



PRESS RELEASE
Sierre, June 25th 2019

The 26th edition of the VINEA Swiss Wine Fair will be held in Sierre on September 6th - 7th 2019

True to its aim of showcasing Swiss wine, the 26th edition of the VINEA Swiss Wine Fair will feature over 800 wines to taste, poured by their producers for the Fair's visitors. With just a few weeks to go before the Fair opens, the organisers proudly present this year's advertising campaign, inspired by the event's values of dynamism, conviviality and open-mindedness, and the Fair's partnership with Banque Raiffeisen.

The VINEA Swiss Wine Fair: a thoroughly wine-themed experience

As in previous years, the 26th edition of the VINEA Swiss Wine Fair will feature more than 800 wines to taste. Some 130 producers will be present or represented by associations such as the Mondial des Pinots, the Mondial du Merlot, the Mondial du Chasselas, Clos, Domaines & Château, and the Association des Encaveurs de Sion. Around 7000 visitors are expected to attend the Fair and make the most of the opportunity to meet the growers face to face and taste the 2018 vintage which is remarkable both in terms of volume and quality.

Introduced in 2016, the VINEA Wine Angels will also be at the Fair to guide and advise visitors as they work their way around the show, offering tips and suggestions according to individual needs.

Full details of the Fair's programme will be announced in August. Rich, varied and resolutely convivial, it will include new tasting workshops, artistic and cultural events, a "village gourmand" (food stalls), and themed activities for children based on the sense of taste.

The dynamic poster for the 26th edition of the Fair illustrates the event's friendly aspect. The VINEA Swiss Wine Fair positions itself as THE annual event not just for Swiss wine fans but for all the people of Sierre and the neighbouring areas, bringing everyone together under the Valais canton's cultural emblem of wine.

Two new partnerships for the VINEA Swiss Wine Fair

The VINEA Swiss Wine Fair is one of the longest-standing events of its kind; it is also forward-thinking and aims to bring people together, as evidenced by this year's partnership with Banque Raiffeisen.

Raiffeisen members will be able to purchase tickets for a special price of CHF 10.- instead of CHF 30.-. They will receive a personal invitation regarding this special offer, encouraging them to apply via the Raiffeisen Member Plus portal.

This year, for the first time, the VINEA Swiss Wine Fair is partnering with the Tohu Bohu Festival to offer a double ticket for Saturday September 7th only, for the special price of CHF 59.— instead of CHF 79.—, giving ticket holders a unique opportunity to enjoy a truly wonderful day of wine and culture.

Tickets go on sale today

VINEA online ticket sales start today, giving visitors the chance to buy tickets for the special price of CHF 23.- instead of CHF 30.- for tickets purchased on the spot. Each ticket bought in advance will also include entry to the Jardin des Vins Berne, to be held August 23rd - 25th 2019 at the Hôtel Innere Enge (separate ticket worth CHF 20.-).

VINEA Swiss Wine Fair: what you need to know:

Friday September 6th :

- **VINEA Swiss Wine Fair – 4pm – 8pm**
- Entry fee CHF 30. -, glass and tasting booklet included plus
- entry to the Musée du Vin du Valais (Sierre) and the exhibition "Les 1001 vies du Docteur Wiolloud"
- free entry and guided tour of the Rilke Foundation (pre-registration necessary)

Saturday September 7th:

- **VINEA Le Salon - 11am - 7pm**
- Entry fee CHF 30. -, glass and tasting booklet included plus
- entry to the Musée du Vin du Valais (Sierre) and the exhibition "Les 1001 vies du Docteur Wiolloud"
- free entry and guided tour of the Rilke Foundation (pre-registration necessary)

Ticket sales:

- **Advance ticket sales June 26th – August 30th via ticketing.vinea.ch:**
Special entry price for the VINEA Swiss Wine Fair CHF 23.- instead of CHF 30.-
- **Combined tickets for the SMC (funiculaire Sierre / Crans-Montana) + VINEA Fair:**
CHF 35.- (available only from the SMC ticket office)
- **Combined tickets for the Tohu Bohu Festival / VINEA Fair Saturday September 7th:**
CHF 59.- Limited number of tickets available. Purchase online via ticketing.vinea.ch.

VINEA Club Premium CHF 250.- :

- 2 tickets for the Fair, for Friday September 6th and Saturday September 7th
- 2 tickets for a tasting workshop on either Friday September 6th or Saturday September 7th
- 2 tickets for the VINEA cocktail party prior to the opening of the Fair
- 1 gift box containing the official VINEA glass and a bottle of award-winning wine from one of the VINEA competitions
- Priority sign up for all VINEA events
- An invitation to the VINEA Annual General Meeting

Practical information:

- Free parking. Access by train is advised.