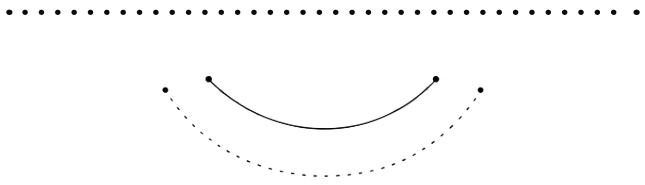
ALTER EGO

We are never just one self.
Many selves live within us.

Across stories, cultures and generations, these familiar sides of human nature appear again and again — the Lover, the Rebel, the Hero, the Jester, the Sage. We know them as archetypes: universal patterns that reflect our desires, attitudes and ways of experiencing the world. Rather than belonging to just one, we carry many of them within us.

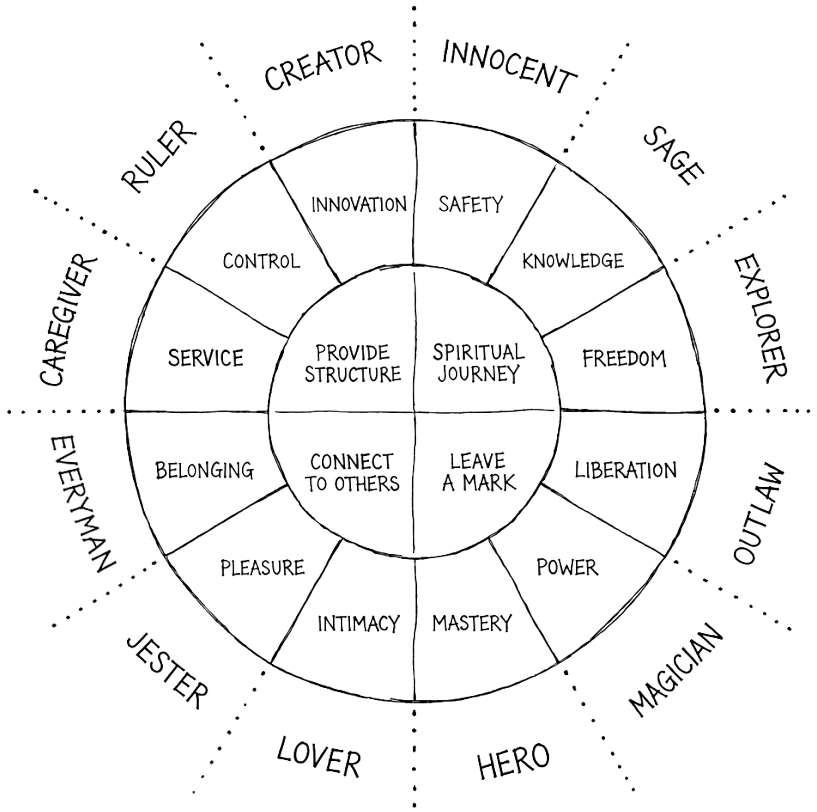
Alter Ego translates these archetypes into twelve cocktails. Each one has its own personality, expressed through flavour, ingredients, texture, temperature and presentation — from comforting and familiar to bold, curious or unexpected.

Some may feel immediately like you. Others might reveal a side you didn't expect. And depending on the moment, a different one may take the lead.



FIND YOUR ALTER EGO

Take the quiz to discover which of the twelve archetypes — and cocktails — suit you tonight.



Don‘t be afraid to ask for classic cocktails
–
we have the answer

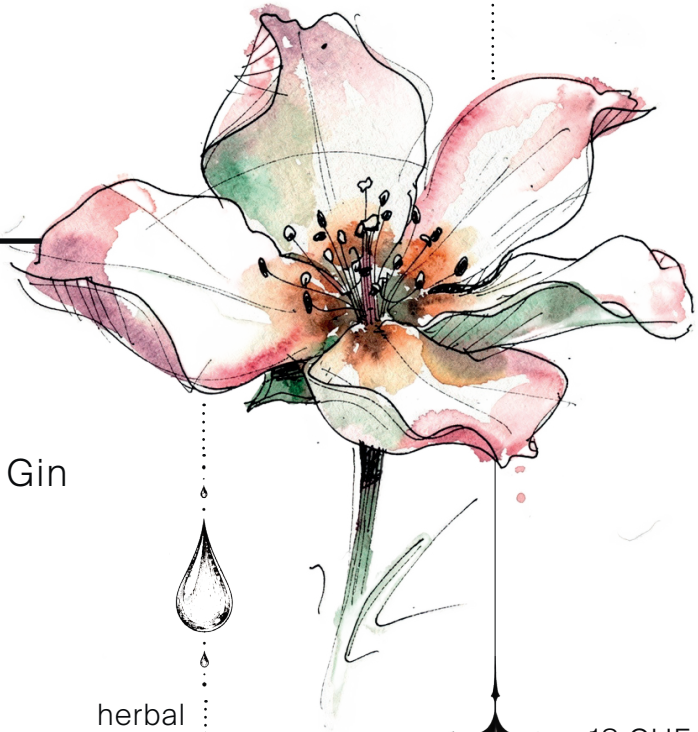
And if you‘re hungry or simply a lover of
heavenly delicious food
–
check out our food section!

Please inform us about your allergies,
as our cocktails and dishes may contain
secret ingredients ;)

THE INNOCENT

The archetype of purity, hope, and harmony. It represents the belief that life can be good, simple, and meaningful. The Innocent embodies trust in the world and a desire to remain uncorrupted.





Nonalcoholic Gin
Gyokuro Tea
White Peach
Rose Water
Yuzu

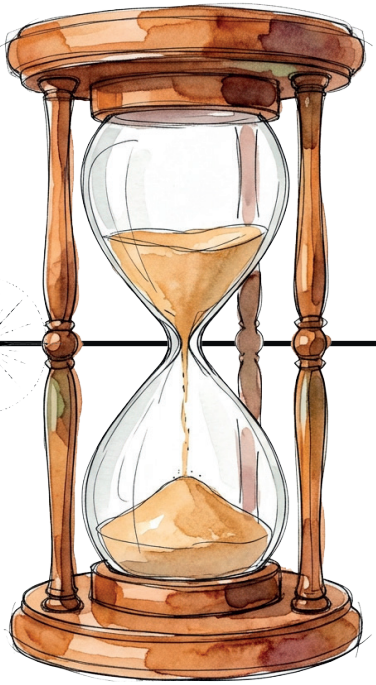
herbal
floral
soft

18 CHF

0.0% ABV

THE SAGE

The archetype of wisdom and understanding. It represents the pursuit of truth, knowledge, and insight. The Sage seeks to illuminate reality and make sense of the world.



Bourbon & Scotch
Toasted Sesame
Umeshu
Fino Sherry
Cardamom Soda

sparkling
spiced
nutty
dry

13% ABV 22 CHF

THE EXPLORER

The archetype of freedom and discovery. It represents the urge to venture beyond boundaries, seek new horizons, and define oneself through experience rather than belonging.



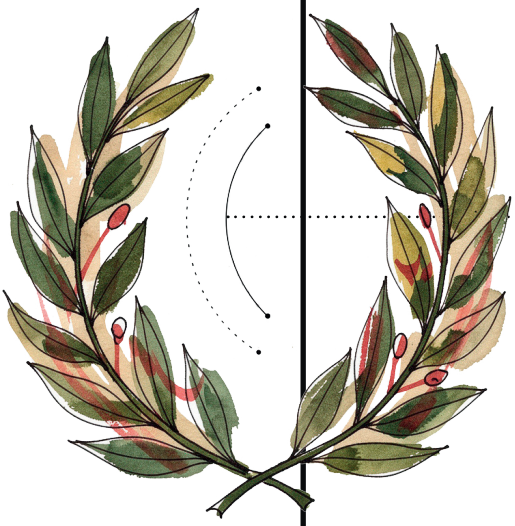
bitter
bold
smoky
herbal

Beu New Moon Mezcal
Coffee Distillate
White Bitter
Kaffir Leaf Vermouth
Coconut Water

23% ABV
22 CHF

THE HERO

The archetype of courage and mastery. It represents the willingness to face challenges, overcome obstacles, and prove oneself through action and achievement.



vegetal
citrusy
tangy
fruity



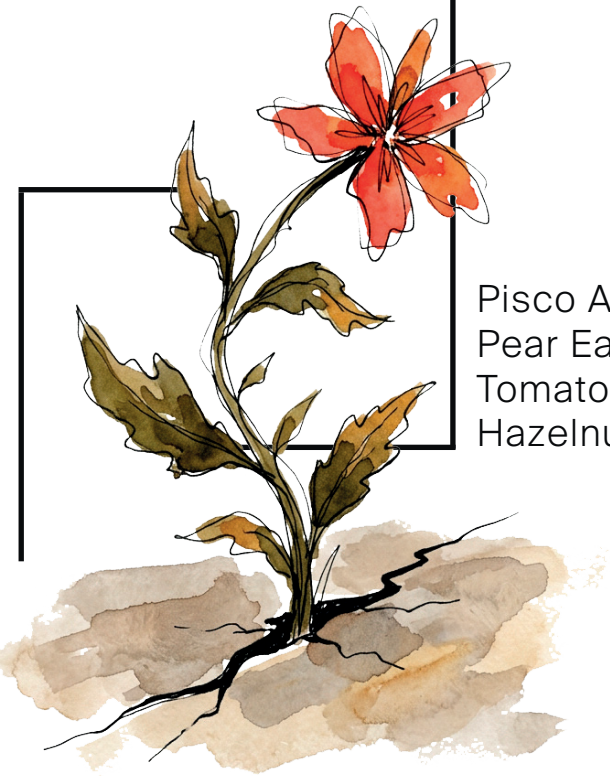
Bellpepper Tequila
Green Pepper
Pomegranate
Sumach Salty Snow

16% ABV

22 CHF

THE OUTLAW

The archetype of rebellion and liberation. It represents the rejection of established structures and the desire to break what is false, oppressive, or limiting in order to create change.

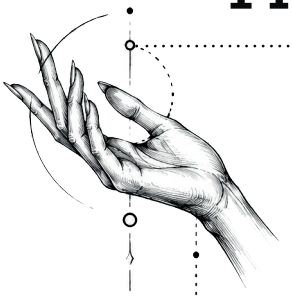


Pisco Acholado
Pear Eau-de-Vie
Tomato Water
Hazelnut Espuma

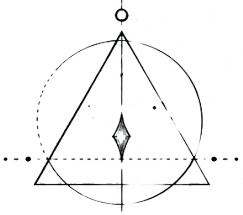
fruity
umami
nutty

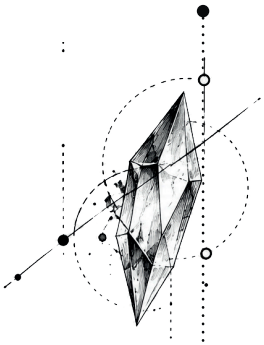
20% ABV
22 CHF

THE MAGICIAN

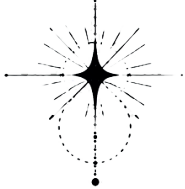


The archetype of transformation. It represents the power to turn one thing into another—ignorance into understanding, chaos into order, possibility into reality. The Magician reveals hidden connections and unseen forces.





White Rum
Beetroot
Raspberry
Shiso

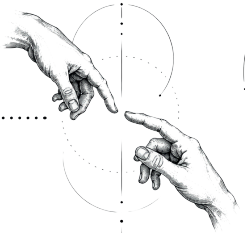




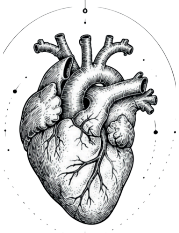
delicate
earthy
clean
herbal

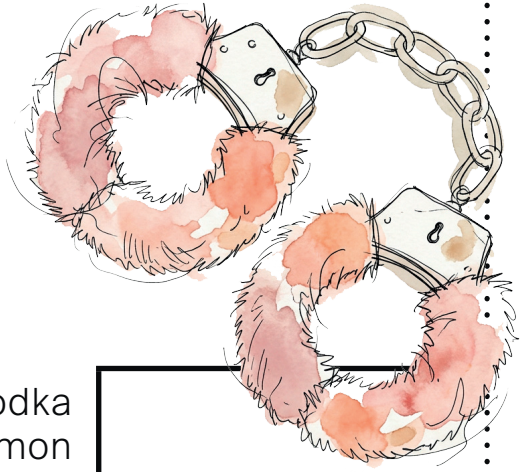
26% ABV
22 CHF

THE LOVER



The archetype of passion and union. It represents attraction, devotion, intimacy, beauty, and the longing to connect deeply with people, experiences, or ideals.





Vodka
Persimmon
Milky Oolong
Vanilla

fruity
creamy
tart
soft

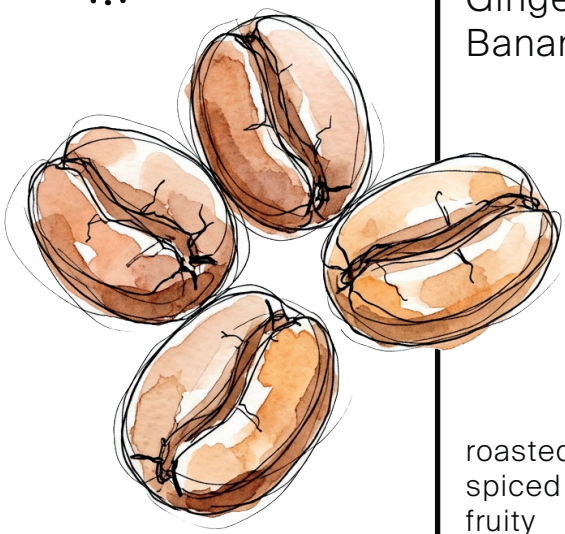
16% ABV

22 CHF

THE EVERYMAN

The archetype of belonging and common humanity. It represents equality, connection, and the shared experience of ordinary life. It rejects elitism and seeks fellowship.

Tonic Water
Gingerbread Coffee
Banana Caramel

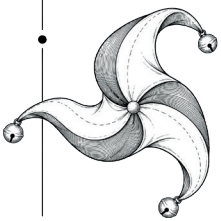


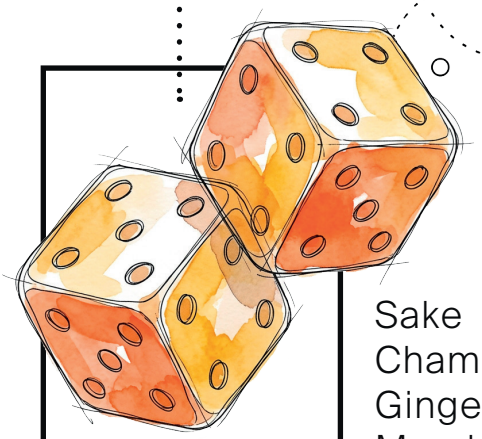
roasted
spiced
fruity
sparkling

0.0% ABV
17 CHF

THE JESTER

The archetype of play and liberation through joy. It represents spontaneity, humor, irreverence, and the ability to expose truth by refusing to take life too seriously.

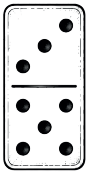




Sake
Chamomile
Ginger
Mandarin
Soda

fruity
herbal
sparkling
zesty

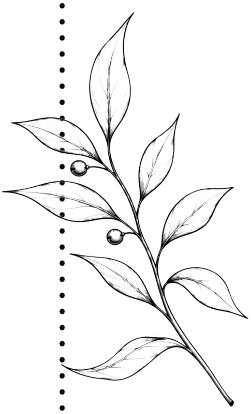
4.2% ABV
22 CHF



THE CAREGIVER

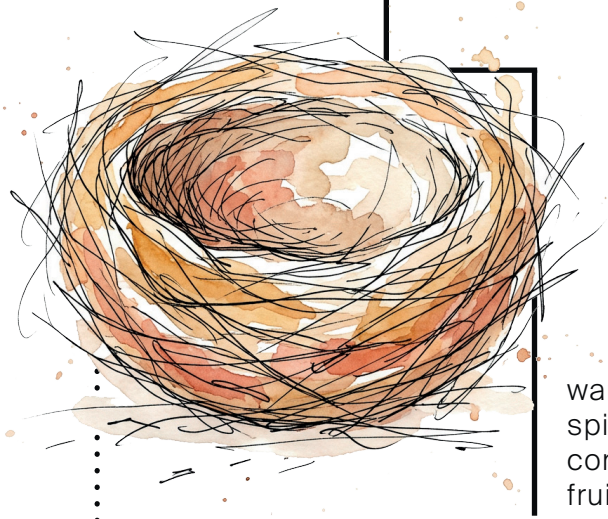
The archetype of compassion and sacrifice. It represents nurturing, protection, generosity, and the instinct to care for others and preserve what is vulnerable.

Nonalcoholic option avilable.



Jamaica Rum
Miso - Apple
Rooibos Tea
Orange
Quince



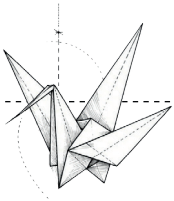


warming
spiced
comforty
fruity

10% / 0.0% ABV

22 CHF / 17 CHF

THE CREATOR



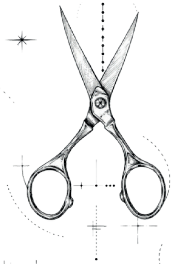
The archetype of imagination and creation. It represents the impulse to bring something new into existence, to shape reality according to vision, and to express originality.





Fondue infused Gin
Amontillado Sherry
Fig Leaf

savoury
herbal
fresh
aromatic

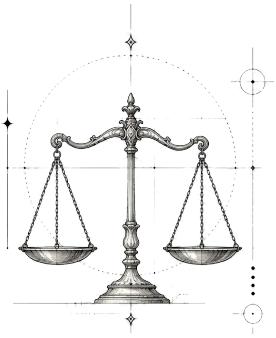


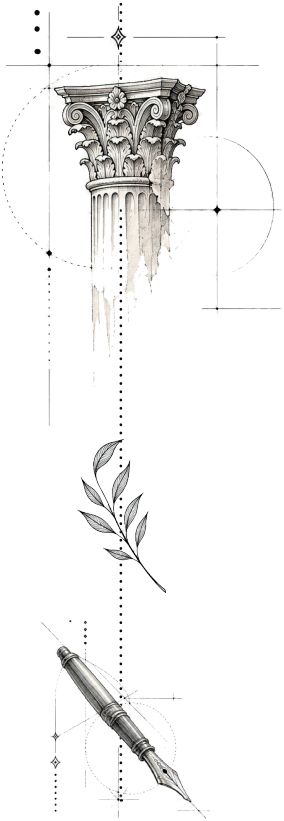
21% ABV

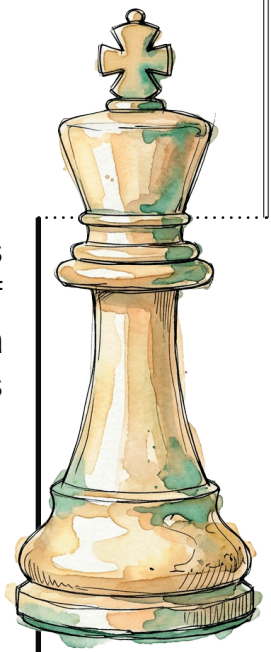
22 CHF

THE RULER

The archetype of order and sovereignty. It represents leadership, structure, responsibility, and the establishment of stability and prosperity through governance and control.







Grapes
Bay Leaf
Lotus Tea
Spruce Tips

dry
herbal
tannic
floral

0.0% ABV
17 CHF

DRY CLUB
ALLTIME CLASSICS

Vintage Negroni — 35 CHF
Vintage Gin, Vintage Vermouth, Vintage Bitter

One Sip Martini — 9 CHF
Gin, Dry Vermouth, Olive

Watermelon Paloma — 22 CHF
Sage infused Tequila, Citrus, Watermelon Soda

Easy Peasy Japaneasy — 22 CHF
Matcha distillate, Kiwi, Bergamot, Citrus

Mango Lassi — 22 CHF
Apricot, Elderflower, Mango, Kaffir Lime,
Cardamom Espuma

DRY CLUB BITES

Served until Midnight

Focaccia [V] 9.–
with Whipped Butter

Edamame [V] 12.–
Gochujang & Honey | Toasted Sesame

Mushroom Croquetas [V] 15.–
Aioli | Gran Padano

Grilled Baby Corn [V] 15.–
Cured Egg Yolk | Avocado Crema | Coriander Oil

Crispy Pork Belly 19.–
Confit Garlic | Soy Sauce | Pickled Chilli

Beef Tartar Cannoli 22.–
Wasabi Cream | Egg Gelee

Tuna Tartar Cannoli 24.–
Wasabi Cream | Avocado

Churros [V] 12.–
Chocolate | Orange & Cinnamon Sauce

BURGERS & BAR BITES

Served until late

Smashed Cheeseburger
Luma Beef | Cheddar | Tipsy Sauce | Pickled Onions

Single 18.–
Double 23.–

Portobello Burger V
Grilled Portobello Mushroom | Feta Cheese | Tzatziki | Spinach

17.–

Triple Cooked Fries V
Swiss Potatoes | Spring Onions | Wasabi Mayo | Beetroot Ketchup | Japanese Mayo

11.–

Chicken Karaage
Mixed Sesame | Hibiscus Sweet & Sour

18.–

BBQ Cauliflower V
Vegetarian BBQ | Pickled Onions | Japanese Mayo

17.–

All prices in CHF and inklusive 8.1% MwSt.