

Press release

Nino Niederreiter becomes Brand Ambassador of The Living Circle

The Swiss ice hockey star will join The Living Circle for selected campaigns, content productions and events. At the heart of the partnership are shared stories about home, hospitality, sport and the enjoyment of life.

Zurich, 1 September 2026 – The Living Circle welcomes Nino Niederreiter as its new Brand Ambassador. The three-year partnership with the Swiss hospitality and agriculture group begins on September 1st, 2026.

Nino Niederreiter is one of the defining Swiss ice hockey players of his generation. Born in Chur, he has played in North America's National Hockey League (NHL) since 2010 and is under contract with the Winnipeg Jets. In December 2025, he became the first Switzerland-born player to reach 1,000 regular-season NHL games. His career is defined by perseverance, team spirit and a deep connection to home – values that also lie at the heart of The Living Circle.

“Nino Niederreiter and The Living Circle share Swiss roots, high standards and the belief that outstanding achievements are made possible by teamwork. Despite his international success, he has remained approachable and down-to-earth. That is exactly what makes him the ideal partner for us. We look forward to working together and creating many special moments,” says Marco Zanolari, CEO of The Living Circle.

Nino Niederreiter is equally excited about the partnership: “Switzerland is home to me and a place to recharge. What appeals to me about The Living Circle is the close connection between its properties and their surroundings, and the way nature, enjoyment and genuine hospitality come together so naturally. I look forward to representing the group as Brand Ambassador and getting to know its exceptional places and people even better.”

The partnership will offer a glimpse into the diverse world of the group and bring people together through shared experiences, sport, food and a common connection to Switzerland.

About Nino Niederreiter

Nino Niederreiter was born in Chur in 1992 and is one of Switzerland's most successful ice hockey players. At the 2010 NHL Draft, he was selected fifth overall by the New York Islanders. After stints with the Minnesota Wild, Carolina Hurricanes and Nashville Predators, the forward now plays for the Winnipeg Jets. Niederreiter has been a long-standing member of the Swiss national team. In December 2025, he became the first Switzerland-born player to play 1,000 regular-season NHL games.

About The Living Circle

As a family-owned Swiss hospitality and agriculture group, The Living Circle embodies the philosophy "Luxury fed by nature". Across some of Switzerland's most beautiful destinations, the group brings together four hotels, one hideaway, eight restaurants, three farms and a winery. The Living Circle invites guests into a world of distinctive properties defined by a strong connection to nature, refined design, passionate hosts, living history and culinary excellence. From elevated farm-to-table cuisine to Michelin-starred fine dining, the group's culinary universe always stays close to nature. Its portfolio includes Castello del Sole Beach Resort & SPA in Ascona, Storch Zürich, Alex Lake Zürich, Widder Hotel in Zurich and the exclusive hideaway Château de Raymontpierre. As the only hotel group in Switzerland with its own farms and winery, The Living Circle creates an authentic farm-to-table experience through Schlattgut in Herrliberg, the farm at Château de Raymontpierre, Terreni alla Maggia and Cantina alla Maggia. From autumn 2026, the boutique hotel Bergwelt Grindelwald will join the portfolio, offering a new mountain retreat in the Bernese Oberland. Together with the Caminada Group, a "Member of The Living Circle", the culinary circle is complete. The hotel properties are affiliated with selected partnerships including Swiss Deluxe Hotels, The Leading Hotels of the World, Preferred Hotels & Resorts and Responsible Hotels of Switzerland.

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