



PRESS RELEASE



NEW CHALET IN TOP RESORTS FOR POWDER WHITE

Programme expanded in
Meribel, Val d'Isere and St
Anton



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Leading independent ski-holiday provider Powder White will mark this year's ski season by adding three new chalets in Meribel, Val d'Isere and St Anton, expanding its programme in three top European resorts.

The popular Three Valleys resort of Meribel will see the addition of The Patrice, a beautiful free-standing chalet accommodating up to 23 people in 12 bedrooms, perfect for large families and groups or individual room bookings. Situated just a short walk from the main square with many shops and restaurants and with easy access to the Doron piste, The Patrice location is highly convenient for those who want easy access to local facilities. The chalet also features a large living room on the second floor with a commanding open fireplace and a sunny terrace for evening drinks and canapés, as well as a large outdoor hot tub to help guests relax after a hard day's skiing.

Austria's St Anton will also see the Powder White programme increase to eight chalets, with the addition of The Gerlinde. The traditionally decorated chalet is set over several floors featuring a separate living and dining area, a separate kitchen on the first floor, a sauna and four spacious bedrooms, sleeping up to eight guests. Nestled in central St Anton, The Gerlinde offers instant access to the Dorfstrasse zone, with a wealth of shops, restaurants and bars on the doorstep.

In Val d'Isere, the new freestanding Ananda chalet is located in the popular Hamlet of Laisinant, offering peace and quiet with the convenience of having the high-speed chairlift nearby giving keen skiers easy ski in ski out access to the huge Espace Killy ski area. If guests are looking for a little action, the resort centre is just a ten-minute walk away to get lost in shopping,

indulge in the local cuisine or nightlife. The Ananda sleeps up to ten guests in six rooms and is decorated in traditional Alpine style with local antiques adding a homely feel. An open plan living and dining area with log fire is the perfect place to relax after a hard day on the slopes with a separate TV room on the top floor.

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-catered, part-catered and fully-catered chalet board options all available to guests across its chalet programme in Courchevel, Val d'Isere, Meribel, Verbier and St Anton. 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.

Sample Packages:

- Seven nights at The Patrice in Meribel costs from £399 per person (based on 6th December 2014 arrival)
- Seven nights at The Gerlinde in St Anton costs from £349 per person (based on 7th December 2014 arrival)
- Seven nights at The Ananda in Val d'Isere costs from £699 per person (based on 13th December 2014 arrival)

Book before 31st August and save 15% off selected catered chalets (whole chalet bookings only).

Fully-catered prices include daily hot cooked breakfast, afternoon tea, pre-dinner Champagne and Canapés, three-course dinner with unlimited house red, white and rose wines. Travel, transfers, in chalet ski fitting, lift passes and activities can all be tailor-made in advance.

FOR MORE INFORMATION VISIT:

For reservations visit Powder White www.powderwhite.com or call 02088778888.

About Powder White: Run by ski industry veterans Fraser Ewart-White and Claire Freeland, Powder White began life over a rosé fuelled evening in 2003 to become a ski company with a mission – to unpack the package and bring the fun and flexibility back to the booking experience. The bespoke chalet, hotel and apartment holiday service offers both UK and international travellers a value tailor-made approach, with industry leading features including an online 'Manage my booking' option and flexible chalet catering designed to give customers complete control over their ski holiday. Specialising in the French, Austrian and Swiss Alps, the Powder White team

pride themselves on offering unparalleled expertise and local knowledge.