

“VINEA ON TOUR” for the first time in French-speaking Switzerland

**After two successful “VINEA on tour” events in Zurich in 2016 and 2017, VINEA Association is giving its members the opportunity to meet wine lovers in the Geneva area. Some 30 highly-rated producers from across Switzerland will present 200+ wines to an audience of wine trade members and enthusiasts at Geneva's Mandarin Oriental hotel.**

The first two “VINEA on tour” events met the expectations of VINEA Association's producers for whom German-speaking Switzerland - and Zurich in particular - are priority markets, and with more than 35 exhibitors and 350 visitors at each event, they were a definite success. Thus VINEA's aim to create an annual event to boost the presence of Switzerland's wine growers in Zurich and German-speaking Switzerland was met, and the event will be repeated again in 2018.

As part of its mission to promote Swiss wines, VINEA has decided to extend its “VINEA on tour” events to French-speaking Switzerland as well, in those areas where Swiss wine can grow its market share or where producers need specific support. Geneva is one of the French-speaking regions where there is potential for Swiss wine and thus the first “VINEA on tour” event for French-speaking Switzerland will be held in this city.

The event will be held in the stunning setting of the Mandarin Oriental hotel on February 27<sup>th</sup>, from 4pm – 8 pm. Some 30 producers from across Switzerland will each pour six wines, accompanied by a selection of delicious cheeses supplied by the Switzerland Cheese Marketing body.

Entry is free but visitors must register in advance via the dedicated VINEA website [www.vineaontour.ch](http://www.vineaontour.ch).

Over 300 wine trade members and enthusiasts are expected to attend the event on February 27<sup>th</sup>, where they will have the rare opportunity to talk and taste with some of Switzerland's most prolific growers (including the Swiss Winery of the Year 2017) who will be making the journey specifically to meet them.

***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, VINEA on tour and the Swiss Wines app. For further information, see [www.vinea.ch](http://www.vinea.ch)***

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