



PRESS RELEASE

CHAPLIN'S WORLD BY GRÉVIN IS OPENING A NEW BOUTIQUE AND AN ADDITIONAL EVENTS VENUE

Corsier-sur-Vevey, 10 July 2018 – *Chaplin's World by Grévin, the museum dedicated to the life and work of Charlie Chaplin, is proud to announce the opening of a new boutique in the artist's former home, the Manoir de Ban. The boutique will delight food-lovers with its fine tableware, chocolate, and the Manoir's own honey, produced on the estate. The Manoir wine cellars, once used to store Chaplin's films, have been completely refurbished and are now available for private events.*

A NEW BOUTIQUE IN CHAPLIN'S KITCHEN

Located in the Chaplins' former kitchen at the Manoir de Ban, the design of our new boutique is inspired by a 19th-century kitchen, with quintessentially British retro floral patterns. It features a wide range of vintage cooking utensils and culinary art items (aprons, tableware, etc.).

A pleasure to the eye as well as the taste buds, assorted Cailler chocolates in Charlie Chaplin packaging will delight the most discerning chocolate lover. The Fémina, Ambassador and Frigor chocolate pralines are presented in boxes designed exclusively for the museum. It was an obvious choice to team up with this heritage brand, founded just a short walk from the Manoir almost 200 years ago. The partnership brings together two of the region's icons, helping to expand their renown beyond local borders. Made with milk from local pastures in the Broc-en-Gruyère area, the IP-SUISSE-certified Cailler chocolate will meet our international visitors' frequent demand for Swiss chocolate.

In April, 600,000 bees found a new home on the edge of the Manoir de Ban woods. The 20 hives can produce an average of 350 kilograms of honey per year, which will be sold in the boutique in 250-gram pots. The first harvest is set to take place in mid-July and will consist mainly of forest honey.

BY GRÉVIN



Chaplin's World™ © Bubbles Incorporated SA

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A NEW EVENTS VENUE

Since its opening in April 2016, Chaplin's World by Grévin has hosted more than 300 private events, either in the evening (in the film studio or the Tramp restaurant) or during the daytime (in the attic) for corporate celebrations, product presentations, private screenings, weddings or birthday parties. In order to meet the rising demand for private events on site, the Manoir de Ban wine cellars, where Charlie Chaplin stored his precious masterpieces, have been completely refurbished. In an industrial atmosphere reminiscent of Chaplin's film Modern Times, the 70m2 vaulted space is now available for groups of around 40 people, for cocktails, sit-down meals or screenings.

**CHAPLIN'S WORLD BY GRÉVIN,
TWO YEARS ON**

People of all generations and 176 nationalities have visited Chaplin's World by Grévin in Corsier-sur-Vevey near Lake Geneva since it opened on 16 April 2016, discovering the Manoir de Ban, Charlie Chaplin's last home, and the new large Hollywood-style studio built on the estate.

The museum, which is proud to provide an excellent experience for visitors, recently won Trip Advisor Certificate of Excellence for the second year in a row.

PRACTICAL INFORMATION

Children (6 to 15 year-olds): CHF 18.-
Adults: CHF 25.-
Seniors: CHF 23.-

Chaplin's World is open daily, except on 25 December and 1 January.

Opening hours:
From 2 January to 30 March: 10am-5pm
From 31 March to 30 September:
9am-6pm
From 1 October to 31 December:
10am-5pm

Chaplin's World by Grévin will be closed exceptionally from 7 January to 14 January, 2019.

The visit lasts approximately 2h30.

ANNIVERSARIES IN 2019

130th anniversary of Charlie Chaplin's birth (born in 1889)

Films: 100th anniversary of **Sunnyside and A Day's Pleasure** (released in 1919)

BY GRÉVIN





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ABOUT CHAPLIN'S WORLD BY GRÉVIN

Nestled between a lake and the surrounding mountain range, five minutes from Vevey, in Switzerland, Chaplin's World is a fun museum dedicated to Charlie Chaplin, the man and the artist. Designed by Philippe Meylan and Yves Durand, with support from Genii Capital, and scenography design by the Confino Agency and By Grévin, it provides entertainment and culture for everyone. It is also a cult venue for film-lovers and Chaplin fans. The great man's sense of humour and emotion, which won the hearts of audiences worldwide, is displayed over 3,000 m² of themed spaces in the Manoir de Ban – Chaplin's home for almost twenty-five years – and in the Hollywood-style studio.

ABOUT COMPAGNIE DES ALPES

Launched in 1989, Compagnie des Alpes has established itself as a leading player in the European leisure industry, and as the tenth biggest player in the world. It currently operates eleven of the world's biggest ski resorts (including Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Méribel, Les 2 Alpes, and Serre-Chevalier) and thirteen of Europe's most distinctive leisure parks (including Parc Astérix, Grévin, Walibi, and Futuroscope). The company has experienced steady growth in Europe (in France, The Netherlands, Belgium, and Germany, notably) and, and design and contracting support services in Russia, Morocco and Japan. With nearly 5,000 collaborators, Compagnie des Alpes and its partners creates one-of-a-kind leisure activities for everyone.

For more information, please visit www.compagniedesalpes.com

ABOUT CAILLER

François-Louis Cailler began selling chocolate in 1819. With industrial innovation, he was quickly able to produce high-quality, affordable chocolate, thus founding the oldest brand of Swiss chocolate still on the market today. In 1875, his son-in-law, Daniel Peter, invented milk chocolate. In 1929, PCK (Peter/Cailler/Kohler) merged with Nestlé. The Maison Cailler, located in Broc-en-Gruyère, is happy to share the rich and detailed history and traditions of their universally popular chocolate brand. Sustainability is of vital importance to the Cailler brand: 100% of their cocoa beans come from the Nestlé Cocoa Plan, and Cailler chocolate is UZT-certified. The company has always used milk from local cows, grazing within a 30 kilometer radius around Broc. These 44 farms were recently certified by IP-SUISSE and contribute to the preservation of biodiversity through their natural, environmentally-friendly practices, which also give their products a more authentic and natural taste.

Press Contacts ::

Chaplin's World By Grévin

Annick Barbezat-Perrin | Communication Director

📍 Route de Fenil 2 | 1804 Corsier-sur-Vevey (VD)

✉ presse@chaplinsworld.com

Press releases: www.chaplinsworld.com/espace-presse-journalistes

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Cailler

Press Nestlé Switzerland

☎ 021 924 55 82

✉ presse@ch.nestle.com

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