

Press release
Vevey, May 25th, 2016

Vevey
Discover *nest*!

There are just a few more days to wait before *nest* is finally revealed. On June 15th, this new cultural venue in Vevey will open its doors to the public. Before it does, you can catch a glimpse of the rich scenography *nest* holds in store by watching the teaser and visiting the new Facebook page online today.

nest will offer visitors an entertaining and innovative stroll through the 'Factory', the exact spot where it all started in 1866. Henri Nestlé, who was at that time a young assistant pharmacist newly arrived from Germany, invented a revolutionary product called Farine Lactée Henri Nestlé.

This is a pathway through the meanderings of a story that belongs to us all. As the teaser implies, it's a voyage from the past through the present and into the future that examines questions about food in the world today and explores an impassioned vision of nutrition for tomorrow. It's a visit in four parts, designed to start a dialogue between family and friends about products or ideas, which have made an impression on us. Younger visitors feel included too, thanks to child specific audio-guides and a specially designed area just for them where they can have fun and play.



Photo nest @ Tinker Imagineers

The Facebook page www.facebook.com/nestvevey is online today, ready to tell the tales and offer a sneak peek of what *nest* has to offer. #experiencest

As June 15th approaches things are getting very busy behind the Vevey train station at Chaussée de la Guinguette 10. Everything has to be ready for the big day! It has taken just over 3 years to go from creative concept to finished construction, but the fabulous adventure of *nest* is ready to take off on June 15th, and overjoyed to welcome the first visitors.

Press information:

Official inauguration: June 2nd, 2016.

The complete press kit will be online June 2nd at 11am.

Press releases and photos are available at: www.nestle.ch/fr/media/nest

Contact

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