

After Swiss National Day and a month before the VINEA Wine Fair, Swiss wine and viticulture association VINEA reveals details of two of its 2017 programme highlights.

On Saturday September 2nd, World's Best Sommelier and VINEA supporter Paolo Basso will present fifteen Iconic Swiss Wines, chosen as outstanding examples of Switzerland's production, to an audience of wine enthusiasts. The theme of the traditional opening conference on Friday morning, September 1st (the first day of the VINEA Swiss Wine Fair) will be: "AOP-IGP: whither Swiss wines?"

Fifteen Iconic Swiss Wines presented by Paolo Basso, World's Best Sommelier 2013

Undoubtedly one of the highlights of the 2017 VINEA Swiss Wine Fair, this unique tasting of iconic Swiss wines will be presented by Paolo Basso. VINEA and Paolo Basso have selected 15 rare, exceptional cuvées which illustrate the outstanding quality of wine made in Switzerland. These wines come from across the country including German-speaking Switzerland, Ticino, Neuchâtel, Geneva, Vaud and Valais.

Wine lovers will be able to taste five whites, nine reds and one late harvest wine made by leading producers. This is a truly unique tasting and VINEA is proud to present this exceptional line up of outstanding Swiss wines.

The list of wines to be tasted is available at salonvinea.ch. Tickets for this unique tasting can be purchased for CHF 300.-/person from the VINEA Swiss Wine Fair ticket office (salonvinea.ch/billetterie). Limited availability.

"AOP-IGP: whither Swiss wines?": a future-focused topic for the traditional opening conference

VINEA has chosen three leading names from the field of wine designation and legislation to discuss this important question, namely:

Pierre Schauenberg (manager, plant products sector, OFAG - Office Fédéral de l'Agriculture)
Jacques Fanet (former assistant director, INAO)
Olivier Viret (agriculture and viticulture service, canton Vaud)

Speaking from their respective standpoints, the participants will address the following points: "Modifying the classification of Swiss wines: European legislation and the consequences for Switzerland"; "the French *appellation d'origine* and Vins de Pays systems: organisation and requirements. Moving towards an AOP designation" and "Developing appellations for canton Vaud: an AOP pilot project."

The conference will be held on Friday September 1st from 9am - 11am at HES-SO (Sierre). Entry is free but participants must sign up online via the VINEA Swiss Wine Fair website.

Tickets: advance sales via the VINEA online platform until August 20th

For the 2017 edition VINEA invites visitors to buy their tickets ahead of time at special discounted rates until August 20th.

Ticket prices:

VINEA Swiss Wine Fair, Friday September 1st and Saturday September 2nd, 11am – 7pm. CHF 30.--, including wine glass and tasting booklet plus entry to the Musée de la Vigne et du Vin du Valais (Sierre) and the exhibition "Le Vin Forain"

Free entry and guided visit of the Fondation Rilke (sign up necessary)
Free entry to the VINEA film sessions

Advance ticket sales until August 20th at billetterie.salonvinea.ch:
Special price ticket for the VINEA Swiss Wine Fair: CHF 23.— instead of CHF 30.—
Reservations for themed workshops (limited availability) CHF 40.— instead of CHF 60.— (according to availability, VINEA Swiss Wine Fair entry included).

VINEA Swiss Wine Fair: the details

Thursday August 31st: Festival of Award-Winning Pinots in the gardens of Sierre's Hôtel de Ville, 4pm – 7pm. CHF. 20.--, sign up at vinea.ch/festivaldespinots

Friday September 1st and Saturday September 2nd – VINEA Swiss Wine Fair, 11am – 7pm: advance ticket sales until August 20th and online ticket purchases at billetterie.salonvinea.ch

SMC combined tickets (Sierre / Crans-Montana funicular train) + VINEA entry: CHF 35.— (available at SMC ticket sales booths only)

Iconic Swiss Wines by Paolo Basso, September 2nd at 1pm, Château Mercier – tickets can be reserved via the VINEA ticketing platform for CHF 300.— (limited numbers) from now onwards.

VINEA After Party, 7pm – 11pm in the gardens of Sierre's Hôtel de Ville (included in the Swiss Wine Fair entry ticket). Wine bar serving exhibitors' wines, choice of Wyssmüller fondues and live music. Free parking (although coming by train is advised)

VINEA le Club Premium CHF. 250.--

2 tickets for the VINEA Swiss Wine Fair (valid for Friday 1st and Saturday 2nd September)
2 tickets for a tasting workshop on either Friday 1st or Saturday 2nd September
2 tickets for the pre-VINEA Swiss Wine Fair evening event and the Festival of Award-Winning Pinots
1 gift box containing an official VINEA wine glass and an award-winning wine from a VINEA competition
Priority sign up for VINEA events
Invitation to the VINEA Annual General Meeting