

Profile

CULINARIUM ALPINUM

Centre of excellence for regional alpine cuisine
at the former Capuchin monastery in Stans (canton of Nidwalden)

KEDA Foundation, Mürgstrasse 18, 6370 Stans, Switzerland

April 2023



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1. PROFILE

1.1. Vision and charter

Vision

- CULINARIUM ALPINUM is the leading international centre of excellence for regional cuisine in the alpine region. Working together with its partners, CULINARIUM ALPINUM aims to consolidate the innovativeness and future viability of agriculture and all stakeholders in the value chain, and to improve their market opportunities.
- In partnership with the entire value chain, CULINARIUM ALPINUM raises awareness of regional alpine cuisine amongst producers, the food-processing industry, retailers, the catering sector, experts, the tourism industry and consumers.
- CULINARIUM ALPINUM promotes the environmentally friendly, climate-friendly and ecologically and regionally focused production, fair trading and sustainable consumption of high-quality foods from the alpine region.
- With its products and services, CULINARIUM ALPINUM supports research, education and innovation in relation to the diversity of edible resources and tourism in the alpine region.



Charter

- **Foundation**
The non-profit KEDA Foundation is the tenant of the renovated Capuchin monastery in Stans. The foundation is responsible for delivering education, training and consulting services. It is also the landlord of the catering and accommodation facilities, which it lets to the independent catering company Gastgeber Team Peter Durrer AG, and of the Alpsbrinz cheese cellar, which it lets to Molki Stans AG.

Instead of profit, the KEDA Foundation is focused on sustainability, innovativeness and future viability. In the medium term, it aims to balance its accounts.

- **Services**
CULINARIUM ALPINUM is home to a restaurant with a consistent focus on regional cuisine and offers accommodation in its 14 guest rooms. It operates a conference and education centre with a publicly accessible Edible Landscape and a modern teaching kitchen. It also provides education and consulting services relating to the cuisine of the alpine region.
- **Corporate culture**
CULINARIUM ALPINUM maintains close and trust-based collaborations with its suppliers, partners, the food industry, its customers and its guests. It offers platforms for meetings and dialogue between the various stakeholders. CULINARIUM ALPINUM is committed to a culture in which employees have the

leeway to work as a team, take the initiative and be creative. It supports innovation and works to continuously improve its services.

CULINARIUM ALPINUM maintains collaborations with partners who promote regional cuisine in line with the objectives outlined above and who are committed to the local provenance and seasonality of their products.



1.2. CULINARIUM ALPINUM as the home of alpine culinary heritage

1.2.1 Promoting knowledge

With its broad range of education services, CULINARIUM ALPINUM aims to ensure the rediscovery, promotion and evolution of product diversity and biodiversity in the context of the edible resources in the alpine region.

- Rediscovery, promotion and evolution of product diversity and biodiversity in the context of all edible resources in the alpine region.
- Extensive range of courses, talks, guided tours, tastings, cookery classes, herbal hikes and other, constantly evolving offerings.
- Organisation of seminars and conferences on the culinary heritage of the Alps.
- Development, coordination and marketing of proprietary learning modules and of content commissioned by partners, associations and companies.
- Organisation of tastings based around alpine products.
- Agency services for educators, specialists and speakers.
- Leasing of modern seminar and workshop infrastructure.

1.2.2 Consulting and projects

Through various consulting and project commissions, we establish and further develop the foundations for consolidating the profile and market viability of our clients' regional products.

- Assisting the stakeholders in the value chain of the catering, hospitality and tourism industries to network with one another.
- Focusing on regional collaborations and supporting sustainable, resource-efficient and equitable trade.
- Communicating the advantages, methods and techniques of environmentally-friendly, climate-friendly and ecologically and regionally focused agriculture and its products.
- Highlighting the quality and great diversity of the edible resources found in the alpine region (e.g. woodlands).
- Carrying out our own projects with public and private funding as part of the foundation's mission.
- Engaging with culinary history and cataloguing the region's biodiversity and product variety, in order to create the foundations for innovative developments with the power to strengthen and raise the profile of the entire culinary value chain.

1.2.3 Events

CULINARIUM ALPINUM provides a conference infrastructure with seminar and banqueting rooms, spaces for larger events and seminars, a restaurant and guest rooms.

- Monastery hall with garden room (170 m²)
- Eight seminar and banquet rooms (307 m²)
- Cloister and two inner courtyards (for relaxation and celebrations)
- State-of-the-art teaching kitchen (equipped with three cooking stations including ovens/steamers, sinks and ceramic glass hobs), three additional free-standing ovens/steamers
- Alpsbrinz cheese cellar (for tastings)
- Edible Landscape (for relaxation and guided tours)

1.2.4 Catering

Regional authenticity is at the heart of CULINARIUM ALPINUM's catering services. We predominantly work with authentic, unadulterated regional products from Central Switzerland, with a preference for organically grown ingredients. We prepare our food in a way that preserves flavour, is authentic and meets the requirements of a healthy diet.

- Restaurant with 70 indoor seats and 50 outdoor seats
- Workshop (for events and working)
- Monastery hall with up to 100 seats, together with adjacent garden room
- Inner courtyards (55 m² and 107 m²)

1.2.5 Accommodation

CULINARIUM ALPINUM offers guest rooms with contemporary furnishings, all affording views of the Buochserhorn and the alpine panorama. With their modern simplicity, the rooms meet guests' every requirement.

- 14 spacious double rooms
- En-suite bathroom with shower
- Box-spring beds
- Wooden flooring



1.2.6 Alpsbrinz cheese cellar

At CULINARIUM ALPINUM, the regional Alpsbrinz cheese has found its home. The historical vaulted cellar dating from 1684 is used to store the wheels of cheese made by all eight Alpsbrinz producers based in and around the cantons of Nidwalden and Obwalden. The cheeses weigh 45 kg each and are ripened for up to six years.

- Vaulted natural stone cellar with storage facilities for up to 50 wheels of Alpsbrinz cheese
- Visitor attraction
- Venue for tastings
- Connected to the monastery shop
- A piece of architectural heritage



1.2.7 Edible Landscape

In cooperation with the partners ProSpecieRara and Fructus, an Edible Landscape with around 250 varieties and 600 plants has been created in the monastery garden. The garden contains varieties of edible fruit-bearing trees and shrubs as well as flowers and herbs and exemplifies the philosophy of the monastery garden. Some “exotic” varieties are also an essential feature. This is also based on historic precedent, as the monasteries have always cultivated “exotic” plants which then gradually became part of our cultural heritage. Otherwise, we would not have apricots, cherries or peaches,

or even apples or pears. The Edible Landscape is a place where visitors can experience the diversity of the plants with all their senses.

Together with our partners, we offer courses aimed at professional and amateur gardeners, allotment-holders and chefs.

- A place to look and enjoy; a meeting point
- Sustainability and diversity
- Rare, forgotten or displaced plant varieties
- Unique collection of alpine espalier pears
- Virtually unknown varieties of fruit
- Wide range of medicinal and kitchen herbs
- New varieties such as silverberry, Nanking cherry and pawpaw



2. ORGANISATION

2.1. Team

To achieve the objectives and deliver the services of CULINARIUM ALPINUM, we have hired a strong and highly skilled team. The team is managed by Marina Grossrieder, director of the KEDA Foundation. She works closely with Peter Durrer, the owner of Gastgeber Team Peter Durrer AG, the company that rents and operates the catering and accommodation facilities. Together, they develop and structure the topics that the foundation teaches about in its courses and education services, and which are reflected in the dishes the caterer serves to guests at CULINARIUM ALPINUM.

The team is structured and expanded as business operations demand. CULINARIUM ALPINUM is able to pay standard wages for the sector and seeks to offer an attractive workplace.



Peter Durrer, host, and Horst Lichtner, KEDA managing director

2.2. Foundation board

The KEDA Foundation board is made up of public figures who are dedicated to furthering KEDA's objectives. They include:

Tis Prager, president of PRAGER DREIFUSS Ltd., law firm, Zurich

Clemens Rüttimann, CEO of Biotta AG, Tägerwil, canton of Thurgau

Hanna Rychener Kistler, founder and chairperson of the board of Höhere Fachschule für Tourismus IST Ltd., Zurich/Lausanne

Beatrice Richard, businessperson and former president of the Communal Parliament of Stans, canton of Nidwalden

Prof. Dipl.-Ing. Michael Kleinert, Head of the Institute for Food and Beverage Innovation, ZHAW, Wädenswil

2.3. Advisory board

The advisory board is supporting CULINARIUM ALPINUM during the start-up phase. It is made up of representatives from various potential partners and organisations that champion the concept behind CULINARIUM ALPINUM at the national and international level. With their knowledge and connections, they provide crucial guidance on setting up

CULINARIUM ALPINUM. The management and the foundation board of the KEDA Foundation can consult this expert committee as required.

The advisory board includes:

Lukas Kilcher, director of the Ebenrain-Zentrum für Landwirtschaft, Natur und Ernährung, Sissach, canton of Baselland

Wendel Odermatt, member of the board of directors at Bio Suisse, Wolfenschiessen, canton of Nidwalden

Andreas Züllig, president of HotellerieSuisse, Lenzerheide, canton of Graubünden

Patrick Honauer, restaurateur and retail entrepreneur, Bachs, canton of Zurich

Thomas Bratschi, ZHAW – Dep. Life Science and Facility Management, canton of Zurich



2.4. Partners

CULINARIUM ALPNUM is establishing strong partnerships and developing training, education, consulting and project modules for achieving its strategic objectives, doing so both independently and in collaboration with our partners. We are already working closely with the following organisations:



Schweizerische Stiftung für die kulturhistorische und genetische Vielfalt von Pflanzen und Tieren

ProSpecieRara

Schweizerische Stiftung für die kulturhistorische und genetische Vielfalt von Pflanzen und Tieren, CH-4052 Basel

www.prospecierara.ch



HotellerieSuisse

Swiss Hotel Association, CH-3001 Bern

www.hotelleriesuisse.ch



Schweizerischer Demeter-Verband

CH-4600 Olten

www.demeter.ch/demeter-verband



skv Schweizer Kochverband

CH-6002 Lucerne

www.hotelgastrounion.ch/de/skv



Biobauern Ob- und Nidwalden

CH-6388 Grafenort

www.bio-suisse.ch



Slow Food Schweiz

CH-8045 Zurich

www.slowfood.ch



Research Institute of Organic Agriculture (FiBL)

CH-5070 Frick

www.fibl.org



Richemont

CENTRE OF EXCELLENCE Bakery Cake Shop Confectioner

CH-6006 Lucerne

www.richemont.online



Hotel Management School Thun

CH-3602 Thun

www.hfthun.ch

GASTROSUISSE
Für Hotellerie und Restauration

GastroSuisse
CH-8046 Zurich
www.gastrosuisse.ch

FRUCTUS
Die Vereinigung zur Förderung alter Obstsorten
L'association pour la sauvegarde du patrimoine fruitier



Fructus
CH-8820 Wädenswil
www.fructus.ch

**NIDWALDEN
TOURISMUS**



Nidwalden Tourismus
CH-6370 Stans
www.nidwalden.com



DasPure LTD, Patrick Marxer
CH-8620 Wetzikon
www.daspure.ch



Sbrinz AOP
CH-6210 Sursee
www.sbrinz.ch



**Big Green Egg Head, Switzerland's largest
dealership**
CH-8006 Zurich
www.biggreenegghead.ch

atVERLAG

AT Verlag AG
CH-5000 Aarau
www.at-verlag.ch

The non-profit KEDA Foundation has been able to rent the renovated monastery under favourable conditions from 1 July 2020 until 2045, and has a 20-year right of purchase on the monastery at the landlord's cost-price.

3. OPERATIVE OBJECTIVES AND START-UP PHASE

3.1. Operative objectives and activities during the start-up phase lasting until 2026

In order to establish itself as the leading international centre of excellence for alpine culinary heritage, the KEDA Foundation is initially focusing on the following objectives.

- Using communication activities (PR work, events, trade fairs) and courses to raise awareness of regional products amongst consumers and food retailers.
- Promoting knowledge using a wide range of services, with the aim of consolidating CULINARIUM ALPINUM's optimal positioning.
- Funding pilot projects and platforms emphasising regional products in order to successfully unlock the market potential of the tourism industry, agricultural businesses and CULINARIUM ALPINUM's partners throughout the value chain.
- Practically implementing the foundation's objectives by offering visitors delicious food via our catering services.
- Enabling participants of seminars provided by third parties to experience the culinary heritage of the Alps in collaboration with the catering company.
- Developing initial training, education, consulting and project modules together with our partners.
- Marketing attractive conference and training rooms made more appealing with the provision of culinary specialities from the alpine region.
- Use of the training kitchen with offerings from the catering company for group experiences during seminars and conferences.
- Further development of the Edible Landscape, including tutorials and tour information, made available via QR code.
- Launch of the consulting project for farmers in the canton of Nidwalden on how to increase the revenue generated by their produce and profitably grow vegetables.
- Developing target-group-specific courses in collaboration with local schools, which will then become an integral part of the curriculum.
- Documenting local products from the alpine region in order to safeguard this precious culinary heritage for posterity.
- Innovative development of new culinary specialities from the alpine region.

