

# Swiss Hospitality for Russian Guests



## Imprint

### Published by

HotellerieSuisse, Berne and  
Switzerland Tourism, Zurich

### Layout

xamt franziska liechti, Wabern  
[www.bloomidentity.ch](http://www.bloomidentity.ch), Berne

### Printed by

Stämpfli AG, Berne

### Photographs

Switzerland Tourism:

Stephan Schacher, Cover;

Racerfish p. 16; p. 21

Grand Resort Bad Ragaz: p. 15

unsplash.com: p. 2, 23

iStockphoto.com: p. 6, 8, 12, 23

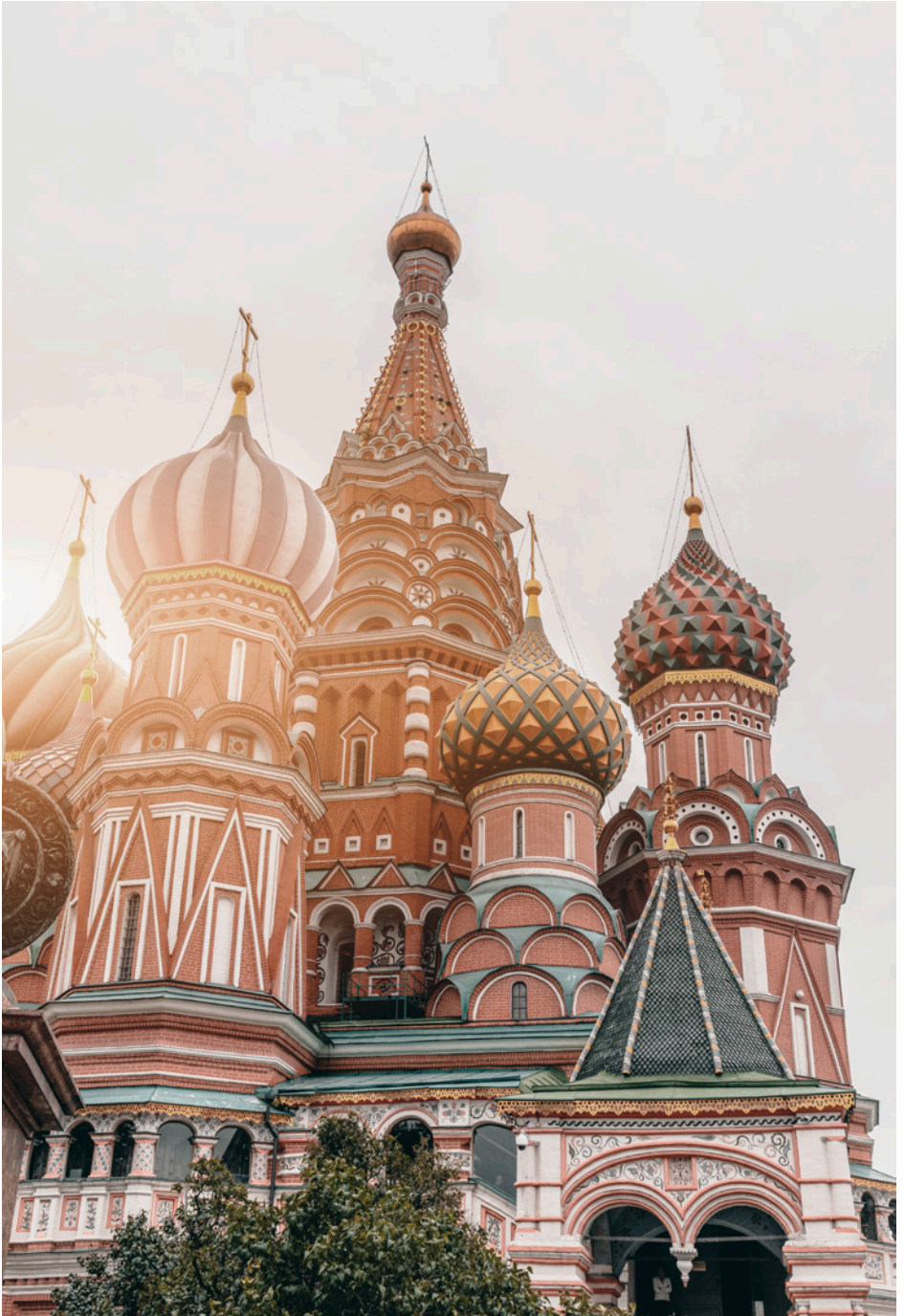
Shutterstock.com: p. 11

### Languages

German, French, English

Berne, November 2019

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# Foreword

## Everything comes in time to him who knows how to wait.

Leo Nikolajewitsch Tolstoi



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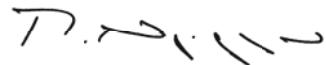
As a hotelier, showing hospitality to guests from both near and far is nothing new for you. However, when guests come from less well-known cultures, it really does help if you understand your visitor's traditions and practices. This helps to ensure that misunderstandings are avoided and makes the stay as smooth and pleasant as possible for both you and your guests. This is where the brochure "Swiss Hospitality for Russian Guests" really comes into its own!

Following a steep fall in the number of overnight hotel stays by Russian guests after 2013, Switzerland has once again become a popular travel destination for Russian tourists from 2016 onwards. 2018 saw overnight hotel stays increase by 1.5%. So, Switzerland remains a dream destination, especially for wealthy guests, and their average daily spend of CHF 250 is also the highest among all European visitors. By 2021, overnight stays are projected to grow by at least 10%. Switzerland is seen in Russia as being a very attractive travel destination, enjoying as it does such pleasant climatic conditions, exciting landscapes, natural attractions and appealing snow conditions, along with a very high standard of living and comfort in relation to the price.

The main reasons why Russian guests travel here range from wellness and winter holidays, sightseeing and shopping sprees, right through to obtaining special medical treatment. When out shopping, Russian guests reveal their marked interest in brand awareness, along with their taste for international labels. Russians expect luxury, professionalism and excellent service as a matter of course. Accordingly they travel to Switzerland expecting great hospitality. In this brochure entitled "Swiss Hospitality for Russian Guests", produced by Hotelleriesuisse together with Switzerland Tourism, you will learn how to most effectively make your guests from Russia feel welcome here. In addition to interesting information about culture and mentality, it contains expert tips and practical advice as you deal with Russian tourists. We wish you most enjoyable reading and exciting encounters with your guests from both near and far!



Claude Meier  
Director of HotellerieSuisse



Martin Nydegger  
Director of Schweiz Tourismus

1 Claude Meier  
2 Martin Nydegger





# General information about Russia

## Historical summary

Russia can look back upon an eventful history: from Tsardom (1547–1721) to the Empire (1721–1917), to the Russian Soviet Federative Socialist Republic and the Soviet Union (1918–1991) right down to the formation of today's Russian Federation in 1991. Russia is a multi-ethnic state consisting of 80 constituent member republics and regions, and has over 150 ethnic groups. When the Soviet Union came to its end, this paved the way for democratic and liberal reforms to take place.

Initially, these reforms were viewed by the public as representing the break-up of an assured and guaranteed state, and social and economic order of things. The transition from a communist system to a capitalist one in the 1990s was marked by independence movements. It was only after the year 2000 that the political situation in the Russian Federation began to stabilise itself. This process of stabilisation was in large part thanks to the increasing concentration of state power in the person of the president.

## Key data

**Form of government**  
Federal republic.

**Name**  
Russian Federation or Russia.

**Population and area**  
With over 145 million inhabitants, Russia is the most populated country in Europe. With its surface area of over 17 million square kilometres – which is 414 times the size of Switzerland – it is the world's largest country. Russia has nine different time zones.

## Cities

The largest city by a long way is the capital city Moscow, which has a population of 12.4 million. This is followed by St. Petersburg with almost 5 million inhabitants and Novosibirsk which has over 1.5 million inhabitants. Other cities which have populations of just over 1 million inhabitants include Yekaterinburg, Nizhny Novgorod, Chelyabinsk, Ufa and Kazan.

## Population and languages

Russian is the official national language and is the mother tongue of almost 80 percent of the population. In addition, there are over 100 languages spoken by different minorities.

The outbreak of the Ukraine crisis in 2014 and the sanctions subsequently imposed by the West were especially damaging for the Russian economy, and also led to a deterioration in relations between both sides.

Despite the unmistakably painful economic consequences of the East-West conflict, which took the form of sanctions and counter-sanctions, it is important to note that this is no longer the dominant topic of conversation in the business world. The sanctions have now come to be seen by Swiss companies as being part of the operational reality of doing business in and with Russia. Business plans have been adjusted accordingly.

## Economy

In addition to the structural weakness in economic growth that has persisted since 2012, two additional factors have particularly had a major impact on the Russian economy since 2014 and are the root cause of the recession suffered in recent years: the first of these was the steep fall in oil prices and the devastating effect this had on the exchange rate of the Russian rouble; the second was the climate of uncertainty created by the Ukraine crisis, in concert with the various rounds of sanctions imposed on Russia. In 2017 and 2018, the Russian economy managed to return to marginally positive growth.





## Key economic data

	2012	2013	2014	2015	2016	2017	2018
GDP (in billions USD)	2203	2289	2057	1364	1283	1578	1631
GDP/per inhabitant (in USD)	15358	15942	14306	9478	8910	10962	11327
Growth rate (as % of GDP)	3.7	1.8	0.7	-2.5	0.3	1.7	2.3
Inflation rate (in %)	5.1	6.8	7.8	15.5	7.1	3.7	2.9

Source: International Monetary Fund, Economic Outlook Database (April 2019)

### Standard of living

The standard of living varies from region to region. While parts of Moscow and St. Petersburg today radiate with a new sheen, other regions continue to suffer the effects of severe poverty. Although the number of those who are less affluent has shrunk considerably depending upon the region, large numbers of the Russian population still live below the official poverty line. Moreover, there are large differences in income in the different territories.

### Politics

The constitution of the Russian Federation was adopted in 1993 by means of a referendum. The constitution provides for a parliamentary system of government with presidential dominance. The head of state is the President of Russia, who is directly elected by the people. He determines domestic and foreign policy, and can regulate all matters with immediate legal effect by means of decree.

### Religion

The majority of Russians are Christian-Orthodox, with Islam representing the second largest religion. After that there are those who belong to the Catholic and Protestant churches. One third of the population does not profess a faith.

# Characteristics of the culture

## The Russian soul

The characteristics of Russian mentality are bracketed together under the concept of the “Russian soul”. This includes an all-or-nothing-mentality – a quest for the extreme, with a readiness to go in the opposite direction all of a sudden and without compromise. Other characteristics include strong fatalism, an inclination toward being superstitious, the ability and willingness to bear sorrow, as well as very strong ties to their homeland. Feelings, both positive and negative, are shown openly and directly. Many Russians are motivated more by feelings than they are through rationality.



# Tips – symbols and gestures

Russians love flowers. Men give women flowers much more frequently than in Western Europe, even for no apparent reason.

Many Russians feel uncomfortable when whistling takes place inside buildings. An old superstition says that a person will lose all of his money if he whistles in a closed room.

In Russia, men hold the door open for women, help out when it comes to putting on or taking off an overcoat, almost always as a matter of course pay the bill in restaurants or bars, and carry any heavy bags. These gestures have lost importance in Europe; however, Russian women appreciate this behaviour because they see it as meaning that they are respected and cared for.

Russians may show their feelings openly and directly. Do not allow yourself to feel irritated in such cases.

## **Collectively versus individually**

Russian society has a strong sense of solidarity and community. Belonging to a group is very important for them. This system of values does not just come from the days of communism, but goes way back to life in the rural village. Since land was common property for a long time, Russians have internalised the idea that the interests of the group take precedence over the interests of the individual. In the last 20 years however, the collective consciousness of the better educated metropolitan population has particularly become strongly individualised as a result of the economic upheavals.

## **Family**

The Russians have a very strong sense of family. In the countryside, several generations often live under one roof. The traditional family supports itself financially and members help each other with child care and care for the elderly. Older people in Russia are also treated with great respect, even outside of the family. For example, it is very rude in Russia if a person refuses to give up his seat to an elderly woman.

### Statutory public holidays

#### New Year celebration

1st, 2nd, 3rd, 4th,  
5th January

#### Russian Orthodox

#### Christmas celebration

7th January

#### The Defenders of the

#### Fatherland Day

23rd February

#### International Women's Day

8th March

#### Spring and Labour Day

1st May

#### Victory Day

9th May

#### Russia Day

12th June

#### Day of National Unity

4th November

## Celebrations and festivals

Russia's national holiday is "Russia Day" on the 12th of June. It was on this day that the Declaration on State Sovereignty of the RSFSR (Russian Soviet Federative Socialist Republic) was made in 1990.

Unity Day (also called "National Unity Day") is the second national holiday and is held on the 4th of November in remembrance of the liberation of Moscow from Polish invaders in 1612. In addition, there are several statutory holidays, the most important of which are Victory Day, which is celebrated on the 9th of May, and the New Year celebration. Russian Orthodox Christians celebrate Christmas according to the Julian calendar, on the 7th of January.

## Language

Russian is the official language applicable everywhere. Parallel to that, the local vernacular language often serves as the second official language within the individual republics. Both central government and the governments of the republics regard the promotion of vernacular languages as being essential prerequisites for ensuring the conservation of the country's cultural diversity. The Cyrillic alphabet is the official font. There is a directive that all vernacular languages are to be written in Cyrillic. However, the Latin alphabet is also generally well-known.

### Simple words of greeting

#### English

(You are most) welcome!

Good day!

Good morning!

Good night!

Goodbye

Thanks!/Many thanks!

You are welcome!/  
You are most welcome!

Yes

No

Have a good trip!

Have a pleasant stay

#### Russian

Добро пожаловать!

Добрый день!

Доброе утро!

Добрый вечер!

До свидания!

Спасибо!

Пожалуйста!

Да

Нет

Хорошей дороги!

Приятного отдыха!

#### Pronunciation

Dobro pozhalovat

Dobryj den

Dobroe utro

Dobryj vecher

Do svidaniya

Spasibo

Pozhaluysta

Da

Njet

Haroschej darogi

Prijatnawa otdyha



# Business practices

## Doing business with Russians

Anyone doing business with Russian business partners needs, above all, to be flexible and able to decide quickly. It is not unusual for things to turn out differently to what was originally planned.

Generally speaking, delays of between ten and fifteen minutes are viewed as being normal in Russia. Russians are very often vague when it comes to time. Russian managers also use time factors very skilfully in negotiations. For example, it is not unusual for Russian business partners to suddenly exert pressure just before a contract is to be signed, and try and push through fundamental changes. In such situations you need to signal your willingness to continue the business dialogue but without allowing yourself to be pressured.



## Tips – negotiations

Small talk at the beginning and the end of a business meeting is normal for Russians. Quite often something personal is woven into the conversation.

Also when having a meal together at the close of business negotiations, the conversation should include personal matters. Compliments lend a pleasant tone to the conversation and such are expressed freely from woman to woman or from women to men.

Shaking hands when greeting or saying goodbye is reserved for men. Generally speaking, the older person takes the initiative in doing this. Never use the left hand for a handshake. This may be viewed as being an insult. Women restrict themselves to a friendly nod. However, as a woman you should also be ready to receive a kiss on the hand.

Managers should also master the art of toasting during business meals.

You should not be put off by the short distance of some 20 to 40 cm that Russians keep between themselves and their conversational partners. A step back could be taken as being impolite or as an unwillingness to engage in conversation.

**Eye contact is important for Russians in a conversation.**

**Russians like using the telephone to talk about business matters, even late in the evening.**

# “Russian visitors want a wide range of experiences and have high expectations.”



Alex Milovsky,  
Russian journalist

## What are the typical values that characterise Russian culture?

**Alex Milovsky:** “Both the spiritual and material values of the national culture reflect the religion and ideology of the state. Russia adopted the Orthodox Church at the end of the 10th century. Ever since its beginnings, the Russian state has always perceived itself as a fortress, surrounded and besieged by enemies. There has never been such a thing as personal privacy here, everything was subordinated to the interests of the collective or the state. This is why the core aspiration of Christianity – namely personal spiritual enrichment – was replaced by the concept of serving the interests of the collective. The old Russian state was founded later than the major cultural centres of the world. That’s why Russia, like a diligent student, adopted the cultural achievements of the European countries. At the same time, they were continuously enriched with local traditions and characteristics. The architectural treasures are an excellent example of the great talents of Russian artists. Throughout its history, Russian culture has also been shaped by Russia’s geographical location between Europe and Asia, on the border of the European and Asian worlds. Nor is Russian culture homogeneous, the various folk cultures are archaic and rooted in tradition, while the culture of the educated class was defined more by Europe and the notion of freedom. Proof of this can be seen in the grand Russian literature of the 19th century.”

## What experiences are Russian visitors looking for when they visit Switzerland?

**AM:** “Russian guests are looking for a diverse holiday experience in Switzerland and their expectations are high. There is no doubt that the tourists who come to Switzerland have already visited many other countries, stayed in quality hotels and are accustomed to a high standard of service. These Russian tourists expect an even better experience when they visit Switzerland. They are sure that the quality of hotels, the service, the means of transport, the food and the scenery are all better here and the mountains are higher and the snow is even more powdery.”

## Have you ever been to Switzerland on holiday?

**AM:** “Since 1996 I have visited Switzerland 15 times as a travel writer and photographer, and each of these visits was pure relaxation. Like Paris was for Hemingway, Switzerland is a ‘celebration of life’ for me. It starts in Moscow with the activities hosted by Swiss Tourism, the first point of contact with Switzerland as a destination in Russia, and they do a great job promoting the country in such a creative and stylish way.”



**Is there anything special that has stuck in your memory after all these visits?**

**AM:** “The answer is yes, out of all the numerous sights and memorable events, I could list a number of special attractions in Switzerland. I have written 15 photo books on traditional culture and art and I have enjoyed all the traditional holidays and festivals: cheese cutting (Chästeilet Justistal), cow fighting in Valais, the Neuenburger Wine Festival. And a particular favourite, the Hot Air Balloon Festival in Château-d’Oex. I also have special memories of the Montreux Jazz Festival and the time I visited Claude Nobs at his home. The terraced vineyards in Lavaux and the steamships on Lake Geneva and Lake Lucerne also deserve a special mention.”

**How did you experience Swiss hospitality?**

**AM:** “In Russia, Swiss hospitality has a world-class reputation on the same level as Swiss cheese and chocolate – all three are simply iconic Swiss symbols in Russia.”

**Can you recommend anything Swiss hotel owners could do to improve the hotel experience for their Russian guests?**

**AM:** “Experienced Russian travellers are all accustomed to very high levels of service quality, since they travel frequently all over the world and stay in the best hotels. So in accordance with the superb reputation Switzerland enjoys in Russia, they expect all services to be of the highest quality when they visit Switzerland.”



# Russians on holiday



## Increase in trips abroad

In 2018, almost 43 million trips were booked, which represents 5% more foreign journeys when compared to 2017.

After the crises in Russia which caused a strong downturn in Switzerland up to the year 2016, a slight increase in overnight hotel stays by Russians has again been observed. In 2018 there were 357 000 overnight stays registered, which is slightly more than the previous year (+ 1.3%).

Source: Swiss Federal  
Statistical Office  
(HESTA 2018)

## Overnight stays by Russian guests in Switzerland (2012–2018)

	2012	2013	2014	2015	2016	2017	2018
Arrivals	201488	215603	194890	133043	119322	135518	137883
Overnight stays	561490	578656	532775	369264	323614	352172	356917

## Profile of Russian guests

Almost two thirds of Russian guests come from the area of Moscow and the rest of Western Russia.

The majority of Russian travellers in Switzerland are very wealthy and they mainly travel in the luxury segment. When on holiday, Russians gladly show their social status and only want the best. Russian women place great value on their outward appearance and like to dress fashionably and in a feminine way. Both sexes are generally much more brand aware than other Europeans. Russian guests prefer 4 and 5-star hotels and large, well-recognised hotel chains because they meet the prestige-needs of a travel destination.

For Russians, the value of money is of primary importance. Excellent service is important to them, and they are ready to pay the necessary price to obtain outstanding services. Switzerland enjoys an excellent reputation in this regard, and Russians travel here with high expectations.

Russian guests on their travels are very flexible and often change their original plans.

They travel predominantly with their partner or with the family. Groups of up to five people are common. Basically, Russian guests are just like the average central European guest when it comes to their social behaviour. They look for family contact, are communicative and usually very well educated. Despite giving a first impression of being somewhat cool, Russians are very warm people and very friendly toward friends and foreigners. Interpersonal relations are enormously important to them.

The months of December and January (New Year and the Russian Christmas shortly thereafter), as well as the summer months of July and August are the main months for Russians to travel to Switzerland.

Don't be surprised if your Russian guest suddenly wants to extend his stay or leave suddenly.

## Average day expenditure by over-night tourists in Switzerland (not including arrival and departure)

Country	CHF
Gulf States	420
China	380
India	310
Japan	300
USA	280
<b>Russia</b>	<b>250</b>
Korea	210
Switzerland	140
Germany	130

Source: Switzerland Tourism Monitor, 2017

## Guests who love to spend

Russian guests are very happy to spend money. Shopping, especially in the luxury segment, is a vital part of the holiday. Extending store opening times or showing flexibility in a hotel can be of great significance in cases where a large number of guests are Russian. Because their length of stay is longer in comparison to that of people from other places, it is also the case that their expenditure by the end of the stay is also often relatively high.

# Swiss hospitality for Russian guests

Quality of service and friendliness of staff are particularly important to Russian guests.

## Guests with high expectations

The Russian traveller is a service-oriented guest. He wants to relax and be entertained on his holiday. He is willing to pay for good service. Apart from professionalism and quality of service, a hospitable reception is greatly appreciated. Show patience when they check-in and show understanding for the long journey they have sometimes had. A nice gesture or an honest smile is often rewarded. The young generation in Russia speaks good English and seldom has communication problems. However, only 15 percent of the Russian population speaks a foreign language. The guests will feel flattered if they encounter Russian speaking staff and brochures and information in the Russian language.

In Russia, there are many shops open around the clock. The limited opening hours in Switzerland are problematic for Russian guests. Therefore, inform them about the opening hours before they find themselves standing in front of closed shop doors.

## Leisure activities

The reasons why Russian guests travel range from medical treatment to wellness stays, to sightseeing and shopping sprees. In winter, their favourite activities are skiing, walking and shopping. However, some guests also look forward to seeing cultural and historic sights. Russian guests are happy to use hotel infrastructures such as steam baths, saunas and swimming pools, even late in the evening.

They are on the lookout for good snow conditions in Switzerland and natural attractions. The mild weather here when compared to the weather they have at home is especially appreciated.

Give your guests a list with tips on where to go and events to see near your holiday area.

## Going out

The sociable Russian loves to eat and to celebrate in pleasant company right into the early hours of the morning. Flexible opening hours of restaurants and bars are therefore greatly appreciated.

## Tips – travelling and stay

Russian guests particularly obtain information about their Swiss trips online. For that same reason they often make their booking online too. They normally book their holiday – mainly winter holidays – about three to four months ahead of their trip. They especially tend to book their winter holidays further ahead of time.

For Russians, the recommendation of friends and relatives is extremely important.

The average length of stay is generally between 2 and 3 nights; flexibility when it comes to arrivals and length of stay are greatly appreciated.

Russian guests' travel behaviour is often spontaneous. Therefore, hotels should make sure that the reservation is covered by credit card or advance payment.

Let it be known if you do not refund for non-performance of services (for example, cancellation of ski instruction in bad weather). Explain the possibility of obtaining insurance, because Russians often do not know about this option.

Guests from Moscow and St. Petersburg are happy to use credit cards. Cash payment is also an option for Russians, even in larger sums.

Money is not a taboo subject for Russians. Sometimes they will simply ask you how much the nice car or the fancy watch cost.

Russian guests are not used to talking with hotel staff or showing gratitude for a service rendered.

Many Russians love flowers. Make sure that decorative bouquets are presented with an odd number of flowers; they only use an even number for funerals. Avoid yellow flowers, as they symbolise separation and betrayal.

**Hotels in the 4 to 5-star category are preferred, with half-board very often being a desirable option.**

# “Give your Russian guests enough time to enjoy their hotel experience!”



Natalia Sizova,  
Switzerland Tourism,  
Marketing Manager/  
MICE Russia

**What do you think makes Switzerland especially interesting for Russian guests?**

**Natalia Sizova:** “Switzerland is a dream destination, a country with a high standard of living, beautiful scenery, amazing train journeys, world-class ski slopes and last but not least, the best hotel service of all.”

**Is Switzerland still an attractive country for Russian tourists?**

**NS:** “Switzerland is and continues to be an attractive destination for guests who appreciate quality and who travel individually. It’s a country where you can relax and recharge your batteries. Switzerland is also becoming more and more popular as a summer destination for Russian guests.”

**What marketing strategies would help Swiss hosts reach out to Russian guests?**

**NS:** “When it comes to marketing communication, word of mouth advertising is still the best way to drive demand. But today this happens more and more via social media. Guests share their experiences on Facebook and Instagram and thus influence their friends and acquaintances. Collaborations with influencers represent another very effective modern marketing tool.

At the moment, many bookings in the 5-star category are still made through travel agents. A strong network of sales agents is a must for 5-star properties. For the 3 to 4-star categories it is critical to have a presence on all the online booking platforms.”

**Is there anything Swiss hosts should pay special attention to when catering for Russian guests?**

**NS:** “Russian guests are extremely happy if the hotel staff at reception is able to speak Russian. They are also pleased if information on the hotel and the local area is available in Russian and if Russian TV channels are provided in the hotel rooms. It’s not always necessary to engage in casual conversation when guests arrive. Give your guests a little time to enjoy the hotel experience.

**“Switzerland is also becoming more and more popular as a summer destination for Russian guests.”**

Russian visitors like guest services to be flexible. They really appreciate it if you can satisfy small special requests they have, such as enjoying dinner on the terrace. Satisfied Russian guests are very generous.”

**Is there any faux-pas that should be avoided at all costs?**

**NS:** “Russian Christmas is celebrated on January 7, but there is no Russian New Year. We celebrate New Year on January 1, like the rest of the world. If you give a bouquet of flowers that contains fewer than ten flowers, please offer an odd number. An even number of flowers is only ever given at funerals.”

**Is there any special service or small courtesy Swiss hoteliers can offer their Russian guests so they have happy memories of their stay in Switzerland?**

**NS:** “Russian guests are fond of champagne. This means that providing a welcome gift of a small bottle of champagne or a fruit platter in the room is always a good idea. Small compliments like this are very much appreciated.”



# Russian eating and drinking habits

Russians appreciate it if the food is served quickly. The term bistro comes from the Russian and means quickly.

Newest drink trend: Russians also appreciate a good whisky or gin. Ladies tend to prefer champagne or prosecco.

## Home-style cooking at any time

Russians enjoy eating and drinking. As they get up later than most Europeans by comparison, they likewise eat later. In Russia, there are many restaurants open around the clock. Russian guests find it very unpleasant, for example, when restaurants in the tourist destination do not offer any hot food in the afternoon. They love meat dishes and eat a hearty breakfast, lunch and dinner. Russian guests have come to expect that in a meal with multiple courses, that you serve the next dish will be served immediately after they have finished the one before them, regardless of whether their neighbour at the table has finished his or not.

## Drinking habits

Alcohol is an essential part of the eating ritual. Although Russians like spirits such as vodka and schnapps, and drink these along with their meal (often in bottles), wine too has become an increasingly popular status symbol. Cognac and cocktails are likewise taken when eating. Russians are traditionally able to hold their drink well.

## Recipe for beef stroganoff

### Ingredients for 4–6 people

- 1 kg beef fillet, without any excess fat
- 600 grams of onions, sliced into thin rings
- 500 grams of button mushrooms, thinly sliced
- 1 tablespoon of mustard powder
- 1 tablespoon of sugar
- 2 teaspoons of salt
- 6 tablespoons of vegetable oil
- 1 teaspoon of freshly ground black pepper
- half a litre of sour cream

### Preparation

Mix the mustard powder, 1½ teaspoons of sugar and 1 teaspoon of salt together into a thick paste using hot water. Then allow it to soak in and rest for at least 15 minutes.

Cut the meat diagonally across the grain into slices which are 5 mm thick. Then cut the slices into 5 mm strips.

Heat 2 tablespoons of oil in the pan until it is almost smoking, add half of the meat strips and turn them continually for about two minutes until the meat is lightly browned. Repeat the procedure with the rest of the meat. Place the meat into a large pot.

Heat another 2 tablespoons of oil in the pan until it is almost smoking and then add the onions. Fry them until they are transparent. Place the lid on the pan in between time. The onions should be soft, but not mushy. Add the onions to the meat in the pot.

Repeat this process with the button mushrooms.

Add the mustard paste, the remaining salt, sugar and pepper to the pot and mix in well. Stir in the cream, a spoonful at a time. Reduce the temperature, cover the pot and allow the sauce to warm through for 2–3 minutes.





## Tips – food and beverage

Russian guests are used to receiving large portions. There should always be enough bread on the table.

Food is eaten slowly over several hours. Even if some plates are already empty, the service personnel should always ask before clearing up as to whether this is desired or not.

Russian guests are always grateful for professional advice when selecting a wine.

A rich, full American breakfast is desired. Russians often appear in sportswear to breakfast.

In Russia, people drink vodka in large water glasses. 8 cl of vodka is a perfectly suitable measure for each glass. Please note that genuine Russian vodka must never be missing in any bar. However, they are also happy to try out domestic products such as schnapps and the like.

**Russian guests are quite willing to try out typical regional specialities.**

# Contact details

For further information, advice and/or training in connection with showing hospitality to Russian guests or in respect of working in the Russian market, please contact one of the following addresses:

## **HotellerieSuisse**

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## **Switzerland Tourism**

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8004 Zurich  
T +41 44 288 12 76  
info@myswitzerland.com  
www.myswitzerland.com

## **Switzerland Tourism – Russia**

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c/o Embassy of Switzerland  
101000 Moscow, Russian Federation  
T +7 (495) 937 77 98  
info.ru@switzerland.com

### **Useful websites**

[www.myswitzerland.com/ru](http://www.myswitzerland.com/ru) (Switzerland Tourism, in Russian)

[www.luxurytravelmart.ru](http://www.luxurytravelmart.ru) (LTM – Luxury Travel Mart. Biggest hotel event in Russia, website in English)

[www.messeninfo.de/Mitt-M5732/Moskau.html](http://www.messeninfo.de/Mitt-M5732/Moskau.html) (one of the biggest professional exhibitions for travel and tourism in Russia, website in German)

