



THE SWISS SUPERMARKET COMPANION

A First-Time Visitor's
Shopping Guide



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Tip: Pick up fresh bread, local meats and cheeses, and something sweet, then enjoy them on a train, beside a lake, or with a mountain view. Some of the simplest Swiss meals can become the most memorable!

Build the Perfect Swiss Picnic

- Fresh bread, such as Butterzopf, or rolls
- Gruyère, Appenzeller, or local Alpkäse
- Bündnerfleisch, Landjäger, or another local cured meat
- Seasonal fruit
- Dried fruit or nuts
- DAR-VIDA crackers
- Swiss chocolate or Haribo
- Rivella or Migros Ice Tea

Try Something New: Swiss Favorites To Sample

- Birchermüesli
- Caotina
- Swiss yogurt
- Swiss chocolate: try brands and favorites such as Cailler, Ragusa, Kägi fret
- Kambly biscuits: some favorites are Matterhorn, Chocolait, and Bretzeli
- Sugus
- Zweifel potato chips
- Regional Swiss treats, such as Basler Lächerli and Appenzeller Biberli

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Grocery Store Tips

- Most supermarkets are closed on Sundays, but many stores at train stations and airports remain open.
- Bring your own reusable shopping bag, or buy a Swiss one as a useful souvenir.
- When paying by card, choose CHF rather than your home currency.
- Self-checkout machines usually offer an English-language option.
- Some loose fruit and vegetables must be weighed and labeled before you reach the checkout.
- Check the refrigerated section for convenient picnic foods, including prepared salads, sandwiches, yogurt, and ready-to-eat meals. Keep an eye out for end-of-day discount stickers - you may find some excellent bargains!



MORE RESOURCES

There are numerous ways you can connect with us to get practical tips and advice to help plan your dream trip to Switzerland.



WEBSITE. The [Holidays to Switzerland website](#) is packed with helpful resources and destination guides. You'll find guides on transport, accommodation and things to do, plus our article on planning your trip to Switzerland takes you through the entire process step-by-step. Designed with the independent traveller in mind, the website is the best place to start planning your trip.



PODCAST. In each episode of the [Holidays to Switzerland Travel Podcast](#) host Carolyn Schönafinger chats with Swiss travel experts to answer your most commonly asked questions, provide practical tips and take you on a virtual visit to the most popular destinations – and some hidden gems – to help you plan your dream trip to Switzerland.



YOUTUBE. On our [YouTube channel](#) we share travel tips and interviews with Swiss travel experts to showcase the wide array of destinations and activities that you can enjoy in Switzerland.

SOCIALS. You can also follow us on [Instagram](#) and [Facebook](#).

Wishing you safe and happy travels in Switzerland 🇨🇭
Carolyn

Disclosure: Should you make a booking with one of the preferred partners mentioned in this guide, Holidays to Switzerland may earn a commission/referral fee at no additional cost to you.