

Swiss Location Award for Fiore di pietra and Buffet Bellavista: Monte Generoso shines in meetings and culinary excellence in Ticino

With a jury of nearly 80,000 people, the Swiss Location Award has, for the fifth consecutive year, awarded the **Fiore di pietra** a score of 9.2 out of 10 and the quality seal of "Outstanding." It has been recognized as the best location for meetings and corporate events in Ticino and ranks third nationally. This result highlights the unique architecture of Fiore di pietra, its breathtaking location, and the high quality of its services.

A great result also for the **Buffet Bellavista**, which, in its first participation, received a score of 8.4 out of 10 and the quality seal of "Excellent," placing it among the best culinary locations in Switzerland.

These awards demonstrate that the perfect balance between **authenticity, tradition, and hospitality** is the ideal recipe for creating unique and unforgettable experiences.

Celebrate 100 Years of Migros with a unique Camping Experience!

To mark the **100th anniversary of Migros**, we are thrilled to announce a special initiative: **Migros Zurich** has gifted us two exclusive **Migros tents**, complete with air mattresses and sleeping bags!

These tents, naturally in **orange**, will be set up prominently at the campsite starting **August 4th**. Ready to welcome you, they offer an unforgettable experience just steps away from **Lake Lugano**.

Don't miss the chance to stay for free for **two nights for two people** on the following weekends:



- **August 8-9**
- **August 15-16**
- **August 22-23**
- **August 29-30**

How can you participate? It's simple: sign up for the giveaway starting **July 21st**. Stay tuned to our **social media channels** for more details!

Monte Generoso Tea Unveils Its Summer Look

The famous **Monte Generoso Tea**, a collaboration with **Erbe Ticino** and **Azienda Agricola Bianchi**, is now available in its new summer look: **fresh, invigorating, and energizing**.

This unique blend of selected herbs, including **Edelweiss**, promises to captivate with its distinctive flavor and beneficial properties. Perfect for refreshing yourself after a hike or enjoying a relaxing break anytime.

Try it out: You can find it in **Migros stores in Ticino** and at the sales points of **FMG**.

Monte Generoso: A Place to Recharge Body and Mind

Whether for a family day out, a corporate event, or simply a break from daily life, **Monte Generoso** is the ideal destination to recharge body and mind.

With **breathtaking panoramas, culinary delights, outdoor adventures**, and moments of relaxation, this generous mountain offers a summer to be enjoyed to the fullest.

Monte Generoso awaits you for unforgettable experiences!



Images:

<https://www.swisstransfer.com/d/12b88794-6a39-4dd2-8cac-e215d63de6b6>

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The Ferrovia Monte Generoso is one of Switzerland's oldest cogwheel railways. It has been owned by Migros since 1941. Its preservation is solely due to the personal commitment of Migros founder Gottlieb Duttweiler. Today, Migros Culture Percentage supports the cogwheel railway and the "Fiore di Pietra" structure at the top of Monte Generoso, which was designed by architect Mario Botta. www.montegeneroso.ch

Migros Culture Percentage is a commitment made by Migros and anchored in its charter that is dedicated to activities promoting culture, society, education, leisure and the economy. www.migros-culture-percentage.ch