

VINEA press release

10th edition of the Mondial du Merlot et Assemblages 2nd Festival of Award-Winning Merlots

The 2017 edition of the Mondial du Merlot et Assemblages is set for success, due to take place from April 21-23 in the heart of the Valais wine region in Sierre (Switzerland) with Paolo Basso, World's Best Sommelier 2013 as its president. Over 450 samples from 235 wineries will be judged by 25 international tasters, with the results revealed on May 17 in Zurich at the awards ceremony. The 2nd Festival of Award-Winning Merlots will also be held on the same day, giving the winning producers a showcase in which to present their products at the very centre of the most important Swiss markets.

Founded in Ticino in 2008, the Mondial du Merlot & Assemblages was taken over in 2011 by VINEA, the association which was already organising the Mondial des Pinots. Sponsored by the OIV, UIOE and the USOE and a member of VINO FED, this competition gives producers from around the world the chance to compete across several categories. The competition is completely computerised and tablets are used to score the wines, making the judging process exceptionally smooth and efficient.

The awards ceremony will take place on Wednesday May 17 in Zurich in the prestigious function rooms of the Widder Hotel, spotlighting the day's prize-winners. The 2nd Festival of Award-Winning Merlots will be held on the same day from 2.30pm – 7.30pm, bringing together around forty producers from Switzerland and overseas. Merlot fans will be able to meet recent winners, and taste and preview the world's very best Merlot wines.

Two "Sélection Mondial du Merlot 2017" seminars will be run in French and German, at 3pm and 5pm. Small snacks and a selection of Swiss AOP and IGP cheeses will be offered to visitors to accompany these outstanding wines. Entry to the Festival is free, by inscription. It is essential to book places at the seminars, given the limited number of spaces available.

For details about the Festival des Merlots see <https://www.mondial-du-merlot.com/en/festival-2017/>

Further information

Association VINEA, Elisabeth Pasquier (director)

info@vinea.ch

+ 41 (0)27 456 31 44