

WINTER 2026 - 2027 PRESS PACK

MORZINE
Expériences

REPORT FEATURE IDEAS BOOKLET

MORZINE AVORIAZ
Portes du Soleil

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MORZINE WINTER 2026-2027:
PROVISIONAL SKI AREA
OPENING DATES

- Avoriaz sector: from 11 December 2026 to 18 April 2027.
- Pléney-Nyon-Chamossière sector / Morzine-Les Gets ski area: from 19 December 2026 to 4 April 2027.
- Partial early openings may take place before these dates, depending on snow conditions.



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OUTDOOR / SPORT



1,000 METRES... AND TWO GATEWAYS TO HIGHER-ALTITUDE SKIING!

Why choose between a genuine mountain village that is lively all year round and a large high-altitude ski area? In Morzine, 1,000 metres above sea level is not the destination, but the starting point. The village combines a vibrant local community, shops, restaurants, wooden chalets and its distinctive way of life with two quick routes to higher-altitude sectors where snow is virtually guaranteed. In a context of increasingly changeable and unpredictable winter weather, this is a rare advantage appreciated by every type of visitor, skiers and non-skiers alike.

CHALLENGING SKIING, THE RESORT'S SPORTING SIGNATURE

Here, competitive skiing is part of the resort's history. The ski area has hosted several Alpine Ski World Cup events and continues to inspire a new generation of athletes, including freerider Oscar Mandin, speedrider Valentin Delluc, and young athletes from the Morzine-Avoriaz ice hockey and ski clubs.

On the mountain, the Chamossière sector appeals to skiers looking for varied terrain, with its secured freeride zone checked every morning by the ski patrol. From the Pas de l'Aigle at the Pointe de Nyon, the run known as "1000D" offers almost 1,000 metres of vertical descent to the cable car, combining sweeping panoramas, technical sections and forest skiing. From Morzine, skiers can also access the full diversity of the Portes du Soleil, from the more challenging routes in the Morzine-Les Gets and Avoriaz sectors to the wide-open pistes on the Swiss side.

CHILD-SIZED MEMORIES

In Morzine, family skiing is about far more than green runs. Once the first turns have been mastered, the ski area becomes a playground where everyone progresses while having fun. Children glide along the Chemin des Zouzous, discovering Alpine wildlife, tackle the modules in the Pinguin Park, test their speed on Nyon's X Speed Ski Tour, ski down a run filmed by a drone, set off in search of the Dahu or experience their first freestyle thrills on the Eagle Park boardercross. Between two fun zones in the Morzine-Les Gets ski area, it is hard to avoid the traditional family photograph at the summit of the Pas de l'Aigle.

 **NEW:** This winter, families will also be able to extend the adventure with "La Folie du Dahu", a new Explore Game - a giant, open-air Cluedo-style mystery - combining puzzles, exploration and discovery of the ski area.



WHEN AN ENTIRE VILLAGE CHEERS FOR “THE PENGUINS”!

Long relatively unknown in France, ice hockey is enjoying renewed popularity, driven in particular by streaming platforms offering behind-the-scenes access to the NHL. In Morzine, however, the passion goes back a long way. Since 1963, the Penguins have formed part of the village's identity and bring together far more than dedicated hockey fans. In this resort of 2,500 inhabitants, match nights are genuine community occasions, while the hockey school continues to grow and train a new generation of players. From the first team's changing room and the young players' training sessions to the behind-the-scenes preparations for a Division 1 match, the electric atmosphere in the stands and the volunteers who have kept the club alive for more than 60 years, this is an immersion in a resort where hockey is a source of genuine local pride.

HCMA IN NUMBERS

- Club founded in **1963**.
- **More than 50%** growth in membership over the past decade.
- The number of **under-15s** has risen from **75 to 160 in ten years**.
- **More than 20** professionals and volunteers coach the young players in the youth hockey section.
- **11 months** of activity each year, from mid-July to mid-June.
- **Five international tournaments** held in Morzine every spring, welcoming teams from Switzerland, Germany, the Netherlands, Italy, Spain, Belgium and the Czech Republic...
- **Around fifteen** female and male players selected for French junior or senior national teams over the past twenty years.
- Morzine-born Clara Rozier competed at the Milan-Cortina 2026 Olympic Games.
- **More than 18 players** trained by the club currently compete in France's top three divisions, including **eight** in the Ligue Magnus.
- In proportion to its population, Morzine ranks among France's strongest clubs for membership numbers. In the South-East region, HCMA is **the fifth-largest club for under-sevens**, ahead of cities including Lyon, Chambéry, Marseille and Clermont-Ferrand.
- Together with HC74 - Chamonix, Morzine and Mont-Blanc - the club has won several French U15 and U17 championship titles and ranks among the leading teams in the French elite.





THE RISE OF WINTER HUT-TO-HUT ADVENTURES

Once mainly reserved for experienced enthusiasts, winter hut-to-hut travel now attracts a wider public seeking immersive experiences and a quieter side of the mountains. Ski touring, snowshoeing and winter walking routes are multiplying, inviting visitors to discover another side of the mountains. In Morzine, several itineraries lead to three refuges open throughout the winter, offering just as many opportunities to experience the mountains differently, through effort, contemplation and conviviality.

An itinerary straddling two countries

With the Cabane du Col de Cou, the journey takes on a cross-border dimension. Located on the Swiss border between Morzine and Champéry, along the GR5, Via Alpina and Tour des Dents Blanches routes, this recently restored former customs post opens up new international possibilities for winter hiking in the heart of the Portes du Soleil. An invitation to explore the area differently, from valley to valley, far from the bustle of the villages...

Sleep up high! Three refuges, three atmospheres

While most Alpine refuges close as soon as the first snow falls, Morzine has three that remain open throughout the winter: La Golèse, Bostan and the brand-new Cabane du Col de Cou, between France and Switzerland. Three gateways to an unspoilt mountain environment, three atmospheres, three passionate guardians and just as many stories about life at altitude when the mountains regain their winter calm.



PORTRAIT

Valentin Delluc,
the Red Bull athlete reinventing
mountain sports

Skier, speedrider, speedflyer and image-maker, Valentin Delluc has become one of the leading figures in outdoor sports. Originally from the Portes du Soleil, he devises spectacular challenges that travel around social media: flying alongside a white-tailed eagle in Morzine, passing beneath the landmark François Baud footbridge before landing in the Olympic swimming pool... In 2023, he was even chosen to train Tom Cruise in speed flying for the aerial scenes in Mission: Impossible - Dead Reckoning. A portrait charting the evolution of mountain sports through performance, creativity and breathtaking imagery.



PORTRAIT

Oscar Mandin, the freerider
who never gives up

Originally from Morzine-Avoriaz, Oscar Mandin is one of the rising figures on the world freeride scene. A former French moguls champion and French freestyle vice-champion, he joined the elite Freeride World Tour after a career marked by several injuries. As freeride skiing prepares to make its Olympic debut at the French Alps 2030 Winter Games, he embodies a new generation of athletes helping to raise the profile of this fast-growing discipline, both on the mountain and through imagery...



PORTRAIT

Clara Rozier, ice hockey player
and Olympian

Trained at HCMA - Hockey Club Morzine-Avoriaz - recognised as one of France's highest-performing development clubs in relation to its size, Clara discovered ice hockey at just seven years old in the Penguins' colours. Twenty years later, she has 173 caps for France, two Finnish championship titles and a historic appearance at the Milan-Cortina 2026 Olympic Games, the French women's team's first Olympics. From growing up in a family of ski instructors to a professional career in Finland, Bern and then Lausanne, this is the portrait of a forward who has become one of the pillars of the national team. A return to the roots of a Morzine child who progressed from the village rink to the Olympic stage...

MOUNTAIN / ESCAPE

"LUX-SCAPING" COMES TO THE MOUNTAINS

Travelling less often, but travelling better. Treating yourself to a few exceptional days at the beginning or end of a holiday, slowing down, recharging and enjoying a characterful address. This new style of travel, known as lux-scaping, is also gaining ground in mountain resorts.

In Morzine, it is expressed through an upmarket hotel scene that places the art of hospitality above all else. The opening of Garance, the new Mont-Blanc Collection property, the new suites at Le Tremplin and the renovation of La Clef des Champs all illustrate this rise in quality. Other family-run houses, including La Bergerie and Le Dahu, each assert their own identity: a warm atmosphere, families made to feel special, local cuisine, sustainable commitments and, at Le Dahu, a spa open to everyone, making it a genuine wellness address in the village. More than accommodation, this is a way of inhabiting the mountains, where experience matters more than ostentation.

Les Bulles des Mines d'Or offer another interpretation of lux-scaping. Set in the natural surroundings of the Vallée de la Manche, these transparent bubbles invite guests to spend a night beneath the stars, facing the snow-covered peaks. An intimate, timeless experience where true luxury lies in silence, scenery and disconnection.



FOCUS ON TWO NEW UP-MARKET PROPERTIES

• Le Tremplin: how can an institution be modernised without losing its soul?

For almost a century, Le Tremplin has been part of the Morzine landscape. Morning coffee, lively après-ski, a meeting place for residents and holidaymakers alike... the property has always remained a genuine social hub. Following the renovation of its restaurant spaces and terrace, a new stage begins with the arrival of 13 upmarket suites. How can an iconic address be reinvented while preserving its identity? Between family heritage, architecture, hospitality and travellers' changing expectations, this feature goes behind the scenes of an institution that continues to write Morzine's story.

• Garance, the rebirth of a historic address

Regular visitors knew it as Les Airelles. Following a major renovation, this iconic address in central Morzine is reborn as Garance under the Mont-Blanc Collection banner. Behind its preserved façade, the property offers a new vision of Alpine hospitality: elegant rooms, a brasserie inspired by the local terroir, a Nordic spa, wellness and yoga spaces, and shared areas for every generation... How can a hotel steeped in history be brought back to life without erasing its identity? An immersion behind the scenes of a project that illustrates the evolution of mountain hospitality and the revival of the traditional village hotel.

FROM SPECTATOR TO PARTICIPANT: EXPERIENTIAL TOURISM'S MAJOR SHIFT

Ski, sleep, leave... this model is gradually giving way to a different way of spending a holiday. Travel has become a genuine source of personal fulfilment, wellbeing and achievement. Visitors now want to live through powerful, memorable experiences they could not have anywhere else. They want to experience the destination, take part in it and become active participants.

The aim is therefore no longer simply to offer activities, but life experiences: skiing alongside an eagle, setting off on a night-time ski-touring expedition, joining the ski patrollers before the ski area opens, or disconnecting during a yoga session beside a river or frozen lake... Examples include:



Ski with an eagle... and meet the man who has devoted his life to birds of prey!

What happens when an eagle takes flight above a ski slope? In Morzine, this unique experience is shared with Jacques-Olivier Travers, a falconer since his teenage years and founder of Les Aigles du Léman. During the descent, skiers encounter Fletcher, a white-tailed eagle belonging to one of the species reintroduced to the Alps through the work of Les Aigles du Léman. More than an unusual activity, the experience combines emotion, education and awareness of bird-of-prey conservation. A fascinating encounter where biodiversity is discovered... on skis.

As Les Aigles du Léman spend the winter in the Nyon sector, visitors can also watch falconry displays directly from the terrace of the Restaurant de la Pointe de Nyon and get close to eagles, vultures, falcons and owls...

Ski touring at nightfall

Every Thursday as the slopes close, an ESF Morzine instructor accompanies a small group of skiers on a freerando outing in the fading light. With climbing skins fitted to their skis, participants ascend the mountain at their own pace, surrounded by silence and panoramas while hearing stories about ski touring. An original way to discover the ski area far from the bustle of the pistes, before skiing back down at night by headtorch beneath the stars.

Snow and avalanche safety workshop

Off-piste skiing is inspiring, but it cannot be improvised. During the winter school holidays in Morzine, ski patrollers offer an immersive workshop to help participants understand how the mountain works and learn potentially life-saving reflexes. Reading the snowpack, using an avalanche transceiver, searching for avalanche victims and discovering the Chamossière sector are all included. In a small group, participants learn to view the snow differently and understand the risks of the mountain environment more clearly.

Open a piste with the ski patrollers

At dawn, while the lifts are still motionless, the ski patrollers are already at work. Each week, a small group of privileged participants can join their morning round in the Pléney ski area. Checking signs, securing pistes, inspecting equipment and sharing stories from the field... this is an opportunity to discover the workings of the ski area and make the first turns on a piste still completely free of tracks.

The expertise of the snow "craftspeople"

Every winter, when conditions permit, another ballet takes place away from public view: that of the teams responsible for producing machine-made snow. Visitors are exceptionally invited behind the scenes of this little-known activity alongside the snowmakers. How the snow guns work, a tour of the snowmaking plant, weather constraints and management of water resources... this immersion reveals the technical expertise that helps guarantee optimum skiing conditions throughout the season while responding to today's environmental challenges.

A fresh winter yoga experience

Wrapped in warm clothing, participants in this Hatha Yoga session gradually walk to a natural setting - the Parc des Dérêches, Lac de Montrond or another inspiring location - with the walk itself already forming part of the practice as they slowly regulate their breathing. With their feet in the snow when conditions allow, everyone learns to feel winter's freshness, the elements, the breath and the energy circulating within and around them.



THE MOUNTAINS: WHERE FAMILY MEMORIES ARE MADE

A source of powerful human values, the mountains encourage people to push themselves, reveal themselves and come together. Far more than a simple holiday, a week in the mountains creates memories that bring families closer and anchor fundamental values. Experiential, uplifting and educational all at once, the mountains have become a favourite family destination... and the setting for intergenerational transmission based on sharing and exploration. In Morzine, everything is in place for children and adults to experience the mountains at the same pace, each according to their own wishes.

Hotels that think about children too!

Some addresses have made family holidays their speciality. More than simple accommodation, they create a stay in which everyone has a place. At La Bergerie, younger guests have their own table in the restaurant, play areas and activities while parents enjoy some time to relax. At Le Névé, families appreciate the many activities devoted to children and teenagers, while Chilly Powder, at the foot of Les Prodains, makes daily life easier with an all-inclusive formula designed for families. These properties share the same philosophy: allowing parents to breathe, without ever forgetting that holidays should also be experienced at a child's level.

When the ski area becomes an adventure playground with "La Folie du Dahu"

What if the mountains' most famous imaginary inhabitant really existed? This winter, La Folie du Dahu invites families to follow its trail through a new life-sized Explore Game - a giant Cluedo-style mystery. Equipped with a roadbook and clues scattered across the ski area, children and adults must solve a series of puzzles, complete challenges and explore the mountain differently to uncover the mystery of the legendary Dahu. An immersive adventure that turns a day's skiing into a genuine treasure hunt, combining observation, reflection and discovery of Morzine's natural and mountain heritage.

When the clouds roll in, "Woody" takes centre stage

Just a few minutes from Morzine, Woody reinvents indoor leisure with more than 2,000 sq m devoted to families. Bowling, laser games, karaoke, darts, arcade games, a play area for younger children and food and drink... this new complex has already received the "Best New Indoor Leisure Park in France" award at the 2026 Trophées des Loisirs Indoor. It complements the valley's offering and meets families' expectations for activities they can enjoy together, whatever the weather.

Family skiing without blowing the budget

A family ski holiday remains possible thanks to a range of offers designed for groups. Throughout the season, Morzine and the Portes du Soleil offer attractive packages: Tribe passes allowing families to ski together at a preferential rate, spring deals with a free child pass from 20 March, and packages combining accommodation and skiing... Schemes devised by the ski areas and booking centres allow families to make the most of the slopes while keeping control of their budget.



ECONOMY / SOCIETY

THE INVISIBLE WORKINGS BEHIND A WINTER HOLIDAY

A genuine open-air business, a mountain resort depends on a whole range of invisible workings. The visitor experience is the result of complex organisation, investment and perfect coordination between many little-known professions. An immediate immersion behind the scenes of a winter sports resort:

- Managing and producing artificial snow to ensure the best possible skiing throughout the season: taking part in the snowmaking discovery workshop, touring the snowmaking plant, managing weather constraints, grooming and optimising snow cover, and managing water resources while addressing current environmental issues...
- Managing accommodation for seasonal employees. One example is the recently completed refurbishment of the Le Savoie building, a complex of 31 accommodation units that will welcome seasonal workers from this autumn.
- Safety, maintenance and raising awareness of good practice in the ski area with the ski patrollers.
- Snow and avalanche safety: introductory and advanced workshops, reading the snowpack, using an avalanche transceiver, and avalanche-victim search exercises...
- The role of a Tourist Office in welcoming visitors, the initiatives and tools deployed, its strategy and challenges.
- How the expectations of long-standing resort visitors are changing: meeting regular guests...
- Strategy for diversifying activities, developing the shoulder seasons and deploying a major events programme. Immersion within the Town Hall, Tourist Office and lift company...

ADAPTABILITY: THE NEW KEY TO FACING CLIMATE EXTREMES

With climatic conditions becoming increasingly extreme, changeable and unpredictable, the ability of mountain professionals and participants to adapt has become a key issue. Unpredictable weather, irregular snow cover at crucial moments of the season, and the emergence of new periods of visitor demand in response to climate change... an entire ecosystem must now be responsive and increasingly capable of reinventing itself.

How are mountain professionals adapting?

- Equipment-hire shops: skis, fatbikes - mountain bikes for snow - safety equipment, sledges...
- ESF ski schools and instructors.
- The lift company: the success of five-consecutive-hour ski passes...
- Activity providers: replacing ski joëring with horse rides, and the emergence of non-ski activities such as discovering a farm and milking, creative workshops...
- Hoteliers: changing customer habits and expectations, and the need to offer additional facilities and services, including spas, saunas and games rooms.
- Bars and restaurants: the art of après-ski...
- Snowmakers: managing and optimising machine-made snow.

How are consumers adapting?

- The end of the "all-ski" holiday? Visitors now choose to ski when conditions are at their best, want to try experiences both on and off the slopes, and increasingly come for the mountain atmosphere: lifestyle, après-ski, fresh air, time with family and a break from everyday city life...



MONT-BLANC COLLECTION IN NUMBERS

- Founded in **2015**.
- **Eight** properties, including Garance in Morzine.
- Present in **three destinations**: Chamonix, Saint-Gervais and Morzine.
- **300** rooms - keys.
- **200** employees, including the Morzine teams.
- Properties open for up to **365 days a year** - PlanB Chamonix - with an average of **240 opening days** across the group.
- A minimum of **eight months'** opening planned in Morzine, with the ambition of gradually extending the shoulder seasons.
- **45** jobs created in Morzine, including **10 permanent positions** and **35 seasonal positions**.
- A customer base comprising approximately **60%** international and **40%** French guests. In Morzine, the anticipated clientele will primarily be French and British.
- Positioned as a hotel and restaurant operator creating "unique and inspiring" places, with hospitality that is authentic, stylish, human and affordable.
- A structured CSR approach with FairMoove - FairScore - certification, assessing the property's environmental and social performance against criteria covering energy, water, waste, the building, responsible purchasing, mobility and continuous improvement.

WHY IS THE MONT-BLANC COLLECTION HOTEL GROUP INVESTING IN MORZINE?

Already established in Chamonix and Saint-Gervais, Mont-Blanc Collection has chosen Morzine as the next stage in its development across the Northern Alps. The group promotes a vision of hospitality rooted in strong local ties, the long-term operation of its properties and a commitment to increasing the supply of professionally managed tourist accommodation in the destinations where it operates. A village that is lively all year round, privileged access to the higher-altitude Portes du Soleil ski area, four-season tourism and a dynamic local community... Morzine embodies the kind of destination sought by this hotel group, which intends to become durably involved in local life alongside local stakeholders, events and athletes. The opening illustrates the return of a committed hotel model serving the development of mountain villages.



PORTRAIT

**Sara Burdon,
the most British of
Frenchwomen**

Why would a British woman choose to become French... in Morzine? After arriving in 2005 following a mountain-biking coup de cœur in the Portes du Soleil, Sara thought she would spend only a few seasons in the Alps. Twenty years later, she cannot imagine living anywhere else. Drawn by a village that is lively all year round, its community spirit and much-valued solidarity, she learned French, built most of her career within the Portes du Soleil and then applied for French nationality, convinced that it symbolised her belonging to a country that had become her own. Now committed to more sustainable tourism, she explains why Morzine is far more than a destination: a place people sometimes visit for one season... and ultimately choose as the place to build their lives.



PORTRAIT

**Guillaume Bron, between
wood shavings and
"wèdzés" in the snow**

In winter, Guillaume Bron swaps his carpenter's apron for an ESF ski instructor's uniform. He divides his time between the slopes of Morzine-Avoriaz and his "Bout de Bois" workshop, where during the interseason he makes entirely hand-crafted wooden skis. Heir to a family of craftspeople, he carries on a rare skill passed down through three generations, making particular use of local ash. How does someone move from a workshop, where every ski is shaped to measure, to a day spent passing on a passion for sliding on snow? The portrait of a mountain man for whom wood and skiing tell the same story... that of a region and its roots.

ENVIRONMENT

WHAT IF THE JOURNEY BEGAN BEFORE REACHING THE RESORT?

Taking the train to the Alps is no longer simply a gesture for the planet; it is also a different way to travel. With the AlpinExpress Pass, holidaymakers who choose rail receive benefits from around fifty partner businesses in the valley, including accommodation providers, restaurants, ski passes and activities. Behind this pass, devised by the Montagne Verte NPO (Non-Profit Organisation), lies one ambition: to make transport a driver of the tourism transition and prove that a low-carbon holiday can also be more attractive. A pioneering initiative that raises questions about the future of travel to mountain resorts.

A SECOND LIFE FOR MOUNTAIN CLOTHING

What if your neighbour's down jacket had already lived through several winters? In the heart of Morzine, the Montagne Verte second-hand shop makes circular fashion a reality in a resort. Technical clothing, outdoor equipment and everyday garments are given a second life, significantly reducing their environmental impact. More than a simple second-hand shop, it supports changing consumption habits among residents and holidaymakers alike. A story showing how the mountains can become a laboratory for new practices, where every purchase helps to limit waste and CO₂ emissions.

WHEN FOOD WASTE BECOMES A RESOURCE

Food waste from local restaurants is no longer viewed simply as rubbish, but as a resource. Through BioCyclette, an electrically assisted cargo bike collects organic matter before it is converted into biogas in a local anaerobic digester. This virtuous circle limits motorised transport in the heart of the village, encourages local supply chains and turns food waste into renewable energy. Behind this Montagne Verte initiative lies another way of imagining tomorrow's resort: practical, local and replicable environmental action, where the simplest solutions can have the greatest impact.





PORTRAITS OF COMMITTED PROFESSIONALS



**Sophie Heu, hospitality
as a family legacy**

Returning to her home village to take the helm of Hôtel & Spa Le Dahu, Sophie Heu is continuing the story of a family-run house while giving it a resolutely contemporary vision. For her, hospitality means telling the story of a region and showcasing its producers, craftspeople and way of life. Strongly committed to more responsible tourism, she is making Le Dahu a property where wellness, local cuisine, short supply chains, recognition of local expertise and environmental transition move forward together. The portrait of a passionate director cultivating sincere hospitality, deeply rooted in the values of her village and valley.



**He left finance
for the mountains**

A former finance executive in London and Geneva, Al Judge left everything behind to settle in the Vallée d'Aulps with his family. Fifteen years later, and now a French citizen, he embodies a new generation of entrepreneurs who have chosen to build their lives in the mountains while limiting their environmental impact. Through the business he founded with his wife Kat, AliKats - a tour operator specialising in serviced chalet holidays - he tests practical solutions for making tourism more responsible without compromising the quality of the welcome. An inspiring portrait of a man who has made Morzine his village, France his country and the environmental transition a daily commitment.



**"What if the mountains stopped
depending solely on snow?"**

This is the view defended by David Marullaz, a hotelier, elected representative and passionate advocate for the future of his region. This Morzine resident asks a question that challenges received ideas and examines the future economic model of mountain resorts. Without ever turning its back on skiing, the resort has chosen to broaden its horizons. Mountain biking, hiking, gastronomy, wellness, culture and outdoor activities... Morzine is building a model in which the mountains are also experienced during the shoulder seasons. For him, the aim is not to replace skiing, but to preserve the soul of the region: protected landscapes, biodiversity, living agriculture and tourism that grows intelligently rather than simply spreading.



FOOD / LIFESTYLE

THE GRANDMOTHER'S RECIPE PASSED DOWN THROUGH GENERATIONS IN MORZINE

As well as being a delicious local speciality, rissoles are a symbol of transmission. Traditionally prepared for celebrations or to accompany the major moments in life, these small puff-pastry turnovers filled with apples, pears, raisins and prunes continue to be made using family know-how passed from generation to generation. Carefully worked puff pastry, precise gestures and a great deal of time... all secrets inherited from previous generations. Even today, some grandmothers continue the tradition, preparing rissoles when visiting relatives, friends or older people who no longer cook, or simply to bring them joy. A delicacy that tells, all by itself, the story of a village where traditions are shared as much as they are savoured.

WHEN WORLD CHAMPIONS REINVENT THE SAVOYARD BURGER

Can a region be told between two buns? This was the challenge taken up by Louis-Gautier Lepers, 2025 world burger champion, together with Julien Chauvenet, 2023 world champion, and Lionel Ravel, 2025 world vice-champion, at the World Burger Contest held during Sirha in Lyon. Together they devised "Le Morzine", a tribute to the Savoyard terroir combining cheese fondue, local charcuterie, Père François fir liqueur from Morzine's distillery, vegetable shavings and a reinterpretation of cervelle de canut, a traditional Lyon speciality. Authenticity and creativity come together in a recipe reflecting the "franburgé" spirit of the Morzine restaurant Papa Renard. A mouth-watering subject that also explores the place of terroir in contemporary gastronomy.





A CRAFT DISTILLED FOR MORE THAN A CENTURY

Some traditions are passed on through gestures as much as through flavours. Since 1908, the Baud family has continued the art of distillation, expertise inherited from four generations of distillers. Today, the Distillerie du Père François opens the doors of its workshop to reveal the secrets behind eaux-de-vie, liqueurs and gins made in a century-old still. Demonstrations, meetings with the distiller and tastings immerse visitors in a living heritage where family tradition, craft production and environmental commitment are being written in the present day.

Every autumn, the still leaves the distillery and sets up in the heart of Morzine or elsewhere in the valley, continuing the tradition of itinerant distillers. Residents bring fruit from their orchards to be distilled, as in days gone by, reviving ancestral know-how in step with the harvest.



LA FÉE DES MONTS, THE LIQUEUR THAT BRINGS ALPINE LEGENDS BACK TO LIFE

What if mountain legends could be tasted? Born in Morzine from the imagination of a passionate restaurateur, artist and farmer and a horticulturist in love with his region, La Fée des Monts is an artisan liqueur made from around fifteen aromatic and medicinal plants grown in the Jardins de l'Abbaye, a 5,000 sq m haven of biodiversity in the Vallée d'Aulps. More than a digestif, this creation tells the story of an inspiring mountain landscape where plant heritage feeds recipes and stories alike. Enjoyed neat, in an Alpine Spritz or as an infusion, it offers another way to discover Morzine's culinary and cultural identity.



PORTRAIT



Florian Fontaine, chocolate at the summit!

After honing his skills in France and abroad, notably as head pastry chef in a five-star Geneva hotel, Florian Fontaine returned to his home valley to take over the family chocolate shop in Morzine. In his workshop, every creation is made entirely by hand, including pralines, bars, spreads and confectionery. To enhance his products, Florian uses local raw materials wherever possible and selects the finest ingredients with great care. Fresh milk comes from La Ferme du Caly in Saint-Jean-d'Aulps, fruit including strawberries from La Cordée de Légumes in Morzine, and hazelnuts directly from Mathieu Martinet's orchard in Lot-et-Garonne.

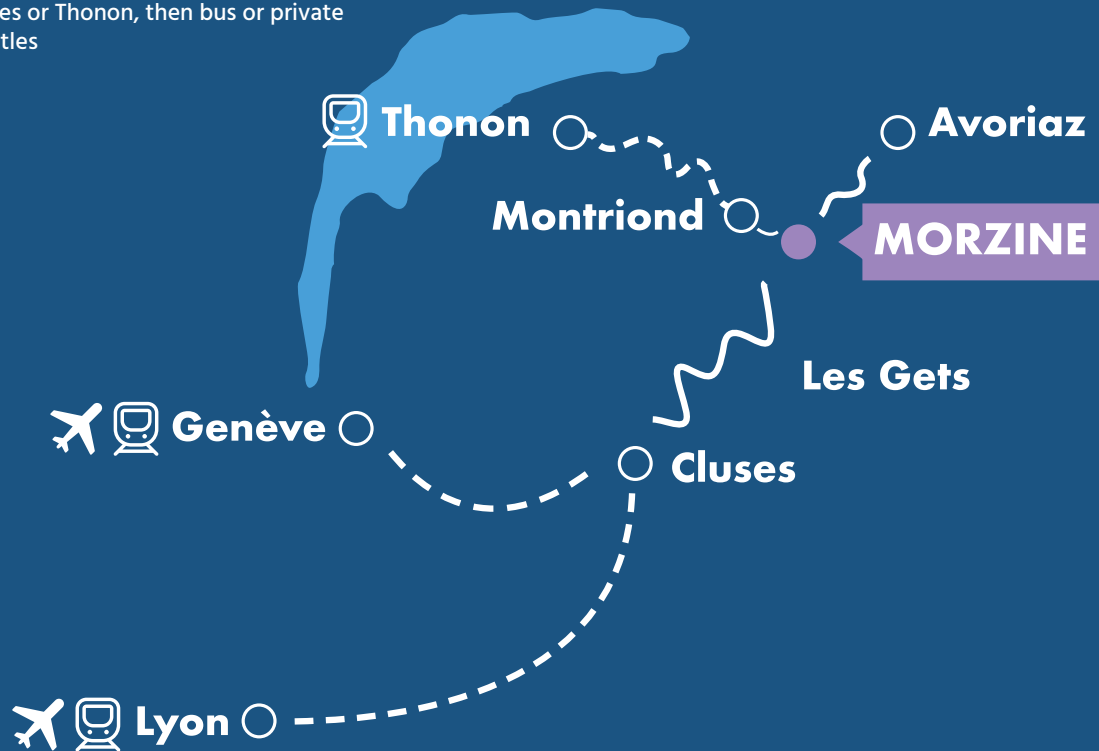
The portrait of a passionate artisan who combines excellence acquired in leading establishments with the authenticity of the mountains, turning chocolate into a genuine celebration of terroir.

MORZINE AVORIAZ

Portes du *Soleil*

ACCESSIBILITY:

1h30 from Geneva, train connections to Cluses or Thonon, then bus or private shuttles



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