



Press Pack

vinea 
swiss wine
events

Sierre, July 16th 2018

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I. ABOUT VINEA

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Association VINEA
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MANAGEMENT



David Genolet – President

David Genolet joined VINEA Association in 2016 and became president in March 2017. Managing Director of FVS Group, he holds a BSc degree in Business Economics from HES-SO (Haute Ecole Spécialisée de Suisse Occidentale) and has 15 years' experience in the wine sector.



Emeline Zufferey – Technical Director

Emeline Zufferey holds an oenologist diploma from Paul Sabatier University and worked as a wine consultant during 8 years. Since 2005, she is mandated by different partners as a journalist specialized in the wine industry. She finally joined VINEA Association in 2012 as oenologist in charge of the organization of tasting competitions, before taking the technical direction in 2018.

PRESS CONTACT

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A MULTIDISCIPLINARY CENTRE OF EXCELLENCE

VINEA was founded in 1994 at the same time as the Rencontres Vinicoles in Sierre (canton Valais, Switzerland). Since then, VINEA has organised events to promote swiss wine at regional, national and international level. It has become a multidisciplinary centre of excellence, organising major events and meetings between wine trade members and the media.

NATIONAL REPRESENTATION

Founded in the centre of canton Valais at the instigation of Sierre's recently-formed Chamber of Commerce, VINEA has pursued its objective of national representation, championing Switzerland's wine regions (including UNESCO World Heritage site Dézaley, in Lavaux, canton Vaud, Switzerland) at trade shows. The association brings together the members of Switzerland's wine sector: for the Grand Prix du Vin Suisse alone, a total of 2,900 wines, 500 producers from Switzerland's six wine regions and 170 judges were involved.

SWISS KNOW-HOW, INTERNATIONAL REACH

Using the experience and skills acquired over more than 20 years of existence, VINEA organises two major wine competitions at international level, namely the Mondial des Pinots and the Mondial du Merlot et Assemblages. The wine scoring process is managed by computer, using an app in five languages. Over 20 countries are represented at each competition, and 60% of the judges are non-Swiss, giving these competitions international recognition. VINEA has been approached by competition organisers in France and Italy who wish to benefit from the association's expertise in staging international competitions.

The association also houses the secretariat of VINO FED, the World Federation of Major International Wine and Spirits Competitions.

MORE THAN 20 YEARS PROMOTING SWISS WINE

- 1994 Founding of the first « VINEA rencontres vinicoles » by the newly-formed Chamber of Commerce (Sierre).
- 1998 1st edition of the Concours Mondial du Pinot Noir (500+ wines from 13 countries)
- 2001 VINEA accepts entries from across France: La Barronie (Dézaley) is guest of honour.
- 2003 Le Mondial du Pinot Noir is the 2nd competition in the world to be entirely computerised
- 2004 1st edition of the Swiss wine national competition.
1st edition of the Swiss Wine Guide.
- 2005 VINEA becomes IT partner of Expovina (Zurich) and the Concours des Vins du Valais
- 2006 2nd edition of the Swiss Wine Guide
- 2008 1st edition of the Swiss Wine Guide in English.
1st Mondial du Merlot (300 wines, 24 countries)
- 2010 4th edition of the Swiss Wine Guide
- 2012 Launch of the free VINEA – Swiss wine app
- 2013 20th edition of the VINEA Swiss wine Fair. SWP appoints VINEA to organise the Swiss Wine Week.
- 2015 "The Face of Swiss Wine - 60 portraits" is published
- 2016 1st Festival of Award-Winning Merlots (Zurich)
1st VINEA on tour in Zurich
- 2017 1st Festival of Award-Winning Pinots (Sierre)
- 2018 1st VINEA on tour in Geneva
25th edition of VINEA, Le Salon



VISION

A multidisciplinary centre of excellence for the wine sector, VINEA's work aims to raise awareness of Swiss wines at national and international level, securing them the recognition they richly deserve by promoting them to both trade and consumer audiences.

MISSION

VINEA organises consumer events, stages national and international competitions with wine experts and publishes information about the diversity of Switzerland's wine regions, raising awareness of Swiss wine both at home and abroad.

VALUES

VINEA believes that the success of Swiss viticulture lies in pooling the efforts and skills of the sector's members. VINEA puts specific emphasis on bringing together all members, with respect for each individual's defining characteristics.



II. COMPETITIONS

VINEA created two major international competitions, the Mondial du Merlot et Assemblages and the Mondial des Pinots, as well as organising the Grand Prix du Vin Suisse in conjunction with European wine magazine Vinum, As well as these three national/international competitions, the association lends its expertise to other competition organisers, working with Expovina in Zurich, Les Vins du Valais, the Concours des Grands Vins Blancs du monde in Strasburg (France), the concours Mondial des Vins Extrêmes in Aosta (Italy), and the Citadelles du Vin in Bordeaux (France). Sommeliers, enologists and wine journalists judge around 10,000 wines each year, half of which represent the entries in the two international competitions and the Grand Prix du Vin Suisse.

MONDIAL DU MERLOT & ASSEMBLAGES

The Mondial du Merlot & Assemblages is the only major competition dedicated to wines made from Merlot, and it is the diversity of provenance that sets this competition apart. South America is well represented, along with Slovenia, Romania, France, Italy and Switzerland. The tasting reveals consistencies associated with the variety as well as specific characteristics related to terroir, climate and vinification.

The Mondial du Merlot competition brings together producers, distributors and importers of wines made from Merlot, and Merlot-based blends, under the auspices of the OIV (Organisation Internationale de la Vigne et du Vin), the Union Internationale des Œnologues, and the Union Suisse des Œnologues. The competition is part of VINO FED and receives support from Swiss Wine Promotion.

The wines are grouped as follows: 100% Merlot red, rosé and blanc de noir, older vintages, blends, and Gran Maestro du Merlot.

- Founded in 2008 – 11th edition
- Place: Sierre - April
- Award ceremony: Zurich - May
- Annual
- 440 wines - 230 producers
- 20 countries
- 25 international judges
- 30% of entries are awarded either Great Gold, Gold or Silver medals, in addition to several special prizes including the Prix Bio (Organic Prize).
- www.mondial-du-merlot.com

Since 2016, the award-winning wines are available to taste after the competition at the Festival des Merlots, held in Zurich with 25 producers and 300 visitors.

MONDIAL DES PINOTS

The Mondial des Pinots is the only major competition dedicated to wines made from the Pinot variety. It brings together producers, distributors and importers of wines made from Pinot grapes, under the auspices of the OIV (Organisation Internationale de la Vigne et du Vin), the Union Internationale des Œnologues, and the Union Suisse des Œnologues. The competition is part of VINO FED and receives support from Swiss Wine Promotion.

The wines are grouped as follows: Pinot Noir, Pinot rosé and blancs de noirs, sparkling Pinot, Pinot Gris, Pinot Blanc, Gran Maestro du Pinot Noir and blends.

- Founded in 1998 – 21st edition
- Place: Sierre
- Awards ceremony: in town hall square(Sierre) before VINEA, Le Salon
- Annual - August
- 1300 wines- 470 producers
- 24 countries
- 30% of entries are awarded either Great Gold, Gold or Silver medals, in addition to a number of special prizes including the Prix Bio (Organic Prize).
- 65 international judges
- www.mondial-des-pinots.com

Since 2017, the award-winning wines are available to taste after the competition at the Festival des Pinots, held in Sierre Valais with 40 producers.

GRAND PRIX DU VIN SUISSE

Organised by VINEA and European wine magazine VINUM, the Grand Prix du Vin Suisse is the leading Swiss wine competition. The gala night award ceremony, held in Bern in October at the end of the competition, is attended by 400 participants and is recognised as a high point in the Swiss wine calendar.

- Founded in 2007 - 12th edition
- Place: Sierre
- 2,800 wines tasted - 550 producers
- 170 Swiss expert judges
- Under the auspices of the Union Suisse des Oenologues
- All swiss wine regions are represented
- 6 days of tasting
- 13 category winners, 4 special prizes
- www.grandprixduvinsuisse.ch

VINEA has developed a customised software programme for these competitions, enabling judges to record their scores using a tablet and an interface in five languages which is constantly updated during the competition. VINEA has made this expertise available to other organisations at an international level, notably:

- Etoiles du Valais
- AOC du Valais
- Expovina, Zurich
- Les Concours des Grands Vins blancs du monde, Strasbourg, France
- Le Mondial des Vins Extrêmes, Aosta, Italy
- Les Citadelles du Vin, Bordeaux, France

By doing so, VINEA generates income which is used to fund the future development of the software.

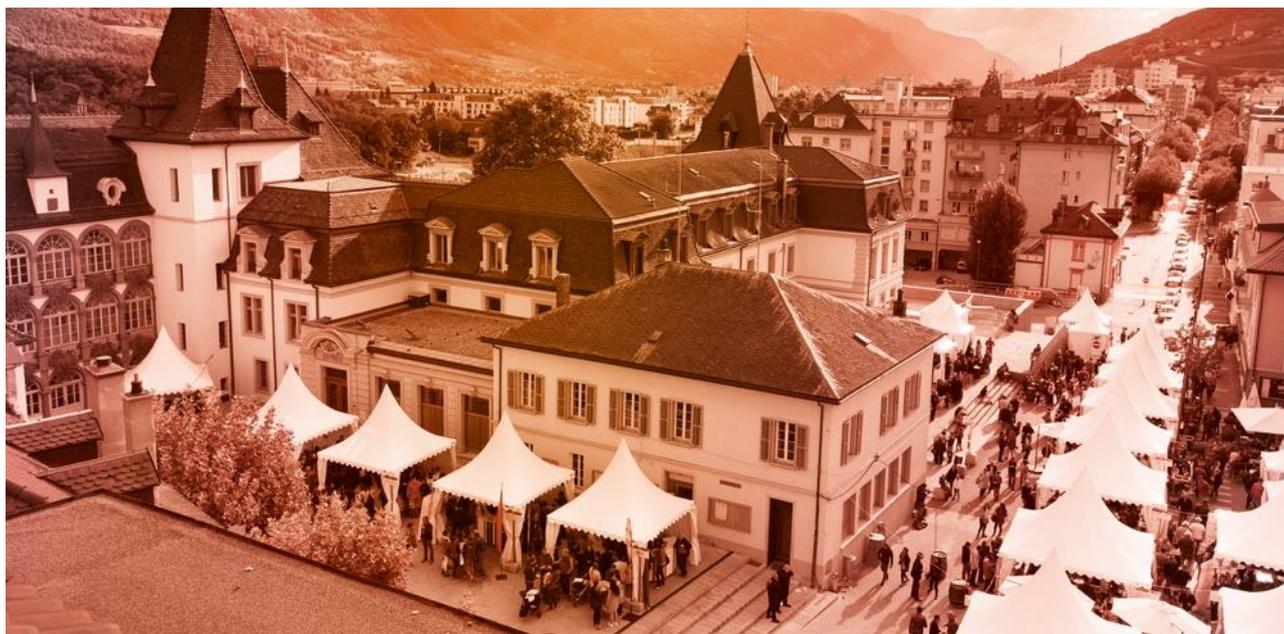
III. EVENTS

VINEA, Le Salon

Launched in 1994, the VINEA Swiss Wine Fair is the first outdoor consumer wine fair exclusively featuring wines from Switzerland. Around 100 producers take part, from the six main wine regions of Switzerland. Held during the first weekend of September in the centre of Sierre (canton Valais), it brings together the inhabitants and businesses of the town and neighbouring areas.

- Some 60 individual exhibitors from across Switzerland
- 60 producers showing as part of an association : Clos Domaines et Châteaux, Mondial du Chasselas, Les Encaveurs de Sion, Ticinowine
- Many wineries elected "Winery of the Year" in the Grand Prix du Vin Suisse
- Activities including exhibitions, cinema, and guided tastings
- All Swiss wine regions represented
- 2 days of tastings
- 7,000 participants

In 2018 VINEA, Le Salon celebrates its 25th edition in the heart of Sierre.



VINEA ON TOUR

Launched in November 2016, the first edition of VINEA on tour was organised in response to a recurring request by producers who were keen to meet wine enthusiasts from across Switzerland, particularly in the key markets of German-speaking Switzerland. Thus, the first edition was held in Zurich. Participation in VINEA on tour events is limited to active members of VINEA association. Given the success of the first edition, it is planned to repeat this event several times a year, in a number of Swiss towns and cities.

In 2017, a second edition has been held in Zurich, in Widder hotel.

In 2018, the first edition of VINEA on tour in Geneva has been held in Mandarin Oriental.

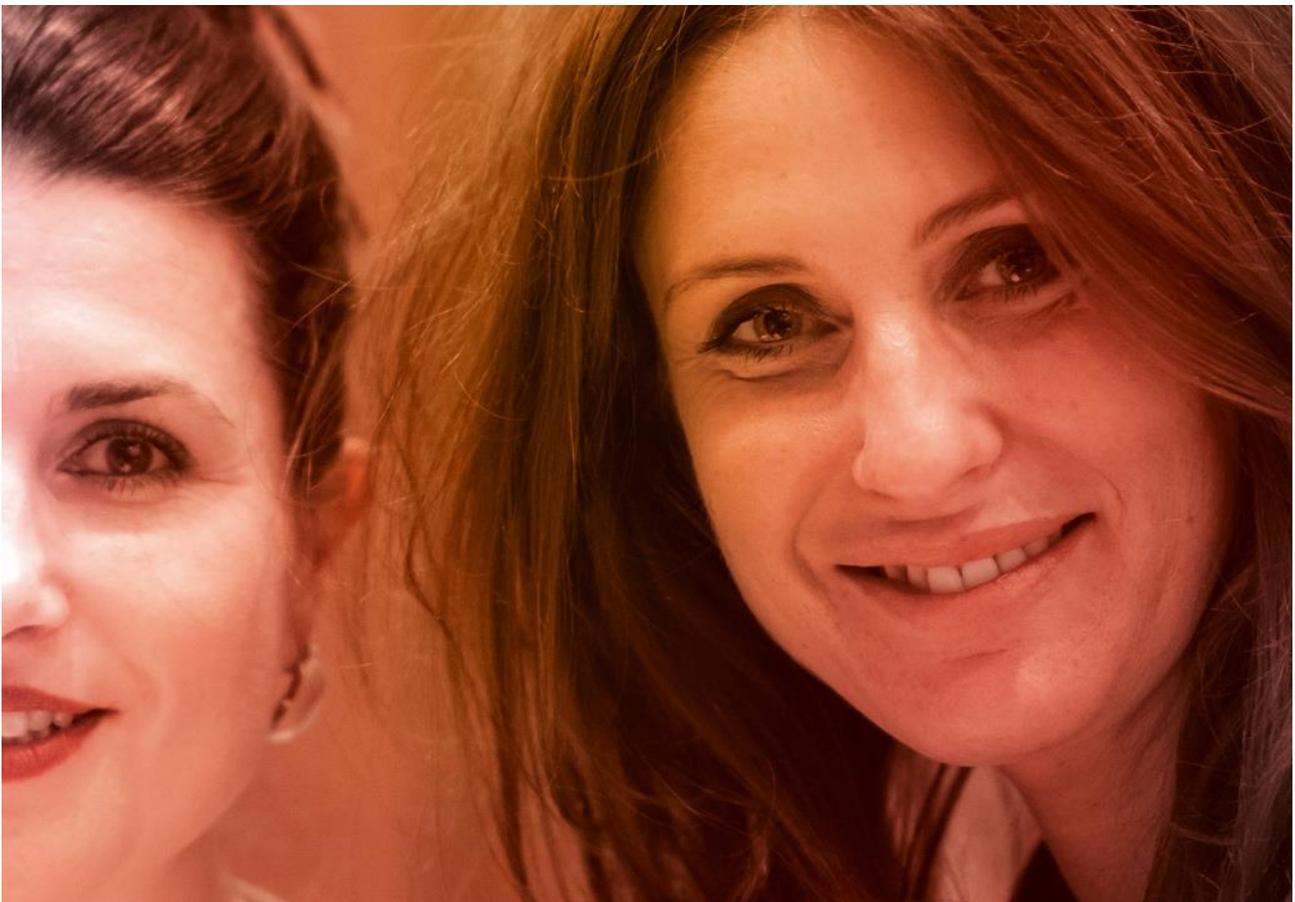
IV. PUBLICATIONS

THE FACE OF SWISS WINE

Every year since 2014, VINEA shines the spotlight on 60 wine growers via The Face of Swiss Wine, a brochure published in three languages. The men and women featured are chosen from amongst the 500 producers listed on the VINEA Swiss Wine App. They represent all the wine regions of Switzerland, from Ticino to the German-speaking regions via Geneva.

In 2017, the brochure has changed, and the 48 wineries from the 6 regions are selected according to five headings: the "Chasselas", the "Pinots", the "Merlots", the "originals grapes varieties" and the "Gamay/Gamaret".

2,200 copies are printed and given out at VINEA events.



VINEA APP: THE ONLY SWISS WINES APP

In 2012, after successfully publishing four print editions of the Swiss Wine Guide, VINEA developed an app for smart phones and tablets. The VINEA Swiss Wines App has been downloaded more than 26,500 times. It features over 500 leading Swiss wine producers, including winners from the Grand Prix du Vin Suisse. The VINEA Swiss Wines App is available in French, German and English and is updated each year. It can be downloaded for free from the App Store and Google Play.