

Media Release – June 12, 2026

## American Express welcomes Andreas Caminada as Brand Ambassador in Switzerland

American Express is further expanding its commitment in the lifestyle and dining space: introducing Andreas Caminada, one of Switzerland's most celebrated chefs, as its latest Brand Ambassador in Switzerland. In Switzerland, American Express Cards are issued exclusively by Swisscard AECS GmbH.

At the same time, American Express has become the presenting partner of "*Caminada. Das Magazin*", Caminada's premium lifestyle and culinary publication. The magazine features stories about gastronomy, travel, craftsmanship and the people behind exceptional experiences, offering readers a unique perspective on hospitality, culture and contemporary lifestyle.

This partnership reflects a shared commitment to quality, service excellence and creating meaningful experiences that bring people together and will deliver exclusive dining experiences to eligible American Express members in Switzerland.<sup>1</sup>

Together, this collaboration will open new opportunities for American Express Platinum Card and Centurion members in Switzerland to enjoy exclusive access to selected dining experiences and exceptional culinary moments, bringing them closer to some of Switzerland's most celebrated gastronomic destinations and the people behind them.

Platinum Card and Centurion members in Switzerland will also receive selected editions of "*Caminada. Das Magazin*", offering exclusive access to the stories, people and places that define Andreas Caminada's world. Through these stories, card members will gain a deeper connection to some of Switzerland's most celebrated culinary destinations and the people behind them, extending the experience beyond the table.

"Culinary experiences thrive on exchange. They connect people, spark emotions and create memories that leave a lasting impression. The collaboration with American Express creates new opportunities to make these connections visible and bring them to life in new ways."  
— Andreas Caminada

"At American Express, our ambition is to deliver the best customer experience every day. Dining remains one of our card members' greatest passions, and Andreas Caminada represents a level of excellence and hospitality that perfectly reflects our own approach to service and meaningful experiences. Through this partnership, we are creating new opportunities for our Platinum Card and Centurion members to connect with some of Switzerland's most exceptional dining destinations."  
— Guido Müller, CEO Swisscard AECS GmbH

### Commitment to Swiss gastronomy

American Express continues to strengthen its presence in the premium dining and lifestyle space through selected partnerships, curated recommendations and exclusive culinary experiences.

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<sup>1</sup> American Express Platinum Card and Centurion members in Switzerland.

Together with GaultMillau Switzerland, American Express supports initiatives that celebrate both established excellence and emerging talent in the Swiss gastronomic scene. Since 2019, the brand has also supported *GaultMillau POP!*, a platform dedicated to innovative young restaurants and bars.

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**About Swisscard**

Swisscard AECS GmbH is one of Switzerland's leading credit card providers and has been actively shaping the market for more than 25 years. As the only issuer in Switzerland to offer the world's leading credit card brands American Express, Mastercard and Visa under one roof, Swisscard provides private and business customers with tailored card solutions for a wide range of needs while also driving the expansion of American Express acceptance across Switzerland.

Deeply rooted in Switzerland, Swisscard continuously sets new impulses in the payment industry through innovative solutions and a strong commitment to service excellence — reflected in repeated awards for its products, service quality and employer attractiveness.

Swisscard employs approximately 600 people at its headquarters in Horgen (ZH) and offers a modern working environment in a dynamic market.