

24th edition of the VINEA Swiss Wine Fair is a success

Sierre, September 2, 2017: the 2017 edition of the VINEA Swiss Wine Fair closed its doors after three very successful days during which the many visitors discovered the fair's new features. The inclement weather did not dampen the spirits of the 6350 visitors who attended the 24th VINEA Swiss Wine Fair and the producers declared themselves satisfied, notably by the quality of the attendance and the presence of younger wine enthusiasts from across French-speaking Switzerland. The event's new features - in particular the Tasting Workshops – met with great success. The 25th edition of the fair will take place from August 30 – September 1, 2018.

Festival des Pinots

The day before the opening of the Swiss Wine Fair, after the award ceremony of the Mondial des Pinots, 31 producers attended the first edition of the Festival des Award-Winning Pinots where they poured their medal-winning wines. More than 300 fans of this grape variety attended the event which, given its success, will be held again in 2018.

The VINEA Swiss Wine Fair

With an ideal location in the town centre of Sierre, for its 2017 edition the VINEA Swiss Wine Fair opted to boost its partnerships with local culture and thus visitors were able to benefit from a number of special offers including a guided tour of the Fondation Rilke, admission to the Musée de la Vigne et du Vin du Valais, and screenings of films about wine.

These offers were eagerly taken up. The Tasting Workshops held during the middle of the event were very popular and met visitor expectations, giving them access to high quality presenters and wines. VINEA director Elisabeth Pasquier commented: “The Workshops featuring Award-Winning Pinots and Petite Arvine wines were real highlights of this year's fair, spotlighting the fair's exhibitors in a new way.”

The producers came from across Switzerland and appreciated being able to meet motivated customers who had planned their visit in advance. The VINEA Wine Angels answered many questions from visitors and were on hand to advise and guide them throughout the fair.

Ticinowine director Andrea Conconi commented: “We met visitors who were younger, motivated and keen to discover new wines. Ticinowine's presence was seen as a positive step, enabling us to work directly with the Ticino producers who exhibited at the fair.”

In terms of footfall the 2017 VINEA Swiss Wine Fair attracted 6350 visitors, which given the inclement weather was deemed satisfactory by the event organisers.

Taking feedback from visitors and exhibitors into account, VINEA Association is already planning to introduce a number of changes for the 2018 edition.

Swiss Iconic Wines by Paolo Basso

This unique tasting, presented by Paolo Basso – World's Best Sommelier 2013 – effectively spotlighted 15 rare and emblematic wines from Switzerland. The resounding success of this tasting means that VINEA Association will continue to organise themed tastings of top quality wines.

AOP-IGP conference

The inaugural VINEA conference contributed to the launch of the debate in Switzerland about AOP and IGP classifications for Swiss wines. The experts who took part in the conference - Pierre Schauenberg, Jacques Fanet and Olivier Viret – shared information with the audience about this complex subject, and Yvan Aymon presented current thinking from the Interprofession de la Vigne et du Vin du Valais. Participants were impressed by the serious nature of the conference: the same topic will be examined during the Ateliers économiques d'Agrovina, to be organised by the Union Suisse des Œnologues (USOE – Swiss Oenologists Union) in January 2018.

Official opening soirée

This event (a “must” for networking with major players from the Swiss wine world) was attended by more than 350 guests who tasted the Award-Winning Pinots and other award-winning wines from the Grand Prix du Vin Suisse 2017 (two competitions organised by VINEA Association. Chefs from Zermatt's Swiss Food Festival once again pleased the crowd with top quality food and wine matches. The soirée also gave Sierre's president Pierre Berthod and Conseil d'Etat member Christophe Darbellay the opportunity to demonstrate their support for VINEA and to deliver a targeted message to members of the wine sector.

Dates

Further to the success of the first edition, the “VINEA on tour” roadshow will take place for the second consecutive year in Zürich on November 29.

The next (25th) edition of the VINEA Swiss Wine Fair will be held in Sierre from August 30 – September 1: a number of surprises will be revealed.

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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