



**FOR IMMEDIATE RELEASE**  
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**PRESS RELEASE**

# A new Montreux Jazz Café at the EHL Hospitality Business School: Back to the roots

**A new Montreux Jazz Café was inaugurated yesterday in the heart of the EHL Hospitality Business School, founded in 1893 as the Ecole hôtelière de Lausanne (EHL), in the historic “La Ferme” building. Completely renovated, this emblematic campus venue will open to the public next Tuesday September 20, and will feature a dedicated live programme.**

Hospitality has always been at the heart of the Montreux Jazz Festival’s values. It is no coincidence that its founder, Claude Nobs, and the current CEO, Mathieu Jaton, were both trained at this prestigious international school. The opening of a Café at EHL thus represents a certain return to the Festival’s roots.

“It is with emotion and a lot of enthusiasm that we are inaugurating this new Montreux Jazz Café on the EHL campus in Lausanne today. A school that is very dear to me, since I myself studied there and it has trained many of the Festival’s collaborators over the years,” enthuses Mathieu Jaton, CEO of the Montreux Jazz Festival.

“We are delighted to welcome a Montreux Jazz Café to our campus in Lausanne, where our students and the local community will be able to enjoy a unique musical and gastronomic atmosphere,” adds Christophe Wong, F&B Director at EHL.

The new Montreux Jazz Café offers a tapas bar and a live music scene, and is intended to be an essential place to socialize and party on campus. The Café is located in the historic «La Ferme» building, completely renovated and situated in the heart of the new campus. A programme of emerging artists will be provided by the Festival team and its mythical concerts will be available for viewing on the screens. The establishment will be managed autonomously by the EHL teams while the service will be provided by its Preparatory Year students from the Bachelor programme.

## FUTURE DEVELOPMENTS IN THREE AREAS

Montreux Jazz International (MJI) manages the international development of the brand through the Montreux Jazz Café franchises and international festival licences, including those of Rio, Tokyo and Hangzhou. Due to the covid crisis, MJI has strengthened its presence in Switzerland with two new openings since 2020. The development of the Montreux Jazz Café around the world will be based on three axes: campuses, travel retail and legendary hotels.

- **Campus:** After EPFL in 2016, EHL is the second prestigious campus to host a Montreux Jazz Café. Each symbolises a different facet of the Festival's universe, with EPFL representing the importance of innovation and EHL the values of hospitality. Discussions are underway to open Montreux Jazz Cafés on other international campuses, including in the field of music.
- **Travel retail:** The Montreux Jazz Café has been present at Geneva Airport since 2008 and in the new Pont Rouge station area since 2021. Other airports and train stations around the world are expected to host Montreux Jazz Cafés in the future.
- **Mythical hotels:** The Fairmont Montreux Palace has hosted a Montreux Jazz Café since 2014. A benchmark in terms of gastronomy and welcoming that will inspire other hotel landmarks around the world in the future.

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### ABOUT THE MONTREUX JAZZ CAFÉ

The Montreux Jazz Café was born of Claude Nobs' passion for music and fine dining. The founder of the Festival, trained as a chef, had always dreamed of combining these two worlds in convivial venues around the world. When cooking for his artist friends, Claude Nobs always added one secret ingredient: the most iconic concerts from the Festival were screened in the dining room. Conceived as the embassies of the Festival, the Montreux Jazz Café perpetuate Claude's secret recipe around the world, featuring exclusive access to the magical moments that have graced the Festival over the years.

#### Cafés currently open

[Geneva Airport](#)

[Lausanne](#)

[Montreux](#)

### ABOUT THE EHL GROUP

The EHL Group is the global benchmark for education, innovation and consulting in the hospitality and service sector.

With expertise dating back to 1893, the EHL Group today offers world-class educational programmes ranging from apprenticeships to masters, professional and executive education on three campuses in Switzerland and Singapore. The EHL Group also offers consulting and certification services to companies and learning centres around the world.

True to its values and committed to building a sustainable world, the EHL Group is committed to providing education, services and working environments that are people-centred and open to the world.

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