

Press Release 4th of November 2021

Viva Napoli e buon appetito: RIBELLI comes to Zurich – now also for lunch

After the RIBELLI concept celebrated its premiere in Vienna at the 25hours Hotel at MuseumsQuartier and pre-pandemically somewhat bumpily in Switzerland at the beginning of 2020, Zurich can now also look forward to a new addition to its gastronomic scene. Five friends spent a year working on the restaurant concept alongside experts from 25hours. The five rebels are made up of pizzaiolo Vincenzo Carnemolla, restaurateur Corrado Falco (Gallo Nero, Hamburg), who is well-known far beyond Hamburg's borders, and his former executive chef Taku Tabuchi (S'ACCAPAU, Tokyo). The Sicilian-Japanese group is rounded off by South Tyrolean food & beverage expert Thomas Schuster, who, together with wine consultant Massimo Ruffino, assures the authenticity of the ingredients that are used. RIBELLI in Zurich West has dedicated itself to nothing short of a culinary revolution. Italian food can be found everywhere - however, authentic and honest cucina popolare is harder to come by.

The restaurant serves up uncompromisingly good fare from meticulously selected producers who put their hearts and minds into their work. RIBELLI is centred around the three pillars of salumi e antipasti, Neapolitan pizza and piatti dal forno, which are traditional oven-baked dishes such as classic lasagne and gnocchi alla sorrentina. There are also carefully selected Italian wines and craft beer, because just like in Italy, pizza and beer go hand in hand. The heart of the restaurant is its salumeria, where Italian varieties of sausage and cheeses are freshly sliced by the salumiere. In future, foodies will also be able to buy prosciutto, pancetta and pecorino romano direct from the restaurant to enjoy at home.



Another eye-catcher and focal point of the restaurant is the counter where the pizza oven is located, which is naturally also where the pizzaiolo prepares the pizzas. Lukas Meier, General Manager at 25hours, says: "At RIBELLI, we are strongly committed to honest Italian cuisine. RIBELLI is not a romantic restaurant, but noisy and busy - you won't find any red and white tablecloths here. We are very proud of the carefully selected products and ingredients that we use. Ninety per cent of the products are sourced from Italy. Of course, this includes the beer and wine, but also ham, cheese, oil, tomato sauce, olives and flour for the pizzas and focaccia."

The range is completed by the new RIBELLI Giardino. "In the middle of the green hustle and bustle of "der wilde Gärtner" - our freshly opened garden market with guest rooms - we serve antipasti and weekly changing focacce and salads from our RIBELLI kitchen," says Lukas Meier, who is in charge of the gastronomy with his team. Completely in the spirit of a marketplace, everything is of course also available to take away, and the sustainable wines from the South Tyrolean Cantina Kurtatsch are also on sale by the bottle in collaboration with Landolt Weine.



Alfredo Häberli has been brought back on board to take charge of the visual revamp. The Zurich-based product designer was responsible for the overall interior design of the 25hours Hotel Zurich West which opened in November 2012 and has now worked his design magic at RIBELLI. And it's clear that the gastronomic concept and Alfredo Häberli's design go hand in hand: Zurich and its openness to the world is a common theme throughout the entire hotel which is reflected in many details - right down to what's on the plates and in the glasses. Whilst designer Häberli creates connections between Zurich and the world with the aesthetics, RIBELLI combines homeland and wanderlust with authentic taste experiences.

Häberli's commitment to the project with 25hours definitely has a personal motivation, too. He grew up in Argentina in his parents' restaurant and in the hotel that his grandparents owned. "I can still remember to this day how it used to smell," he says. What's more, the designer, whose work takes him to many different countries, spends two to three days a week away from home and has stayed in a lot of hotels. That is why his aim was not to reinvent a hotel, but rather to give it a new lease of life and to translate old ideas into modern concepts. In the tradition of the grand hotels, for instance. Here, wild carpet designs meet floral wallpaper and exuberant curtains. Alfredo Häberli finds a contemporary and extremely appealing interpretation in colour blocking. "I wanted to create something which the Swiss wouldn't otherwise do," explains Häberli, who is confident in his bold colour combinations, which often only reveal their aesthetic appeal and harmony on closer inspection. "Getting a feel for the colours is the very first aspect of decor for me. It's rare for several designers and the hotel operator to have the same feeling. That's why working together is so much fun" he adds.

Opening hours from 10th of November 2021

RIBELLI	Mon-Sun 12pm-2pm / 6pm-11pm
RIBELLI GIARDINO	Mon-Sat 9am-6pm



For more information about 25hours Hotel Zurich West, [visit here](#)

25hours Hotels videos: youtube.com/25hours-hotels

Press and image material: <https://www.25hours-hotels.com/en/company/media/images/25hours-hotel-zurich-west>

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 13 hotels in German speaking countries as well as Florence and Paris. 25hours is a smart, culturally resonant hotel idea characterised by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. One more opening is scheduled for 2021: the 25hours Hotel One Central in Dubai. Copenhagen, Sydney and Melbourne are among the future destinations.

Press contact

25hours Hotels Zürich

Dario Gysel

Cluster Sales & Marketing Manager Zurich | Vienna

Pfingstweidstrasse 102

8005 Zürich

p +41 79 899 81 62

DGysel@25hours-hotels.com

25hours Hotels

Anne Berger

Head of Public Relations

Zollhaus, Ericus 1

20457 Hamburg

p +49 40 22 616 24 197

media@25hours-hotels.com