



The SWISS Journey

Experience 100% Swissness with Swiss International Air Lines



Swiss International Air Lines (SWISS) is the national airline of Switzerland. SWISS stands for Switzerland's traditional values and is committed to the highest standards of product and service quality.

Mr Aditya Khullar, SWISS Director and Head of Sales and Marketing (Southeast Asia & Pacific)

Swiss-based producers, renowned hotels and top chefs to bring top-notch regional cuisines of Switzerland at 30,000 feet.

The award-winning "SWISS Taste of Switzerland" inflight culinary programme is served on all flights departing from Switzerland for SWISS First and Business Class. It offers a completely new selection of culinary dishes from a different region of Switzerland every three months, with each selection crafted by renowned Swiss chefs.

SWISS guests can also enjoy a variety of Swiss and foreign wines, beer, champagne, sparkling wine, Ramseier juices and digestifs after a perfect Swiss meal.

The selection of high-quality wines in SWISS inflight meals is skilfully handpicked by the SWISS team together with Chandra Kurt - Switzerland's best-known international wine writer and the recipient of the 2006 Goldene Rebschere.

Your meal is completed by the famous Swiss chocolate, and Swiss cheese such as Gruyere, Appenzeller or Tête de Moine.

By Li Yen

Epoch Times Staff

Switzerland is a hugely popular destination to Europe amongst Singaporeans. According to the Changi Airport Group (CAG), Switzerland is Singapore's fourth largest European market.

In addition, more and more Singaporeans are visiting Switzerland, with the number of Singaporean visitors jumping from 55,300 in 2011 to 70,600 in 2012.

With Switzerland's growing popularity, the daily non-stop flights from Singapore to Zurich operated by Swiss International Air Lines (SWISS) have become an increasingly important gateway to Switzerland.

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and is committed to the highest standards of product and service quality," said Mr Aditya Khullar, SWISS Director and Head of Sales and Marketing (Southeast Asia & Pacific).

"Because we are smaller, we emphasise on personal service and customer intimacy. So whether you fly for business or leisure, when you fly SWISS, you'll experience Swiss quality in everything we do. Enjoy the best of Switzerland even before you arrive," added Mr Khullar.

For your next Europe trip, consider booking your flights with SWISS for a taste of world-renowned, Swiss-quality service!

'SWISS Taste of Switzerland'

SWISS places strong emphasis on the quality of the inflight food and beverages that it serves.

The airline takes pride in its Swiss cuisine, and has been working closely with

ALL PHOTOS FROM TOOLBOX.SWISS.COM



SWISS Inflight Entertainment

Boredom is never an issue on SWISS long-haul flights. There are over 60 films and TV programmes from its S3000i audio/video-on-demand system. SWISS proudly presents the latest blockbusters, award-winning documentaries and most popular TV series to entertain you during the journey. With over 400 different CDs and 16 music channels, you can sit back and relax throughout your trip.

To entertain the kids on board, SWISS has a selection of children's films, cartoons, computer games as well as the SWISS kids' music channel.

SWISS offers promotional fares from time to time. Bargain hunters may visit [swiss.com](http://www.swiss.com) or look out for ad-hoc special promotions by subscribing to the SWISS newsletter <http://www.swiss.com/sg/en/Customer/Newsletter/SubscribeNewsletter>