



## //NEWS

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24 Feb 21

# Could Contactless Catering Change The Way We Chalet?

Leading French accommodation provider, **Ski France**, launches a new contactless-catered programme across their Classic & Premium chalet selection, providing a fresh new take on the traditional ski holiday as we look towards the future.

After the much-anticipated 'roadmap out of lockdown' was announced on Monday, it seems that, finally, a return to (semi) normality seems within our grasp. For many of us, this means that 21-22 ski holiday we've not been allowing ourselves to get excited about might actually become a reality. Indeed, the ski industry is readying itself for a significant boom in 21-22 bookings as grounded skiers begin to get planning for next winter.

However, will this be a return to the traditional chalet set-ups of the past? Or does this fresh start offer an opportunity to enjoy something different in the 'new normal'?

Well, leading French ski specialist, **Ski France** are about to take the UK ski market in a new direction, with a unique and innovative new chalet experience that aims to make your next ski holiday as seamless as possible, all with a more affordable price tag.



As a result, contactless-catered chalets will allow all generations of skiers and snowboarders to enjoy the ultimate private chalet experience, with restaurant quality food at very affordable prices.

## How Does it Work?

Well, guests will arrive at their chosen Ski France chalet to find a fridge fully stocked with delicious and high quality food and drinks, firewood neatly stacked and beds beautifully made.

You will receive a selection of fresh ingredients to cook with, easy recipes to follow and delicious dishes prepared by a local delicatessen to enjoy. It really couldn't be simpler and allows you to easily work around your own mealtimes and preferences. You'll enjoy the same well-earned aperitifs, gorgeous three course meals and even a few after dinner treats, all completely on your own schedule.





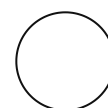
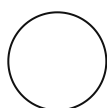
needed, but there will be no contact unless necessary or wished for.

In essence, it's like having a small team of helpful elves looking after you, without you ever knowing they've been there!

For guests who might prefer a more bespoke food offering, Ski France also offers an 'à-la-carte' option where guests can choose from a longer provisions list and pay for what they want. Produce will then be sourced by the local resort team and stocked in the chalet ready for your arrival (there will be no mark up on purchased provisions).

Alternatively, for families and friends wanting to take charge of their own shopping while in resort, or to try out local restaurants, they can simply take the chalet "as is" and order little or no food from the 'à-la-carte' provisions list.

With a week's stay at a contactless-catered chalet costing from less than £420pp, even skiers on a budget will be able to enjoy the most spectacular catered holiday next winter. Sounds pretty perfect to us!





## Why Go Contactless?

There are many reasons why contactless-catering looks sure to take off next winter. Firstly, for those that might still be a bit nervous about travel and coming into contact with additional individuals, this relieves any of those concerns.

It's undeniable that we've all come to appreciate our own company and our privacy a lot lately, so you simply might not feel comfortable having additional members of staff around while relaxing in your chalet. Alternatively, if you're able to travel with your support bubble, or with family or friends you've not been able to spend much quality time with this year, you might want to have this time solely with each other, to re-connect and simply enjoy one another's company without any interruptions.

Lastly, and perhaps most importantly, contactless-catering combines the ease and high quality meals of a catered chalet, but allows you much more flexibility as a group when it comes to meal times. No longer do you have to worry about being late for dinner if you're enjoying a few well-earned drinks post-ski. Instead, you can plan your meals around your evenings – so if you want to go for an evening ice skate, you can decide to eat earlier or later, without being restricted to the meal times set for you.

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Joanna Laforge, part-owner of Ski France and the Sales & Marketing Director, says: "In a world that has been disrupted by the pandemic, we have the answer for the 2021/22 ski season – or this season if you can get out there! We can now offer chalet holidays "2.0" with an affordable price tag, working with local professional staff, all in a contactless environment. In our contactless catered chalets guests will still be looked after, from behind the scenes; allowing families and friends to relax in their safe, social bubble. This modern twist will entice a new generation of skiers to discover affordable chalet holidays".

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## Where Can We Go?

Guests can choose from over 50 contactless-catered chalets across the French Alps' most iconic resorts, including Val d'Isère, Tignes, Méribel, Courchevel, La Tania, Les Menuires, La Plagne and Alpe d'Huez.

Reaching these destinations could not be easier: guests can fly to Geneva, Lyon, Grenoble or Chambéry and then jump on a bus, hire a car or organise a private transfer with Ski France's own transfer company, MV Transport (limousines, mini-buses and coaches). Alternatively, families and friends wanting to maintain their protective bubble can make the whole journey in their car by booking with Eurotunnel Le Shuttle (Folkestone to Calais) or one of the ferry companies (Dover to Calais).

## What Options Do I Have?

In terms of your chalet options, you have two groups to choose from, Classic and Premium:



**Ski France Premium** chalets feature some of the most luxurious chalets in Europe's top resorts, with high levels of comfort, quality food and drink in the kitchen and seamless contactless service.

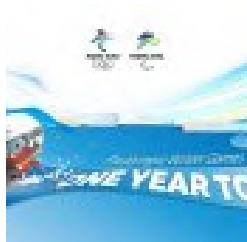
The menu for both Classic and Premium chalets will comprise local produce and various ingredients for breakfast, afternoon tea / snack, a three-course dinner and drinks each day.

## How Do I Book?

With two brand new websites showcasing all that Ski France has to offer next winter, it couldn't be easier to find your perfect contactless-catering ski holiday. Browse the growing collection of boutique chalets online, both **Premium** and **Classic**, before calling the reservations team to book or tailor the holiday to your specific needs.

For more information, please visit Ski France Classic: <https://skifrance-classic.co.uk> or Ski France Premium: <https://skifrance-premium.co.uk> or call 0203 475 4756.

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