

#inlovewithzug

Zug Destination Magazine



Regionally rooted – sustainably committed

What's close to our hearts? The Zug region, its unique natural surroundings and the people who live here.

Day in day out, we're passionate about driving change. By supporting charitable, social and environmental projects and associations, we're involved in the region in many ways.

Zug matters to us – today and tomorrow.



Find out more about our commitment to sustainability.
zugerkb.ch/commitment

EDITORIAL AND CONTENT



Fascinating Zug: cheese, jewel- lery and more

Welcome to the latest edition of #inlovewithzug, with its engaging mix of tradition, innovation and pure joie de vivre!

This time, we are taking you on a journey of discovery, introducing you to our region's culinary and artisanal treasures. Taste the passion in the flavoursome Zuger- berg cheese made by Urs Büeler at the Walishof farm. Immerse yourself in the world of fine jewel- lery: goldsmithing in Zug is both distinctive and vibrant, whether it is practised in the historic Maison Lohri workshop or the modern studio of Anna Andrén and Fran- ziska Leuppi.

This edition of our magazine is a tribute to the natural beauty, artisanal skill, creativity and peo- ple that make Zug so unique. We hope it will inspire you and make you fall even more in love with our region!

Dominic Keller
Managing Director
Zug Tourism

6



13



10



17



- 4 The best of Zug**
Ten must-see highlights
- 6 Outdoors**
On the trail of spring
- 10 Indoors**
The mountain for everyone
- 13 Lively**
Get in the swim of things!
- 17 Quiet**
Crafting sparkle
- 20 Map of things to do**
Ideas at a glance
- 22 Sharing a table with**
Erich Barth

- 26 Discovered in Zug**
Morgarten loop
- 29 Quintessentially Zug**
Flössen (log floating)
- 30 A concert by**
Julian von Flüe
- 32 People to meet**
The people who make Zug what it is
- 34 Tips**
Pointers for tourists
- 38 Greetings from Zug**
Alpine cheese from the Walishof farm



zug-tourismus.ch

Credits/legal notice

Publisher Zug Tourism **Concept/text/editing** Christen Visuelle Kommunikation (Daniel Christen, Diana Lischer), Sabine Windlin, Claudia Wirz, Zug Tourism (Joel de Buren, Carmen Grüter) **Design** Christen Visuelle Kommunikation **Images** Martin Bissig, Andreas Busslinger, Switzerland Tourism **Illustration** Grafilu, Pascal Staub **Production and distribution** Kalt Medien AG, Promopost **Print run** 47,490 copies **Languages** German and English





1

Kunsthhaus Zug

In the heart of the old town, you will find Kunsthhaus Zug, where you can experience art in a variety of ways. Changing exhibitions showcase masterpieces from the collection and a wide range of educational services make art accessible to all. It's a place in which people can explore art – from classical modern to contemporary.



2

Tibits restaurant in the Bären building

This is a place where historical charm meets indulgent plant-based cuisine. Savour the flavours of more than 35 vegetarian and vegan dishes and feast to your heart's content. Start your day with an exquisite coffee and, on Sundays, maybe even treat yourself to our popular brunch. Tibits' cosy atmosphere, dedicated children's corner and all-day opening hours make it the perfect place for people of all ages to come together.



3

150 years of the Arth-Rigi Railway

In 2025, the Arth-Rigi Railway will be celebrating its 150th anniversary. Highlights of the celebrations will include the station festival and vehicle parade in Goldau at Pentecost and the Rigi Festival in August. The open-air arena (Naturarena) will be the setting for impressive stories, customs and musical performances.

4

Rent a Bike

Park Hotel Zug is now offering a bicycle hire service in partnership with Rent a Bike. This offer is open to everyone, giving you the freedom to discover the Zug region at your own pace and in an eco-friendly way. Take a leisurely ride by the lake or an adventurous one through the countryside.

5

Zug Shop – your online shop for Zug specialities

The Zug Shop sells a wide selection of regional specialities, souvenirs and special gifts – perfect for any occasion. Visit our online shop at www.zugshop.ch and discover the uniqueness of Zug from the comfort of your own home! Use our exclusive online discount code **Magazin2025** for 10% off your purchases. Browse, enjoy and discover the uniqueness of Zug!



zug-shop.ch

6

Lake Zug Lakeside Trail

A route of many contrasts: this unique walk passes urban quays, tranquil forests and fields, and idyllic views of Lake Zug. The route is fully accessible (barrier-free). The first few minutes are in the city centre, then it takes you along the lakeside, with views of the Zugerberg, Rigi and the Bernese Alps.

7

Zug Magic 28 June to 27 July 2025

Spend magical moments by Lake Zug. Every July, the Zug Magic festival delights visitors with water fountains up to 40 metres high, light and video projections, and music. This unique aquatic attraction will captivate visitors of all ages, and features daytime water shows and an evening multimedia show.



8

Schlaufensteg

A woodland experience for all. The Baar-Dorf Corporation's "Schlaufensteg" (treetop walkway) invites you to explore its steps, platforms and magnificent views. The walkway is made from local wood and brings nature, exercise and relaxation together in one amazing experience. It's a must-see for visitors to the Höllgrotten caves.

9

Lake Ägeri's electric boat

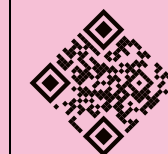
The E-MS Ägerisee is going electric, setting a new bar for boat trips starting in May 2025. As one of the largest electric boats in Switzerland, it glides quietly through the idyllic natural landscape of the Ägeri Valley. Its CO₂-neutral technology saves 38,000 kilograms of CO₂ annually, bolstering the sustainability strategy of Ägerisee Schifffahrt (Lake Ägeri Boat Trips company).



10

Voyage Culinaire

Discover Zug's gourmet side! Executive Events invites you along for an exciting city tour, featuring a delicious three-course meal in up to two restaurants and a Gastro Team Challenge involving a variety of activities. The Voyage Culinaire is the ideal way to experience the atmosphere of Zug while having fun, sight-seeing and enjoying delicious food.



10 tips
For more inspiration, visit zug-tourismus.ch/en or subscribe to the Zug Tourism newsletter.

On the trail of spring

If you think the only way to see cherry blossoms is to make the long journey to Japan, think again. Just lace up your hiking boots and head out for a walk right here. As spring arrives, cherry blossoms blanket the whole Zug region. But as stunning as they are, they don't last long, so careful planning is key if you want to see the blossoms on your hike.

Text Claudia Wirz
Images Andreas Busslinger

The canton of Zug is a renowned fruit-growing region, and of all the fruit cultivated here, cherries take centre stage. No other fruit has shaped the cultural identity of the Zug region more than the "Chriesi". This is reflected not only in the local speciality products – such as the Zuger Kirschtorte (Zug cherry cake) or the Zuger Chriesiwurst (Zug cherry sausage) – but also in folk traditions like the Chriesigloggä ("Cherry Bell"), the Chriesisturm ("Cherry storm" race) and the Chriesimärt ("Cherry Market"). These customs are cherished in Zug, almost as much as the cherry trees themselves.

However, our focus here is entirely on the cherry trees. They display their beautiful blossoms between mid-April and mid-May. The peak time depends on the weather. When you go hiking here in cherry blossom season, the blossoms in the context of stunning landscapes and mountain views create a scene more perfect than the most idyllic painting. During the season, you can find out exactly when and



↑ The cherry trees in Zug are in bloom in April/May.

← Cherry blossom hike with views of the Rigispitz.





↑ Above Allenwinden, towards the Zugerberg, the tall fruit trees bloom a little later.

→ You can also wander through the blossoms in Notikon, near Baar.



↑ The trees bloom for 10–14 days.

where the trees are in bloom by calling the Zug Chriesitefon (cherry blossom phone line) (+41 41 511 75 00). At higher altitudes (Menzingen, Zugerberg, Ägeri Valley), the blossoms appear about ten days later than lower down in the valley. This means that cherry blossom season is in full swing at different times across the canton, increasing your chances of a perfect, blossom-filled walk. That being said, if the opportunity for a cherry blossom hike presents itself, seize it! The blossoms in Zug are as fleeting as they are beautiful.

If you choose to go on a cherry blossom hike in the Canton of Zug, you will be spoiled for choice. Cherry blossom hikes are available throughout the canton, catering to all hiking preferences. For those who prefer a more leisurely pace, a walk starting at Zug



Cherry blossom walks
zug-tourismus.ch/
en/chriesiwanderungen

railway station and ending in Oberwil is the perfect choice. The route begins opposite the Zug Library (once home to the executioner) and takes you along Hofstrasse all the way to Oberwil. Along the way, you'll pass the Zurlaubenhof, with its stunning historic gardens, and the Biohof Zug, a must-see organic farm shop and café in a delightful location. As you walk, the views of the lake and mountains – both near and far – will take your breath away.

A cherry cake as your reward

Once you've acquired a taste for it, you'll keep coming back for more hiking adventures. You can follow the trail along the eastern shore of Lake Zug for a full 20 kilometres, passing Walchwil and ending at Arth-Goldau in the Canton of Schwyz. You'll

find the same destination visible from the Walchwiler Berg, just one level higher. If you're not afraid of tackling the ascent and taking the occasionally steep path through the forest to the Lienisberg-Höhe, you'll be richly rewarded: Zug's "land of cherries" is a stunning sight from above.

But this time, we're heading to Menzingen. This hike demands a good level of fitness but can be split into two stages, if necessary. We start at Zug railway station, heading towards the lake, the old town, and St. Michael's Church. High on the hillside, you'll spot our first stop, the Blasenbergrinn. After about an hour and a 320-metre ascent, we arrive and take in the breathtaking views of the city and the surrounding countryside. We continue along picturesque paths, passing the Bilgerihof, the Urihof, and, of course, countless cherry trees, until we reach the highest point so far, at 850 metres above sea level. After passing Alpwirtschaft Brunegg (Brunegg alpine restaurant) – open from March to December – we soon reach Schmittli, where you could catch a bus back to Zug or the Ägeri Valley, if you're feeling tired. But we press on, hiking up the Gubel, as we don't want to miss the incredible views. From here, it's just a short distance to Menzingen. After admiring so many cherry blossoms on our rewarding four-hour hike – some of which was on hard surfaces – we've certainly earned a slice of Zug cherry cake (Kirschtorte) at the legendary Menzinger Konditorei Schlüssel!



Circular Cherry Blossom Hike
Zug–Oberwil–Zug
→ 6.4 km
⤴ 130 m
⤵ 130 m
⌚ 1 h 30 min



Cherry Blossom Hike
Zug–Menzingen
→ 14.23 km
⤴ 725 m
⤵ 345 m
⌚ 4 h 13 min

Chriesitefon (Cherry Blossom Phone Line)

The cherry blossoms typically appear in mid-April at lower altitudes – such as Zug, Baar, Oberwil, Walchwil and Goldau – and around ten days later at higher altitudes, including Blasenbergrinn, Menzingen and Oberägeri. However, this timing depends on the temperatures and weather conditions. We can keep you updated with the latest information. During the cherry blossom season, our cherry tree phone line (+41 41 511 75 00) will be operating once again. Just give us a call. We know exactly where, when and which trees are in bloom.



13 Hof-Märcht Hotzenhof

If you're looking for special products made from Zug cherries, head to the Hof-Märcht run by the Hotz family in Deinikon, near Baar. The shop sells cherry syrup, cherry pasta, cherry sparkling wine, cherry schnapps and cherries marinated in kirsch. You can buy these products individually or as part of a beautifully arranged gift hamper.



hofmaercht.ch



14 Treichler Kirschtorte Museum

The Treichler patisserie in Zug, where the iconic Zuger Kirschtorte (Zug cherry cake) was born, houses an exhibition with more than 200 exhibits, showcasing the cake's history. It vividly traces the cherry cake's evolution from 1915 to the present day. The exhibition also highlights Zug's cherry culture and the famous Zuger Kirsch.



zug-tourismus.ch/
kirschtorten-museum

The mountain for everyone



Zug Castle (Burg Zug) is the oldest secular building in the city of Zug. However, the museum housed within its historic walls is thoroughly modern, offering visitors of all ages a fascinating journey through time.

Text
Claudia Wirz
Images
Martin Bissig

← Historian
Walter Bersorger
is the Director
of the Burg Zug
museum.

Zug Castle (Burg Zug) has been evolving for a very, very long time. Its origins stretch back around 1,000 years, so it's no surprise the castle has had to continually adapt to changing times and needs. If it hadn't done so, it might not have "survived" – it could have been abandoned and left to decay. Therefore, it's also no wonder this historical gem hasn't always looked the way it does today. Over the centuries, its various owners and residents have redesigned it, gradually turning it into a stately residence. The striking timber-framed building that defines the complex today dates from the 16th century and was constructed on the former shield wall of the medieval castle.

Change has therefore been the one constant in Zug Castle's history. This concept has guided the museum management since 1983, when the museum moved into these ancient walls following extensive renovations. Running a regional cultural history museum and delivering an appealing, modern programme year after year isn't as easy as it might seem. These days, it's crucial that a museum doesn't feel stuffy or outdated. So, how do you bring a museum to life? What appeals to visitors, and what works? These are the questions a museum director must constantly ask.

A castle with charisma

On these questions, historian Walter Bersorger, who has directed the museum in Zug Castle for more than three years, has plenty of insight to share. Such as the fact that models and reliefs hold a special appeal for the public. They are popular because they bring the distant past into the present, allowing you not just to learn or read about history but to experience it with all your senses. "History should be made tangible, including in the third dimension," says Walter Bersorger.



Scan the QR
code to find out
more about the
history of Zug.

It's therefore no coincidence that the Zug Castle Museum is currently developing a new 3D relief that is multimedia-compatible. It will showcase the historical evolution of the entire landscape of Central Switzerland. This multimedia project serves a dual purpose: it's both an important research initiative and a way to make history something that the public can see and touch. Speaking of being able to touch things, Bersorger would ideally like there to be no barriers separating visitors from the exhibits in his museum. However, this vision is sometimes at odds with the museum's conservation responsibilities. Thankfully, new media technologies and creative ideas more than compensate for these limitations. From November 2025, visitors will have the chance to explore the new relief and marvel at its level of detail.

Many topics, many angles

However, the Zug Castle Museum has plenty to offer visitors of all ages right now, so there's no need to wait for November. The museum's diverse collection of objects and varied thematic approaches appeal to all audiences, including those from outside the region. For instance, the exhibition on the Brown Swiss cattle breed felt almost like a smaller version of the OLMA Swiss Agriculture and Food Fair and proved just as popular.

The Zug Castle Museum hosts workshops for schools, children's birthday parties, games afternoons, a grandparents' day and torchlit tours for young detectives. There's plenty for grown-ups, too. The mu-



↑ A model showing the castle situated on the edge of the old town.



↑ The permanent exhibition is spread over three floors.



↑ The cultural history of Zug from the Middle Ages to the modern era



↑ The origins of the castle date back to the 12th century.

seum offers a torchlit tour aimed specifically at adults, exploring more serious historical topics. These might include how religious sculptures document late Gothic popular piety or the stories of the women of Zug throughout history.

Walter Bersorger and his team have set themselves a mission that can be summed up in two words: grasping history – both literally and figuratively. A visit to the Burg Zug Museum is a must for anyone keen to get a good grasp of Zug's history.



Zug Castle Museum
zug-tourismus.ch/
museum-burg-zug



16 Zug Museum of Prehistory

The Museum of Prehistory on Hofstrasse in Zug showcases archaeological discoveries from across the Canton of Zug, spanning the Palaeolithic Age to the Early Middle Ages. Exhibits, illustrations, life-sized figures and reconstructions, detailed models and immersive scenes create a unique experience for all age groups.



zug-tourismus.ch/
museum-fuer-urgeschichten



17 Ziegelei Museum (Brickwork Museum) Hagendorn

The Ziegelei Museum, the only one of its kind in Switzerland, guides visitors on a journey, exploring every facet of brick-making, from the raw material to its cultural significance. There are also changing temporary exhibitions focusing on specific themes. Children can get creative with clay in the workshop. You can also relax and take a break in the cosy Ziegler-Beizli bistro.



zug-tourismus.ch/
ziegelei-museum

Get in the swim of things!



Scan the QR code to dive in!

In Zug, summer life revolves around the lake – on it, in it and by it.

Images Martin Bissig



Oberwil Badi Trubikon (lido)



← Perfect for families and romantic souls.



Trubikon
zug-tourismus.ch/
badi-trubikon



↑ Watch the world go by at this delightfully simple little restaurant.



↑ Grab a cocktail at Trubikon.

→ The restaurant is known for its great food.



City of Zug Badi Seeliken (lido)



↑ Badi Seeliken is all about seeing and being seen.



↑ There's also plenty for kids here.



Seeliken
zug-tourismus.ch/
seebad-seeliken



↑ The evening swim starts at sunset.



↑ The water has an almost magical allure.

Cham Badi Hirsgarten (lido)



↑ Stand-up paddleboarding – peaceful yet active.

→ A lot of love and attention to detail goes into running the kiosk.

↓ Badi Hirsgarten (a.k.a "Hirsi") near St. Andreas Castle.



Hirsgarten
zug-tourismus.ch/
hirsgartenbadi



↑ Free entry and the large trees provide plenty of shade.

Badi Hünenberg (lido)



→ Have fun and cool off.



Hünenberg
zug-tourismus.ch/
strandbad-
huenenberg



↑ The facilities at Badi Hünenberg are top-notch.



↑ The sand invites you to linger.

← Carefree sunbathing.

Tips



22 Strandbad Ägeribad (lido)

At the Strandbad Ägeribad lido, right on the shore of Lake Ägeri, you can swim for free from May to September. Sunbathe on the lawn, take a refreshing dip, or simply relax and stay a while. Summer feels endless here. Restaurant Lago will spoil you with its delicious food. The perfect place to take a break.



aegeribad.ch



23 Seebad Tellenörtli Oberwil (lido)

The Seebad Tellenörtli lido in Oberwil features a large lawn with park benches, a stream, a barbecue area, and plenty of shade under towering chestnut trees. The wide shoreline is perfect for children. You'll also struggle to find a better spot to watch Zug's stunning sunsets.



zug-tourismus.ch/
tellenoertli-oberwil



Crafting sparkle

Anna Andrén
at work in her
workshop.

Thanks to commissions from the Catholic Church, goldsmithing took root in Zug early on. The tradition dates back to the 16th century and Zug still holds an excellent reputation for the craft today – as you'll discover if you take a tour of the old town.

Text
Sabine Windlin
Images
Martin Bissig



Scan the QR code to find out more about Zug's goldsmithing tradition.



Lohri
zug-tourismus.ch/
lohri

→ Goldsmiths have been operating at Neugasse 27 since 1620.

It's clear which jewellery store attracts the tourist groups from Asia as they move between Kolinplatz and Postplatz: it's Lohri, the traditional goldsmith's at Neugasse 27, offering exquisite jewellery and watches. This is more than just a shop for a discerning and affluent clientele – the building itself is a gem. The historic house, with its enchanting Empire-style façade, is the oldest goldsmith's house in the world. Goldsmiths and silversmiths have been working here since 1620.

To this day, precious stones such as garnet, emerald, tourmaline, aquamarine, amethyst, morganite, peridot and citrine are transformed into stunning works of art right here, with the in-house atelier dealing with everything from initial design to pro-



duction and finishing. The stones are turned into vibrant, one-of-a-kind pieces and collections that grace hands, necks, wrists and earlobes. The elegantly named Maison Lohri goldsmith's is a family business that was founded in 1970 and is now in its second generation of family ownership. The tradition of excellence lives on within these historically significant walls and vaults, built in 1500 – the same era when the first buildings on Neugasse were constructed.

Clean lines and simple shapes

But Zug's main thoroughfare isn't the only place where high-quality jewellery is crafted. Parallel to it – on the quiet Zeughausgasse – you will find the workshop of Anna Andrén Holmberg. What makes her jewellery stand out is its simple elegance, reflecting a clear Scandinavian influence: a minimalist style that uses clean lines and simple shapes to create a refined, functional aesthetic. Andrén works exclusively with recycled gold, silver and platinum. The diamonds and gemstones she uses also come from existing jewellery or watches. Recycling high-quality materials makes both environmental and economic sense.

She also welcomes customers looking to repair or adjust their pieces. With her designer's touch and fresh ideas, she can transform your grandmother's gold necklace or great-aunt's wedding ring into a modern piece that reflects your personal style and fits your life. She works with clients to explore and discuss stylistic directions, each time confirming the simple truth that jewellery expresses personality, carries emotional weight and holds symbolic power. This applies equally to a delicate ring with a quartz crystal set in white gold, round diamond earrings, or a long, 18-carat anchor chain with an artfully twisted clasp. Andrén starts off many of her creations by first designing them with CAD design software and then printing the prototypes on a 3D printer. This allows her to make adjustments based on customer feedback before creating the final piece. Despite modern tools, expert manual work remains a crucial part of the process. The sturdy metal roller fixed to the workbench, the large gas and oxygen cylinders, and the toolbox filled with myriad devices such as metal files, spring dividers, tweezers, saws, drills, milling cutters and pliers all highlight the hands-on nature of goldsmithing.



↑ High-precision, manual work.



↑ An eye-catching shop window.



↑ Franziska Leuppi following her passion.



Anna Andrén
Holmberg
jewelsbyanna.ch



Franziska Leuppi
frantastic-
schmuck.com

Allure, variety and charm

Stepping into Franziska Leuppi's world feels like entering a completely different realm. For 18 years, she has successfully run her business on St.-Oswalds-Gasse, right opposite the church (also named after St. Oswald), nestled in a picturesque and historically authentic townscape. Her jewellery captivates with its unique combinations of shapes, materials and colours, creating great variety and charm. Trained at the Lucerne School of Design, Film and Art and the École d'arts appliqués in La-Chaux-de-Fonds, Leuppi combines classic goldsmithing techniques with modern, daring designs. She draws inspiration from nature, architecture and everyday life. It's no wonder passers-by are repeatedly drawn to her shop window, mesmerised by artfully crafted rings, alluring earrings, and necklaces that display the world's treasures in every hue of the colour spectrum. Precious stones and radiant white South Sea pearls

shimmer alongside silver-grey, deep green, or even black Tahitian pearls from the lagoons of French Polynesia. The interplay of high-quality materials, finely tuned proportions, striking contrasts and intricate details creates a collection that's simply "frantastic" – a fitting name for her shop.

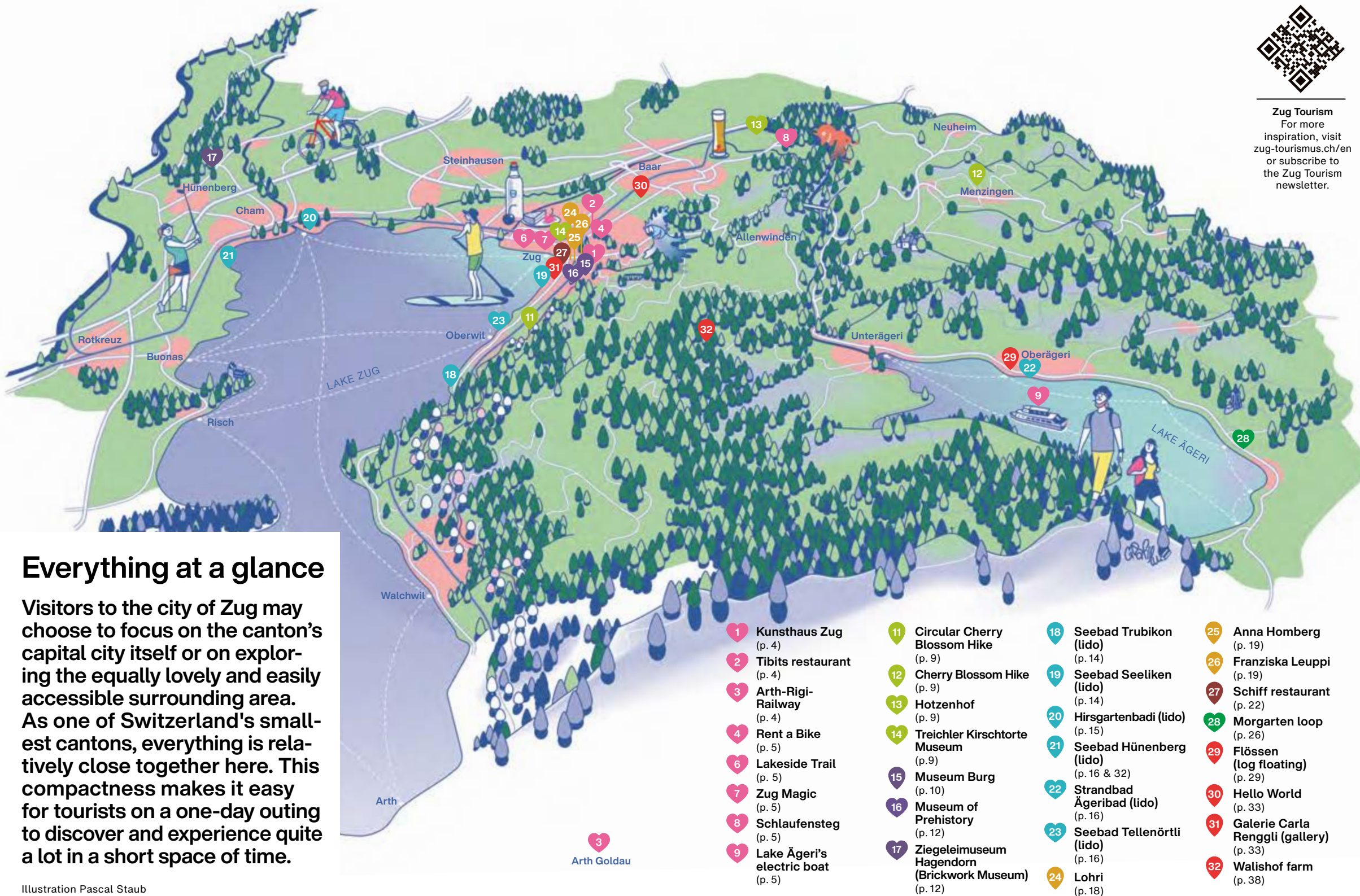
Leuppi's travels around the world fuel her creativity. Extended stays in mines and pearl farms have deepened her understanding of the origins of raw materials and how they are extracted. This has brought her valuable insight into an industry that (as she herself admits) often falls short when it comes to modern environmental and labour standards. Because she wants her business to be one that meets those standards, she has been working with certified European suppliers and service providers for many years, ensuring transparency regarding how the precious metals, stones and pearls she uses are sourced and traded.

While Zug's goldsmiths may speak different design languages, they share a common joy: crafting something unique and taking pride in a profession steeped in tradition. As early as the Middle Ages, skilled artisans in Zug were creating magnificent jewellery, earning a reputation that extended far beyond the Zug region. In the 17th century, many aspiring goldsmiths and silversmiths from Zug travelled to Augsburg and Nuremberg – then Central Europe's leading goldsmithing centres – to hone their craft before bringing their expertise back home and refining it further here.

The Catholic Church, in particular, drove demand for goldsmithing, commissioning chalices, crosses, busts, incense burners and candle holders for liturgical use.



Zug Tourism
For more
inspiration, visit
zug-tourismus.ch/en
or subscribe to
the Zug Tourism
newsletter.



Everything at a glance

Visitors to the city of Zug may choose to focus on the canton's capital city itself or on exploring the equally lovely and easily accessible surrounding area. As one of Switzerland's smallest cantons, everything is relatively close together here. This compactness makes it easy for tourists on a one-day outing to discover and experience quite a lot in a short space of time.

Illustration Pascal Staub

Sharing a table with... Erich Barth



Erich Barth, born in 1966, is a restaurateur, businessman and trained tourism specialist. For the past thirty years, he has run the Schiff restaurant in Zug. He is the owner, proprietor and resident "jack of all trades". He lives in Oberägeri with his wife and their two sons. He even trained as a health and nutrition consultant to ensure the dishes served at Schiff are not only delicious but also healthy and easy to digest.

restaurant-schiff.ch

← Restaurateur Erich Barth in the Biedermeier room of his restaurant.

Want to dine in a historic setting? Schiff restaurant on the lakeside promenade in Zug is the perfect place to do just that. It has been warmly welcoming guests since 1840 – and continues to do so to this day.

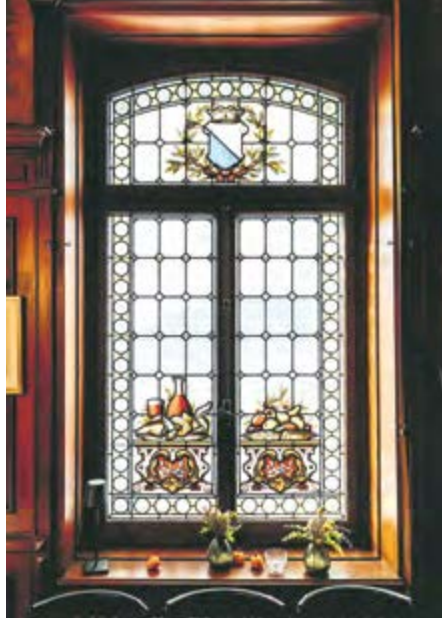
Interview
Sabine Windlin
Images
Martin Bissig

♥ **This is why I became a restaurateur:** purely by chance! ♥ **How I came to Schiff:** 31 years ago, a friend and I were asked whether we would take over the restaurant. A year later, we were up and running. ♥ **My top recommendation from our kitchen:** Jens' organic veal meatloaf with mashed potatoes and carrots – it's a dish we simply can't take off the menu. ♥ **Our chef's secret, which I will now reveal:** cooking fresh every day, without artificial additives and using only the best ingredients and materials. ♥ **Our classic dish:** the "Schiff" signature organic veal liver. ♥ **Here's why our customers choose us:** because we are one of the last independent "Swiss" restaurants in Zug. And because the building, which was erected in the 16th century, has a very special kind of charm. The Biedermeier room on the first floor is unique. It has wall and ceiling panelling made of cherry wood, herringbone parquet flooring, two chandeliers, copperplate engravings, landscape paintings and stained glass,

which create a great ambiance. ♥ **The customer that makes us happy:** my mother Karin – when she comes, I can give her back a little of what she did for us. She always spoiled us and demonstrated how to be a good host! ♥ **The type of customer that annoys us:** the disrespectful and arrogant person who has 32 allergies and 31 special requests! Thankfully, we only see this type very, very rarely! ♥ **The typical "Schiff" customer:** lively, jovial, intelligent, funny, grateful, contented and always polite. ♥ **Here's how much you should tip:** 5 to 10 per cent ♥ **Our restaurant's motto:** 100 per cent effort for every single guest, every single day ♥ **This is my leadership style:** team-oriented, chaotic, fussy, from the heart, strategic, well thought out; a little of everything. ♥ **The ambiance at Schiff:** one big happy family! ♥ **How I surprise my customers:** by being there! ♥ **Schiff in winter:** homely. ♥ **Schiff in summer:** loud, lively, wonderful! ♥ **What I'm allergic to:** garlic. ♥ **What I'm proud of:** my family, my team, my customers, my canton, Switzerland! ♥ **What makes me mad:** when EVZ lose. ♥ **When I celebrate:** when my customers are happy. ♥ **Why I believe in the restaurant business:** people always want to get together, exchange ideas and treat themselves! ♥ **How we hold our own against restaurant chains:** by demonstrating that quality (food and service) has its price, and convincing guests that it's worth paying a little more for that. ♥ **Why I chose Zug:** because I'm a proud Zug native! ♥ **Where I earned my stripes:** as a Floor Manager for Schweizer Fernsehen, I was involved in many live TV broadcasts! ♥ **Who I look up to in the restaurant business:** Stefan Meier from the Rathauskeller, because of his personality and his sense of quality and consistency. ♥ **What I'm really good at:** communicating with people. ♥ **What I could be better at:** a lot of things – I'm getting there... ♥ **The colleague who is especially nice to me:** from Zug – Andy ("Fischerstube"), Helena ("Panorama Bar"), Felix ("Althuus Bar"), Remy ("Felsenkeller"), Sämi ("Fischmarkt"), Antonino ("San Marco"), Stefan ("Rathauskeller"), Ramon ("Meating"), Gregor and Olivier ("Aklin"), Matthias ("Ochsen"). From Ober-



← The restaurant is located in a building that dates back to the 16th century.



↑ Stained-glass windows create a festive atmosphere.



← Ceiling and wall panelling add character to the dining room.



↑ A buffet of traditional Zuger Kirsch.

ägeri – Babs from “Rössli”. ♥ **The restaurant I’d recommend if we are fully booked:** all the restaurants near Schiff. ♥ **Where I like to go out to eat:** “Muang Thai” in Einsiedeln and “Daizy” in Zurich. ♥ **The hotel that can’t be beaten:** “Ochsen” and “Löwen” in Zug. ♥ **My favourite starter:** Jens’ aubergine tartare with brioche. ♥ **My favourite main dish:** organic liver with rösti. ♥ **The recipe I’m really good at:** Züri Gschnätzlets (Zurich-style veal strips). ♥ **How I get great employees for my business:** with a bit of luck and about two free days. ♥ **How I ensure lots of busy tables:** honest hard work! ♥ **The best seat in our restaurant:** in the dining room, table 211. ♥ **The biggest challenge when running a restaurant:** finding good staff. ♥ **The best thing about my job:** lots of great people. ♥ **My favourite spice:** saffron. ♥ **The food that fascinates me:** capers. ♥ **My wine:** I haven’t drunk alcohol for many years – but I still enjoy being around those who do! ♥ **My drink:** still mineral water, fresh ginger, mint, lemon and some healthy coconut sugar – I have it every morning! ♥ **My favourite non-alcoholic drink:** non-al-

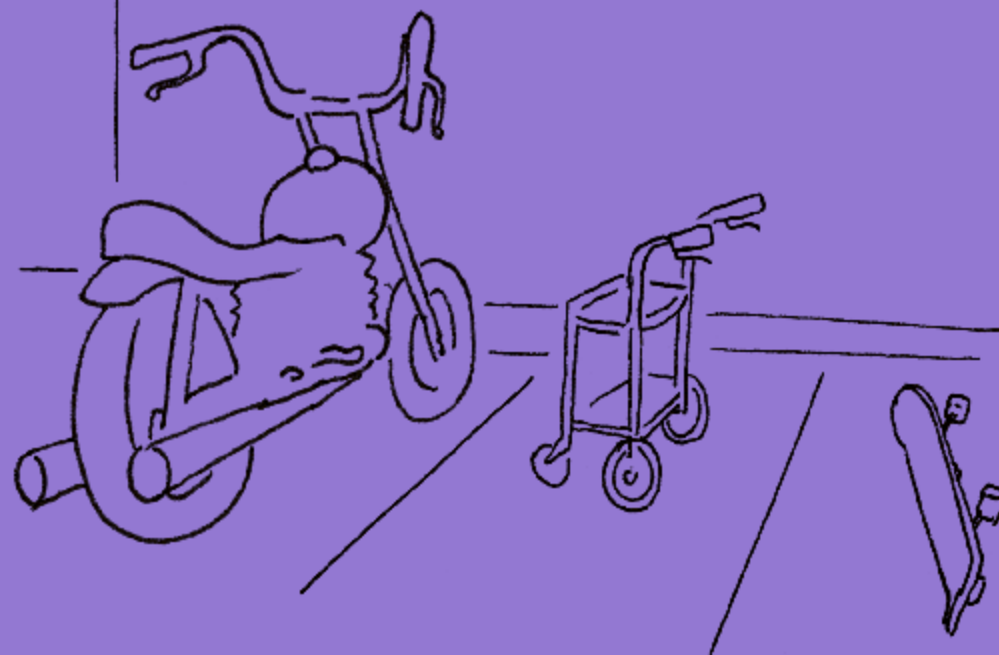


Restaurant Schiff
zug-tourismus.ch/
restaurant-schiff

coholic Schützengarten beer. ♥ **What I would be, if I weren’t a restaurateur:** I’d be in the healthcare sector. I find healthcare very interesting and have been studying it on the side for years. I am a trained nutritionist, and I am on my way to becoming an epigenetics coach. I am very interested in the field of longevity. ♥ **The symbol of Zug for me is:** Wildspitz! I visit this mountain as often as possible. It brings me peace and helps me relax – even in the most stressful times! ♥ **In my free time:** I study and hike as often as I can! ♥ **My next travel destination:** Tuscany. Hiking, eating and singing with the family. ♥ **My wish:** for the Canton of Zug to remain or become an affordable place not only for international companies but also for medium-sized family businesses!

FOR

ALL



Katholische
Kirche
Zug

Reformierte Kirche
Kanton Zug



28

Scan the QR code
to find out more
about the tour
[zug-tourismus.ch/
morgarten-runde](http://zug-tourismus.ch/morgarten-runde)

The Morgarten loop takes you on a fascinating journey through history and nature in the Canton of Zug. The highlight of the route is the Gubel hill, home to the impressive Maria Hilf convent, from where you can enjoy breathtaking views of Lake Zug and the Alps. The village of Morgarten acts as a historical landmark, reminding visitors of the famous battle of 1315. This varied route weaves together culture, history and nature, creating an unforgettable journey of discovery.



Hello ZUGER ALTSTADT MARKT

www.zuger-altstadtmarkt.ch
Landsgemeindeplatz

8–12 am

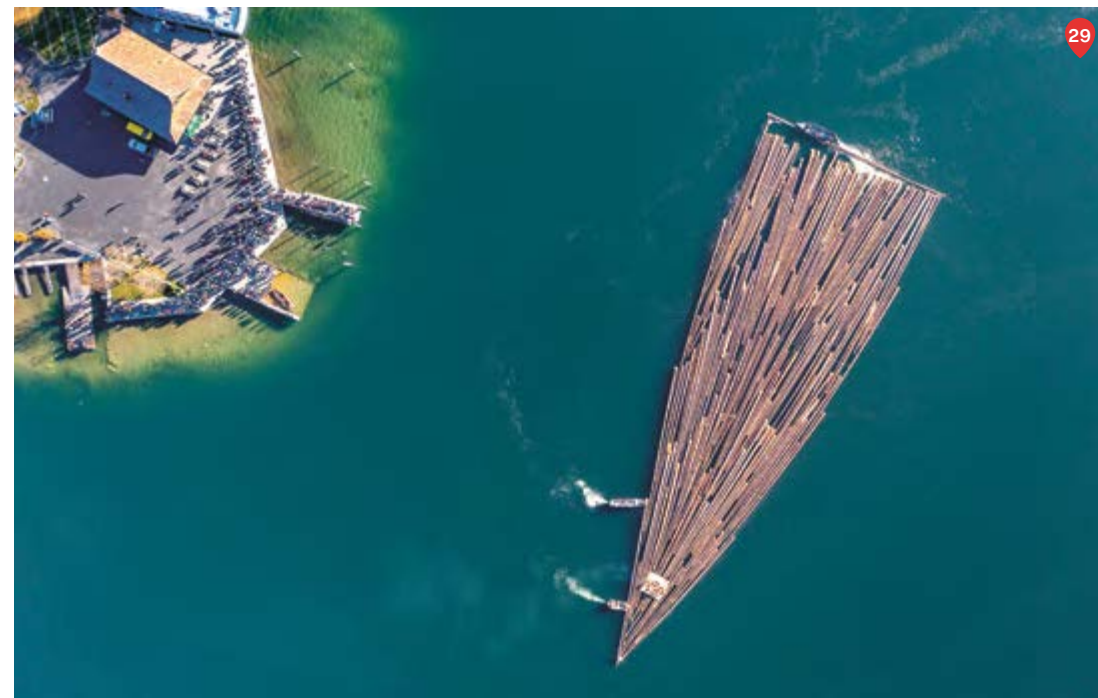
Saturday

DMS-Transport (Kleeb–Linscher), Zug © 2024

TYPICALLY ZUG – FLÖSSEN

29

Tonnes of wood



Around every four years, during autumn or winter, trees are felled in the steep mountain forest along the western shore of Lake Ägeri. Once felled, secured and delimbed, the logs slide down the slope towards the lake, gravity and expert supervision helping them along. On the shore, the floating logs are tied together with steel ropes to create a massive raft – an impressive and weighty expanse of wood! The most recent rafts weighed between 500 and 1,000 metric tonnes. In calm weather, the raft is towed across the lake to Oberägeri or Unterägeri by two motorboats, moving at a leisurely pace – a spectacle you can witness up close! Shortly after the lake crossing, the logs are pulled from the water, sawed, and prepared for transport to the sawmills.

In Switzerland, log floating (“Flössen”) was the most important and cost-effective method of transporting logs after felling during the second half of the 19th century. It grew in significance during industrialisation in Zug, as construction timber and firewood needed to be transported over long distances, even beyond the country’s borders. While log floating largely disappeared in many regions after 1880, it has survived on Lake Ägeri thanks to the efforts of the canton, the Ägeri local authorities and local corporations. What is more, the tradition and craft of “Flössen” is actively preserved, promoted and made accessible to the public here. Proud forestry workers keep the technique alive, passing their knowledge on to younger generations.

↑ The tradition of log floating on Lake Ägeri has been officially listed on Switzerland’s “List of Living Traditions” since 1972, making it a vital part of the country’s intangible cultural heritage. Apart from a few modern technical tools and machines, the craft has remained largely unchanged for centuries.

www.floessen-aegerisee.ch

Text
Sabine Windlin
Image
Andreas Busslinger

A concert by Julian von Flüe

The music of this musician from Central Switzerland is full of variety and experimentation, yet it remains grounded and authentic. This accordionist delivers a range of sounds that move and inspire the listener.

Interview by Sabine Windlin
Image Martin Bissig

♥ **What I originally learned to do:** vehicle upholstery. I am still enthusiastic about the craft today.

♥ **Why I play the accordion:** the instrument and I were a good match. A Nussbaumer accordion (a family heirloom) once served as both a toy and a seat in my childhood room. The emotions the instrument's sound evoked fascinated me from the very start. ♥ **How my music sounds:** accessible, virtuosic, occasionally improvised. At the same time, it is also groove music – it has a strong rhythm.

♥ **This is my band:** I've been performing with guitarist Marc Scheidegger for nearly 15 years. Matthias Abächerli has been playing bass for us – and completing the Julian von Flüe Trio – for the past four years. ♥ **The concert I will never forget:** the performances at the Castelfidardo Accordion Festival in Italy in 2022 and 2023 were a highlight. And of course, playing in front of a home crowd at the Landsgemeindeplatz in Zug on 1 August 2024!

♥ **What I like about my audience:** the loyalty and connection that keeps fans coming back to our concerts again and again. Nothing beats the feeling of appreciation you get from a live performance.

♥ **My favourite piece:** I feel I have created a classic with "Caviano". ♥ **The piece that challenges me the most:** playing "Übers Kopfsteipflaschter" ("Walking the cobblestones") is always a nerve-wracking experience. ♥ **The piece that always goes down well:** "Rosmarie" is always a hit at both concerts and other entertainment events. ♥ **Why I like live music:** because our music sounds so good when played at the right volume on the right system. ♥ **Why I like working in the studio:** because I can go deep into the details and fine-tune the music and the instruments down to the last note. ♥ **What I listen to myself:** country music is my favourite and what I

listen to most. I also like all related styles, such as bluegrass, western swing and rockabilly. And then there are other genres and types of music that inspire, excite, or move me. ♥ **The type of listener that makes me happy:** one that moves to my music. It could be as little as one foot tapping. That gives me the feeling that my music is reaching them. ♥ **The type of listener that annoys me:** someone who comes on stage with a request for a completely different kind of music. ♥ **Fair pay means:** when we musicians end up with an hourly rate at the end of a concert or engagement that reflects the time we have put in, as happens in the private or commercial sectors. ♥ **What's special about folk music:** the charm and character of it. I like how folk music expresses tradition and a sense of belonging to your own culture. ♥ **Jazz or pop:** jazz, because I love all the improvisation. ♥ **Classical or country:** country. For as long as I can remember, that's the style I've loved. ♥ **Hip-hop or reggae:** reggae, because of the many exciting, rhythmic elements. ♥ **Deezer or Spotify:** Spotify. ♥ **What gets me dancing:** usually, it's when the music is on shuffle and a groove that I love comes on. ♥ **What's old-fashioned about me:** I phone people a lot. I'm not great with writing emails or text messages on my mobile phone. ♥ **What's modern about me:** many of my ideas are out of step with "modern" society. However, when it comes to providing a good service, I consider myself and my team to be very progressive. ♥ **My biggest source of stress:** when we have a month with only a few gigs or very few new requests coming in. ♥ **How I get gigs:** by doing gigs! When we play, people see and hear us, and that often leads to more requests for us to play. ♥ **What I like about Zug:** the Zug music scene and all the musical events, such as Jazz Night Zug. I also like the look of Zug, the lake and the general atmosphere in the canton. ♥ **What I like about Switzerland:** the mentality and modesty of the people. ♥ **A city I would like to perform in:** Vienna would be amazing. ♥ **The location I love:** the Alpentheater in Kiental in the Kander Valley is a great venue for small-scale concerts. ♥ **My best concert memory:** Billy Strings' concert in Kentucky, USA. ♥ **The band that inspires me:** The Krüger Brothers – a musical force to be reckoned with. ♥ **The instrument I'd like to learn:** there are so many! But I have



Julian von Flüe, born in Hünenberg in 1997, grew up in a musical family and took to the stage for the first time at the age of ten. The accordionist celebrates traditional and contemporary Swiss folk music, as well as country, blues, jazz, pop and Oberkrainer (Slovenian popular folk music). With the Julian von Flüe Trio, he has created a unique, virtuosic and groovy sound that blends improvisation with catchy melodies, always surprising listeners by weaving different styles together. His latest CD is called Alpine Folk.

julianvonfluee.ch



Julian von Flüe
zug-tourismus.ch/
julian-von-flue

enough to occupy me with the instruments I currently play – accordion, bass, guitar and banjo. ♥ **The greatest musical challenge:** maintaining and improving my personal skills and making progress as a band leader with my trio. ♥ **The best thing about my job:** all the encounters with people and the feedback from the audience. ♥ **The hardest**

thing about my job: finding new audiences. Convincing people to come to an accordionist's concert. ♥ **In my free time:** I spend as much time as possible with my family. **The symbol of Zug for me is:** the Zug marina. ♥ **My next travel destination:** wherever people want to hear my music live.



21

Ella Vogt Proprietor of the Badi-Beiz

Her hats are her calling card. She wears them in all weathers and in a variety of colours and shapes, depending on her mood. “A visit to us is always worth it,” says the 62-year-old proprietor of the Badi-Beiz at the Strandbad Hünenberg See lido. For 13 years, she has been the heart and soul of the place. She is an easy-going, multilingual, and open-minded person – essential qualities given her international clientele and diverse team. She supports her staff in the (Asian-inspired) kitchen and on the floor from early morning until late at night. In summer, guests at Hünenberg can enjoy small but excellent live concerts, while autumn brings comforting classics like fondue, raclette, or a hearty “Metzgete” (sausage feast).

On 13 October, the restaurant closes for the season. Ella, an avid diver, then heads to warmer climes, such as the Maldives or Egypt.



Lion Gallusser Artistic Director

The Sinfonietta, a professional orchestra founded in 1989, is still relatively young but is already known for its innovative concert programmes. The secret to its success? A passion for performance, seamless ensemble playing and excellence in music. The Sinfonietta’s programmes don’t just resonate with seasoned classical music enthusiasts – they also captivate younger audiences. It’s therefore fitting that the Artistic Director, Lion Gallusser, who holds a doctorate in musicology, is himself just 34 years old. He’s driving the orchestra forward with modern formats and using digital channels, attracting newcomers to classical music through engaging, accessible and entertaining concert introductions. Gallusser and his chamber orchestra fear no boundaries, often blending genres such as folk music, theatre, jazz and dance into their performances.



30

Patrick Wismer Restaurateur

Patrick Wismer is a major figure on Zug’s gastronomic scene. Over the past few years, this enterprising, innovative and well-connected businessman has built a strong reputation, with a sharp eye for culinary trends. He can often be found at the Hello World restaurants in Baar and Rotkreuz. At the Xaloc Tapas Bar in Zug and the Seeliken Bistro at the Seeliken lido below the casino, he works with his business partner Guido Gilardoni. Wismer is a true jack-of-all-trades, constantly experimenting with new ideas to keep things fresh – or, as he puts it, to avoid “getting bored”. Recently, the 44-year-old added the Vilette restaurant in Cham to his portfolio and became the proud owner of the Cantina Ciao Mondo winery in Piedmont. So here’s to Wismer’s drive and bold risk-taking in an industry that thrives on passionate restaurateurs like him.



31

Carla Renggli Gallery owner

There are plenty of reasons to explore Zug’s old town: its historic rows of houses, bars and restaurants are just the beginning. A visit to the Carla Renggli Gallery, located in a 550-year-old building at Ober Altstadt 8, is an absolute must. When the 72-year-old opened her gallery here more than forty years ago, she was a true pioneer in supporting the arts. Today, the gallery spans three floors and has become such an integral part of the historic streets that it’s hard to imagine them without it. From videos to sculptures to paintings, Renggli’s exhibitions reflect her passion, curiosity and dedication to inspiring a diverse audience with works by both Swiss and international artists across various genres. At the gallery’s postcard shop, you’ll find the perfect picture to accompany your greetings from Zug.



♥ Kunsthhaus Zug

The Zug Art Society invites you to discover art in some of Zug's most special places – from the historic old town to the dynamic industrial district and the picturesque lakeside promenade. Through temporary exhibitions, we showcase regional, national, and international art, spanning classical modernism to contemporary works, complemented by masterpieces from our collection. School classes, families and art enthusiasts – everyone is warmly invited to take part in creative workshops, join informative tours and enjoy a variety of events designed to inspire. We look forward to your visit!



kunsthhauszug.ch



♥ SHED Zug: 1,500 m² of exclusivity and exceptional food

SHED is an exclusive gastronomy and events venue in the heart of Zug that brings together leading figures from the realms of culture, politics and business. With a stylish ambience and top-tier service, SHED provides

the perfect setting for inspiring encounters and unforgettable experiences. SHED's gourmet area, high-end restaurant, private bar, stylish event lounge and meeting spaces all create unforgettable moments and foster remarkable connections. The curated events here encourage meaningful conversations, making SHED the ideal choice for private parties, cultural gatherings and business occasions.



shedzug.ch/de



♥ Etter – pure tradition, pure flavour.

Etter produces natural fruit brandies that are guaranteed to please. Experience, passion and family tradition together create products full of character. Since the family business began in 1870, this claim has guided everything we do. We stick to the basics while putting lots of love and passion into the details. Everything you might want to know about the art of distilling, about Etter's Zug cherry schnapps (kirsch) and about Etter as a company driven by tradition, you can find out on a tour of the Etter Distillery. Try a tasting to explore the fascinating variety of flavours and experience the pleasure of these fantastic products!



etter-distillerie.ch



♥ Lorzensaal Cham: for every EVENTuality

With state-of-the-art technology, a wide range of rooms for up to 800 people and a team that understands your needs, the Lorzensaal Cham events venue will make your event unforgettable. We can accommodate weddings, birthdays and corporate events, offering maximum flexibility in the layout of the space and professional organisational support. Enjoy your event in a relaxing setting right next to the beautiful Lake Zug and let the Lorzensaal catering team spoil you and your guests with regional specialities. We look forward to seeing you!



lorzensaal.ch



♥ Stoos adventure trails

Fun times await both adults and kids on two new adventure trails on Mount Stoos: the "Stooshorn Circuit" and the "Fronalpweg". On the Fronalpweg trail, you can learn about life in the Alps and its attendant rituals. A balancing game on the sun island, marble runs with wooden balls and a bell

puzzle, plus rest and relaxation areas with excellent views, make this adventure trail the perfect day out – for families, especially. The 2.8 km Stooshorn Circuit offers numerous fun attractions to enjoy while learning about the history of Stoos. The Stooshorn Circuit is suitable for all-terrain prams/strollers/pushchairs.



stoos.ch/stories/wandern



♥ Freiruum Zug

Freiruum is the place to be in Zug, offering an extraordinary mix of experiences, enjoyment and exercise across more than 11,500 square metres. In the market hall, you'll find 14 diverse food stalls, a wide selection of bars and an in-house coffee roastery. Get inspired by creative workshops and explore the sports hall, complete with an impressive trampoline park and an indoor playground for children. Freiruum also provides the ideal setting for any occasion, from private celebrations to corporate events.



freiruum.ch



♥ Dialectic Zug Open

The Dialectic Zug Open ranks as Switzerland's fourth-largest tennis tournament, after the Swiss Indoors Basel, Gstaad and Geneva. From 20 to 27 July 2025, the global ATP professional tour returns to Zug for the fourth time – bringing with it thrilling centre-court action, night session tennis, close encounters with star players, DJs, food stalls, bars and live music. In 2022, Dominic Stricker claimed the biggest title of his career so far in Zug. Superstars like Fabio Fognini and Benoît Paire have also graced the courts at the Zug Tennis Club. Which players will cause a sensation this summer?



zugopen.ch



♥ Zug Castle Museum

Local history with a refreshing twist! Explore Zug's rich history at the Museum Burg Zug (Zug Castle Museum), spanning the Middle Ages, the Baroque period and the modern era. During the interactive family tour, historical figures come to life, sharing their stories across the centuries in an engaging and dynamic way. You can also explore the museum with your children through

age-appropriate activities designed just for them. From November, a special new exhibition will take you back to medieval Central Switzerland, offering a glimpse into the everyday lives of ordinary citizens. What was life like if you weren't a knight or noble?



burgzug.ch



♥ aigu Restaurant & Bar

At aigu Restaurant & Bar in Park Hotel Zug, you'll discover Swiss cuisine with a southern French twist – regional, fresh and full of flavour. We serve hot meals daily from 7 am, focusing on sustainability and Swiss-sourced ingredients. Enjoy breakfast, brunch, lunch, or dinner in the restaurant, on the summer terrace, or in the winter garden. The stylish bar and lounge serves up creatively crafted drinks and live entertainment, perfect for an aperitif or a relaxed after-work event. The venue also hosts events for up to 450 guests. The aigu is open 365 days a year.



restaurant-aigu.ch



♥ MISSION RUDOLF – The Cultural Puzzle Trail

Save the city of Zug from paralysis and deactivate the hidden device: Rudolf has scattered parts of the password across five locations in the old town. The police are stumped. This adventure combines an exciting story, novel movement puzzles and fascinating insights into Zug's cultural heritage of dance. MISSION RUDOLF is available 24/7, 365 days a year, with no need for prior registration – just download the app. You can take breaks at any time. The trail is perfect for groups, families, friends, or even as a team-building activity.



mission-rudolf.ch



♥ APART Rotkreuz

At Rotkreuz, you'll experience top-tier hospitality. Culinary excellence takes centre stage at our restaurant, PERRON NORD, where we serve locally sourced, seasonal dishes with sophistication and metic-

ulous attention to detail. Wy-Pur is where conviviality meets indulgence. The cosy ambience, fine wines and delicious snacks are perfect for sharing with friends or family. Our three hotels – the Hotel APART****, the new self-check-in hotel BRIX*** and the Hotel BAUERNHOF** – ensure every guest finds their ideal stay.



apart-rotkreuz.ch



♥ Zug Museum of Prehistory

The Museum of Prehistory houses fascinating archaeological artefacts from the Canton of Zug. Through staged scenes, models and unique original finds, the exhibition tells engaging stories that give a realistic and accurate impression of bygone eras. Visitors will encounter Palaeolithic mammoths, pile-dwelling communities, Romans and an early medieval hunter. Families can experience prehistory in the children's gallery and workshop. Regular special exhibitions and activity afternoons explore current archaeological themes. The museum hours are 2 pm to 5 pm every day, except Mondays.



urgeschichte-zug.ch



Ägeribad pool and spa Oberägeri

This modern pool with a view of the beautiful Lake Ägeri offers bathing fun for everyone. There's everything from swimming and spa facilities to slides for kids and the young at heart. You can also book a wide range of swimming and water-sports courses. But if you'd rather relax, you can treat yourself to a few hours in the spa area or enjoy one of the many massage treatments. There's so much to do in this inviting place – you can play, relax and enjoy yourself. And if you get hungry, you can get a delicious bite to eat at Restaurant Lago.



aegeribad.ch



Ländli Hotel and Seminar House

Breathtaking views, mountains and a lake, relaxing wellness facilities, high-quality cuisine, a wide range of activities and warm hospitality – you'll find it all at our hotel in the stunning

Ägeri Valley. We provide well-equipped rooms in various sizes to make your seminar perfect. Looking for the perfect venue for your next event? We offer the ideal setting for weddings, birthday parties, meetings, team events and workshops. We'll work with you to get everything just right. We look forward to hearing from you.



hotel-laendli.ch



Lassalle-Haus, Bad Schönbbrunn, Edlibach

Nestled in Zug's picturesque hills, Lassalle-Haus offers a variety of health and spirituality courses, including guided yoga, fasting programmes, and professional meditation. It also has its own hotel, event spaces and a restaurant, all set within a sprawling park. The Lassalle-Haus demesne spans more than 70,000 square metres – giving you the space to find peace and inspiration amid unique natural surroundings and architecture. Whether you're on a city break, business trip, family holiday, or digital detox, the Lassalle-Haus is your perfect retreat.



lassalle-haus.org



The Zugerberg (Zug Mountain) Experience

Are you a keen hiker? A nature enthusiast? Or simply someone seeking a peaceful retreat? The Zugerberg – at 926 metres above sea level – has something for you. The Zugerberg Bahn (Zugerberg Railway) makes the journey quick, comfortable and stress-free. In just seven minutes, this modern funicular whisks you up to the mountain station. Start your Zugerberg adventure today and let the beauty of nature captivate you!



zbb.ch



Theater Casino Zug

Theater Casino Zug is a modern cultural centre of long-standing tradition, offering a unique and diverse programme of theatre performances and concerts for people in the Zug metropolitan area. The programme is designed to appeal to a broad audience and spans everything from plays and musical theatre to classical, neo-folk and world music concerts, stand-up comedy and special events geared

to younger audiences. The current season will continue with many more outstanding events until mid-June. One highlight is the Schweizer Theatertreffen (Swiss Theatre Meeting), which will be held here from 21 to 25 May 2025. The new programme for the 2025/26 season will be announced on 18 June 2025.



theatercasino.ch/programm



Titlis - #ThePeakToBe

A ride on the Titlis Rotair – the world's first rotating cable car – is truly an experience. As you arrive at the "Titlis Cliff Walk" at 3,020 metres above sea level, you get a breathtaking view of a fascinating mountain landscape with plunging depths. Inside the glacier grotto, you could say it's "really cool", what with ice crystals hanging overhead, open crevasses in the ceiling and mysteriously shimmering blue glacier ice. In the Panorama restaurant you can have the famous Gerschnialp Rösti, a fine cordon bleu or a perfectly baked pizza while enjoying a view like no other.



titlis.ch



Zug old town market

Every Saturday morning, from 8 am to 12 noon, the upper Landsgemeindeplatz buzzes with the hum of the busy market. The stalls showcase fresh produce and a wide range of delicious food and drink. You'll find a wide selection of products, including flowers, fruit, vegetables, berries, bread, cheese, meat, fish, honey and homemade specialities. The old town market offers a fantastic chance to buy from local and regional producers while soaking up the historic charm of Landsgemeindeplatz, the lake and the mountain views.



zug-altstadtmarkt.ch



Goldau Nature and Animal Park

In 2025, the Goldau Nature and Animal Park celebrates its 100th anniversary with an array of events for all ages that's not to be missed. But that's not all: you can also encounter around 100 native and European animal species here, 365 days a year. Spot bathing brown bears and watchful owls, or

feed sika deer and mouflon in the free-range zone with food from the park. Beyond the animal attractions, there is an indoor playground, fascinating exhibitions and stunning views from the 30-metre-high zoo tower, making this a place where you'll want to stay a while.



tierpark.ch



Leave the everyday on land

Fancy exploring the Zug region from a fresh perspective – a geographical, culinary, cultural and sustainable one? On a boat on Lake Zug, with the wind in your face and gentle waves beneath your feet, you'll discover the area's picturesque charm. Take in uninterrupted views of the countryside and mountains while enjoying freshly prepared regional dishes from the on-board kitchen. There are also special boat trips offering leisure and entertainment options – from brunch and lunch cruises to dance and barbecue evenings.



zugensee-schiffahrt.ch/erlebnisse



FunGolf: golfing fun for everyone

Planning a casual company event, a sporty team outing, or a group activity in the great outdoors? FunGolf events provide the perfect chance to share sporting moments. Ideal for groups of eight or more, our events promise fun and variety. You'll get expert guidance from a golf instructor, and the event can go ahead in any weather. After the golfing action, enjoy a relaxed aperitif or a delicious meal while chatting together about your day. It's simple and requires no prior knowledge, so everyone can take part.



fungolf.ch/standard-pakete



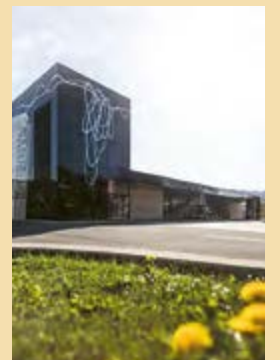
Sattel-Hochstuckli – the family mountain

Simply experience more. The revolving gondola lift here will take you up to 1,200 metres above sea level, where a large bouncy castle, a wind-

ing summer toboggan run, a tubing run and the 374-metre-long "Skywalk" suspension bridge offer plenty of thrills. If you prefer a slower pace, explore one of the five circular trails and soak up the stunning panoramic views. In winter, the area transforms into a varied winter sports area with ski slopes, snowshoeing tours and sledging runs. Sattel-Hochstuckli offers nature, relaxation, fun and adventure all year round, making it the perfect destination for both sports enthusiasts and those seeking relaxation.



sattel-hochstuckli.ch



Your event location in the Ägeri Valley

Plan your next event at the AEGERIHALLE – a state-of-the-art venue for meetings, conferences, parties and more. With flexible spaces, top-tier technology and a professional catering kitchen, we create the ideal setting for up to 900 guests. Whether it's a corporate event or a club gathering, we'll make your occasion unforgettable. Book an appointment to discuss:



aegerihalle.ch

Walishof farm



Those who regularly explore Zug's local mountain know the Zugerberg offers more than just beautiful hiking trails, bike routes and barbecue spots. Take the Walishof, for example – an idyllic farm at 850 metres above sea level, owned by Korporation Zug and specialising in dairy farming and breeding Braunvieh cattle. Here, in the farm's dairy, is where Urs Büeler creates the flavoursome Zugerberg cheese. "Cheesemaking has always been a passion of mine," says Büeler, who skilfully handles the milk from his herd of 26 cows and 10 or so young cattle. The fresh cow's milk is processed directly on the farm, eliminating the need to transport it for processing and ensuring the nutrient-rich raw material goes straight from the filter to the large

"kettle", where it's gently heated, thickened and turned into cheese. The large wheels of Zugerberg cheese, weighing around 5 kilograms each, mature for two and a half months before they're ready. The smaller Mutschli cheese wheels, weighing just under 1 kilogram, are ready to enjoy after just one month. "Nature and flavour packed into cheese" is Büeler's motto. He uses around 10 per cent of his milk for cheesemaking. He sells his speciality direct from the farm. He also supplies other farm shops and several restaurants in Zug. When you go to buy cheese at the Walishof, you can take in stunning views of Menzingen, Neuheim, the Albis chain of hills and the Lindenberg.

www.walishof.ch

↑ If you go to buy cheese at the Walishof, you can combine it with a wonderful hike. The farm, which includes a cheese dairy, is located at 850 metres above sea level. The cheese dairy was established in 2022 and its products have an excellent reputation.

Text
Sabine Windlin
Image
Martin Bissig



150 years of the Arth-Rigi railway

6 to 8 June 2025
Goldau railway station festival

8 June 2025
Historic vehicle parade and air show

1 August 2025
Rigi Historic XXL

2 to 9 August 2025
Festival

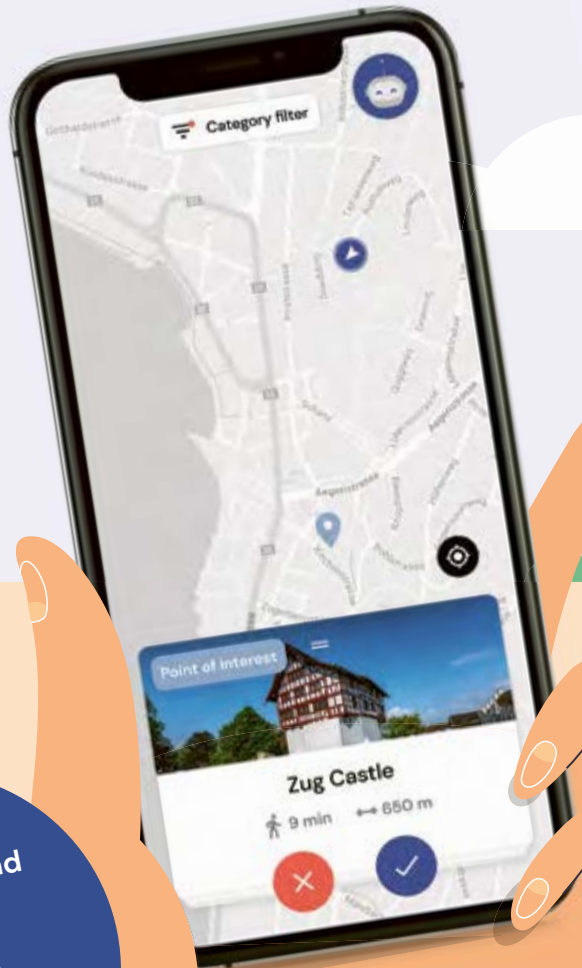
30 / 31 August
6 / 7 September 2025
150 years of the Rigi-Schidegg railway

More info on the anniversary

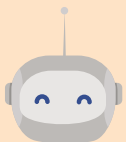


Exclusive offers for Zug residents
at www.stadtzug.ch/rigi

Discover the city of Zug with the CityBot app!



Download
the app now and
get started!



CityBot
Zug

citybot.ch