

Prilly, 07.11.2025

## Bern Bärenplatz - a fourth and new Home of Salt

Salt is pleased to announce the opening of its fourth flagship store, Home of Salt, in the capital city of Bern. Following successful openings in Zurich, Geneva, and Basel, Salt strengthens its presence in the heart of Bern with the newly expanded and redesigned store at Bern's Bärenplatz – now twice as large and offering an enhanced customer experience.



Home of Salt, Photo Copyright: Livia Bass

Located beneath the arcades of the historic Vatter building at Bern's Bärenplatz, the expanded Salt store now features three entrances from Spitalgasse and Bärenplatz, offering convenient access from all sides of the lively city square. The 148 m<sup>2</sup> flagship store mirrors the premium design of the Salt Flagship Store Concept and now includes a dedicated space for Salt Business customers and an Eco Corner for the device buyback program. Visitors can enjoy expert advice, live demos of the latest devices and telecom services, all in a welcoming setting with coffee and a comfortable waiting area. Customers can also test the new fiber-based Salt Home+ internet product, with best fixed internet, WiFi 7 and Sky/Canal Plus Entertainment on Apple TV or Android starting from CHF 49.95/month. A wide range of Salt mobile plans and exclusive Black Everyday November promotions are available in-store for private and business customers.

## Press release



**Max Nunziata, CEO at Salt, commented:** *"After the recent openings in Zürich, Geneva, and Basel, it was natural for Salt to open its next Flagship Store in the heart of our Capital city Bern. While our Bärenplatz Store was already a popular destination for city-shoppers, the doubling of the surface and the upgrade to Flagship level will make it an even more attractive stop for people and companies looking for the right solution to their connectivity needs."*

Salt is committed to continually enhancing its customer experience and service quality across Switzerland. Recently, Salt's Stores have received a "very good" rating in the 2025 Connect Shop Test. With the opening of the Home of Salt in Bern Bärenplatz, the company is expanding its presence in the capital of Switzerland. Alongside its existing locations at Bern SBB central station and Bern Westside, Salt now operates three stores in the city. The renovation highlights Salt's commitment to providing greater comfort, accessibility, and exceptional service for residents, commuters, and business customers in Bern.

### About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2025), Switzerland's best fixed internet (Ookla® Speedtest Intelligence® Q1-Q2 2025) and customer-centric service ensure an outstanding experience for its business and residential subscribers. The company's services, as well as its fixed and mobile networks, have received repeated awards: best universal provider for residential customers (Bilanz, 2025), outstanding mobile network (Connect, 2025), outstanding mobile hotline test (Connect 2025), very good mobile network (Chip), winner regional fixed-network providers with "outstanding" rating (Connect, 2024), and best broadband tariff (SIQT, 2024). Based in Prilly (VD), Salt has two additional offices in Biel and Zurich. The company employs more than 1,000 employees and serves more than 1,700,000 postpaid mobile and more than 270,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

### Salt Press Office

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