

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1980)
Heft: 1763

Artikel: Swiss centre facelift
Autor: [s.n]
DOI: <https://doi.org/10.5169/seals-687056>

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SWISS CENTRE FACELIFT

The average housewife would cringe in horror at the prospect of having her kitchen completely refurbished while she was expected to continue her day-to-day preparation of meals among building workers, rubble and an everchanging scene of ultimate disorder. But that's exactly what has been happening at the Swiss Centre Restaurants since the end of last year. Mr. Hansjörg Baumann and his staff seem to take all the upheaval remarkably calmly and are succeeding in keeping business going (almost) as normal, with a slightly reduced choice of menus and peep-holes in the walls in order that the customers may catch up on the state of affairs on the building-front.

The main aim of this massive £1.5 million facelift is to update the restaurant-premises and improve the all-round standard and facilities of the Swiss Fair, which opened to the public in 1967.

Mr. Hansjörg Baumann, the newly appointed General Manager another born restaurateur (as was Mr. Oskar Gontersweiler, the first Manager) has been with the company for nine years and knows all the little problems of the restaurant business at "grass roots" level. He does not believe in management "at a distance" and can be seen emptying a dishwasher if needs must. To him the success of the Swiss Centre Restaurants is very much a personal challenge and also a chance to overcome certain prejudiced views on the Swiss Centre.

It is not easy to amalgamate staff from 35 nations but Hansjörg Baumann is working hard at it and spends a considerable amount of time on staff-training. As an answer to the critical question why the Swiss Centre Restaurants employ such a high percentage of non-Swiss people, Mr. Baumann says that he has great difficulties in recruiting Swiss

personnel willing to work in London longer than just a few months and meets with further problems when it comes to obtaining the necessary work-permits.

The best part of phase one of the rebuilding-programme has been completed and phase two is well under way ("Rendez-vous"-kitchen, new staff canteen, "Taverna"-buffet, confiserie and Patisserie. Phase three (Main Patry, "Locanda" refurbishment, Butchery and Bakery, Cold Kitchen and Service Kitchen are scheduled to be completed in late summer.

New this year is the Swiss Centre's outside catering service. For £3.00 per head (V.A.T. included) you can hold a Swiss Grill Party (minimum 50 people) with traditional Swiss sausages, made by the Swiss Centre's own butchers and grilled to perfection on a mobile grill. In this deal you hire a chef, a mobile grill and get two sausages per person.

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London's Swiss Centre

require
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Shop Manager/Manageress

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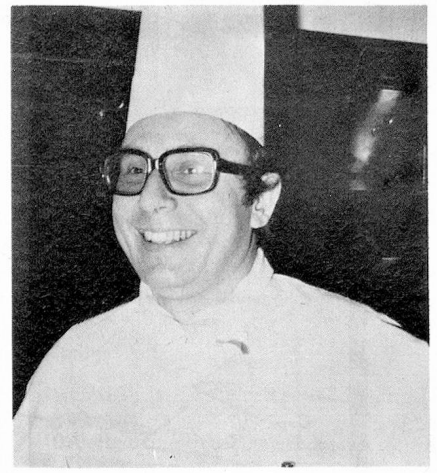




Mr. H. Baumann, General Manager



Mrs. L. Nunez, Restaurant Manageress



Mr. E. Bachmann, Chief Confectioner

If you feel like holding a party but require additional staff to help serving your own food the Swiss Centre will send you waiters, head-waiters and dishwashers.

They can also lay on for you a Swiss Cocktail Party (minimum order 20 persons) a Swiss Farmer's Buffet (for minimum 20 persons) or a Swiss Centre Breakfast (on the restaurant premises) for up to 300 people. For your "special occasions" (minimum 10 people) they have a list of group menu suggestions.

The management will be pleased to quote you a price for your individual requirements (Swiss Centre Party Service, 10 Wardour Street, London W1, Tel. 734 1291.

In the *Chesa* the discerning guest finds international cuisine apart from specialities of the Grisons region.

In the *Locanda* the accent lies on the Italian kitchen. The menu includes antipasti ticinesi and home-made pasta.

The *Taverne* represents the French-speaking part of Switzer-

land, where the widest range of Swiss wines and many delicious cheeses are produced.

"*Rendez-vous*": Meeting point for the hurried customer, where you find meals and snacks to suit all tastes and pockets.

The restaurants are open every day (including Sundays) from 11.30 a.m. till midnight.

The *Swiss Imbiss* opens 08.30 each day for morning coffee (except Sundays and Bank Holidays) and serves a selection of snacks and light meals throughout the day.

MHM



Mr. B. Whren, Executive Chef, proudly surveys the refurbished "*Rendez-vous*" kitchen.

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