

Press release

Thursday, Jun 14, 2018

Successful Swiss foodservice concept comes to China

Marché Mövenpick opens marketplace restaurant in UpperHills, Shenzhen

China's first Marché Mövenpick restaurant opens today in the emerging financial quarter of UpperHills. The popular marketplace concept with Swiss roots welcomes guests with a wide variety of food and drinks, made lovingly by hand by the restaurant team. Culinary highlights include crispy Swiss potato rösti, freshly caught seafood, meat from the open grill, handpulled pizza, homemade pasta, European patisserie specialties and many more. There's something for everyone!

Success through a focus on freshness

"Our guests stroll between inviting market stands and choose customized dishes from a plethora of fresh, high-quality products, which build the foundation of our concept," says Tony Leong, Quality Manager of the Marché Mövenpick UpperHills. "You can experience the carefully prepared homemade meals 'live' at the open show kitchens," he adds. In addition to Marché classics like crunchy salads and popular Swiss rösti, the restaurant team offers an array of other European treats such as the finest meat from the grill, freshly caught seafood, homemade pizza, pasta and Belgian waffles, irresistible sweet crêpes and Mövenpick ice cream. This delightful assortment is completed by a wide selection of fresh juices, refreshing beers, coffee and teas and exquisite wines.

Modern flair and Swiss hospitality

The new Marché Mövenpick's interior resembles a European marketplace and features individual Alpine elements that evoke a sense of Swiss congeniality. Natural materials such as wood, decorative earthenware pots and straw baskets can be found throughout in an urban contemporary design with modern concrete tiles and brickwork, creating a relaxed, welcoming atmosphere. A wooden fence with typical Swiss silhouette motifs is a special feature of the design. The restaurant seats up to 250 guests in its approx. 800 m² space and has its own spacious kids' corner with plenty of space to paint and play. Additional Marché Mövenpick locations in Asia can be found in Singapore, Malaysia and Indonesia.

For more information, visit: www.marche-moevenpick.cn

For further information:

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Marché International is a global company that develops innovative foodservice solutions characterized by absolute freshness and quality. Through its well-known brand names, including Marché Mövenpick, Palavrion Grill and Cindy's Diner, the company with Swiss roots operates restaurants in Switzerland, Germany, Austria, Slovenia, Norway, Hungary, Croatia, Singapore, Indonesia and Canada and employs around 2,800 members of staff. The foodservice company is a leading restaurant operator on highways, in airports and in selected city center locations. It generated brand sales of CHF 259 million in 2017. Marché International is part of the Mövenpick Group. Its head office is in Kemptthal, Switzerland.

All food lovers' brands:
marche-int.com