



Press release

Sierre, November 28<sup>th</sup>, 2016

First edition of “VINEA on tour” is a great success

**The first edition of “VINEA on tour” was held on Monday November 21<sup>st</sup> at the Metropol (Zurich), in the heart of some of Swiss wine's most important markets. Thirty-five well-known producers (all VINEA association members) presented their wines to an audience of Swiss wine trade members and wine enthusiasts, and two workshops featuring award-winning Pinots and Merlots were enjoyed by fans of these grape varieties. Given the success of this first edition in Switzerland, VINEA Association plans to organise others across the country.**

The first edition of VINEA On Tour was held in response to a recurring request by producer-members of VINEA Association who wanted to present their wines in German-speaking Switzerland and particularly in Zurich, Switzerland's largest city. Two-thirds of the country's population live in German-speaking Switzerland, and addressing these markets is a priority for our country's wine producers. The 35 exhibitor slots at Zurich's Metropol were quickly booked by some of VINEA Association's 130 producer-members.

Over 350 wine trade members and wine enthusiasts tasted with producers from across Switzerland (Valais, Vaud, Ticino, Neuchâtel and Geneva); some 210 wines were poured, accompanied by a selection of quality cheeses provided by the Swiss AOP-IGP Association.

Organised as part of this event, the two workshops featuring some of the award-winning Pinot and Merlot wines from the Concours Mondial des Pinots and the Mondial du Merlot 2016 were quickly sold out.

Exhibitors were enthusiastic about this first showcase held on the banks of the Limmat and they expressed interest in attending other similar events. Andy Varonier from Varen was favourably impressed by visitor levels of knowledge and interest for the rare and outstanding wines shown in Zurich, and he felt Monday to be a good day for reaching wine trade members. This first-time event allowed Cristina Monico (Fattoria Moncucchetto) to build on existing contacts in Zurich while creating new ones.

This was an opportunity for visitors to discover the diversity and excellence of wines from across Switzerland, under one roof. The two workshops about award-winning wines from the Mondial des Pinots and the Mondial du Merlot competitions were particularly well received.

François Murisier and Elisabeth Pasquier expressed the intention to organise this event several times a year, in various regions of Switzerland.

***VINEA is a multidisciplinary association specialised in the organisation of wine competitions, including the Grand Prix du Vin Suisse, the Mondial des Pinots and the Mondial du Merlot et Assemblages. It also organises events and initiatives designed to promote Swiss wines, such as the VINEA Swiss Wine Fair and the Semaine du Vin Suisse (Swiss Wine Week), and the Swiss Wines app. For further information, see [www.vinea.ch](http://www.vinea.ch)***