

FOOD AND BEVERAGE

Breitling opens eatery in Europe

September 5, 2023



The two-floor establishment features a fusion of culinary staples from across the globe. Image credit: Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Breitling** is the unexpected proprietor of a new dining option in Geneva.

Located next door to the maison's boutique on the waterside promenade of Quai de Bergues, the Breitling Kitchen opened to the public on Aug. 17, 2023. Serving up a menu inspired by the region, the restaurant is the first of the brand's eateries to be found in Europe.

Gastronomy and horology

Comprised of two floors, the venue's cuisine is inspired by the street food of French-Colombian celebrity chef Juan Arbelez, who collaborated with the watchmaker for the effort.

In Mr. Arbelez's absence, local restaurateur Nicolas Faure will run the kitchen. The cultural fusion menu includes authentic Mexican taco dishes as well as a lobster roll, Breitling Burger and vitello tonnato, to name a few.



The maison's design codes are present in Breitling Kitchen Geneva. Image credit: Breitling

On the first floor of the establishment, a bar sporting a robust drink selection with benches and tables, as well as other seating alternatives, featured in the open design. The second floor prioritizes a more intimate experience, with private booths on offer.

The watchmaker's signature industrial style is present in both stories of the restaurant, with exposed brick and

ceiling-high windows as prominent features. Breitling Kitchen Geneva is open for breakfast, lunch and dinner on Tuesdays through Saturdays from 10 a.m. to 10 p.m.

Another luxury brand recently announced the expansion of their culinary creations, as Milanese coffee house Cova owned by LVMH opened a new location in Paraggi, Italy ([see story](#)).

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