

# BLAUSEE CORPORATION

## THE ALPINE ORGANIC TROUT FARM IS GOING ONLINE

The rather traditional business of trout breeding at Blausee is joining in the digital transformation. Blausee is now selling fish online. Swiss Post has helped the company break the mould with its convenient e-commerce and shipping solution.

In the Blausee, only the fish can swim. The crystal clear water is the ideal environment for rainbow trout and salmon trout. The Blausee trout is an exquisite natural product, thanks to the mineral-rich, clean mountain spring water which finds its way into the lake, and their slower than average growth to maturity of between 24 and 28 months. The trouts bear the Bio Suisse organic farming label and are certified by the organic farming standards association Bio Inspecta.

All Blausee organic trout products can either be purchased at the Blausee shop or enjoyed at the restaurant on site. Yet this was not enough for the Blausee management. "Inspired by other fish pro-

duct producers, we wanted to offer our fish online and deliver directly to customers' homes," said Stefan Staub, Director of the Blausee Corporation. "We definitely want to keep pace with new technologies and be part of the digital transformation. That's what compelled us to create a trout shop online." From the outset it was clear to Stefan Staub that the Blausee brand's online presence had to be completely professional and that the order process had to be easy and seamless for customers. Furthermore, the e-shop had to be implemented quickly. For Stefan Staub, doing it himself was out of the question. He quickly identified a partner who could handle the whole project.



**SWISS POST** 

## A one-stop shop for e-commerce

The entire trout shop e-commerce solution comes from Swiss Post and follows a rigorous concept: from user-friendliness in the e-shop to the simple and trustworthy e-payment solution, right through to quick delivery to customers. Stefan Staub wanted a single partner for all these elements. That was the main reason he chose Swiss Post as partner. "With Swiss Post, we had our own consultant who found solutions to all our requirements, from e-payment to the shipping solution. For the design finish of the trout shop, we dealt directly with the web agency. We are very happy with the result."

## Keeping one eye on the future

The scalability of the solution was another important cornerstone for the design of the trout shop. "Our goal is to increase online sales in the near future, which will strengthen the Blausee brand in the long term," said Stefan Staub. "We also want to expand the online shop soon with other exclusive products." Stefan Staub also learnt a few things from the implementation of the project. His advice to other companies with e-commerce ambitions? "Plan enough time. There is no point rushing an e-commerce solution. User-friendliness has to be the top priority. Each step has to be considered in detail, and that takes time."



Fig.: Blausee relies on Swiss Post for all the services highlighted in green.

### Blausee Corporation

The Blausee Corporation owns the 20-hectare Blausee Nature Park, with its hotel and spa, restaurant, organic trout farm and shop. The Blausee Corporation is also the leaseholder of St. Peter's Island, with its historic monastery hotel, restaurant, bistro and shop.

[www.blausee.ch](http://www.blausee.ch)  
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