

# Seagull



In 1948, the Swiss gastro entrepreneur Ueli Prager founded the first Mövenpick snack bar in downtown Zurich. The brand with the pecking seagull was once an empire. Roberto Niederer was commissioned to develop a glass seagull. The imposing glass seagulls are still an integral part of our range today.

Over the years, Ueli Prager has not only fed thousands of Swiss people, but also confused even more Swiss school children. Do you write the white seabird with a "v" or "w" (in German)? According to the Duden, the answer is clear: "Möwe" is spelled with a "w". But why is the brand still spelled with a "v" is something only Ueli Prager himself knows. In the company, people used to tell each other this version: Ueli Prager just made a simple typo in the Mövenpick lettering. When he was asked about it later, he said: He chose the "v" for "graphic reasons" because the letter was less wide than the "w".

Care recommendations (print version)

Nr.	Bezeichnung	Masse	Preis
613.1	Seagull small	400 mm	CHF 180.00
613.2	Seagull medium	600 mm	CHF 320.00
613.3	Seagull large (no delivery)	850 mm	CHF 490.00