

Blue Tomato opens their 4th shop in Switzerland

- **A big international board sport and lifestyle specialist is coming to Winterthur**
- **Opening Event from Thursday (26.10) to Saturday (28.10) with a lot of music, action and an after party**

(19.10.2017, Winterthur/Schladming) – Within the best location of the Marktgasse in Winterthur, the international board sport and lifestyle specialist Blue Tomato (blue-tomato.com) will open its fourth shop in Switzerland on Thursday the 26th October. With approximately 330m² across one floor and two entrances, the brand new Blue Tomato Shop in Winterthur offers everything which the hearts of young, active and fashion-conscious customers desire.

During the opening, the visitors can enjoy special offers and raffles along with free drinks and snacks. On all 3 opening days Dj's Aemka, Jesaya and Crypt will lead the guests thorough the night with good music at the turntables.

On Saturday everyone is heartily invited to finish off the opening weekend at the shop until 17h. Afterwards, a **free shuttle bus** will take the guests to the **Blue Tomato Shop in Zurich** for the Aperó, where the guests will be able to go to the after party in Plaza Zürich, which is also the 1-year celebration of the Blue Tomato Shop in Zurich.

All shop employees are from the "scene"

Blue Tomato is proud of the international diversity of its employees with over 7 nationalities. Moreover, all of their employees come from skateboarding, surfing and/or snowboarding backgrounds and provide excellent specialist knowledge. Not only this, but the common ground of the same or similar hobbies unite the Blue Tomato team in an exceptional way. Blue Tomato sees itself as very lucky to have such motivated and proficient employees. Blue Tomato Winterthur Shop Manager Gregory Mata and his colleagues are looking forward to a great start into the winter.

Giving back to the consumer

Blue Tomato wants to return as much as possible to its customers and the scene, and is therefore very committed to local snow, skate and surf scene events, organizing events (The Captains Quest) and sponsoring in various forms (Local Swiss team riders such as Mike Knobel (snowboard), Nicolas Huber (snowboard), Jay Scherzinger (snowboard) and Andrej Perko (freeski), as well as international figures such as Anna Gasser, Victor de le Rue, Ana Rumiha and Fabio Studer).

In Winterthur itself, there has been cooperation with the Skillspark (<http://skillspark.ch/>) shop openings are carried out with many Swiss companies.

Riding on the wave of expansion

Former European Snowboard Champion Gerfried Schuller is the founding father of Blue Tomato. Shortly after the start of the shop in 1988, the Styrian focused on the internet for his retail distribution. Today the global online shop is available in 14 languages and 90.000 daily visitors are registered on the website –tendency increasing. With their headquarters in Schladming/Austria, Blue Tomato is one of the world's biggest online retailers in the snowboard, freeski, touring, skate and surf industry, with more than 450.000 products.

For a couple of years now Blue Tomato has been riding on the wave of expansion with their physical shops and have set their foot in various locations in the last few years, such as Vienna, Salzburg, Innsbruck, Munich, Stuttgart, Hamburg, Berlin, Zurich, Lucerne and Bern. With the fourth shop in Switzerland, the board sports company now has a total of 33 shops in the D-A-CH-Region.

The large range of products are made more and more accessible through the expanding Blue Tomato shops while creating an exceptional and comfortable shopping experience for the customer. This is achieved through comfortable interior of the shops with cool designs and a love for detail, as well as motivated employees.

Omni-Channel-Retailer with exceptional service

Products can be ordered via the web shop, smartphone and tablet or via catalogue. A special service of the action sport retailer: Customers can optionally order their online purchase into one of the Blue Tomato Stores free of charge and collect them there. If an item does not fit, the order will be exchanged in the shop.

All **Information** for the opening can be found under blue-tomato.com and <https://www.facebook.com/bluetomatoshopwinterthur>.

Address:

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