



## PRESS RELEASE



# POWDER WHITE MARKS 10TH ANNIVERSARY WITH 10 NEW CHALETS

Leading independent ski-holiday provider, Powder White will mark a decade in the ski business with an expanded chalet programme and a tailored selection of 'hotel plus' experiences.



For further information, images and interviews with co-founder Fraser Ewart-White, please contact Paul

## NEW FLAGSHIP PREMIUM CHALETS IN COURCHEVEL 1850 AND 1550

### PROGRAMME BOOSTED BY 50% IN ST ANTON, AUSTRIA

Leading independent ski-holiday provider, Powder White will mark a decade in the ski business with an expanded chalet programme, new apartments and a tailored selection of 'hotel plus' experiences, alongside new packages designed to help guests get 'more from the mountains'.

The Powder White chalet programme will increase to 52 chalets this season in the big five resorts of Courchevel, Meribel, Val d'Isere, St Anton and Verbier.

Austria's St Anton will see the biggest increase with three new chalets - The Pinchbeck (sleeps six), The Sebastian (sleeps six) and The Schneider (sleeps 12) - increasing the Powder White programme by 50% in this snow-sure resort. Highlights will include the ski in ski out Pinchbeck - a rarity for St Anton - set in a superb position overlooking the blue run leading to the Nassereinbahn and complete with contemporary furnishings, three en-suite bedrooms and stunning sun terraces and balconies.

In Courchevel, Powder White will add four new chalets to the collection, becoming the biggest independent UK operator to the popular Three Valleys resort with a programme of 19 properties in Courchevel 1650, 1850 and for the first time 1550.

Charle / Julia Perowne / Louise Ferrall  
/ Klara Zakis / Sarah Rigler

+44 (0) 20 7792 8884  
[powderwhite@verypcc.com](mailto:powderwhite@verypcc.com)

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In Courchevel 1850, the new flagship luxury 12-bed Chalet Hermine offers guests a truly premium option in the 'Millionaires Row' of this exclusive resort. Set in a fantastic ski in ski out location, the six-bedroom chalet combines cosy tradition with superb design - think free standing bath tub, roaring fireplace, south-facing balconies and its own wellness floor complete with Jacuzzi and Sauna. Powder White will also expand into Courchevel 1550 for the first time with the addition of the contemporary 12-bed Chalet 'R' and 10-bed Chalet Bliss - providing easy access to the 1850 hub and the huge Three Valleys ski terrain.

The popular Three Valleys resort of Meribel will also see the addition of the beautiful wood-clad Chalet Saubaudia (sleeps eight) set in the old part of Meribel Morel and complete with four en-suite bedrooms (one with Jacuzzi bath) and log fire. In Verbier, the 11 strong collection will be boosted with the addition of the eight-bed Chalet Sabliere.

Born from a desire to put the flexibility back into the ski holiday, Powder White will continue its tailor-made approach this season with self-catering, part-catered and fully-catered chalet board options all available to guests. With an emphasis on hearty, restaurant quality cuisine, guests enjoy hot cooked breakfasts, afternoon teas, pre-dinner Champagne and canapes and three-course dinners with select dinner wines and unlimited house red, white and rose wines.

### **About Powder White**

All chalets come complete with free Wi-Fi, ipod docks, laptops and flat-screen TV and DVD libraries with a wealth of pre-bookable extras - from additional Champagne provisions to in-chalet ski fitting all bookable as part of the tailor-made service.

The hugely successful Powder White Weekends programme, which launched last season, will also continue to offer time-poor guests a condensed, great value chalet experience for three or four-night stays, with the Powder White shuttle service on hand to take the hassle out of airport transfers.

As the only UK specialist offering chalet, hotel and apartment holidays on a non-packaged basis, Powder White will also expand its apartment programme for the 2013/14 season, building on its core collection in ten top French resorts including Avoriaz, Les Arcs, Val Thorens and Tignes.

And for hotel lovers, new 'hotel plus' packages incorporating transfers and ski hire and ski pass bundles will offer guests the services of Powder White's decade of experience, whether they're seeking a five-star boutique retreat or a family run bed and breakfast - all from a carefully hand-picked selection of 25 properties in the big five resorts.

Sample Packages:

NEW: Seven-nights at Chalet Hermine in Courchevel 1850 costs

from £899 per person (based on a 7 December arrival)  
NEW: Seven nights at The Pinchbeck in St Anton costs from  
£399 per person (based on an 8 December arrival)  
Prices include daily hot cooked breakfast, afternoon tea,  
Champagne and Canapes, three-course dinner with dinner  
wines and unlimited house wine. Travel, transfers, in chalet ski  
fitting, lift passes and activities can all be tailor-made in  
advance.

FOR MORE INFORMATION VISIT:

More information on Powder White  
[www.powderwhite.com](http://www.powderwhite.com)

Reservations  
[+44 \(0\) 20 877 8888](tel:+44208778888)