

Dear guests

Welcome to Zermatt – and to Tradition Julen!

Interested in finding out more about us? With this booklet, we'd like to give you an exciting insight into our world. Join us on a journey into the history of our family – and discover the origins of Tradition Julen. We invite you to learn more about our hotels and restaurants, our farm, and our fascinating animals.

There's always been a strong link between agriculture and gastronomy. They are the foundations of our tradition – a unique combination of past and present. This allows us to make the most of the natural cycle and take a sustainable approach to the future. Our aim is to preserve this heritage for future generations and the unique Zermatt region.

We're thankful not only for our history and nature, but above all to you, our valued guests. A heartfelt "Merci" for your loyalty, inspiring words and enthusiasm. We look forward to welcoming you!

Kind regards
The Julen family



Familiy Cindy and Paul Marc Julien
with Rajan an Kyra



This is Tradition Julen

Tradition Julen brings together several tourism businesses, a farm, and a facility for waste disposal and energy production – all under one umbrella. Rather than being a buzzword, sustainability is a principle we put into practice.

Our gastronomic offerings include two superior four-star hotels with their own wellness and spa areas as well as three restaurants. One of them is the famous Schäferstube, where guests particularly appreciate the traditional produce from our own farm.

The Papperla Pub – the ultimate après-ski bar – is likewise an integral part of Tradition Julen.

The Julen family farm comprises more than 100 hectares of farm land, which is divided into small plots that are leased and cultivated. These green pastures located in the heart of a breathtaking natural landscape at the foot of the Matterhorn are also home to up to 300 Valais Blacknose sheep, and around 40 dairy and Hérens cattle.



1 Alpenhof



2 Hotel Julien



3 View & Spa Zermatt



4 Apartments Rio



1 Restaurant im Hof



2 Restaurant Julien



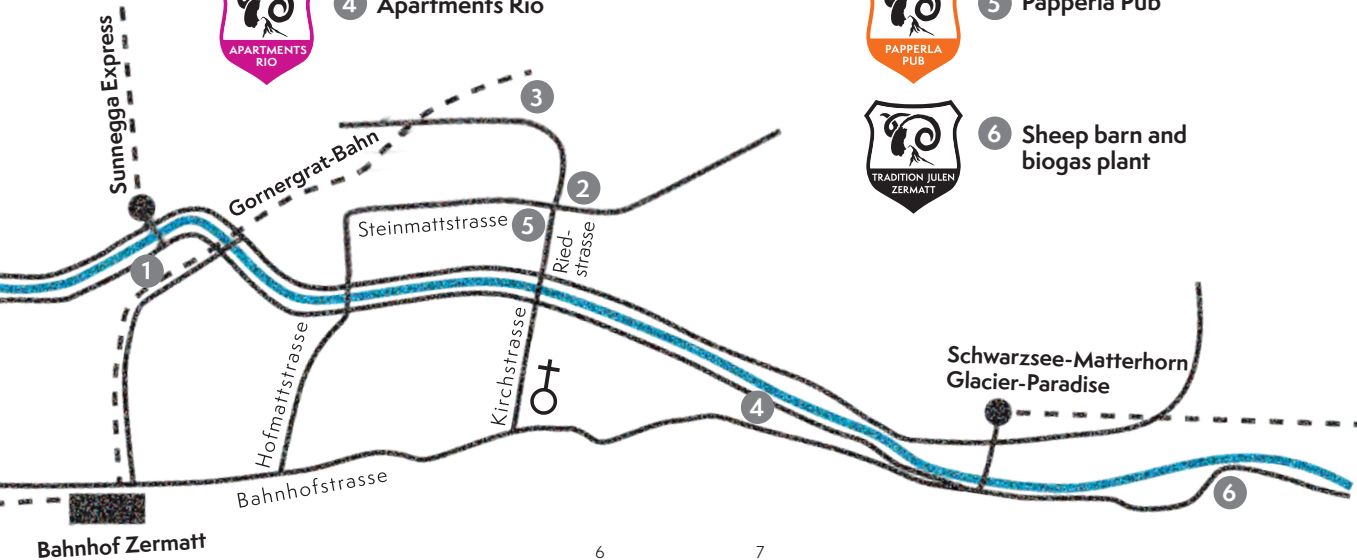
2 Restaurant Schäferstube



5 Papperla Pub



6 Sheep barn and biogas plant





The history of the Julen family as hoteliers in Zermatt – a glimpse into the past

The impressive history of the Julen family began in Zermatt in 1918.



The young Meinrad spent many hours a day at the train station, looking for travellers to bring back to his mother Pauline's guest house. He did this to support her and his siblings after his father, Andreas, who established the guest house with Pauline in 1910, died of pneumonia in 1918. Andreas left behind the guest house, which was in debt, and a small farm with four cows. Meinrad's childhood was full of challenges and sacrifices.

Shortly after her husband's death, Pauline was faced with insistent creditors. As she was unable to pay, they wanted to seize the property that Andreas bequeathed to his family – the site where the Alpenhof and other buildings stand today. However, with tireless strength and determination, Pauline managed to settle the debts and get the family through this most difficult of times.

Meinrad showed remarkable business acumen early on, which he doubtless inherited from his father. Together with his brothers, he actively supported his mother. Later, when the opportunity arose to acquire another property, Meinrad bravely seized the moment. In 1937, he built the new and larger Hotel Julien in the still remote Steinmatte, which he managed together with his sister and later with his wife Olgi.

Zermatt – a budding winter sports paradise

During these years, Zermatt-based hoteliers began to believe in the future of their village and invest in its development. Up until that point, Zermatt was primarily a summer destination, while the winter months were full of privation. But the hoteliers, including the Julien family, made every effort to exploit the potential of Zermatt as a winter sports location. They were particularly involved in railway construction aimed at making the region accessible even in winter. In addition to her work in the hospitality industry, Pauline and their children contributed significantly to the development of tourism in Zermatt.

Winter tourism soon flourished, with visitors from all over the world pouring into the picturesque Matterhorn region, which established itself as a unique winter sports



Meinrad Julien (1910 – 2001)

destination. The Julien family's vision and dedication played a decisive part in Zermatt's success.

Courage and pioneering spirit rewarded

Meinrad and Olgi were lucky enough to have four boys and three girls. They passed on their passion for hospitality and tradition to their children. Even at an early age, their son Paul was extremely keen to help out at Hotel Julien, displaying great dedication. In addition to working in the hospitality industry, Paul discovered a second passion. In 1972, together with his brother Rüedi, he decided to buy eight magnificent Valais Blacknose sheep – a traditional breed – and also get involved in agriculture. To this day, Paul is still fascinated by the Valais Blacknose sheep. But that's another exciting story ... (more about this on page 68).

From generation to generation

In 1981, Meinrad and his son Paul modernised and expanded Hotel Julien, as the Julien family has always viewed inactivity as a step backwards – and that wasn't an option for these dedicated entrepreneurs. Paul had already married his wife Daniela by this time. Daniela, who also has roots in Zermatt, could never have imagined a life that didn't involve welcoming guests to her hometown.

In the same year as their wedding, the couple took over management of Hotel Julien. Their shared passion for hospitality was also reflected in their growing family. The birth of their three children – Paul Marc, Sophia and Rebecca – made for a perfect happy family. All three followed in the footsteps of their parents and completed a hotel and gastronomy apprenticeship.

Passion that runs in the family

A passion for hospitality seems to run in the genes of the Julien family. Paul and Daniela enthusiastically managed Hotel Julien, Restaurant Julien and the Schäferstube – a place that is still like a second home for Paul. In 2003, Paul and his brother, Hans Peter, who established



Hotel Julien, 1938

the Alpenhof together with his wife, Annelise, expanded their business activities and acquired the Papperla Pub. The family was able to count on active support, as their son Paul Marc decided to also join the family business at exactly the same time. For him, there was no place more beautiful than home. What's more, he had fallen in love with a girl from the Upper Valais region two years earlier. Cindy, who was from Visp and had worked as a receptionist for his parents, became the love of his life. There was no doubt that Paul Marc wanted to stay in Zermatt – with Cindy at his side and very close to his family.

Paul Marc and Cindy – a strong team for Tradition Julen

Even at a young age, Paul Marc showed a special talent for looking after guests – which was no great surprise to anyone, as he loved playing the host as a child. The management expansion opened up new opportunities for the Julen family, further driving the growth of its businesses. One thing the Julen family has never shied away from is eagerly taking on a challenge. The same applies to Cindy, who was at Paul Marc's side right from the start – both at home and at work. Together, they formed a strong team, sealing their love by exchanging vows at their wedding in 2007. The birth

of their two children – Kyra in 2008 and Rajan in 2010 – made for a perfect happy family.

In 2013, the family consolidated all its business activities under the umbrella brand “Tradition Julen”. Over the years, what started as a small guest house with a farm developed into a successful family business, which is now almost as closely linked to Zermatt as the Matterhorn itself.



Rajan, Kyra, Cindy and Paul Marc

A labour of love and a special gift

In 2014, Paul Marc and Cindy Julen had a unique opportunity to make the Alpenhof part of Tradition Julen. While challenging, it also brought great joy to the family. Paul Marc and Cindy, who are very conscious of tradition, never considered selling the popular hotel to outside investors. After all, Paul Marc's great grandmother had struggled hard to keep this property in the family. His uncle, Hans Peter, and the latter's wife, Annelise, managed the Alpenhof with just as much devotion, turning it into a truly unique spot.

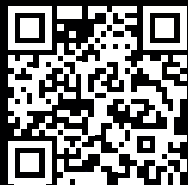
Keeping the Alpenhof in the family was much more than a business decision – it was a matter of honour and a labour of love embodying the values of the Julen tradition. For hoteliers with such great dedication and attention to detail, it's only natural to redesign things time and again – and adapt to changing requirements.



Cindy, Paul Marc, Annelise and Hans Peter

Do you already know our
mascot Lambert?

www.julen.ch



LET'S TALK
ABOUT
HOLIDAYS



Our team – the heart and soul of Tradition Julen

The many unforgettable holiday experiences that our guests enjoy day after day are thanks on the one hand to Zermatt's sensational natural surroundings, first-class infrastructure and broad range of activities – but most of all to our wonderful team.

We, the Julen family, are incredibly proud of our staff, who give their all every day, putting their heart and soul into everything we do. Their passion and dedication is what makes Tradition Julen the special place that our guests so appreciate.

Thank you for staying true to the values and spirit that define Tradition Julen – and for helping to shape them. Together, you make every moment unique!

It gives us great pleasure to introduce you to just some of our many dedicated staff who keep Tradition Julen so vibrant.



Joao



Noemi



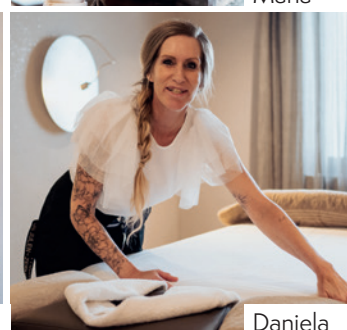
Simao



Maria



Adriana



Daniela

Joe – the driving force behind Hotel Julen's cuisine

Joe has been head chef at Hotel Julen since 15 September 2005. His outstanding achievements and inexhaustible energy never cease to amaze us. And his passion and artisanal skills shape the culinary identity of our establishment.

Whether he's salting dried meat from Tradition Julen's farm, expertly preparing a saddle of lamb or creating daily menus – Joe continues to set new standards and devotedly supports his team. He works tirelessly at the grill in the Schäferstube every evening, delighting guests with his culinary prowess.

A big thank you to Joe for his unwavering commitment, which enriches Tradition Julen every day!





Hotel Julen

TRADITIONAL
AUTHENTIC
CASUAL



- traditional hotel since 1937
- open all year
- 31 chalet style rooms
- central location
- hotel bar Julen Lounge with a traditional, classy ambience
- large salad buffet at lunch and dinner
- Restaurant Julen and Restaurant Schäferstube inside the hotel building
- wellness area, large adventure pool, and gym

+41 27 966 76 00 · hotel@julen.ch



New SPA and pool landscape at
Hotel Julen from august 2025

Bruno – Tradition Julen's faithful companion

Bruno has been an indispensable part of Tradition Julen since October 2014 – always willing to go the extra mile for guests and employees alike with his unbridled passion and enthusiasm. He has an extraordinary ability to always find a spot for our guests, demonstrating an exceptional talent for organisation and hospitality.

Bruno lends a sympathetic ear to all of our staff and is always on hand to provide support and ensure stability. As a family man, he appreciates contact and loyalty – qualities which also distinguish him within the team. His unwavering dedication helps us to live up to and strengthen the Tradition Julen values every day.

Bruno's loyalty and commitment make him an inspiring character who is invaluable to Tradition Julen. We're proud to have him in our "family"!





- open all year
- cozy feel-good atmosphere
- morning snacks for workers
- rich salad buffet
- lamb specialties from our own breeding
- ideal for family festivities
- lunch and dinner à la carte and daily changing menus
- large dessert buffet every Thursday evening in winter

+41 27 966 76 00 · hotel@julen.ch





- open all year in the evenings
- traditional furnishing and cozy ambience
- raclette, cheese and meat fondue
- meat specialties from the woodburning grill
- lamb specialties from our own breeding
- exquisite variety of Valais wines

+41 27 966 76 00 · hotel@julen.ch

Marjan – Tradition Julen's creative problem solver

Marjan has been one of Tradition Julen's mainstays since 2012. As the man in charge of maintenance, new builds and renovations, he brings exceptional creativity and organisational talent to every task.

As the head of a construction team and a source of ideas, he masters every challenge with flying colours and always finds a solution – no matter how big the obstacles. His resilience and wealth of ideas make him a true all-rounder, without whom nothing would work.

Marjan is not only an indispensable colleague, but also a generous supporter. He's always willing to help staff, family and friends whenever they need an extra pair of hands.

A big thank you to Marjan for his tireless commitment, creativity and invaluable help that make Tradition Julen so special!



Alpenhof

NATURE
PLEASURE
WELLNESS





- hotel for connoisseurs who love nature and wellness
- 61 cozy rooms
- quiet, tasteful ambience in the large lobby and the Cigar Lounge
- situated at a prime location right next to the Sunnegga valley station
- spacious and daylight wellness and spa area overlooking the mountains, including an outdoor jacuzzi and sauna

+41 27 966 55 55 · alpenhof@julen.ch



Anita – the heart and soul of the Alpenhof

Since joining us in September 2014, Anita has provided indispensable support at the Alpenhof as a management assistant. She's also the person in charge of food and beverages. She brings heart and soul to her role, not to mention invaluable experience, having previously run her own restaurant business.

Anita displays total dedication in everything she does and is involved across the board – be it at the reception, in the bar or on the service side. Nothing is too much for her – and she masters every challenge with aplomb.

As Cindy's deputy, she ensures the satisfaction of the guests and the team alike. Anita's tireless commitment allows the Julen family to spend valuable time together. Her versatility, coupled with her enthusiasm for wine, make her an invaluable asset.

A big thank you to Anita for her extraordinary work and everything she does day after day for Tradition Julen!





- open from 6:00 until 9:00 p.m.
- quiet and classy ambience
- refined, homestyle cuisine
- rich salad buffet
- exquisite cheese buffet in winter
- Eringer beef and veal specialties
- daily superb 5-course menu

+41 27 966 55 55 · alpenhof@julen.ch



Jonas – the creative mastermind in the Alpenhof kitchen

Jonas has been in charge of the Alpenhof kitchen since July 2019, displaying exceptional commitment and outstanding leadership. As well as supporting the team around him, he never stops driving them forward and creates an inspiring work environment.

Jonas uses his creativity to come up with one innovative dish after another – to the delight of our guests. He's also a master of purchasing, ensuring that everything that can be home-made is home-made – a sign of his dedication and commitment to quality. His passion for cooking is reflected in every aspect of his work.

This passion, coupled with his dedication and values, naturally connect him to our tradition, making him a vital part of our team.

A huge thank you to Jonas for his tireless passion and all he does to make the Alpenhof cuisine so special!





- 1 bedroom apartment with direct view of the Matterhorn
- fully equipped kitchen
- private outdoor jacuzzi
- private outdoor sauna
- living room with sofa bed
- cozy bedroom
- modern bathroom
- garden space with lounge

+41 27 966 76 00 · hotel@julen.ch



Jenny – part of the lifeblood of Tradition Julen

Jenny has been an indispensable part of Tradition Julen since September 2012, contributing her expertise in many different areas. As sales manager, marketing expert and head of both reception areas, she shows what it means to be there for guests and colleagues every day – displaying a level of passion and dedication that's second to none.

Jenny is an absolute rock, and her ability to find an available room for guests even in difficult moments is legendary. With her tireless commitment, she ensures that everything runs smoothly – and that Tradition Julen remains at the very top of its game.

Her loyalty, versatility and dedication make Jenny indispensable to Tradition Julen – and an inspiration for all who are lucky enough to work with her.





2 apartments for 4 – 6 people each

- fully equipped kitchen with modern appliances
- 1 apartment with garden area and Jacuzzi
- 1 penthouse apartment with Matterhorn view and fireplace
- steam shower, bathtub and modern bathroom

+41 27 966 55 55 · alpenhof@julen.ch



Ali – master of the bar at Hotel Alpenhof

Ali has been in charge of the bar at Hotel Alpenhof since December 2014, dazzling guests with his ability to create drinks that can only be described as “poetry in a glass”. While his espresso martini is legendary, each of his cocktails is a real treat.

Alongside his mixing skills, he inspires guests with his skiing experience and his wonderful story about being a torchbearer at the Winter Olympics 1998 in Nagano.

With his insider knowledge, Ali always has the perfect tips ready – be it for cocktails, ski slopes or life in Zermatt. And he can give you them in five different languages!

A big thank you to Ali for his tireless commitment and inspiring presence, which makes Tradition Julen an even better place.





- from June to April, 3:00 p.m. until 2.00 a.m.
- après-ski and evening parties with DJs or live music
- guinness on tap
- large selection of bottled and lager beers
- après-ski on the terrace
- smoking room

+41 27 966 76 00 · hotel@julen.ch



Summiteers

Paul Marc conquered the Matterhorn in August 2021, with Kyra following suit in the summer of 2024 – an unforgettable experience, underlining the fact that a passion for the mountains brings generations together.



4478 m
above
sea level



Cindy and Poli – tradition with heart and passion

Cindy and Poli manage Tradition Julen with passion and personality, making it a truly unique place where guests feel right at home. Each of them contributes their individual tastes and strengths to every aspect of the job.

Poli is an adventurer who likes sharing his enthusiasm for riding Harleys, cycling, skiing and mountaineering, as well as his love for agriculture. This variety is reflected in the atmosphere that makes Tradition Julen so unmistakable.

Cindy is warm, hospitable and sociable. Her love for family, along with the joy she gets from dining with friends, athletic activities and cosy cabin visits, shape her personality and create a welcoming atmosphere.

Together, Cindy and Poli combine adventure and warmth, creating a place where tradition and zest for life go hand in hand.



**Tradition Julen – where people and moments
become memorable.**

A large flock of sheep is grazing on a grassy hillside. The sun is setting behind a mountain range, creating a warm, golden glow. The sheep are scattered across the slope, some facing the camera and others with their backs to it. The mountains in the background are rugged and partially covered in snow or light-colored rock.

Passionate about farming.

Sheep, cows, a biogas plant, and a big heart for animals and nature. This is all characteristic of Tradition Julen's farming. It is a labor-intensive oasis where the circle closes ... and where the members of the Julen family like to re-energize as often as they can.

“When the Alpine meadows in Zermatt turn green, the mountain flowers are in full bloom and my sheep are grazing peacefully against the backdrop of snow-capped mountains, their wool washed white by the summer storms, I’m blissfully happy. This is home for me”, says Paul Julen, his eyes lighting up. His Valais Blacknose sheep, for which he has a passion beyond compare, are truly extraordinary animals, with their spiral horns, long, white wool, and striking black spots on their legs and head.

Back in 1972, when Paul acquired eight Blacknose sheep, a traditional breed from Valais, little could he imagine the impact they would have on his life. He now looks after up to 300 of them, depending on the season. From June to the end of September, the sheep spend their time on Alpine pastures. “The pastures are at an altitude of between 1,600 and 3,000 metres. Our sheep roam freely and happily there”, explains Paul.

To keep the sheep from wandering too far, they receive a weekly portion of “Glück” – a mixture of salt and hard bread that’s always laid out for them in the same place. Paul finds moments like these incredibly touching: “For us shepherds, there’s nothing more beautiful than seeing animals in the open countryside.” His son Paul Marc also shares his passion for the majestic Valais Blacknose



Paul with his Valais Blacknose sheep

sheep. Together with his father and the grandchildren, he regularly visits the animals, finding strength and inspiration for everyday life in the heart of Zermatt’s sensational countryside.

Unwavering commitment to a grand tradition

It all sounds idyllic – but it actually requires an enormous amount of work. Every year, the Julen family harvests around 180 tonnes of hay for the winter months from more than 700 plots of land – much of it through hard manual labour. In addition, 100 lambskins are processed annually in order to make the family’s restaurants comfortable for guests or to allow guests



to take a popular souvenir home with them. The 1,200 kilograms of wool that the sheep produce each year is also used – to make blankets and mattresses for the hotel beds, for example.

Meat from Valais Blacknose sheep – a real delicacy – is served at the Julen restaurants. “The unrivalled flavour is down to the herbs our animals find on the Alpine

meadows”, explains Paul. Despite having a heavy heart whenever an animal is slaughtered, he considers it part of the cycle.

This cycle becomes evident again every year during lambing season, when 200 newborn lambs can be seen skipping merrily around. He knows many of the animals by name.



A place for cows – and a new passion

The cows also have a place in Paul's big heart. "I'm still more of a shepherd than a cow farmer", he says, "but the cows now also give me great joy. Especially when you see them out in the open air – they're incredibly beautiful." It quickly becomes clear that Paul has also developed a special affection for his cows.

In addition to the original Swiss Brown cattle, he was also keen to welcome a second breed to the farm: Hérens cattle. These famous fighting cows are known not only in Valais, but also in the neighbouring regions of Italy (Aosta) and France (Haute-Savoie). Their extraordinary robustness and ability to move around in the mountains are just as impressive as that of the sheep. Seeing these majestic animals makes Paul's heart do somersaults.

Biogas for Zermatt – a showcase project for the Julen family

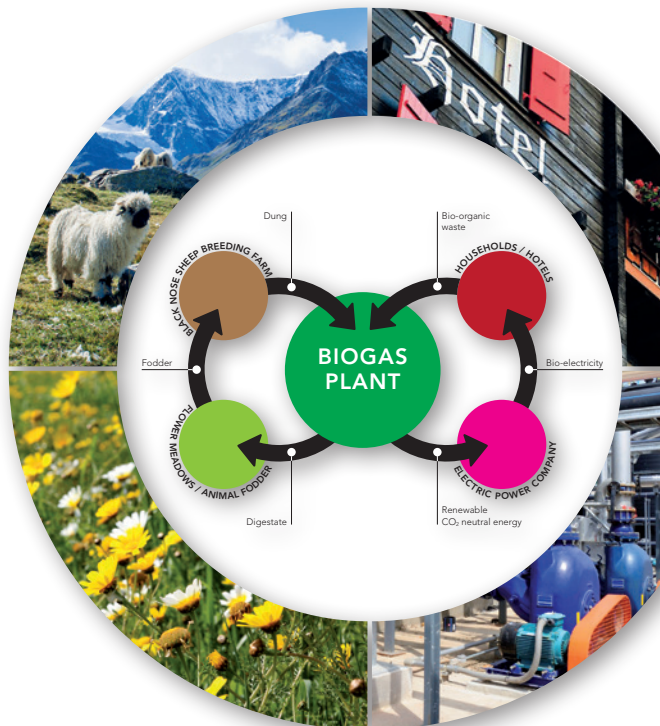
"The biogas facility was definitely our most turbulent project!" That's how Paul describes the project's challenges, which really put his commitment and determination to the test. Giving up was never an option for him – and the project's success proved he was right. Today, the facility runs like clockwork, producing carbon-neutral electricity. Bio-organic waste from the municipality of Zermatt, dung and liquid manure serve as the basis for generating power. The fact that the biogas facility closes the ecological cycle for the food used at Tradition Julen is particularly important to the Julen family. Rather than being just a goal, sustainability is something the nature-loving family puts into practice.

With the biogas facility, Paul wants to give something back to his home town: “My ancestors, my offspring and I have all benefited so much from Zermatt. I wanted to return the favour”, he states. And he has, as befits a man of action. Under normal conditions, the facility produces around 900,000 kilowatts of electricity per year – a considerable achievement considering that an average Swiss household consumes around 2,500 kilowatts per year.

Paul Marc likewise stresses the importance of the facility: “Sustainability is a central business goal for Tradition Julien.” The link between agriculture and tourism should pave the way for a sustainable future and provide a basis for the next generation to continue the story of our family.”

The closed cycle – a sustainable vision for Tradition Julien

Since the biogas facility went into operation, Tradition Julien has used the natural cycle efficiently – and in a way that helps preserve the environment. Valuable methane gas is produced from animal dung and around 1,700 tonnes of bio-organic waste every year, which is delivered to the facility by various restaurants and cater-



ing businesses located in Zermatt. This gas is burned in a motor that drives a generator, producing carbon-neutral power – enough to meet the annual electricity requirements of around 300 Swiss households. The by-product of this process is used as fertiliser on

the fields around Zermatt, Täsch and Randa, improving the hay harvest. The fertiliser is also used for food production in the Rhone Valley, reducing the need for artificial fertilisers there. The cycle of nutrients and food is completely closed, leading to positive outcomes across the board. Guests particularly appreciate the home-produced agricultural products, such as meat, woollen blankets and sheepskins, as well as the opportunity to visit the farm and see the fascinating Valais Blacknose sheep – a truly memorable experience.

The biogas facility symbolises not only a closed cycle, but also a bridge between the past, when self-sufficiency and agriculture played a central role, and the modern present. It shows that alternative and environmentally friendly methods can make today's lifestyle more sustainable. This requires a deep understanding of nature – and a willingness to implement such projects with passion and dedication.

People from all over the world – experts as well as tourists – are interested in the biogas facility and Paul's experiences – and he shares what he knows with great enthusiasm. He particularly appreciates working at the facility, the "feeding" and the constant challenge of acquiring new knowledge to optimise electricity production. "Operating the facility requires experience



Paul Marc and Paul in front of the biogas plant

and sensitivity. It's exciting to be learning new things all the time. And I'm delighted that our guests show such a keen interest. I enjoy showing them how everything works – and how we close the cycle at Tradition Julen. I'm really quite proud of that", he says with a smile.

Time for you. Since 1910.



Tradition Julen
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www.julen.ch

