



Fine foods . . . from the market!

Text
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← Niklaus Elsener
exclusively sells
products made of
sheep's milk.

Every Saturday, the Landsgemeindeplatz in the city of Zug transforms into a special kind of shopping centre, where market vendors from the region offer produce and specialities in a unique ambience in this square in the historic old town.

The concept of a “shopping event” usually refers to a promotion at a shopping centre dominated by major distributors and international chains, offering the kind of goods you can get in lots of other places as well. But the term can also be applied to an experience where producers committed to upholding the highest quality standards are personally on hand, offering wares with a regional connection – that’s a real shopping event.

An event where, rather than searching through the aisles of air-conditioned, brightly lit stores for groceries, you’re out in the open air looking at attractively displayed wares. Instead of losing yourself in a huge mall with escalators moving you up and down through countless floors, you select products while strolling over cobblestones in historical settings, browsing contentedly, with no need to rush and no pressure to buy, and no annoying loudspeaker announcements or background music prompting you to purchase.

The “soundtrack” you’ll hear at half past seven on a Saturday morning in the Landsgemeindeplatz features creaking crates of green fruit and vegetables and the click-clack of the wooden poles and the canvas roof coverings for the sales stands being built on the square by experienced hands. In no time at all, an array of foodstuffs, delicacies and treats of all kinds will be arrayed before you. At Niklaus Elsener’s stand you will find sheep dairy products – pasteurised milk, cheese (hard, semi-hard, soft, spreadable and cream), *formaggini* marinated in herbs and rapeseed oil, and yoghurt in various flavours – as well as sheep

sausage. Overseeing it all is Elsener, a cheesemaker and farmer at the Schäflihof farm in Edlibach (ZG), who has been on this spot every Saturday for nine years as a purveyor of specialised, niche wares. “Each and every Saturday!” he makes sure to point out. “Reliability is important,” he adds, for that is how to develop a regular clientèle. Elsener is eager to talk to us, for the moment, but at “rush hour”, around 9 a.m., when the most customers always appear, he has his hands full.

Creations and surprises

Strolling on, we encounter Lilly Deichmann, who has just set up a huge table on her stand laden with vegetables and fruit produced by the Enikerhof farm in Hünenberg. Tomatoes, jalapeños, aubergines, celery, radishes, potatoes, carrots, kohlrabi and cabbage together create a melange of shapes and colours that really catches the eye. As the smell of fresh herbs fills your nostrils, you suddenly feel the urge to start cooking right away. You discover that she has early cherries on offer, as well as pretty-looking speckled string beans, green and white asparagus, and – surprisingly! – large, juicy, easy-to-slice onions of a kind you simply can’t find in the supermarket. The fresh strawberries, popping with colour, turn out to be an unexpected taste experience. Lilly tells us of the thirteenth varieties of fruit and veg that thrive on her farm, pointing to bottles of quince cider and rhubarb juice that are highly popular as seasonal specialities. The sight of her baked goods and a stylishly packaged raspberry vinegar make your mouth water as you



↑ A wide range of goods are on offer at this well-organised market.



← Robert Bütler sells flowers and perennials of every colour.



↑ Lilly Deichmann from the Enikerhof farm has a stand at the market every Saturday.

move on to the next stand, manned by Louis Schifferle, who is all about olives, be they marinated whole or pressed into oil. Stop and take a look at all his other products: pesto, tsatsiki, tapenade, hummus and antipasti made of capers and artichoke hearts, and Amalfi lemons of an eye-catching bright yellow, which are particularly attractive in the morning sun. Who can resist?

We'd love to take along a bouquet of flowers from the Röbi Flowers stand – carnations, sunflowers, lilies, fragrant roses and peonies – but the basket on the bike is full up. No problem! By attaching a carrier bag to each of the handlebars we get to take along some beautiful bouquets and summer flowers after all. We'll just have to be careful biking home to make sure these precious lovelies survive the journey.

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17 Baar Saturday market

Held every Saturday from early March to the end of October from 8:30 to 11:30 a.m., in front of the Rathaus-Schüür building. Local farmers selling their produce: vegetables, fruit, meat, fish, cheese, bread, flowers, plants & seedlings, eggs, honey, syrups, berries, spirits ... and much more. Schüür-Kafi; café open from 8:30 a.m. to noon.



18 Cham village market

Held every Saturday from late March to the end of October from 9 to 11:30 a.m. on the village square in front of the Lorzensaal event venue. Locally produced baked goods, cheeses, fish, meat, jams and a tremendous variety of vegetables and fruit. A market pub and performances by music groups make for a lively market atmosphere.



Markets

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Out on the lake ... with fish in the net

Verena Merz, a professional fisher on Lake Ägeri, serves freshly caught rudd, pike, perch and whitefish to guests of her family's hotel and restaurant. Working in the great outdoors is a fascinating but also demanding and exhausting experience.

Text Sabine Windlin
Images Daniela Kienzler



Verena Merz casting nets out on Lake Ägeri.