



## Press Release

Paris, Wednesday 14 February 2024

### **Wine Paris & Vinexpo, a remarkable success story for Swiss wines!**

*From 12 to 14 February 2024, Swiss Wine Promotion (SWP), the body promoting Swiss wines, participated for the second time in the international Wine Paris & Vinexpo trade fair, this time with twice as many winegrowers in a space twice as large. At the same time, two events organised with Suisse Tourisme at the Swiss Embassy in France punctuated this stay in the French capital.*

In 2022, with an share of 13.4%, France was the third leading Swiss Wine importer, according to the Swiss Wine Trade Association. With France, and more particularly Paris, being an important hub for the wine sector, SWP wishes to make the most of this enthusiasm for Swiss wines by strengthening the visibility and recognition of these quality wines with a strong presence at the international Wine Paris & Vinexpo trade fair, one of the most important international trade fairs for professionals in the wine and spirit sectors.

For this second participation in Wine Paris & Vinexpo, the stand area was increased by 50% to 200m<sup>2</sup>, compared to 2023, in order to accommodate twelve wine estates as well as the *Association pour la Promotion of Chasselas* and a complementary tasting area. During this year's event, almost ninety Swiss wines from several wine regions were presented:

- Albert Mathier & Söhne AG
- Castello di Cantone
- Cave de la Côte
- Cave des Amandiers
- Caves du Château d'Auvernier
- Domaine Jean-René Germanier SA
- Les Frères Dutruy
- Matasci Fratelli SA
- Vinattieri Ticino SA
- Vini Delea Angelo SA
- Vinigma GmbH
- Wine By Jet
- Association pour la promotion du Chasselas

On the sidelines of this event, SWP and its partners, the Swiss Embassy in France and Suisse Tourisme, organised events for Parisians as well as fellow professionals.

On Monday 12 February, Ambassador Roberto Balzaretto hosted in his residence a masterclass led by Marc Almert, ASI World's Best Sommelier in 2019, as well as a tasting of more than thirty-five examples, including Chasselas vintages. A wine estate (Domaine Grand'Cour) joined the participants present at the Wine Paris & Vinexpo trade fair for this event, which welcomed more than 100 guests.



*“The highlight of 2024 in Paris will be the Olympic and Paralympic Games. We will be present there with a Swiss House, an ephemeral construction open to the public in the Embassy gardens. We are delighted with the partnership we have established with Swiss Wine Promotion to raise awareness of the excellence of our Swiss wines!”,* stated Ambassador Roberto Balzaretti, Ambassador of Switzerland to France.

On Tuesday 13 February, SWP and Suisse Tourisme presented Switzerland during an ‘afterwork’ event at the Paris Marriott Opéra Ambassador hotel in the 9th arrondissement, where more than 75 enthusiasts discovered Heidi’s country along with Swiss tourism, gastronomy and wine.

*“Parisians are always pleasantly surprised when they discover Swiss wines. This well-established partnership with SWP in France continues to go from strength to strength because the potential of Swiss wines to attract French people to visit Switzerland is enormous”,* Alexa Chessex, Director of Suisse Tourisme France.

*“France being the third-largest import market for Swiss wines, Swiss Wine’s activities on French territory make it possible to maintain links with partners, strengthen awareness and present the diversity of Swiss wines. We are delighted to highlight that the number of Swiss producers present on the Swiss Wine stand at Wine Paris has doubled in 2024!”*, enthused Nicolas Joss, Director of Swiss Wine Promotion.

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