders of French haute cuisine; for the former, 150 years in the highly restricted world of truly great leading hotels. Even its shareholders hold very dear the concept of family values in their everyday lives. Both institutions further develop on a daily basis the art of living, based on constant refinement and research into true originality. That is to say, a constantly renewed combination of tastes at Pic. And with the Beau-Rivage, a lasting wish to make every day unique. One, as the other, embody in the very smallest details, a culture of excellence based on the desire to constantly surpass what has gone before.

From Valence to Lausanne, enviable haute cuisine ...

In creating excellence, a great chef finds perfection in simplicity and the essentials. Anne-Sophie Pic always sets that standard. Working without showy gestures, she performs a marriage of originality with the kind of cuisine that lets you savour each and every flavour. This infinite attention to detail can be appreciated at every stage of the meal ... from the plate before you to its service, from your welcome to the décor, all has the lightest touch. It is everything, except by chance, that Anne-Sophie Pic lays claim in her cuisine to the family heritage. At the same time, her own personality is very much in evidence, which is composed of a mix of audacity, lightness and refinement. It seems almost unnecessary to add that she only uses ingredients that are in season, that she favours regional specialities and integrates with part of her team, the culinary house style of the Beau-Rivage Palace. In summary, she has every intention of respecting the same close attention to detail and the same quest for excellence that have made such a reputation for the Maison Pic for more than a century.