



MEDIA INFORMATION

Smoking Lounge

The Bellevue Palace in Berne – Swiss paradise for cigar lovers

(May 2010) – A new law entered into force throughout Switzerland on 1 May 2010, banning smoking in enclosed spaces accessible to the public. The ban affects bars, restaurants and hotels. But the legislation does allow for some exceptions, including specially designed and designated areas such as smoking lounges.

The BELLEVUE PALACE in Berne - member hotel of the 5-star Victoria-Jungfrau Collection – is therefore pleased to announce the opening on 1 June 2010 of its own smoking lounge, to be known locally by its French-language designation "Le Fumoir." Here smoking guests may relax in refined comfort while pursuing their favourite pastime and pleasure. An exclusive selection of the finest cigars will be on offer, mainly from Cuba and including the prestigious "Cohibe Behike" line and "Trinidad Ingenios" (Limited Edition 2007). For the ladies, the new "Romeo y Julieta" cigar will also be available from this summer. The BELLEVUE PALACE also plans to launch its own special brand. The range of premium cigars will be complemented by classic culinary creations as well as delicious drinks.

"Le Fumoir" is being officially inaugurated on Monday 31 May in the presence of the Cuban Ambassador to Switzerland, Isaac R. Torres Barrios, and the "grand seigneur" of the Swiss cigar industry, Heinrich Villiger. The 31 May inauguration programme will include a demonstration of cigar-rolling, musical entertainment by a Cuban trio, traditional Cuban cocktails such as Mojitos, Cuba Libre and Daiquiris, as well as buffets comprising Cuban and other Central American specialities.

Over the past century, the BELLEVUE PALACE in Berne has played host to many famous guests, among them two of the most celebrated cigar-smokers in history – British wartime leader Winston Churchill and President Fidel Castro of Cuba. Both men would surely have welcomed the opportunity while in Berne to frequent "Le Fumoir". And to savour a great cigar.

Further information:

Roman Codina
Deputy Director
Telephone +41 (0)31 320 45 45
r.codina@bellevue-palace.ch
www.bellevue-palace.ch