

www.la-gruyere.ch

LA GRUYÈRE 
A LAND WITH A HEART

La Gruyère

Press kit
2017

marketing@la-gruyere.ch

Bulle
Charmey
Gruyères

Moléson
Intyamon

Jaun
Lac de La Gruyère



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With or without « s »? « Le » or « La » Gruyère?

Gruyères = Medieval City. The total number of inhabitants is about a hundred people. The city also gave its name to the « commune » of Gruyères which includes the villages of Pringy, Epagny, Moléson-sur-Gruyères and Gruyères.

La Gruyère = This is the name of the district of La Gruyère, it corresponds to the whole region. The four main touristic sites are Bulle, Charmey, Gruyères and Moléson.

Le Gruyère AOP = This is the name of the famous cheese produced in our region. Here are a few of its features:

Region of production: The cantons of Fribourg, Vaud, Neuchâtel, Jura, the districts of Courtelary, La Neuveville, Moutier and several bordering villages in the canton of Bern.

Raw material: Raw milk coming from cows fed on natural fodder without adding preserving agents (grass in summer, hay and aftergrowth in winter). The use of additives during the manufacturing and maturation process is prohibited.



AOP: this term has been obtained since 2001.

Shape and appearance: The cheese is in the shape of a round millstone, with a washed and brushed, grainy, uniformly brownish and healthy rind-like crust. The shape of the cheese is slightly convex.

Height: 9.5 - 12 cm, Alpage: 9 - 11cm

Diameter: 55 - 65 cm, Alpage: 50 - 65 cm

Weight: 25 - 40 kg (average 35 kg), Alpage: 20 - 35 kg (average 25 kg)

Information

www.gruyere.com

Bulle

Bulle is located at the bottom of the Pre-Alps and this is the capital of the district of Gruyère. This is a peaceful city where everyone enjoys living. Bulle, which is in the middle of a mainly agricultural region, has been very careful to keep alive its traditions with the fairs and the cattle exhibitions that have made it popular for centuries.



Every year, the “**Salon Suisse des Goûts et Terroirs**” presents more than 200 producers and craftsmen coming from all over the country and also more than 1000 delicious regional products (www.gouts-et-terroirs.ch). Another traditional event is **the Folk Market** (“Marché folklorique”) that takes place every Thursday morning at the Market place and the “Grande Rue” during July and August.

The **city center of Bulle** is dominated by its castle made of thick walls, which has been built in the 13th century by the bishop of Lausanne. The old part of the city can be visited with a dedicated brochure or a smartphone application: www.la-gruyere.ch/tour.

The **Gruyerian Museum** has been fully renovated in 2011 and there you will find an amazing collection of popular art of La Gruyère including reconstitutions of the inside of houses and some thematic places explaining the economic, religious and social history of the inhabitants of this region between the 16th and the 20th centuries: there you can see peasants’ rooms, mountain cheese dairy, and hear about popular stories, also stories about the daily life and about the pastoral cycle, etc.

The cultural scene in Bulle is diversified with concerts, theatres, festivals, like the French festival “**Francomanias de Bulle**” or the festival of amateur theatre (www.rencontres-theatrales.ch).

A multipurpose hall enables Bulle to host many large events. With its 9.000m², **Espace Gruyère** can host various exhibitions, fairs and events all year long. During winter, the main hall transforms itself into an ice rink for everyone who enjoys winter sports. More than 4.000 people can gather there for concerts. (www.espace-gruyere.ch).

Bulle is also the starting point for many hikes. The « Poor People’s Path », for instance, is a seven-century old marked path. First, it would have been used by some monks while the Monastery La Part-Dieu was being built. Around the beginning of the 19th century, the path was used by the poor living nearby, who went to La Part-Dieu once a week to eat a soup after the mass. Nowadays, this 7km trail is accessible to everyone, like families and during the winter, to those who want to snowshoe.

Information

www.bulle.ch

The Museum of La Gruyère

The museum traces the history, art and traditions of the Gruyère region. Its permanent exhibition presents an important collection of Folk Art from the area (poyas, bells, cream spoons...).

Reconstructions of interiors and themed areas relate the economic, religious and social history of the inhabitants of the region between the 16th and 20th centuries. There you can see peasants' rooms, mountain cheese dairies, and hear about popular stories, also stories about the daily life and about the pastoral cycle, etc.

Objects, costumes and documents reveal all the wealth of a traditional culture based on the farming of mountain pastures and the trading of the famous Gruyère AOP cheese.

The Museum of La Gruyère is the start point of the "city center walk" that will make you discover the rich History of the town of Bulle with 15 points of interest.

Information

Musée gruérien



Rue de la Condémine 25
1630 Bulle
Tel. +41 (0)26 916 10 10
Fax +41 (0)26 916 10 11
info@musee-gruerien.ch
www.musee-gruerien.ch

TIPS !

The 4th edition of the Museum's night will be held in 11 different museum of La Gruyère (11.11.2017).

www.la-gruyere.ch/museesgruyere



-  Facilities for people with reduced mobility.
-  Guided tours in French, German and English, upon request.

Opening hours

October to May
Tu-Fr: 10:00 -12:00 am,
Sa: 10:00 am - 5:00 pm
Su and holidays: 1:30-5:00 pm

June to September
Tu-Sa: 10:00 am - 5:00 pm
Su and holidays: 1:30-5:00 pm

Admission

Adults: CHF 12.-
Seniors, students: CHF 9.-
Children (under 16) accompanied: free

Charmey

As its name suggests it, this is a charming mountain village. Are you interested in the local history : heritage, craft industry, economic activities, iconography, fauna ? Well, a visit to the **Museum of Charmey** will show you how this village still respects its past. Charmey is also a famous place for the « désalpe » in the French-speaking part of Switzerland: every year during the last Saturday of September, more than 10.000 people gather to watch the herds of cows decorated with flowers going down to the plain.



The cable car « **Rapido Sky** » brings you up to Vounetz (1627m high) which is a popular ski area during Winter and also a perfect starting point to go hiking or mountain-biking during the Summer. With the two « discovery » trails, you will learn nearly everything there is to know about the history, the agriculture, the local flora and fauna as well as joining Charmey.

The last Swiss Carthusian Monastery, founded 700 years ago is in **La Valsainte**, about 1h30 walking distance from Charmey. From there, you can walk for about 4 hours and arrive in La Berra (1719m high).

Another easy walk and romantic as well will bring you from Charmey to Broc via **the Gorges of the Jogne**. The Montsalvens Lake is also on this trail.

If you want to experience something new, you can try **Charmey Aventures !** Hung between 2 and 25 meter high, you can have fun pretending to be Tarzan or Jane. And all of it very safely, with 60 platforms in the trees in the middle of the mountains.

Charmey also offers the most recent wellness center in Switzerland, **La Gruyere Baths**. They open up to a large panorama that looks like a piece of art. You will find an outdoor swimming pool and an indoor one, saunas, hamman, etc., everything you need to rest your body and soul.

Rapido Sky - cable car

The cable car « **Rapido Sky** » will bring you up to Vounetz (1627m high) which is a popular ski area of 30km of slopes and also a perfect starting point to go hiking or mountain-biking.

With the offer "Fondue between earth and sky", you can enjoy your fondue in the cablecar on Saturdays evenings from June to September.



Information

Charmey Tourisme

1637 Charmey
 Tel. +41 (0)26 927 55 80
 Fax +41 (0)26 927 55 88
 office.tourisme@charmey.ch
 www.charmey.ch

Cablecar Rapido Sky

Altitude on departure: 876 m
 Altitude on arrival: 1'617 m
 Length: 3'146 m
 Passenger flow: 1'200 pers./h.
 Speed: 6 m/sec.
 Time: 9 minutes 30

La Gruyère Baths

La Gruyère Baths, in Charmey, open up onto a wide panorama of the surrounding mountains. You will find some well-being, beauty treatments and you will be able to relax in this charming village of the Pre-Alps.

La Gruyère Baths include two large swimming pools, indoors and outdoors, with facilities such as water-jets, whirlpools, etc.



Depending on the season, the natural spring water which is rich in mineral salts, is heated to 33-34°C. There are Nordic and Oriental steam baths such as sauna, hammam and Turkish baths, as well as several areas to rest the body and soul. The spa also offers traditional sauna sessions and aquagym classes.

The Well-Being and Beauty Centre on the first floor offers a wide range of beauty and wellness treatments, including massages and balneotherapy.



Opening hours

Open every day.
 Mon - Thurs: 9 am - 9 pm
 Fri & Sat: 9 am - 10 pm
 Sunday: 9 am - 8 pm

Rates

Adults 3 hrs: CHF 26.- /5hrs CHF 37.-
 Students/AVS-AHV/Al/trainees 3hrs: CHF 23.-
 Children (4 years): CHF 14.- (no admission under 4 years)
 Additional ½ hr: CHF 5.-

Information

Les Bains de La Gruyère

Gros Plan 30
 1637 Charmey
 Tel. +41 (0)26 927 67 67
 Fax +41 (0)26 927 67 68
 info@bainsdelagruyere.ch
 www.bainsdelagruyere.ch

Musée de Charmey

The museum traces the cultural and social history of the Charmey area, a major centre of Gruyère AOP cheese making and of traditions.

Charmey has been the production centre of Gruyère AOP for many centuries, and this up until the French Revolution. At the time, the cheese was being made in the Summer in the mountains and was then exported to France. The market in Lyon and the French Navy were the main clients.

The Carthusian monks settled in La Valsainte above Cerniat in 1294. For over 700 years, their history has been closely linked to that of Charmey. The Valsainte room at the museum enables visitors to discover their world, their spirituality and their daily life. Since 1976 it is no longer possible to visit the La Valsainte monastery.



Information

Musée de Charmey


Case postale 5

1637 Charmey

Tel. +41 (0)26 927 55 87

info@musee-charmey.ch

www.musee-charmey.ch

 Guided tours upon request

Opening hours

Monday to Friday: 10:00 am - noon and 2:00 pm - 6:00 pm

Saturday: 10:00 am - noon and 2:00 pm - 4:30 pm

Sunday: 2:00 pm - 6:00 pm

Admission

Adults: CHF 8.-

Seniors, students: CHF 5.-

Charmey Aventures



Do you want to escape? To experience an adventure! Then six tracks of various levels of difficulty are waiting for you. You can become a master of balance and of ziplining very safely.

Charmey Aventures is located at the intermediary station of the Rapido Sky that connects Charmey to Vounetz. So it is accessible by cablecar!

Six tracks of various levels of difficulty can be discovered. An aerial wire tow at a height of between 2 and 25 meters is accessible from 7 years old. A track is made just for 4-6 years old. Climbing harness can be rented there for CHF 8.-. Two large "Tyrolienne" (rope slide) in the middle of the forest complete the offer of the adventure park. The "Squirrel-Track" is especially for kids between 4 and 7 years. Experience the Powerfan leap into the void, from a platform situated at a height of 13 meters.

Since 2012, discover the "Tyrolienne Valley", a rope slide made of 12 Tyroliennes from Vounetz to the Charmey Aventures site.

Other activities are also available, like the treasure hunt in the forest, driving down by grass scooter and package offers. Our snack-bar welcomes you for a rest.

Information

Charmey Aventures
1637 Charmey
Tel. +41(0)79 693 44 77
info@charmeyaventures.ch
www.charmeyaventures.ch



Gruyères



Every year, more than one million visitors discover this stunning pedestrian city with its castle that dominates the region.

According to the legend, Gruyères was founded in 400 BC by the king of the vandals, Gruérius. One evening, he saw in the red sky a crane and he decided to build his city at the exact same place. For that reason, the flag of La Gruyère is made of a crane on a red background.

The origins of the family of the Count that built the **Castle of Gruyères** in the 11th century are not known in details. But what is sure is that their history has been quite hectic: Michel, the last of the Counts, faced some financial troubles and had to sell the castle in 1554 to the cities of Fribourg and Bern that shared the lands. For more than 200 years, the castle belonged to bailiffs from Fribourg and then to prefects until 1848. A year later, it became the propriety of the families Bovy and Balland from

Geneva. They restored the site with their friends that were artists. In 1938, the State of Fribourg bought the castle and established a museum there. Today, the visit of the castle makes you travel through eight centuries of architecture, history and culture.

Since the sixties, the Castle of Gruyères has hosted exhibitions of fantasy art and for a short amount of time, the amazing **multimedia show**. Close to the Castle, you can also find **the Museum and the Bar of the artist H.R. Giger**, the creator of Alien, with his “biomechanic” works and sculptures. **The Tibet Museum**, created by the Foundation Alain Bordier, has also been part of Gruyères’ culture since April 2009.

At the bottom of the hill you can find **La Maison du Gruyère** (cheese factory) that will explain to everybody, children and adults, how the Gruyère AOP is made, followed by some cheese tasting.

Information

www.gruyeres.ch



Castle of Gruyères

A visit of the castle is a journey across eight centuries of architecture, history and culture. The castle was the residence of the counts of Gruyères.

The castle was built in the 13th century and a long succession of Gruyères counts lived there. Michel, the last of them, faced financial difficulties and declared bankruptcy in 1554. The creditors - the cities of Fribourg and Berne - divided his lands between themselves. The Castle became the headquarters of the Fribourg bailiffs (1555-1798), then the prefects' residence until 1848. It was put up for sale in 1849 and became the property of the Bovy and Balland families, who stayed there in Summer and took care of restoration of the site with their artist friends. In 1938, the State of Fribourg bought the Castle and opened a museum.



Discover the Castle's permanent exhibitions that serve as a reminder of its history, in addition to various temporary exhibitions.

"Gruyères" is a thrilling multimedia show (images, music, light and sound). It lasts 18 minutes and is available in 8 languages, it brings the visitor out of time, to explore the wonderful story of the castle. Every day, every 30 minutes.

- ✓ Presentation of the show on <http://www.castle-gruyeres.ch/e/multimedia/spectacle.html>
- ✓ Free access of HD pictures on www.chateau-gruyeres.ch/presse



Information

Château de Gruyères


1663 Gruyères

Tel. +41 (0)26 921 21 02

Fax +41 (0)26 921 38 02

chateau@gruyeres.ch

www.chateau-gruyeres.ch

-  Guided visit on reservation in French, German, English or Italian.

Opening hours

Open everyday

April to October : 9 am - 6 pm

November to March : 10 am - 4 pm (last entry)

Price

Adults : CHF 12.-

AVS, students : CHF 8.-

Groups (15 people) : CHF 8.-

Children (from 6 to 16) : CHF 4.-

Pupils (with a teacher) : free

Castle and HR Giger Museum : CHF 19.-

Musée HR Giger

Immerse yourself into the world of Fantasy. In 1980, HR Giger, a Swiss artist, won the **Oscar** for Best Visual Effects for his participation in the film "Alien".

The museum is located in the St-Germain castle, in the centre of the medieval town of Gruyères. It contains the largest collection of the works of HR Giger: paintings, sculptures, pieces of furniture, film sets... Between reality and fiction, past and future, HR Giger takes you on a journey into the fascinating world of your own imagination.



The HR Giger bar, opposite the museum, is also well worth visiting.


The HR Giger museum is located a few metres away from Gruyères Castle. A combined ticket gives access to both museums.

Information

Musée HR Giger

Château Saint-Germain
1663 Gruyères
Tel. +41 (0)26 921 22 00
info@hrgigermuseum.com
www.hrgigermuseum.com



 Guided visit in French, German or English on reservation

Opening hours

April to October
open every day: 10 am – 6 pm

November to March
Closed on Monday and Tuesday
Wednesday to Friday: 1 pm – 5 pm
Saturday and Sunday : 10 am – 6 pm

Price

Adults : CHF 12.50
Children : CHF 5.50
Group, student, AVS (from 12 people): CHF 8.50
Castle and HR Giger Museum : CHF 17.-

Tibet Museum – Fondation Alain Bordier



Come and discover the amazing beauty of the Himalayan Art.

The Alain Bordier Foundation is happy to open the Tibet Museum in the heart of the medieval town of Gruyères.

It is the encounter between a collector and a place: the Tibet Museum, which shows the result of 30 years of passion for the art of the Himalaya.

The visitor is invited to discover the Buddhist Art within the framework of the renovated chapel of St. Joseph

and to enjoy a selected choice of sculptures, paintings and ritual objects.

Information

Tibet Museum

Fondation Alain Bordier

Rue du Château 4

1663 Gruyères

Tel. +41 (0)26 921 30 10

Fax +41 (0)26 921 30 09

info@tibetmuseum.ch

www.tibetmuseum.ch

Opening hours

April to October

Everyday 11 am – 6 pm

November to March

Tuesday to Friday 1 pm – 5 pm

Saturday - Sunday 11 am - 6 pm

Closed on Monday

Price

Adults : CHF 10.-

AVS, students : CHF 8.-

Children until 16 (accompanied) : CHF 5.-

La Maison du Gruyère – Demonstration cheese-dairy

This cheese-dairy is located near the mountain pastures and at the bottom of the Castle of Gruyères and there you can discover everything there is to know about the Gruyère AOP.

Your senses will be awakened with an exhibition on tastes and scents. The cheese-making of ancestral tradition will have no more secrets for you.

Three or four times a day, depending on the season, some professionals will make you discover the different stages of the cheese-making of the Gruyère AOP.




Information

La Maison du Gruyère

1663 Pringy-Gruyères
 Tel. +41 (0)26 921 84 00
 Fax +41 (0)26 921 84 01
 office@lamaisondugruyere.ch
 www.lamaisondugruyere.ch



 Facilities for people with reduced mobility.

Opening hours

Every day
 June to September : 9:00 am -7:00 pm
 October to May : 9:00 am -6:00 pm

Cheese making

9:00 am -11:00 am and 12:30 am -2:30 pm
 3 to 4 times a day, depending on the season

Price

Adults : CHF 7.-
 Students, seniors : CHF 6.-
 Groups (from 10 pers.) :
 - adults: CHF 6.-
 - children (up to age 12) : CHF 3.-
 Family rate (2 adults + children up to age 12) :
 CHF 12.-

Molésou-sur-Gruyères



After a break in the medieval history of Gruyères, you can devote some time to different sporting activities offered in the village of Molésou-sur-Gruyères, just 5km from there.

The skiing area includes 30km of slopes for everyone. The **funicular** between Molésou-Village and Plan-Francey (1520m high) makes it easier to reach the snowshoe trails and the sledge runs. The latter is 4 km long and goes through the valley of the « Clés » (keys),

made of wild landscapes, away from the skiers.

During Summer, families can hit the slopes with the « grass-scooters », the « devalkart » or the « bob-sleigh » at the **Amusement Park**.

You can take the brand new **cablcar** from the intermediary station of Plan-Francey to go to the Top of Molésou (2002m high) where you can admire the amazing panoramic view on the Alps, the plateau and the Geneva Lake area. In the evening, why don't you enjoy a good cheese fondue and travel through thousands of light-years at the astronomical observatory before going to bed at the Top of the Molésou!

You could also climb on the North side with the new **Via Ferrata**. With this alpine itinerary, at about 400m high and equipped with steps fixed in the rock, you are sure to feel strong emotions while being safely attached to a 1300m long cable. Some personal equipment can also be rented.

Back to Molésou-sur-Gruyères, either by funicular or on foot, you can see the traditional cheese-making of the Vacherin Fribourgeois in a large caldron over a wood fire inside a small chalet at the **Mountain Cheese-dairy (Fromagerie d'Alpage)**.

Information

www.moleson.ch



Mountain cableways in Moléson

Thanks to the funicular and the cablecar, you can discover the amazing panorama offered from the top of Moléson (2002m high) or ski on the 30 km of slopes of this family ski area!

The funicular, built in 1998, and the cablecar, replaced in 2011, will quickly bring you to the top of the mountain. From up there, you can see the largest panorama offered on the West part of Switzerland,

with more than 1000 viewpoints, from the Geneva Lake to the Mont Blanc and from the region of the three lakes to the famous mountains of the Bernese Oberland.

On the top of the restaurant, there is an observatory where you can discover some more details of this stunning landscape with the most powerful binocular of Europe. You can also spend the night there for an introduction to astronomy with someone who will direct the telescopes towards the secrets of the night.



Summer timetable

Funicular

Open everyday

Sunday to Thursday: 09:00 am-06:00 pm

Friday and Saturday: 09:00 am-11:00 pm

Cablecar

Sunday to Thursday: 09:00 am-06:00 pm

Friday-Saturday: 09:00 am-11:00 pm

Winter timetable

Open mid- December to the end of March.

Monday-Friday: 09:00 am-04:30 pm

Saturday, Sunday, holidays: 08:30 am-04:30 pm



TIPS !

Enjoy the cable cars during the night on Saturday evening from January to March and from May to October!

Information

Gruyères-Moléson-Vudalla SA

1663 Moléson-sur-Gruyères

Tel. +41 (0)26 921 85 00

Fax +41 (0)26 921 85 09

info@moleson.ch

www.moleson.ch

Amusement Park

It is accessible to all, depending on your preferences and abilities. Thanks to a system of tokens, everyone can enjoy those activities: bob-sleigh, devalkart, grass-scooters and minigolf.

Don't forget! You have to be at least 1.40m high (1.10 for the bob-sleigh). You can take a child smaller than this with you.

For the bob-sleigh, children under 8 don't pay but they have to be with an adult.



Information

Office du Tourisme

Place de l'Aigle 6
1663 Moléson-sur-Gruyères
Tel. +41 (0)26 921 85 00
Fax +41 (0)26 921 85 09
info@moleson.ch
www.moleson.ch

Opening time

Open everyday from mid-June to mid-September and open every week-end from mid-May to mid-June and from mid-September to mid-October.

For safety reasons, the bob-sleigh is closed if it rains.

Price

CHF 6.- for 1 token
CHF 22.- for 4 tokens
CHF 50.- for 10 tokens
CHF 90.- for 20 tokens



Fromagerie d'Alpage – Mountain Cheese-Dairy

Come and discover the traditional way of making cheese in a large wood-fire caldron, in an authentic mountain chalet dating from 1686.

This mountain cheese dairy will show you the traditions of the cheese-making and of the way of life in the chalet.

While being there, why don't you enjoy one of the specialities from the region like the traditional fondue « moitié-moitié » and the meringue with the double cream of La Gruyère !

Information

Fromagerie d'Alpage

Catherine Schneiter
1663 Moléson-sur-Gruyères
Tel. +41 (0)26 921 10 44
Fax +41 (0)26 921 00 84

k-ty@fromagerie-alpage.ch
www.fromagerie-alpage.ch



Opening hours

Open everyday

May to September: 9:00 am - 7:00 pm
Upon request and for more than 12 people,
breakfast from 7:30 am

Cheese making

May to September, every day: 10:00 am

It is advised to book in advance

Price

Adults: CHF 5.-
Children (till 14 years): CHF 2.-
Seniors, Groups (from 10 people): CHF 4.-
Schools: CHF 1.-

Jaun (Bellegarde)



Jaun - Bellegarde in French – is the last station before the Jaunpass and it is the only German-speaking village of La Gruyère. With 750 inhabitants, this village will attract you with its wooden houses decorated with flowers, the ruins of its castles and its waterfall. « Jaun » comes from « Jagona » (« the cold »), the name that the Swiss gave to the Jogne. The German-speaking people altered it into « Jaun ».

The oldest map from Jaun is from 1782, however, there were already some information about the « old church » dating from 1228.

Today, it hosts the « Cantorama » which is dedicated to concerts, exhibitions and to the conservation of the sound heritage of the district.

An interesting fact is the gold rush in Jaun from 1864 to 1886. Even though no gold had been found, two large holes are reminders of that time.

Other things to be seen: the cemetery. Each grave is decorated with an original cross, in sculpted wood, to show that everyone is unique. The waterfall: at the heart of the village, the waterfall offers a large quantity of positive energy.

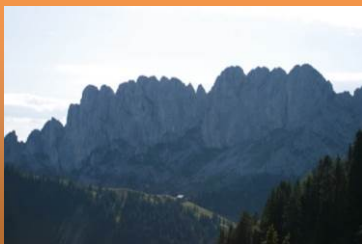
The nature's lovers will have many possibilities to go hiking with around 15 hiking trails there. During the Winter, 20 km of slopes are to explore.

Information

www.jaun.ch

NEW !

The new chair lift « Gastlosen-express » has been opened. During Summer or Winter, it will enable people to join the Bärghus Gastlosen (bar), from where they can start hiking at the bottom of the impressive Gastlosen.



Intyamon Valley



Set between its mountains, surrounded by pastures and forests, and along the Sarine river, the dialectal name of the Intyamon Valley suits it very well : « between the mounts ».

Nature has always been generous to this part of the country, its wild character and pastoral landscapes left unchanged throughout the years. There's a wonderful harmony between villages and meadows, forests and pastures, as if time had stopped a long time ago, leaving everything the same.. Every aspect of this part of the country - the use of space, the scenery, the architecture of the farm buildings and the houses – they all have been influenced by...cheese! At Estavannens,

Villars-sous-Mont, Grandvillard and Lessoc, the area's rich past can be seen on the façades of the houses and the barns.

The paths of the Poyas

This is a one-day guided visit led by the historian M. Patrice Borcard. You will discover poyas and old houses from Estavannens, Grandvillard and Lessoc and you will get a Benichon dinner-brunch in the forest.

This theme day will enable you to get to know this district and its cultural heritage.

The right-bank of the Sarine has really well preserved its heritage. Unlike the villages of the left-bank that had been ruined by the fire, Estavannens, Grandvillard and Lessoc haven't been destroyed. There, the stone houses with Gothic windows, the wooden facade and the sculpted doors are the witnesses of the wealth of the country.

Information

www.intyamon.ch

www.la-gruyere.ch

Gruyère Pays-d'Enhaut regional nature park



Gruyère Pays-d'Enhaut regional nature park is located on two districts (Fribourg and Vaud), between Montreux and Bulle, and Gstaad and Gruyères. It includes the Intyamou Valley as well as Charmey as for La Gruyère region. The park asserts a well-preserved rural and alpine identity. The landscape shows a great diversity reflecting centuries of human activities: the valleys, the pastures of alpine agriculture, the forests, the mountain pastures, the rock faces. Some biotopes and geotopes are the witnesses of preserved areas, for a large and diversified wildlife. As the birthplace of a « cheese » civilisation, the

Park claims to be from the alpine economy, the agriculture and its products, from an amazing heritage.

The « **Sens du Parc** » count on the personal experience and they decline the five senses to make you discover the land through its legends and producers. You can come and get closer to a land and its civilisation through its know-how, its traditions, its cuisine, its local products and its legends. And immerse yourself into this great experience !

Everyone will be able to try picking wild plants, cooking, etc.

Information

www.pnr-gp.ch



In Gruyère...somewhere else

Maison Cailler - Chocolate Factory, Broc



Isn't it everyone's dream to visit a chocolate factory at least once in their life ? Come and discover how the chocolate is made and enjoy the smell coming out of the famous Maison Cailler (Nestlé) in Broc, the only chocolate factory of this brand in Switzerland.

Thanks to an interactive guided tour, you will discover the secrets of chocolate manufacturing inside this operating factory. The visit also traces the history of the factory from 1898 to the present day.

The visit ends with some chocolate tasting of Cailler's main products... and you can also take some chocolate with you at the factory shop, which offers the whole range of Cailler chocolates.



Facilities for people with reduced mobility.

Languages

English, French, German, Italian, Spanish, Russian, Chinese and Arabic.

Opening hours

April to the end of October: 10:00 am - 6:00 pm

November to the end of March: 10:00 am - 5:00 pm

Last entry: an hour before closing

Price

Adults: CHF 12.-

Children up to 16 years: free

Seniors, Students: CHF 9.-

Groups: CHF 9.- per person (from 10 people, on booking)



Information

Maison Cailler

Chocolaterie

Rue Jules Bellet 7

1636 Broc

Tel. +41 (0) 26 921 59 60

Fax +41 (0) 26 921 59 72

maisoncailler@nestle.com

www.cailler.ch

Ogoz Island –La Gruyère Lake

The slopes of **La Berra** and **Le Gibloux** invite you to engage in sporting activities and hikes in the vicinity of its villages, where the wildlife blossom in a preserved harmony.

Located between Bulle and Fribourg, La Gruyère Lake now goes from Broc to Rossens since the dam has been built in 1947. The **Ogoz Island** is located in the middle of the Lake, where there are some ruins of a castle and a chapel left.



Many hiking trails run through the Gibloux forest and its surroundings; the path of local legends, the path of sculptures, the path of discoveries... and the trail around the lake! Right now, a section made of a 15km loop between Corbières and Broc is marked and open to the public.

During Winter, the family resort of **La Berra** invites you to enjoy winter sports: skiing, sledging, snow-shoe walking.

Information

www.gruyere-nature.ch

With an hour-long excursion on a barge, you will experience La Gruyère Lake in a new way!

You will admire the cliffs of Rossens and see the famous „elephant head“, then venture onto dry land to visit the Ogoz Island with its ruins and its restored chapel.

This activity is offered by "the Ogoz Island Association" whose main purpose is to preserve the medieval remains on Ogoz Island and to make it accessible to

people. Apart from barge excursions on La Gruyère Lake, the association also takes care of entertainment in the area and offers the possibility to organize ceremonies and events on the island in the restored chapel.

Information

Association Ile d'Ogoz

1645 Le Bry

Tel. +41 (0)79 653 87 55

info@ogoz.ch

www.ogoz.ch



Timetable

Departure from the port of Ogoz, in Le Bry.
Every Sunday from 2:00 pm to 3:30 pm,
from May to October.

No advance reservation needed, but it is advised.

Languages

French, German

Price

Adults : CHF 18.-

Children (under 12) : CHF 8.-

Groups (6 people min)

Excursions can be organized, advance reservation required. Possible every day.

Events in La Gruyère region

La Désalpe - The cows descend from the Alps

During September and October, the « désalpe » is the long-awaited and best-known of all the traditional mountain festivities. After more than four months up in the alpine pastures, the cows finally make their way down to the plain.

You'll see the "armaillis" dressed in "bredzons" and their ladies in "dzaquillons" (traditional clothes).

As for the cows, thundering bells will be hanging from their necks and brightly colored flowers will be on their heads.



Charmey : 23.09.2017
Albeuve: 30.09.2017

The programme will include folkloric music, processions, markets of local products... The main "Désalpes" of the region are those of Charmey and Albeuve.

La Bénichon

23-26.02.2017: **Broc (and carnival)**
09.07.2017: **La Berra**
16.07.2017: **Allières**

23.07.2017: **Jaun**
08-09.10.2017: **Villages of La Gruyère**
15.10.2017: **Lessoc**

The "Bénichon" is a centuries-old, traditional Fribourg celebration.

At first, it was a religious celebration whereby thanks were given to the gods for what had been harvested during the year. Over the years, the religious aspect of the ceremony disappeared and only the gastronomic and festive parts remained.

For six hours straight or even more, people eat and drink, on the menu : cuchaule (bread), Benichon mustard, broth, ham « à la borne », lamb with « poires à Botzi », meringues, bricelets (some kind of biscuits), « vin cuit » pie and the double cream of La Gruyère. Then comes the time to dance to the music, if you can still stand up.



The Folk Market

Going to the market is the best way to get to know a country, a region and its inhabitants season after season. In Bulle, the season for the folk market is the Summer!

In July and August, the folk market takes place in the centre of Bulle every Thursday. This is a good way to buy local products.

It is not only a farmers' market; it is also a craft market and secondhand goods dealers and secondhand booksellers who offer a wide range of products.

The atmosphere is festive with traditional music on the market

06.07-24.08.2017

from 8:00 am to 3:00 pm, on Thursday



place.

Every week, you can also have a look at the making of the Gruyère AOP in the small chalet of the "Confrérie du Gruyère" on the „Place de l'Eglise ».

TIPS !

You can find all the events occurring in La Gruyère on the following page <http://www.la-gruyere.ch/en/news-events-la-gruyere.html>

The costumes

Bredzon

The bredzon is the traditional male attire. The armaillis (cattle farmers) wear a Sunday bredzon, a capet (small hat), an attractive loyi (a cross-body bag in leather containing salt for the cows) and they carry a walking stick.

The armailli is seen at every solemn occasion, at all the festivities. This is his home. He's at home in the cowshed, in the market, and at midnight mass. The bredzon is the supreme symbol of his belonging to Gruyère and to the farming community.



From being just his working clothes, the bredzon has become the symbol of a people being proud of their origins. The armaillis' costume was first seen on a "poya" painting, dating from 1840. Since then, the bredzon is without any doubt the only regional costume that hasn't stopped being worn throughout all the years.

But if it has become a symbol of La Gruyère, it is not necessarily thanks to the farmers. It has always been worn by rural families who were not that proud of what they thought of as working clothes. And it was the middle classes in the 1920s who enhanced its prestige by starting to wear it on Sundays to go to mass, thereby demonstrating its importance. The start of what has now become a total reinstatement. And the textile shop in Bulle, Biner-Pinaton, proves there is still a strong demand for it, especially among agricultural workers and musicians.

Dzaquillon

In olden days, the women's apparel was worn for work in the fields. Nowadays it is seen only at religious and family festivities.

The dzaquillon is the weekday attire and is made up of different colours, a dress with a criss-crossed pattern, with a single-colour linen apron that is decorated with a line at the top and the bottom. A shawl, a straw hat, white stockings and black shoes complete this attire. Bright colours are for girls, whereas women wear darker, more discreet colours.



This apparel isn't worn a lot nowadays, not like the bredzon. It has become unusual to see a woman dressed in the dzaquillon with her husband wearing his bredzon. Now, this dress is only worn by singers in choirs, dancers and a few waitresses.

Gastronomy

Double cream of La Gruyère

Thick cream taken from the top of the milk. Its flavour and smoothness make it a much appreciated speciality of the region. It is usually eaten with meringues and/or berries.



Cuchaule

"Bread" made with flour, butter, milk and saffron. It is served with the Benichon mustard.



Vacherin Fondue

Festive meal made only of Vacherin Fribourgeois AOC. It is cooked in a « caquelon » (fondue pot) and is eaten with some bread.



Half-and-Half Fondue

Festive meal made of Gruyère AOP and Vacherin Fribourgeois AOC. It is cooked in a « caquelon » (fondue pot) and is eaten with some bread.



The Gruyère AOP

It is the star of the hard cheese and has been made around the city of Gruyères for centuries. It is produced in some villages' cheese dairies and shops or in mountain chalets, over wood fire and its flavour makes it a gem of the regional gastronomy.



Macaroni de Chalet

Macaroni cooked in a caldron over a wood fire with onions. Just before serving, cream and roughly grated Gruyère cheese are added.



Meringue

Pastry made of egg white and sugar that goes with the double cream of La Gruyère. This is a traditional dessert of the Bénichon meal.



Bénichon Mustard

„Jam" served at breakfast time and with the aperitif on the day of the Bénichon. It is made with candy sugar, spice, cooked wine ("vin cuit") and mustard powder. It is eaten with *cuchaule*.



La Gruyère « Poire à botzi AOC »

A delicious accompaniment to the *ragoût d'agneau* (lamb stew) of the Bénichon meal, Poire à Botzi AOC is a typical Fribourg variety of pear and also the first Swiss fruit to benefit from an AOC label.



Produits de la borne

There are several delights produced from the pork smoking chimney, such as ham, the Fribourg sausage, bacon and other sausages..



Sérac

A fresh white cheese prepared with a special part of milk.



Soupe de Chalet

This soup was prepared in mountain chalets at the time when the *armaillis* couldn't get fresh vegetables during the high pasture grazing season. It is mainly made of mountain herbs, milk, potatoes, macaroni, cream and Gruyère AOP.



Vacherin Fribourgeois AOC

This delicious semi-hard cheese can be eaten on a plate and is particularly famous for being used in fondue.



Vin cuit

Reduction of sweet apple juice or pear juice, cooked over a wood fire for several hours. It is used to bake pies, and goes well with vanilla ice cream, crêpes and is used to make the Bénichon mustard.



Special offer to discover the region

Enjoy everything the region has to offer with the « Passeport La Gruyère » ! You can discover the Gruyèrian region with this good value offer. A two night stay is from CHF 125.- per person and includes:

- Accomodation in a partner hotel
- Traditional breakfast
- Welcome drink
- Cheese-Fondue
- A pass including all the touristic visits, worth CHF 150.- (demonstration cheese dairies, Castle of Gruyères, Maison Cailler – chocolate factory, HR Giger Museum, the Museum of La Gruyère in Bulle, the Museum of Charmey, the Tibet Museum and discount prices for the mountain cableways and other activities).
- Public transportation in the canton Fribourg

For more information or if you want to book, please contact La Gruyère Tourisme at +41 (0)848 424 424 or visit our website for an online booking www.la-gruyere.ch/passport.



Explorer

Bon à faire valoir à choix*

Sur une randonnée recommandée gratuite de

- 13 Charmey, Rapido Sky un aller-retour
- 14 Jann, Gasseten-express un aller-retour jusqu'à Plan-Francoy et retour
- 15 Moléson-sur-Gruyères un aller-retour
- 16 La Berra, Télémirte un aller-retour

Pour une réduction de CHF 5.- sur

- 17 Achat d'une carte pédestre de la région dans les offices de tourisme
- 18 Charmey Aventures Charmey
- 19 Une excursion sur l'île d'If Moléson-sur
- 20 Parc de loisirs Moléson-sur

Déguster

1 entrée gratuite à choix*

- 1 Fromagerie d'alpage Moléson-sur-Gruyères
- 2 La Maison du Gruyère Fromagerie de démonstration, Frimobil/Gruyères
- 3 Maison Cailler Chocolaterie, Broc

Se détendre

Bon à faire valoir à choix*

Une partie gratuite:

- 1 Minigolf Bulle
- 2 partie gratuite:
- 1 Bowling Fun Planet Bulle

Reduction de CHF 5.- sur

- 1 Les Bains de la Gruyère Bulle (induction adulte uniquement)
- 2 Ecole de voile de la Gruyère Charmey
- 3 Gruyère Escapade Haldévile (rafting, canyoning, saut pendulaire)
- 4 Kayak Aventure La Roche
- 5 Patinoire d'Espace Gruyère Bulle
- 6 Pisciculture Neuvie
- 7 Yacine et Centre sportif Charmey

Passeport La Gruyère

A break with the Passeport La Gruyère

Breakfast and fondue night
Entry to visitor attractions
Public transport

2 nights from 125 CHF*

Online booking www.la-gruyere.ch/passport +41 (0)848 424 424

* Price per person : from 2 nights with Gruyèrian breakfast, welcome drink, fondue night and visitor attractions and Frimobil public transport pass worth CHF 150.- included. Children : 0-5 years free, 6-10 years ½ price in parents' room.

LA GRUYÈRE