

# VERBIER ADDICT MAG

9

BY TÉLÉVERBIER SA

NUMBER 9

Biannual magazine

WINTER 2022-2023



The exciting new La Pasay chairlift...

SUMMARY

LATEST NEWS  
page 2/3

TOP OFFERS THIS SEASON  
page 3

THE ENVIRONMENT  
& ALTERNATIVE MOBILITY  
page 4/5

RESTAURANTS -  
THE HEIGHT OF GOOD TASTE  
page 6/7

ACCOMMODATION  
page 8

UNMISSABLE SEASON  
HIGHLIGHTS  
page 8/9/10



...and the new La Pasay restaurant next door!



## Bruson: a sector on the move

Changes are afoot in the Brusson sector, offering unrivalled hospitality and comfort for day visitors. The first major new development for this winter is the opening of the new La Pasay chairlift.

Work began in summer 2022 to upgrade the chairlift, offering skiers a faster lift and superior comfort. The fixed chairlift at La Pasay is being replaced by a 6-seater detachable lift with all-weather hoods. And the new lift will be much faster - completing the previous 11-minute journey in less than 5 minutes! Thanks to the Design by Porsche Design Studio seats, skiers will enjoy unrivalled comfort as they whizz up the mountain.

The work is continuing apace, and the new chairlift is set to open to the public on 17 December 2022. A great excuse to come and ski the pistes in the Brusson sector, known for its unspoilt countryside, pretty forest glades and exceptional snow record.

And if you want to make the most of your time in Brusson, why not stop off for lunch at the brand-new La Pasay restaurant, opening in December 2022 - serving up fresh, local cuisine that will delight foodies!

More info [here](#)



## Message from the CEO

2022 has been a year of improvements for Télévérier. After replacing the gondola lift connecting Verbier with Les Ruinettes in 2021, this year we have turned our focus to Brusson and Mont-Fort. From this winter, a new 6-seater detachable chairlift with all-weather hoods will be up and running, serving the magnificent La Pasay piste - taking skiers up to the summit in just 5 minutes. At the top, you'll find a brand-new restaurant serving local cuisine, boasting 70 covers inside and an extensive sun terrace with unbeatable views of the Mont Blanc Massif.

And the new development on the summit of Mont-Fort will undeniably bring added value to the region, too. In summer 2022, work began on building a new, safe panoramic viewing platform on the top of Mont-Fort, at 3330 metres altitude, and it will be opening in time for the 2022-2023 ski season. This new platform is all set to showcase the amazing views from up there as part of our new four-season tourism initiative, hot on the heels of the other



facilities we have recently developed on this site, including the Via Cordata, Via Ferrata and Mont 4 Zipline.

The current uncertain geopolitical and economic situation around the world is a cause of some concern at the moment. However, the ski industry coped admirably during the Covid pandemic, and we can do it again! Together, we will overcome any obstacles that might disrupt the smooth operation of the ski season this winter.

I can't wait to welcome you to the pistes of Verbier, La Tzoumaz and Brusson, and wish you an excellent ski season and my very best wishes for Christmas and the New Year.

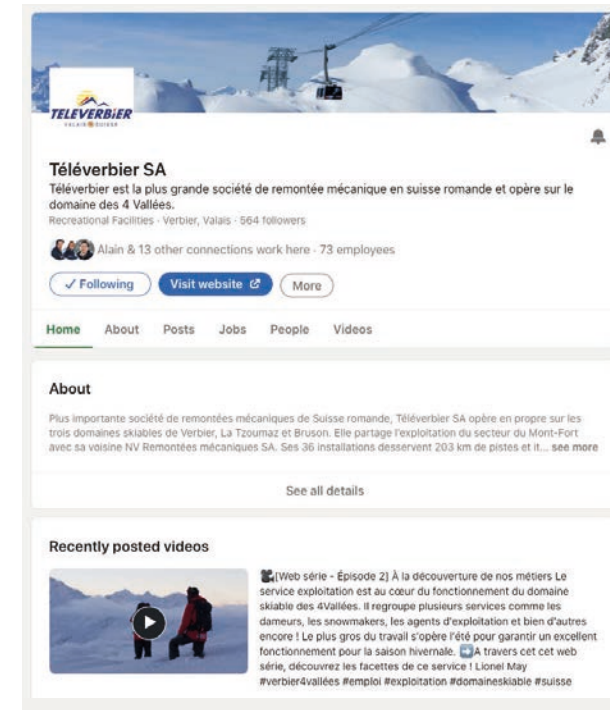
I look forward to seeing you on the piste.

Laurent Vaucher - CEO

## New: follow Télévérier on LinkedIn

To step up our communication about our latest projects and what goes on from day to day at Télévérier, we now have a LinkedIn page.

Check out our page @Télévérier SA for all the latest news!



## Panoramic viewing platform on the top of Mont-Fort

In summer 2022, work began on building a safe panoramic viewing platform on the summit of Mont-Fort. Perched at an altitude of 3330 metres, this platform will give visitors a sweeping view of the whole of the Alps, from Mont Blanc to the Matterhorn. The platform is due to open for the 2022-2023 ski season.



## New partnership with HC Fribourg-Gottéron ice hockey club

We are proud to announce our new partnership with HC Fribourg-Gottéron SA. This partnership between our two sporting organisations, agreed for a duration of four years, unites our common values and will be mutually beneficial, promoting the reputation of both Fribourg-Gottéron and the Verbier 4Vallées ski area.

Fribourg is just an hour and a half away from Verbier by road, making it easy for Fribourg-Gottéron fans to come

here to ski. And that's not all: last season, the 'VosAlpes Express' rail service began operating - connecting Fribourg directly with Le Châble, where visitors can jump in the gondola lift that will take them up to Verbier 4Vallées.

Anyone travelling from Fribourg on this service is entitled to special offers on both their rail fare and a 1-day ski pass for the Verbier sector.



## Annual pass early-bird deal

The Verbier 4Vallées annual pass gives you unlimited access to Switzerland's biggest ski area (410 km of pistes), connecting Verbier to Thyon via Nendaz and Veysonnaz.

And Verbier 4Vallées also offers the Mont 4 Card, an annual pass for youngsters aged 7 to 24. Both winter and summer, you can enjoy the resort area to the full and have a go at everything on offer, from skiing to mountain biking, and not forgetting hiking the trails - all for a great price! This pass automatically entitles you to our vouchers booklet that gives you access to all sorts of other activities, including riding in our partner resorts.

Until 30 November 2022, you can get your Mont 4 Card for just CHF 300 (children aged 7 to 14) and CHF 400 (youngsters aged 15 to 24).

It's available online at [www.verbier4vallees.ch](http://www.verbier4vallees.ch) and from our sales outlets.

And if you live in the French-speaking part of Valais, you can get your Verbier 4Vallées annual pass at the special residents' price.

Until 30 November 2022, this pass is available for just CHF 600, compared to CHF 800!



## Great deals on ski passes

Verbier 4Vallées is keen to establish a reputation as an innovative, sporty resort featuring the latest technology. That's why our aim is to make the online booking process as easy as possible, using attractive offers to spread skier numbers more evenly across the season. This reduces ski lift ticket office queues so that you can get on the piste more quickly.

This winter, you can cash in on our dynamic pricing offer on our website [www.verbier4vallees.ch](http://www.verbier4vallees.ch).

With dynamic pricing available in the Verbier and La Tzoumaz-Savoieyres sectors, you can make the

most of some great-value skiing.

Booking your skiing, sledging or pedestrian pass online will guarantee you the best price available. As a general rule, our online prices go up as demand increases and the nearer you get to your chosen skiing day.

The further in advance you book, the better chance you stand of getting an amazing deal.

At any time, simply check out our latest ski pass prices directly on the calendar page of our website.

## Latest-generation ski pass machines

This summer, we replaced the existing ski pass distributors in the resort with new more functional user-friendly machines that will make your experience even quicker and easier.

## Snowmaking system upgrade

Verbier's first snowmaking network was constructed between Lac des Vaux and Les Ruinettes back in 1994. This stretch forms the backbone of the ski area, and it is therefore only fitting that it should be equipped with the very latest snowmaking technology.

The upgrading work to replace the Lac des Vaux pump station and pipe network was completed this summer.

These improvements mean that we can now guarantee high-quality snow cover on the resort's most popular pistes right through the winter season.

## Great-value day passes at Brusson

We're offering our 'bargain basement days' once again. On 9 dates during the winter season, you can come and ski at Brusson for just CHF 20! These are the dates available: 12, 19, 26 January; 2, 9 February; 9, 16, 23, 30 March.



## Ski as you please with the Club Card

The Club Card is an annual pass that entitles you to discounts on your skiing days. This card guarantees you a minimum 10% reduction on the full-price pass, with discounts of up to 50% available on some dates.

And you can skip the queues too: with the Club Card you head straight to the gate - the cost is simply debited directly from your bank card.

For more information on dates, click [here](#)

## Make life easier with a ski locker

What could be handier after a hard day's skiing than dropping off your things at the bottom of the pistes?

The ski lift terminals at Le Châble, Verbier and La Tzoumaz all have ski lockers where you can leave your ski gear. Your boots will be dried and disinfected for a fresh start the next day.

Info and bookings at [info@televrier.ch](mailto:info@televrier.ch)



**Hassle-free travel to Verbier by public transport**



**BY TRAIN ON THE VERBIER EXPRESS**

What would you say if there was an easy way to get to the pistes, without having to face a long, tiring drive? Now there is! In fact, Verbier 4Vallées offers a choice of hassle-free ways of getting here.

Every weekend from 17 December to the end of April, you can jump on board the Verbier Express, a direct rail service from Geneva to the foot of the pistes. It's not just practical, it's great value too, with an all-in deal combining your journey with a day's skiing in Verbier – and reductions starting at 40%! Tickets are available online at [www.cff.ch/verbierexpress](http://www.cff.ch/verbierexpress)



**OUTWARD JOURNEY:**

From Geneva: 07:29 / From Lausanne: 08:21  
Arrives at Le Châble: 09:39

**RETURN JOURNEY:**

From Le Châble: 17:27  
Arrives at Lausanne: 18:48 / at Geneva: 19:40



**BY TRAIN ON THE VOSALPES EXPRESS**

In addition to the Verbier Express, SBB has teamed up with the ski resorts, RegionAlps and the operators TPF and TMR to operate a rail service from Fribourg to Le Châble, without having to change at Martigny.

Anyone using this service is entitled to a reduction on both their rail fare (up to 70% off) and a one-day ski pass for the Verbier sector.



**TIMETABLE:**

Fribourg: dep. 07:22 / Romont: dep. 07:39  
Palézieux: dep. 07:55 / Vevey: dep. 08:11  
Aigle: dep. 08:27 / Bex: dep. 08:34  
Martigny: dep. 08:48  
Le Châble: arr. 09:15

For the return journey, you can take the 17:27 from Le Châble, changing at Bex (departing from the same platform) to arrive in Fribourg at 19:37.



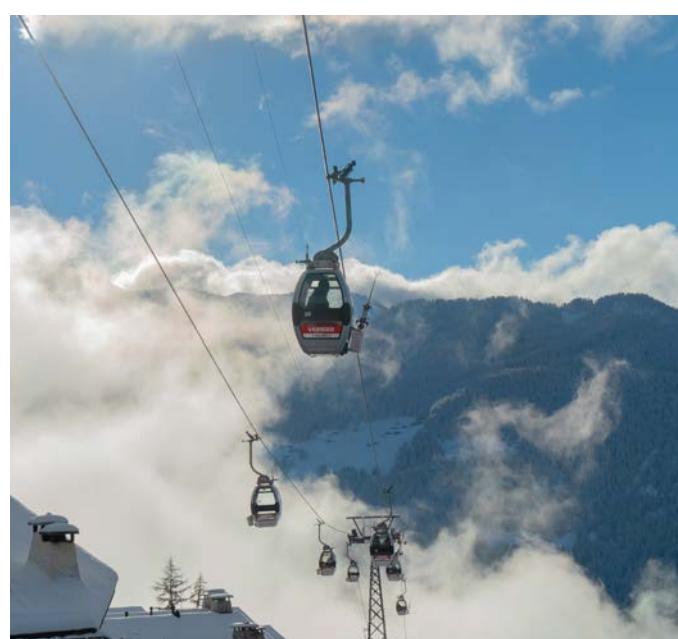
**CHÂBLE-VERBIER GONDOLA LIFT**

Since winter 2021-2022, the gondola lift connecting Le Châble with Verbier has been operated as a public transport service. The lift operating hours have therefore been extended to 05:10 to 23:50 on Mondays to Fridays (not including maintenance periods).

What's more, existing half fare and GA travelcards are valid on this journey too.

**GETTING AROUND THE RESORT**

Within Verbier, a free shuttle bus service serving the entire resort operates all year round.



**La Montagne Verte: committed to reducing our carbon footprint**

For years now, Verbier 4Vallées has been taking steps to reduce its environmental impact. For a summary of the measures we've introduced, see our graphic below.

We are continuing to invest for the well-being of all our visitors and residents and for the good of the planet.



FURTHER INFORMATION: : [verbier4v.ch/environment](http://verbier4v.ch/environment)



## Les Attelas: three restaurants – with something for everyone

Téléverbier recently acquired the three Attelas restaurants, which now offer three totally different dining concepts.

Are you familiar with the names the Cuckoo's Nest,

**Le Bistrot** features chef Bert de Rycker at the helm – voted best newcomer in 2019.

The menu will be a deft combination of old favourites and inventive brasserie-style dishes.

To get your mouth watering, here's a sneak peek at two dishes on the menu:

**Our own smoked salmon** (smoked at 2700 metres with a hay and Tonka bean infusion), served with Norwegian dill bread and horseradish

**Rib of Burgundy beef** with braised shallots, potato purée and Bèarnaise sauce

L'Olympique and La Vache? Well, this winter, they're becoming Le Flocon, Le Bistrot and Le 3023.

Each of these three restaurants has its own separate identity.

With its traditional pub feel, **Le 3023** is set to be the perfect place for a get-together with friends for a drink, a meal or a bite to eat.

Great atmosphere guaranteed in this lively retro eatery!

The menu will include delights such as:

**Surf & turf board**  
Marinated spare ribs, chicken wings, cod fritters and mushroom toast, served with the chef's own sauce

**Shepherd's pie on toast**  
A British favourite – served on toast and topped with creamy mashed potato and melted cheddar



**Le Flocon** offers something different from the other two options. This self-service restaurant serves unfussy

family-friendly food featuring delicious, easy-dining favourites from your childhood.

## La Pasay restaurant in Bruson gets a makeover

The former snack bar has been transformed into a much bigger restaurant with stunning views of the Mont Blanc Massif.

Right at the heart of the unique surroundings of Bruson, the new La Pasay restaurant will open in December 2022. With its stylish decoration, relaxed atmosphere and emphasis on local cuisine, this new restaurant is set to become a firm favourite with locals and visitors alike. More than just a meal out, La Pasay offers a complete dining experience.

The restaurant is run by Emmanuelle Roduit and Michaël Egloff, two champions of local Valais cuisine, which draws on high-quality local produce.

They serve up creative, delicious cuisine at an affordable price. How would we describe their cuisine? We couldn't put it better than the chefs themselves: "La Pasay restaurant is all about freshly prepared food that feeds both the stomach and the heart, made from local, seasonal produce – with no compromises."

## Black Tap, a burger restaurant at 3300 m altitude

We already boast the highest fondue in Europe... Now you can come and experience Black Tap, the authentic American burger bar, in totally unique surroundings!

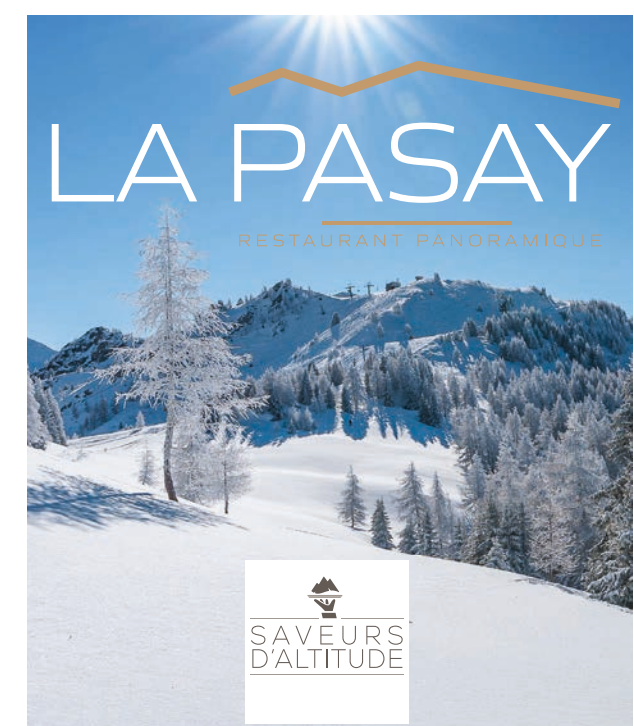
Titillate your taste buds with the awesome flavours of an authentic New York burger – try the Black Tap Craft Burgers and Beer concept.

If you want to make your mouth water, take a look at the menu: [www.blacktap.ch](http://www.blacktap.ch)



## La Pinte à fromage: the restaurant for fondue lovers

The Crêperie de Savoleyres is now La Pinte à fromage, serving up a range of deliciously fragrant cheese specialities. This restaurant features the region's local cheeses, including in a selection of five different fondues, ranging from the conventional to the highly original. After a long day's skiing the sunny boulevard pistes, there's nothing better than a hearty cheese dish to perk you up before tackling the last run back down to the resort.



## Our mountain restaurants



**IGLOO DU MONT-FORT**  
Enjoy Europe's highest-altitude cheese fondue  
Phone +41(0)27 775 25 96  
Email lesgentianes@televerbier.ch

**BLACK TAP VERBIER**  
A taste of NYC at 3000 metres  
Phone +41 27 775 26 56  
Email verbier@blacktap.com

**LE 3023**  
Great atmosphere guaranteed in this lively retro eatery.  
Phone +41(0) 27 775 26 58  
Email 3023@televerbier.ch

**CHALET CARLSBERG**  
The ski area's Italian restaurant  
Phone +41(0) 27 775 26 73  
Mobile +41 79 696 30 97  
Email chaletcarlsberg@televerbier.ch

**LA PASAY**  
A new eatery for sociable dining  
Phone +41(0)27 775 26 10  
Email lapasay@televerbier.ch

**LE MAYENTZET**  
Local specialities and fondue  
Phone +41(0) 27 775 25 49  
Email lemayentzet@televerbier.ch

**LE BISTROT**  
Brasserie-style creations cooked and presented with flair  
Phone +41(0) 27 775 25 79  
Email bistrot@televerbier.ch

**LE FLOCON**  
Self-service restaurant serving unfussy family-friendly food.  
Phone +41(0) 27 775 25 78  
Email flocon@televerbier.ch

**LA CROIX DE CŒUR**  
Local eatery serving local dishes  
Phone +41(0)27 775 25 36  
Email lacroixdecoeur@televerbier.ch

**LA TZOUUMAZ**  
La Tzoumaz's wine bar  
Phone +41(0) 27 775 26 25  
Email tbar@televerbier.ch

**1936 - The place to go for après-ski in Verbier**  
Phone +41(0) 792 246 290  
Email 1936@televerbier.ch

**MÉDRAN CAFÉ**  
The café at the foot of the slopes in Verbier  
Phone +41(0) 27 775 25 86  
Email medran@televerbier.ch

**PINTE À FROMAGE**  
Des bons plats typiques à base de fromages de la région  
**RESTAURANT & PIZZERIA DE SAVOLEYRES**  
Phone +41(0) 27 775 26 28  
Mobile +41(0) 79 859 42 72  
Email selfsavoleyres@televerbier.ch



## Mont-Fort Swiss Lodge, for a ski holiday at an unbeatable price

In the centre of Le Châble, right next to the gondola lift and railway station, Mont-Fort Swiss Lodge youth hostel is the perfect choice for individuals and groups of 20 to 50 people.

All bedrooms have an en-suite bathroom (with shower, toilet and basin), and bed linen and towels are provided. An attractively presented breakfast buffet will fortify you for your day's skiing.

Just 150 km from Geneva International Airport, from where there are direct rail services to Le Châble, Mont-Fort Swiss Lodge is very easy to get to.

And if you're coming by car, there is also free parking next to the hostel.

Plus, there is a choice of restaurants and bars close by.

And with such a handy direct link to Verbier, you can enjoy activities not only down in Val de Bagnes but also up at altitude, with more than 410 km of pistes on offer.

To book, go to [www.montfortswisslodge.ch](http://www.montfortswisslodge.ch)



## Your holiday in La Tzoumaz with T-Resort

La Tzoumaz is a pretty ski resort in Valais, at an altitude of 1500 metres overlooking the Rhône Valley.

Easy to reach at the foot of the pistes and opposite the bottom station of the Tzoumaz-Savoieyres gondola lift, T-Resort is an entirely timber-clad residential complex completed in 2017. Consisting of two buildings connected by the T-Shop sports shop, Tzoum'Evasion ski school and a wine-and-beer bar (T-Bar), this residence features a harmonious collection of 85 fully furnished and equipped standard 3\* and superior 3\* apartments. Beautifully lit and comfortably appointed in a modern style, the apartments can accommodate

between 4 and 10 guests, depending on the category.

Stay here this winter and you'll enjoy the clean mountain air at La Tzoumaz along with a host of T-Resort benefits, including free admission to La Tzoumaz swimming pool, discounts on ski school and equipment hire, and reduced prices on drinks in the resort.

Information and bookings: [www.t-resort.ch](http://www.t-resort.ch), email: [info@t-resort.ch](mailto:info@t-resort.ch)

Make sure you don't miss any of our exclusive offers by signing up for our [newsletter](#).



## Swiss Alpine Ski Championships



The Swiss Alpine Ski Championships will take place in Verbier from 25 to 31 March 2023.

This competition attracts both World Cup athletes and Swiss hopefuls aged 16 and over, with the races taking place on the Attelas-Ruinettes and La Pasay pistes.

## 'Fly' over a glacier on the Mont 4 Zipline

The Mont 4 Zipline is the highest zipline ride in the world and the longest in the Alps! Reaching speeds of up to 130 km/h, this zip wire located at 3300 metres altitude features a 1.4-kilometre descent.

The stats are enough to make your head spin. After your heart-stopping start, you zoom down over the glacier, coming to a gentle halt at Les Gentianes. And don't forget to buy your souvenir photo, taken in the middle of your flight by our fixed camera. Book your place at [here](#). And if you fancy a bite afterwards, the Black Tap restaurant is at the bottom of the Mont 4 Zipline. Why not celebrate with a delicious burger?



## Out on the mountain at nightfall

Did you know you can also get out skiing or for a winter walk after the sun has gone down? It's a completely different way to enjoy the mountains.

Enjoy this incredible experience from January to March, every Wednesday from 6 to 9pm.

And why not top off your evening with a delicious pasta dish at the Savoieyres restaurant? You can be sure you'll sleep well afterwards!

## First Tracks: try something new

This winter, enjoy an exclusive new take on the ski area and watch the sun rise over the mountains in this brand-new visitor experience.

First Tracks is your chance to make fresh tracks on the immaculately groomed pistes before all the other skiers hit the slopes.

Every Friday from December to April, come and enjoy two VIP downhill runs in the company of a member of the piste patrol, followed by a good breakfast to set you up for the day.

Practical information:

- Meet in Place de Médran at 7.50am
- Two VIP downhill runs on the Attelas-Ruinettes piste with a member of the piste patrol
- Breakfast served at Les Attelas restaurant at 9.15am

You can book through the website [www.verbier4vallees.ch](http://www.verbier4vallees.ch)



## Verbier Playground Challenge

This summer, we launched the Verbier Playground Challenge. The idea behind this challenge is to introduce you to some of the most beautiful spots around Verbier 4Vallées. We have put up two picture frames in the ski area. To qualify for the competition, all you have to do is

find one of the frames, take a photo and post your pic on Instagram.

This winter, the frames will be going up in Savoieyres and La Chaux, giving you the chance to explore somewhere new.



## Sign up for your exclusive digital vouchers

For several years now, annual pass holders have received a vouchers booklet offering them a free day's skiing at our partner resorts (in Switzerland, Europe and worldwide), plus discounts on leisure activities and with our commercial partners.

We've listened to our customers, who have told us that this scheme was not very intuitive or easy to use, and have now revamped this product. We have put together a new version of the offer, which should encourage more people to take it up and reap the rewards.

Now available digitally, the vouchers booklet is even bigger and better, offering more than CHF 4,000-worth of benefits!

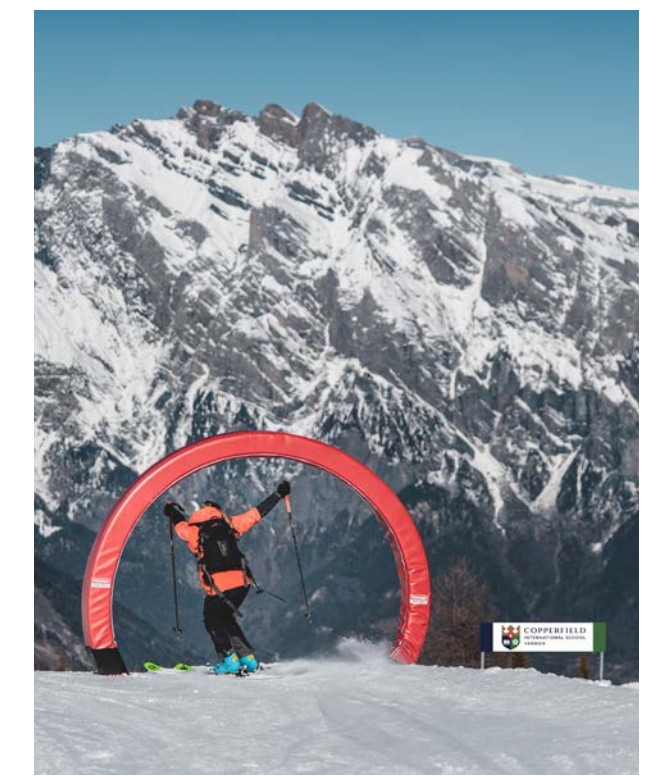
Click [here](#) to get your vouchers.

Once you've signed up, simply go to the ticket office of the partner attraction concerned with your QR code and your Verbier 4Vallées annual pass (non-transferable). Please note: we recommend you sign up at least 72 hours before using your first voucher.

## Fun on the piste Copperfield School Funslope

Head for the La Tzoumaz - Savoieyres sector and you'll find a fun snowpark that's great for families. It's the place to go if you want to ring the changes and have a go at some new activities. This snowpark is designed to be both great fun and accessible to all skiers and snowboarders, whatever their ability.

It's the ideal place for children to learn the basics of freestyle while having the time of their life on a piste packed with obstacles and features.



## Copperfield School Race Experience

Have you had a go on this 11-gate giant slalom course yet? It's designed to give skiers an experience similar to competing in a World Cup event.

It includes a proper race start with a starting hut like the ones used in pro races and a race timing system with a Bluetooth connection between the start and the finish. To start your race, nothing could be simpler: when you press the button, you'll hear five beeps just like in a World Cup race, then you set off the timer when you go through the start gate. At the finish, your time is displayed on the screen, along with the day's three best times.

The perfect place to race against your friends, or just to try and improve on your PB!





**It's Chaux time!**



On Saturday 25 February 2023, Chaux Time is coming to Verbier 4Vallées. This event, part of the Tour Freestyle Romand, will be held at La Chaux Snowpark.

The contest, organised by Téléverbier with the help of Freestyle Club 4 Vallées, promises to be a real Chaux-stopper!

The event is open to everyone, so why not sign up today? There will be lots of prizes up for grabs in the different categories:

- Under 13s (born in 2007 or later): Ski/Snowboard, Boys/Girls
- Under 15s (born in 2005-2006): Ski/Snowboard, Boys/Girls
- Elite (born in 2004 or earlier): Ski/Snowboard, Men/Women

Atmosphere guaranteed!

**Ultime session**

The traditional end-of-season celebration will take place on Saturday 22 April 2023 at La Chaux Snowpark in Verbier, so put on your wackiest costume and come and celebrate the last session of the season with us!

There's an exciting programme of events in store for the day.



**Opening session: Santa Day**

On 3 December 2022, come along and help us celebrate the beginning of the ski season at Verbier 4Vallées in style!

In the opening session, you get to kick off the ski season dressed in your very best Santa costume and enjoy the

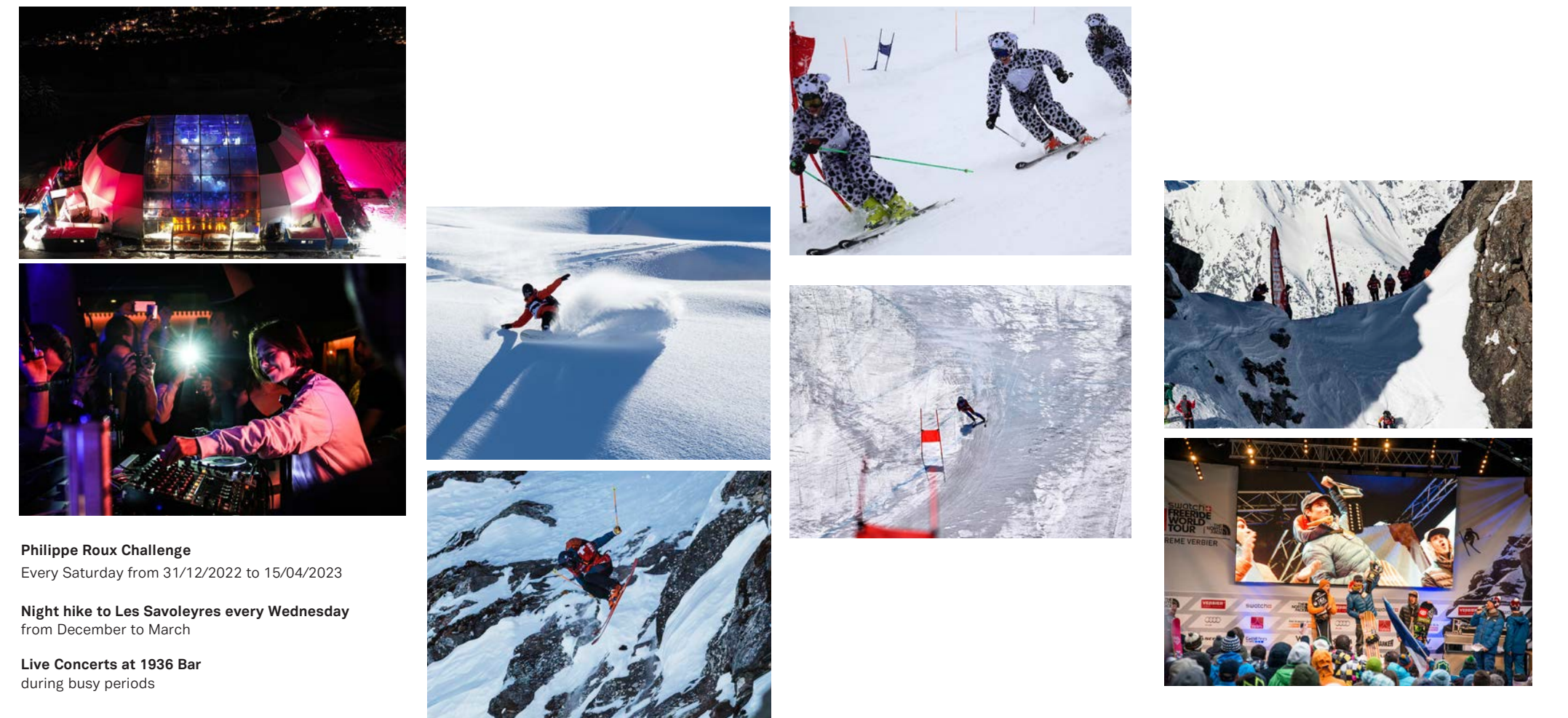
delights of the Verbier 4Vallées ski area with your family and friends for the amazing price of just CHF 5 for the day! To ensure the day goes with a bang, there will be lots of events going on, plus food and live music galore. [www.verbier4vallees.ch](http://www.verbier4vallees.ch)



**Xtreme Verbier: the legendary event**

Xtreme Verbier is back! The final of the Freeride World Tour will take place as usual on the extreme slopes of the Bec des Rosses. The ultimate event in the competition is coming to Verbier during the week of 25 March. In this stunning spectacle, the crowd will be able to watch the best riders on the planet competing against each other for the title of World Champion.

To keep both freeriders and fans entertained, throughout the week lots of events are scheduled around the resort, with bands, DJs and parties taking place at the resort's legendary venues: Pub Mont Fort, Farinet, the Crock No Name, Le Rouge and Étoile Rouge. The Bec des Rosses in figures: Start: 3223 m – Finish: 2700 m Vertical drop: 500 m – Gradient: more than 60°

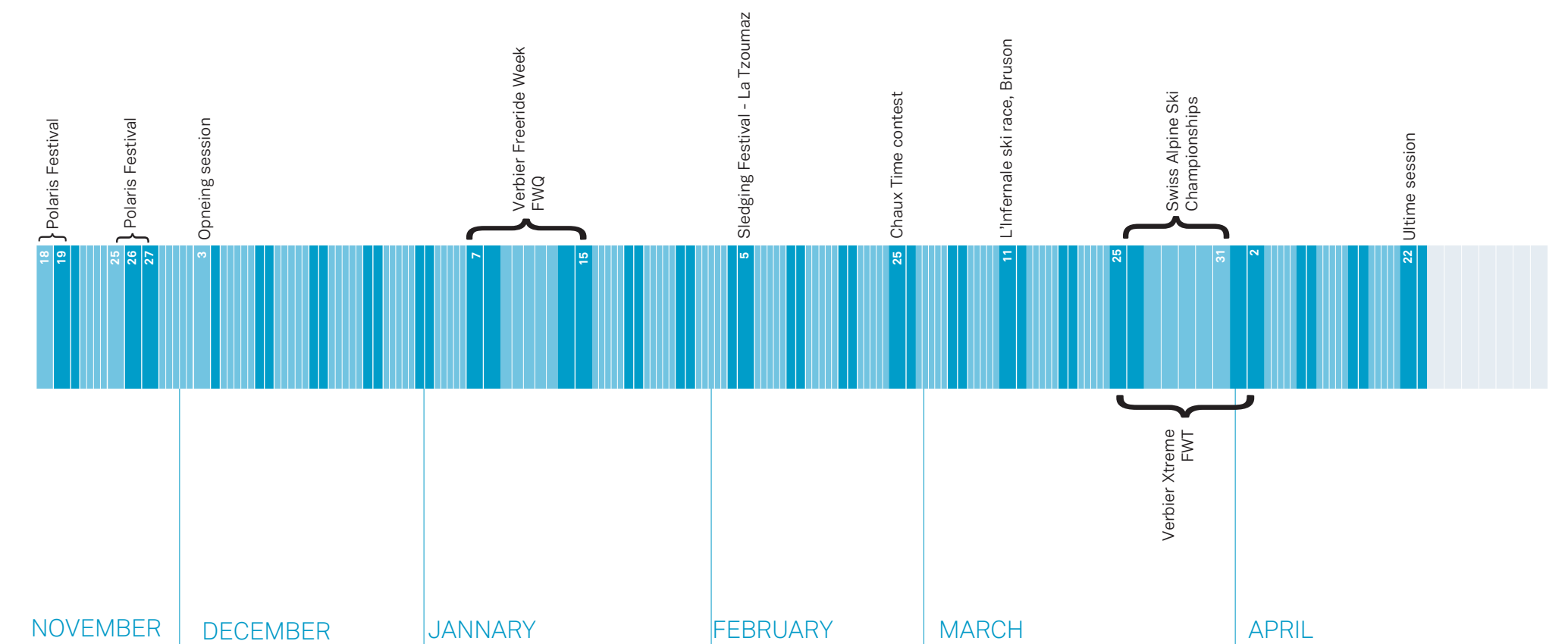


**Philippe Roux Challenge**

Every Saturday from 31/12/2022 to 15/04/2023

**Night hike to Les Savoleyres every Wednesday** from December to March

**Live Concerts at 1936 Bar** during busy periods



IMPRESSUM

Texts and design: Téléverbier SA  
Photo credits: Téléverbier SA, Verbier Promotion, Melody Sky, David Carlier.

11 November 2022

TÉLÉVERBIER SA  
Phone +41(0) 27 775 25 11  
Email info@televerbier.ch





# VERBIER HAS AN IB SCHOOL



**COPPERFIELD**  
INTERNATIONAL SCHOOL  
VERBIER

ENROL NOW



apply@copperfield.education  
+41 27 520 6100  
www.copperfield.education  
@copperfieldverbier

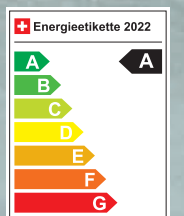
 Cambridge Assessment  
International Education  
Cambridge International School



## Works while you recharge.

Electrify the outdoor season  
with the Audi RS e-tron GT.

Future is an attitude



More at audi.ch

Audi RS e-tron GT, 598 HP, 24,2 kWh/100 km, 0 g CO<sub>2</sub>/km, category A