



Press release: VINEA Swiss Wine Fair

25th edition of VINEA Swiss Wine Fair to be held in Sierre August 31st – September 1st

The VINEA Swiss Wine Fair – one of Switzerland's longest-standing wine tasting events – celebrates its 25th anniversary this year. Just over two months before the opening date, the organisers are delighted to reveal the event's anniversary poster and a detailed programme including themed workshops, exclusive tastings and a range of cultural and gastronomic highlights, as well as evening parties with music.

VINEA Swiss Wine Fair: a showcase for Swiss wines with over 800 cuvées available to taste

The 25th edition of the VINEA Swiss Wine Fair features more than 800 wines made by 130 producers who will be present or be represented by organisations including the Mondial des Pinots, Mondial du Merlot or Mondial du Chasselas events; Clos, Domaines & Château, and the Association des encaveurs de Sion (Sion Winegrowers Association). The 7000 expected visitors will be able to taste the 2017 vintage (an outstanding year) and swap views with the producers.

The VINEA Wine Angels will be on hand as in previous years to advise wine lovers and experts alike, helping them with questions and guiding them as needed.

A 25th anniversary celebration inspired by sharing and conviviality

VINEA is an association of wine producers and wine enthusiasts who work together to raise the profile of Swiss wines at home and abroad. The association is based on the values of trust, sharing and conviviality, so naturally those members who have played key roles will be involved in the 25th anniversary celebrations, as well as producers taking part in the Fair for the 25th time in 2018.

The poster designed for the 25th anniversary celebration features a circle of 25 wine glasses, representing the association's dynamism throughout its 25 years of existence, and the network created by and between its members.

A new layout, a jubilee tent and a diverse programme of events

This year's event will stretch from the train station to the square in front of the Hôtel de Ville where a special jubilee tent will be erected to house the Fair's highlights, namely the Mondial des Pinots and the Festival of the same name, the official opening ceremony and the traditional "after" parties.

Besides these events, the VINEA Swiss Wine Fair features cultural activities such as visits to the Rilke Foundation and the Musée de la Vigne et du Vin as well as guided tastings featuring the exhibitors' wines presented by renowned wine experts, oenologists and sommeliers. Guest star Paolo Basso (World's Best Sommelier 2013) will present a tasting of iconic Swiss wines chosen for their typicity and outstanding quality, to take place at Château Mercier on Saturday September 1st. Places for this tasting are limited and already available via the VINEA online ticketing system.

The full programme will be announced at the end of July on www.salonvinea.ch

Ticket sales from early July

Online ticket sales for the VINEA Swiss Wine Fair will open in early July. Tickets purchased before August 20th, are at the special "early bird" price of CHF 23.- (instead of CHF 30.- on the day). For Swiss visitors born in 1993 (thus celebrating their 25th year, like VINEA Swiss Wine Fair), there will be free entry on presentation of ID at the ticket booth, and of course the VINEA Wine Angels will be on hand to help and guide them through the tasting.

VINEA Swiss Wine Fair - useful information:

Thursday August 30th:

- ***Festival of Award-Winning Pinots***, place de l'Hôtel de Ville de Sierre, 5pm – 8pm, CHF. 20.-
Sign up at ticketing.vinea.ch from early July 2018.
- ***Pinot Night***, an after party with music, dedicated to Pinot: place de l'Hôtel de Ville de Sierre, 8pm – 11 pm. Food available. Free entry.

Friday August 31st:

- ***VINEA Swiss Wine Fair - 3pm - 8pm***
Entry fee **CHF 30.-**, wine glass and tasting booklet included, as well as
 - o entry to the Musée du Vin du Valais (Sierre) and the "La Voix du Vin" exhibition
 - o free guided tour of the Rilke Foundation (sign up required)
 - o free entry to the VINEA film screenings
 Free entry for Swiss visitors born in **1993 (on presentation of ID at the ticket booth)**
- ***VINEA after party – 8pm - 11pm***
After party, place de l'Hôtel de Ville, Sierre (included in the day entry ticket), 8pm – 11pm with VINEA wine bar and music. Food available.

Saturday September 1st:

- ***VINEA Swiss Wine Fair - 10am - 8pm***
Entry fee **CHF 30.-**, wine glass and tasting booklet included, as well as
 - o entry to the Musée du Vin du Valais (Sierre) and the "Le Vin Forain" exhibition
 - o free guided tour of the Rilke Foundation (sign up required)
 - o free entry to the VINEA film screenings
- ***Iconic Swiss Wines by Paolo Basso - 11am at Château Mercier***
Reservations via [billetterie VINEA](http://billetterie.vinea.ch) for CHF 250.-, including entry to the Fair. Limited places.

Ticket sales:

- ***July 2nd – August 19th at ticketing.vinea.ch:***
Special discount price of CHF **23.-** instead of CHF 30.-
- ***Tickets including the SMC funicular railway Sierre / Crans-Montana + VINEA Fair entry:***
CHF **35.-** (only available at the SMC ticket booth)



VINEA le Club Premium CHF 250.- :

- 2 entries for the Fair, for Friday September 1st and Saturday September 2nd
- 2 entries for a guided tasting, on Friday September 1st and/or Saturday September 2nd
- 2 entries for the VINEA inauguration event, including the Festival of Award-Winning Pinots
- 1 gift pack including the 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 Assembly

Useful information:

- Free parking available (although travelling to the Fair by train is advised)