



PRESS RELEASE



AN ELEPHANT OF CHEESE AND BATHS FULL OF WINE?

IT MUST BE THE END OF THE SKI SEASON



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With Easter done and dusted, summer is most definitely on the way, which sadly marks the end of another brilliant ski season. Once the chairlifts grind to a halt, the runs go from white to green and the fondue sets are packed away, it's time for the ski industry to sit back and take stock. Powder White, a specialist ski tour operator, has put together a run down of their end of season stats, showing that skiing and snowboarding is about more than carving and goggle marks. In fact it's mainly about wine, cheese and cakes, and lots of them!

(Figures are based on Powder White's 58 chalets across the big five ski resorts of Courchevel, Val d'Isere, Verbier, Meribel and St Anton.)

19,860 bottles of wine drunk by chalet guests – The equivalent of 117 baths

2,680 kilos of cheese consumed by chalet guests – the average size of a fully-grown African elephant – an elephant of cheese!

The Powder White team drove 43,700km to pick up and drop off guests at airports – the equivalent of 9085 Mont Blancs, the highest mountain in the Alps

2,305 baguettes eaten, that's the equivalent weight in bread of 576 bags of sugar

4,602 cakes baked for afternoon tea (that must rival Mary Berry's annual output?)

15,423 hits on the Powder White website during the Winter Olympics, proving we're a nation inspired by lycra and big air

It's not just Brits that love a chalet. Guests came from 29 countries, including Brazil, Venezuela, Mexico, Saudi Arabia, Canada and 17 European countries

You're never too old. The oldest guest skier was 82 years and 2 months

Or young...with the youngest Powder White guest skier just 2 years 10 months

Or forgetful...70 ski poles were lost by guests, that's two poles a week during the ski season December - April

FOR MORE INFORMATION VISIT:

Experienced skiers and first timers keen to get in on the wine and cheese action for 2014/15 can save 10% by booking early through Powder White at www.powderwhite.com