

Objektyp: **Advertising**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1980)**

Heft 1768

PDF erstellt am: **22.06.2024**

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern. Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden. Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

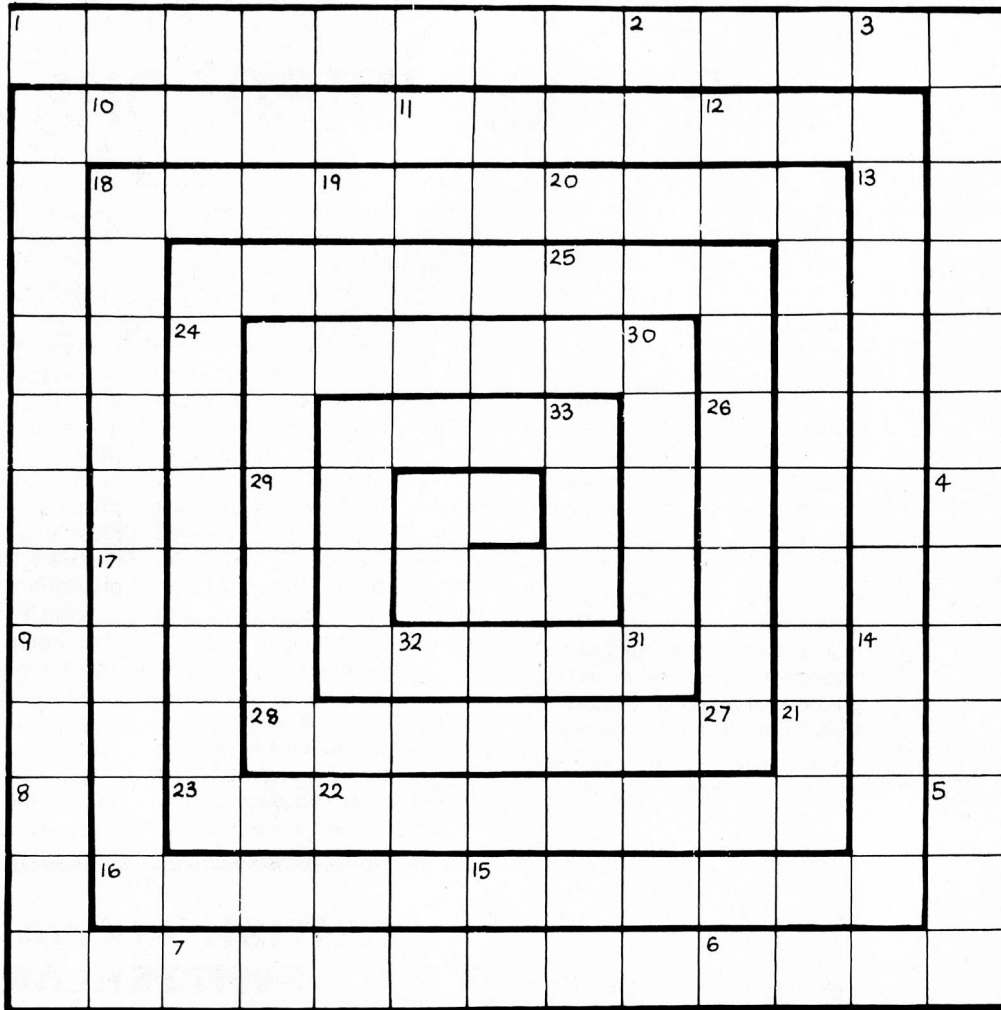
Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Ein Dienst der *ETH-Bibliothek*
ETH Zürich, Rämistrasse 101, 8092 Zürich, Schweiz, www.library.ethz.ch

<http://www.e-periodica.ch>

TAKE A TURN AT THE SWISS ROLL



ANSWERS to the clues should be entered starting at the appropriately numbered square and then proceeding clockwise. The last letter (or letters) of each word is the beginning of the next word.

In this puzzle, if you have got the correct

answers, you will be able to find the names of three places in Switzerland – starting at the perimeter and going in a straight line, either diagonally, vertically or horizontally, towards the centre.

What are the three places?

CLUES

- | | |
|---------------------------------|--------------------------------------|
| 1 Temperature recorder | 18 Prepare for publication |
| 2 End of the line | 19 Two-seater cycle |
| 3 Lower-case letter | 20 Show and prove |
| 4 Shrink, get smaller | 21 Vesper |
| 5 Cover for a letter | 22 Individual of great stature |
| 6 Factory worker | 23 Before in time or place |
| 7 Truth | 24 Group of musicians |
| 8 Surround for a road-wheel | 25 Farmer's mechanical horse |
| 9 Give new life to | 26 Synonymous with 10 |
| 10 Vex with jests | 27 Fill with delight |
| 11 Our continent | 28 Stop |
| 12 Allow | 29 Having small teeth along the edge |
| 13 Lessen the severity of | 30 Personal day-book |
| 14 Entertainment from the 'box' | 31 Used in brewing and baking |
| 15 Burdensome | 32 Someone not known |
| 16 Customary | 33 Spite |
| 17 Having great knowledge | |

Answers to last month's puzzle

D	R	E	A	M	A	Z	E	B	R	A	C	E
T	R	E	N	C	H	E	D	O	N	I	S	N
N	A	T	E	D	I	R	E	C	T	A	T	T
E	C	D	O	M	O	M	E	N	T	R	R	R
T	U	L	I	C	R	A	V	E	E	N	E	E
A	D	E	T	D	O	T	A	N	X	I	A	P
N	E	S	A	E	C	T	G	E	T	S	M	A
I	N	O	R	L	I	D	E	V	I	H	E	N
M	O	P	R	T	A	R	E	L	E	R	O	
R	I	X	E	G	N	A	D	N	E	L	R	R
E	T	E	U	N	I	T	E	R	E	T	I	A
T	N	E	M	A	T	S	E	T	N	E	M	M
I	N	G	I	L	E	G	A	N	A	M	D	A

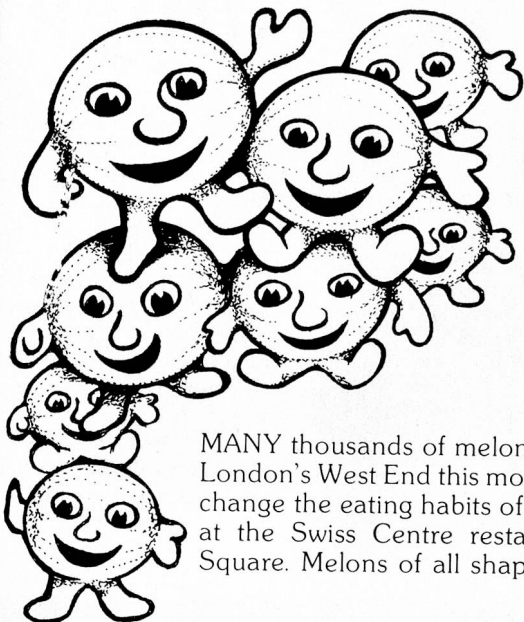
ANSWERS NEXT MONTH

Devised by Norman Firth

tasty topics

August 1980

from the Swiss Centre Restaurants, Leicester Square, London



Melon invasion hits West End

MANY thousands of melons will be pouring into London's West End this month as part of a plot to change the eating habits of discriminating diners at the Swiss Centre restaurants, off Leicester Square. Melons of all shapes, sizes and colours

will be airlifted here from Israel, Greece, Italy, Cyprus, Spain, Portugal and France.

Now they will be challenging the Swiss Centre chefs to see how many tasty dishes they can be turned into.

You will find them disguised as salads, smothered in yoghurt, sharing a slice of toast with succulent salmon — or simply as an ice-cooled thirst-quenching drink.

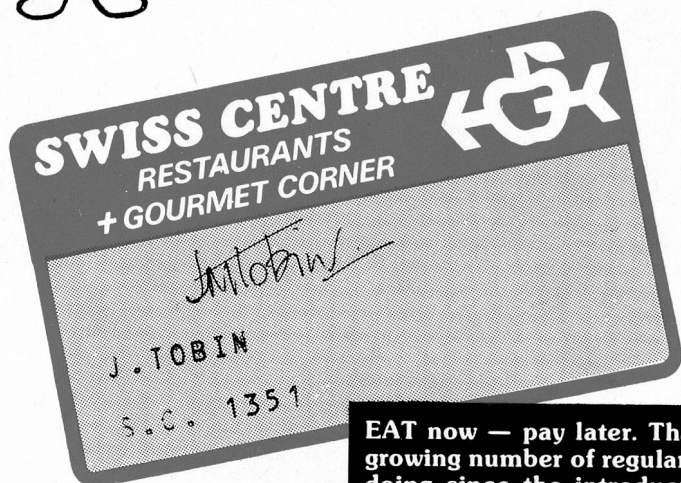
They will infiltrate the menus of all the restaurants at the Swiss Centre as appetizers, main courses or desserts.

For anyone not fully aware of the wonderful range of tastes melons can offer top Swiss chef Beat Wehren is suggesting a number of dishes featuring several different varieties.

One of his specialities is called Chraeusi Maeusi. It may be hard to get your tongue round the name, but well worth the effort, because it's a mixed cocktail made from no fewer than seven different melons.

Melons are marvellous — and if you've never tasted them in their full glory before then a visit to the Swiss Centre restaurants this month could be quite a revelation!

- Melons are very versatile. In desert regions of Africa they provide a never-failing source of water. The Russians ferment them into beer. Egyptians use them as animal feed. And Americans pickle them and turn them into chutney.
- Melons may be sweet, but still surprisingly low in calories — about 6-7 an ounce. That's as low as grapefruit, making melons perfect for slimmers.



EAT now — pay later. That's what a growing number of regular diners are doing since the introduction of the Swiss Centre restaurants' credit card. And the same card can also be used in the Swiss Centre's Gourmet Corner and in the new Swiss Gift Shop.

You don't have to pay your bill until the last day of the month following date of invoice. After that there's a two per cent interest charge.

MUNCHTIME MEMO TO THE BOSS . . .

ENCOURAGE your staff to get into the habit of eating a nutritious lunch every day. That's the message going out from the Swiss Centre to West End bosses.

Everyone — and particularly youngsters — should have an appetising, balanced mid-day meal. And they'll work all the better for it.

The Swiss Centre restaurants have a reputation for quick service, and a wide range of value-for-money dishes.

Now to help bosses they are issuing their own luncheon vouchers, valued at 25p each. Firms who buy books of vouchers for giving out to their staff are offered them at a generous discount.

They don't have to be used just at lunchtime. They can be saved up for a special treat — an after-show dinner or to buy wines, chocolates or other Swiss delicacies in the Gourmet Corner or to buy presents in the Swiss Gift Shop.

For details ring Joan Tobin on 01-734 1291.

Just look what you can do with £1 1/2 million!



THIS was the scene just a few months ago when workmen started ripping apart a section of the Swiss Centre restaurants complex as part of a giant £1.5 million facelift. This area has now been turned into the new Rendez-Vous, the most up-to-date restaurant in the West End, serving succulent dishes like those you see on the right.

Centre of all the action

THE Swiss Centre restaurants are in Leicester Square in the heart of London's bustling West End. There are five restaurants in all, each with its own Swiss regional menu, ranging from the "Imbiss" snack bar (open from 8.30am) to the top-flight "La Chesa" (for reservations phone 01-734 1291).

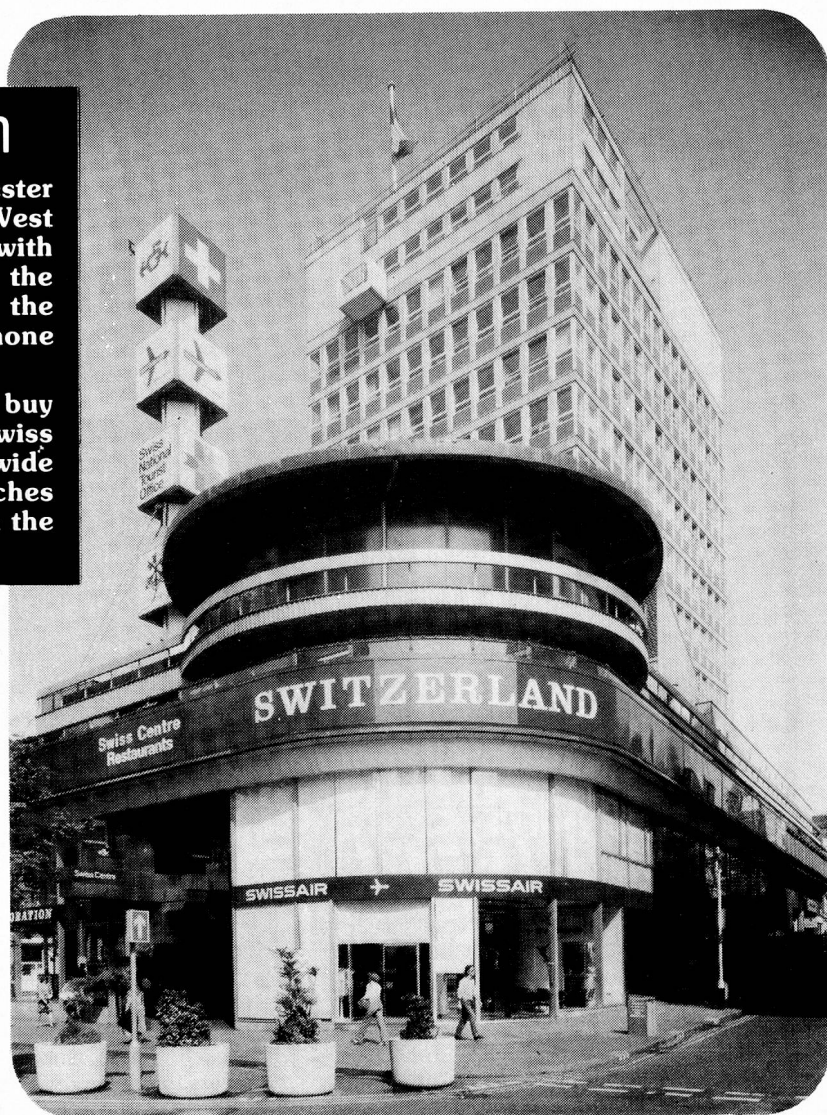
But that's not all. Here you can also buy chocolates, wines and mouth-watering Swiss delicacies in the Gourmet Corner, and a wide range of presents, from fondue sets and watches to those do-anything Swiss Army knives, in the Swiss Gift Shop.

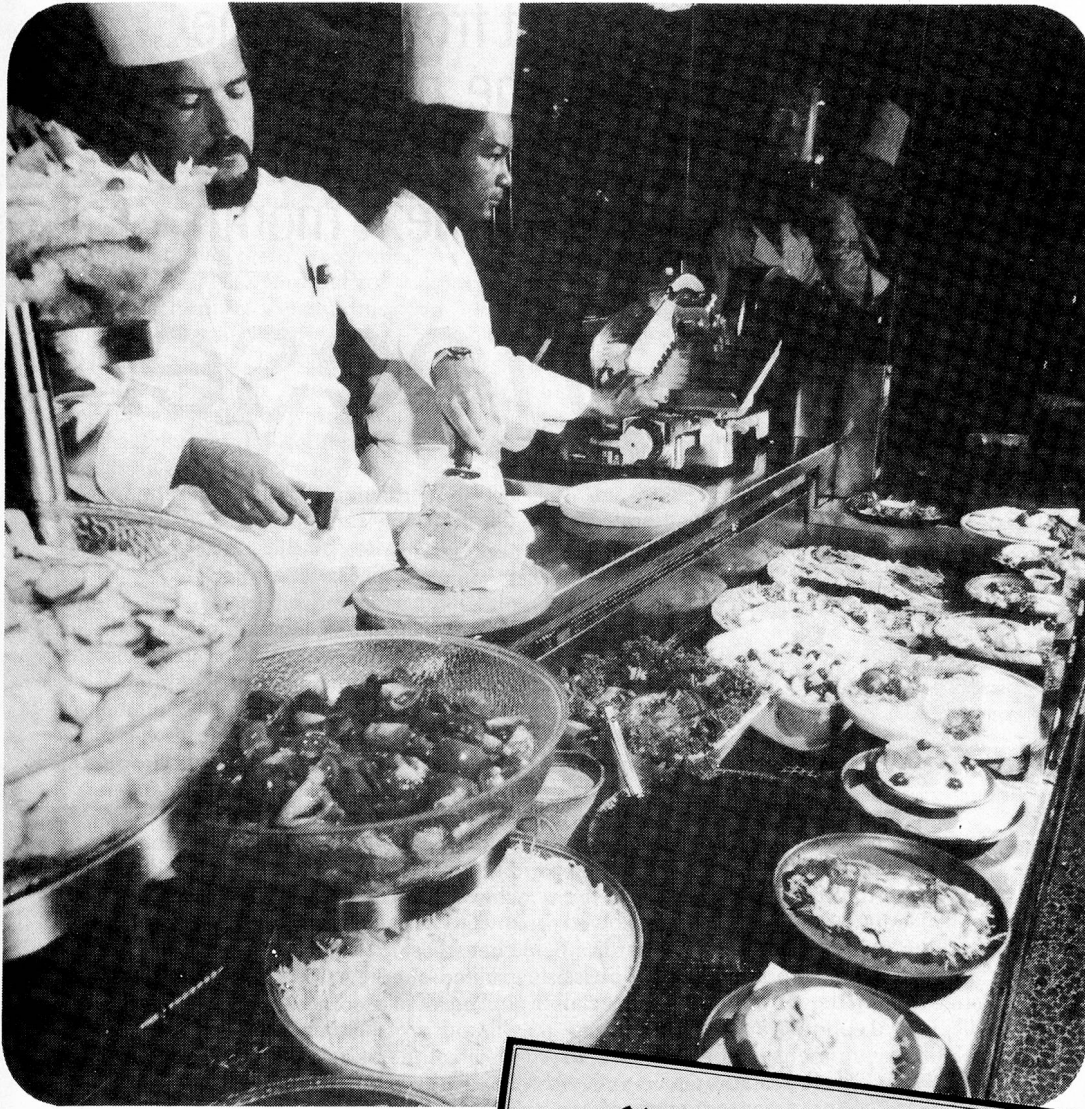
Leisurely way to save money

LIKE to lunch early — and leisurely? Then one of the Swiss Centre restaurants is just the place for you. And it could save you money!

The staff have a soft spot for early bird customers, with a special bargain price business lunch available Mondays to Fridays which is changed every day.

And if you pay your bill before 12.45pm you get an extra bonus on your business lunch — a discount of 20p in every £1.





● The Rendez-Vous is a quick-service restaurant — but there's no rushed atmosphere. This is because it now has its own satellite kitchen and its own chefs, independent from the main kitchens.

● Dishes in the Rendez-Vous have been specially selected to give value for money. The wide-ranging menu offers nourishing meals at far below normal West End prices.

● Most popular dish with Rendez-Vous diners is Bäretatze, made from prime beef steak. Other best-selling hot dishes are Gala Toast and Äpler Toast. Top of the pops among cold dishes is Wurstsalat Spezial.

● The decor of the new-look Rendez-Vous is the work of one of Switzerland's top architects, Professor Dr J. Dahinden of Zurich, who specialises in restaurants and churches.

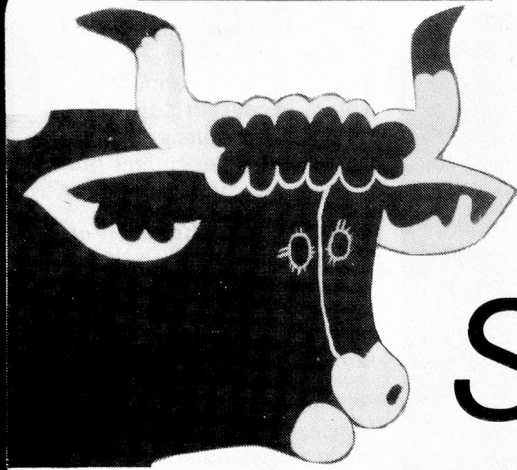
● One feature of the old Rendez-Vous has been retained — a giant colourful mural of country life in the high Alps. It measures 30 feet wide.

● Few English restaurants serve that classic dish, Steak Tartare, made from chopped raw prime beef and aromatic spices. But it's on the Rendez-Vous menu.

Appetising
reading
... just a
few of the
delights
on offer

zum zbiere		für zwische ine	
COLD SNACKS		HOT SNACKS	
Wurstsalat Spezial A traditional sausage salad served with egg mayonnaise and garnished with four different salads	2.50	Gala Toast Schweinsfilet mit Champignon Sauce	2.20
Fuhrmann Teller Käse und Aufschnitt, serviert auf einem Holzbrett	2.80	Sauteed filets of pork with mushroom sauce, asparagus tips and grilled bacon	
Swiss cheese and charcuterie on a wooden platter, garnished with egg and served with brown bread		Bäretatze Hacksteak mit Käse und Champignon-Sauce	2.56
Offenes Crevetten Sandwich Open sandwich with Greenland prawns	2.60	Chopped prime beef steak with mushroom sauce and melted cheese	
Roastbeef, Tartare Sauce Cold roast beef with Tartare sauce	3.26	Äpler Toast Hacksteak mit Käse und Spinat	2.46
Salat-Teller 6 different salads topped with asparagus tips and egg slices	1.80	Chopped prime beef steak on spinach and toast, glazed with a spicy Swiss cheese mixture	
Birchermuesli Consisting of seasonal fruit, berries, nuts, flaked oats and milk	1.10	Fleischkäse gebacken Grilled meat loaf, served with a fried egg and French fried potatoes	1.90
		Emmentaler Käseschnitte Housebread soaked in white wine, topped with Swiss cheese, glazed and served with a fried egg	2.00

tasty topics



Tempting forecast from a prime producer about the main topic of conversation in Swiss Centre restaurants next month

Say Cheese!

SWISS cheese is known all over the world. And the reason for its popularity is not hard to find.

No other country can produce such tasty, creamy cheese — the product of cows that graze all summer long in the lush green pastures of the high Alps.

In September more cheese will be consumed in the Swiss Centre restaurants than ever before in the 13 years they have been open.

For that month the restaurants will be linking with centuries-old mountain-top celebrations that are part of Swiss folklore.

The Swiss love a party, and at this time of the year isolated mountain communities let their hair down at an event called Chäs Teilet — or “cheese sharings”.

Cows owned by the villagers have been spending the summer in one of the high mountain plateaux. Now comes the time to share out the cheeses that



Preparing raclette

have been produced. Festivities go on all day long. Then, in the evening, everyone makes their way back to the valley laden with cheeses, and followed by their colourfully decorated herds.

The step-by-step story of how Swiss cheese is made will be told in a special display of photographs and cheese-making equipment in the entrance to the Swiss Centre restaurants.

Inside will be a reproduction of an

Alpine herdsman's chalet, where many different Swiss cheeses will be on display — with samples, accompanied by a glass of Swiss wine, offered to every customer.

Naturally, cheese will be given pride of place on the menus of all the Swiss Centre restaurants. There will be cheese soup, cheese salad, cheese kebabs, cheese tarts — and much more.

Not forgetting those two traditional Swiss cheese dishes that have long been favourites of Swiss Centre customers — fondue, where you dip crusty cubes of bread into a cauldron of bubbling cheese, and raclette, where you are invited to eat plate after plate of melted cheese, served with jacket potatoes, pickled gherkins and onions.

The ideal accompaniment for cheese, of course, is Swiss white wine — of which the Swiss Centre restaurants have the choicest selection outside Switzerland.

ONE blood-streaked monster cake was the order that went into the Swiss Centre restaurants kitchen. But chief confectioner Ernest Bachman didn't bat an eyelid. He specialises in creating confections that bring into play his considerable talents.

He's seen here with the centrepiece of a showbiz party held to celebrate the seventh anniversary of the West End success, “The Rocky Horror Show”.

Outside catering is a little-known aspect of the Swiss Centre restaurants' service.

You name it — they can supply it. From a jolly Swiss cocktail party at £3.56 a head to an alpine-style barbecue at £3 a head and an exciting Swiss farmers' buffet at £11.50 a head. These prices include VAT, hire of china, cutlery and staff. You can find out more by phoning 01-734 1291.

