

“VINEA On Tour” event to be held for the first time in central Switzerland

Following on from the success of its “On Tour” events in Zurich and Geneva, VINEA association will be bringing the On Tour concept to Lucerne on April 16th 2019 at the Schweizerhof hotel. More than 30 Swiss wine producers will present their wines to an audience of wine enthusiasts from 4pm – 8pm.

A first event in central Switzerland

Further to successful events in Zurich (since 2016) and Geneva (since 2018), VINEA association has chosen the city of Lucerne and the Schweizerhof hotel for its next On Tour event. The idea is simple: 34 producers from the country's six wine regions will each pour 6 wines, giving an overview of their estate. No less than 300 visitors are expected between 4pm – 8pm to taste these authentic wines and meet the men and women behind the labels. Admission is free, although registration via www.vinea-on-tour.ch is obligatory. The tasting will be accompanied by a selection of cheeses supplied by Switzerland Cheese Marketing.

Tasting workshops and guided visits

Tasting workshops and guided tours of the event can be organised for groups by prior notice. At the Zurich event, guided tours with themes such as Fine White Wines of Switzerland and Treasures from Switzerland's Vineyards were very popular, allowing visitors to discover a selection of wines in a professional and educational way without being overwhelmed by the choice on offer.

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, but also in the organisation of events and initiatives designed to promote Swiss wines, such as VINEA Le Salon and VINEA On Tour, as well as the Swiss Wines app. For further information, see www.vinea.ch

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