

Press Release of SHL Schweizerische Hotelfachschule Luzern
Lucerne, 12 April 2023

SHL is the «Educational Partner» of Zermatt Unplugged

Yesterday's launch of the renowned Zermatt Unplugged music festival also marked the start of the assignment of 20 students and lecturers from SHL Schweizerische Hotelfachschule Luzern to the Valais holiday destination. As the official educational partner of Zermatt Unplugged, SHL will be running a pop-up restaurant and the VIP area in the Taste Village for a week - and so will immerse the SHL students in the world of event management, event gastronomy and catering.

Unique work experience

As a practice-oriented hotel management school, SHL strives to offer its students a wide range of opportunities to get involved in the hotel and catering industry and to put what they have learned into practice. The Zermatt Unplugged music festival, which takes place every April in the picturesque Valais mountains, offers SHL students a unique opportunity to gain valuable experience in event management, experiential gastronomy, catering and guest services. «We are proud to be the official educational partner of Zermatt Unplugged and therefore able to offer our students a unique work experience», says Marc-André Dietrich, Culinary Director at SHL, who launched the project a year ago together with Marcel Gabriel, Head of Semester 1 Service.

From zero to one hundred

Marc-André Dietrich finds it particularly valuable that students from different semesters learn how to set up and run a functioning restaurant from scratch. Just a few days ago, there was absolutely no catering infrastructure and now there is a fully equipped restaurant just in time for the start of the festival. But it is not only in terms of infrastructure that the scenario resembles a authentic new restaurant opening. «From the planning of the offer, the implementation of a tasting to the briefing of the staff, the students get to know all the aspects that a restaurant opening entails», says Marc-André Dietrich.

The perfect combination

Apart from the educational aspect, Zermatt Unplugged and SHL Schweizerische Hotelfachschule Luzern are a perfect match. Marcel Gabriel says: «Zermatt Unplugged stands for unplugged music and we stand for genuine hospitality.» Zermatt is also an important hotspot for SHL. Many students are drawn to the world-famous mountain destination for their practical semesters, and SHL alumni are also very well represented here. So, it is only natural that SHL organises an alumni event on the occasion of Zermatt Unplugged. «It is a great pleasure

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to allow SHL alumni to participate in this unique event and the fantastic atmosphere, and in consequence to reinforce the network among each other», adds Marcel Gabriel, before prepping for the service in the Wine & Food Lounge together with Marc-André Dietrich and the «hospitality rock stars of tomorrow».

Pictures (Original documents in the attachment)



Caption for picture 1:
Zermatt Unplugged is in full swing / Copyright: Julius Hatt



Caption for picture 2:
SHL's anticipation for the evening service is great / Source: SHL



Caption for picture 3:
The final details are discussed / Source: SHL



Caption for picture 4:
Marc-André Dietrich leads through the food tasting / Source: SHL

About SHL

Since 1909, SHL Schweizerische Hotelfachschule Luzern has been the innovative training institution offering further education concepts, training opportunities and consulting services in the field of «Best Customer Experience» for companies from a wide range of sectors in addition to traditional programmes «Hotelier(e)-Gastronom(in) HF» and «Bachelor of Science in Hospitality Management». SHL is also involved in development projects on the international stage by being actively involved in the design and development of various industry-specific training initiatives.

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