

GRUYÈRES

TRAVEL BACK IN TIME TO THE MIDDLE AGES

The small picturesque town of Gruyères appears to have emerged straight out of the Middle Ages. A visit to the fortified 13th century Gruyères Castle, where a fascinating multimedia show takes you on the journey through time and where you can see magnificent exhibitions, is a must. Roaming through the Castle with its Knights' Hall, turrets, battlements, defensive walls and garden is a fantastic experience in itself. When visitors are tired of looking at the panorama of the Alpine foothills from the Castle terrace, they can stroll through the traffic-free streets of the small town. New photo opportunities present themselves at every step. The Museum and Bar of H.R. Giger, who won an Oscar for designing the xenomorphs in the film *Alien*, offers a completely different kind of cultural experience, as does the Tibet Museum. Traditional restaurants serve the legendary specialties of the Fribourg Pre-Alps, such as fondues and dishes from the Bénéchon menu. The Fondue Academy gives visitors the

opportunity to gain an insight into the art of fondue preparation by master cheesemakers. Nutritious indulgence with friends is guaranteed! Chocolate fans can reserve a place in a workshop at the Chocolaterie de Gruyères or learn about the history of this world-renowned confectionery during breakfast. The whole world of chocolate is presented in the nearby Maison Cailler, the Swiss Chocolate Factory. According to legend, Gruyères was founded in 400 B.C. by the Vandal King Gruerius. He saw a crane ("grue" in French) flying across the crimson evening sky and decided to build his town on that very spot. This is why the coat of arms of Gruyères depicts a crane on a red background. The symbol of the heraldic animal of the former Count of Gruyères has a significant presence throughout the region up to now.

www.la-gruyere.ch/gruyeres



PACKAGE



La Gruyère Passport: This package offers the most cost effective way of discovering the region. Two nights starting from CHF 175.- are bookable together with, for example, a fondue evening, public transport, discounts on mountain railways and vouchers for tourist visits, including Gruyères Castle, the HR Giger Museum, the Maison Cailler, the Swiss Chocolate Factory and La Maison du Gruyère, demonstration cheese-dairy. Tel. +41 (0)848 42 44 24, www.la-gruyere.ch/passport

GRUYÈRES CASTLE



Storyteller: We are off to meet Chalamala, the contemporary witness and living history book! The last jester from Gruyères Castle still has first-hand knowledge of the myths. Counts and birds followed in quick succession, while the same old Chalamala related their victories and defeats to the people in simple verses. His tales allow modern-day visitors to experience the emotions of past centuries.

Tel. +41 (0)26 921 21 02, www.chateau-gruyeres.ch

HIKING



Worthwhile: An easy hiking trail takes you from the foot of Gruyères Hill to the “Chapelle des Marches”. There are wonderful views of Moléson, Dent de Broc and the Vanils mountain range, while the old swaying bridge takes hikers across the Sarine river.

DEMONSTRATION CHEESE-DAIRY



The favourite cheese of most Swiss people: La Maison du Gruyère, demonstration cheese-dairy, is dedicated to the king of cheeses, the world-renowned Le Gruyère AOP. This is where 36 farmers come twice a day to deliver the milk from their cows that graze in the lush green meadows and alpine pastures. Visitors are invited to watch the cheese production demonstrations from 9.00 am or from 12:30 am. An interactive and entertaining tour tells visitors everything they need to know about Le Gruyère AOP, culminating with a tasting. www.lamaisondugruyere.ch

KEY DATES

- 13th c. - Gruyères Castle was first mentioned
- 1938 - Canton of Fribourg buys the Castle and turns it into a museum
- 1998 - Inauguration of the HR Giger Museum
- 2009 - The Tibet Museum opens
- 2014 - Award of the most beautiful village in western Switzerland (Illustré)

NUMBERS

- Population** 80 inhabitants (town), 2,235 inhabitants (municipality)
- Language** French
- Altitude** 810 m above sea level