



VINEA PRESS RELEASE/ Annual General Meeting, March 7th, 2018

With the 25th anniversary of the VINEA Swiss Wine Fair in the offing, VINEA Association continues its programme to promote Swiss wines. The Association's AGM was held on March 7th in Môtier, where 2017's successful programme of activities was reviewed. Early 2018 saw the first edition of VINEA On Tour in Geneva and the launch of the Face of Swiss Wine brochure, both of which were enthusiastically received.

Looking back on 2017

David Genolet and Elisabeth Pasquier presented a positive overview of the many projects undertaken by the Association in Switzerland and other countries in 2017.

The major competitions – the Mondial des Pinots and the Mondial du Merlot & Assemblages – celebrated their 20th and 10th anniversaries respectively, with more than 1300 Pinot entries from 25 countries and 450 Merlot wines from 22 countries. The two Festivals of Award-Winning Wines which followed each of the awards ceremonies (in Zurich for the Merlots, in Sierre for the Pinots) were also considered a success by producers and visitors alike.

The Grand Prix du Vin Suisse competition and its showcase event the Gala des Vins Suisses brought together 2840 entries by 511 Swiss producers. Organised in association with Vinum magazine, these events generated excellent media coverage (over 176 articles).

2017 saw improvements made to VINEAtech (a software programme for wine tastings, developed for use on tablets and available in five languages), making it even more closely adapted to users' needs. In addition, two new competitions started working with VINEA, namely Les Citadelles du Vin (Bordeaux) and La Città del Vino (La Selezione del Sindaco, in Naples). Along with Swiss competitions Expovina Zurich and Les Etoiles du Valais, and Les Grands Vins Blancs du Monde (Strasbourg - France) and Les Vins Extrêmes (Aosta - Italy), this makes a total of six prestigious events which call on VINEA Association's skills for their IT needs.

The 24th edition of the VINEA Swiss Wine Fair was judged a success by the organisers and exhibitors who noted the quality of the visitors as a whole, as well as the presence of younger, very interested tasters. The Association's committee had created a programme of cultural events including several guided tastings, in particular the Iconic Swiss Wines masterclass with Paolo Basso, World's Best Sommelier 2013, and a conference about AOP and IGP wines with leading specialists. The VINEA Wine Angels were professional show guides for visitors and were a new feature for 2017.

VINEA has undertaken many different events and activities: its statement of account is in credit and thus the Association, whose aim remains the promotion of Swiss wines, is in a secure financial position.

Looking ahead to 2018

Following on from the success of the first two editions of VINEA On Tour in Zurich in 2016 and 2017, a first edition of VINEA On Tour was held in Geneva on February 27th of this year. Held in an area of French-speaking Switzerland with great potential, it brought together around 30 Swiss producers who poured their wines for a large number of wine-loving visitors. Its success showed the wisdom of choice in terms of destination, and a second edition is planned for 2019.

The 25th edition of the VINEA Swiss Wine Fair will celebrate the many producers who have supported the organisers and taken part in the show since its early days. The history of the Association and the many people who have worked hard as part of it, over the last 25 years, will also be marked. Sierre will be the scene of masterclasses, tastings, cultural events and of course festive moments starting with the Festival des Pinots on August 30th followed on August 31st and September 1st with exhibitors from across Switzerland presenting their wines to the public.

2018 is set to be a memorable year of great moments showcasing the 2017 vintage which was outstanding in quality, albeit low in quantity. After a year of transition as former president, François Murisier will step down from the VINEA committee but he remains the Association's international delegate as well as its VINO FED representative.

Dates for your diary in 2018

Many events will be held across Switzerland in 2018

February 27th in Geneva: the first VINEA On Tour in French-speaking Switzerland
April 20th-22nd in Sierre: the 11th edition of the Mondial du Merlot et Assemblages
May 16th in Zurich: awards ceremony and Festival of Award-Winning Merlots
June 25th-30th in Sierre: Grand Prix du Vin Suisse
August 5th-7th in Sierre: 21st edition of the Mondial des Pinots
August 30th in Sierre: awards ceremony and Festival of Award-Winning Pinots
August 31st-September 1st in Sierre: VINEA Swiss Wine Fair
October 18th in Bern: Gala des Vins Suisses, organised in association with Vinum magazine
November 27th in Zurich: 3rd edition of VINEA On Tour

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