



SWISS WINE

Press Release

Brussels, 27th February 2024

Swiss Wines are now exported to the Belgian market!

From 15 to 25 February, Swiss Wine Promotion (SWP) organised the first edition of Swiss Wine Week Belgium to promote Swiss wines across the BeNeLux market (Belgium, Netherlands and Luxembourg). Ten gourmet days with a focus on Swiss wines in ten Belgian restaurants.

In 2022, the BeNeLux market was the fourth leading Swiss wine importer internationally and the third at the European level, with a share of 9.39%. In this market, more than 85% of the Swiss wines imported are white wines. This is why SWP wishes to exploit this growing interest in Swiss wines by strengthening the visibility and recognition of these quality wines.

Belgians know and appreciate Switzerland for its alpine tourism and gourmet cuisine. In order to take advantage of this great enthusiasm for the country of Heidi and its delicacies, SWP decided to launch its Swiss Wine Week in Belgium. For these ten days, a dozen Flemish and Walloon restaurants paired their dishes with Swiss wines:

- **Entropy**
Pl. Saint-Géry 22, 1000 Brüssel
- **La Canne en Ville***
rue de la Reforme 22, 1050 Brüssel
- **Vertige**
Rue de Flandre 19, 1000 Brüssel
- **BrooX**
Fortbaan 1, 2870 Puurs-Sint-Amands
- **Les Éleveurs**
Suikerkaai 1/A, 1500 Halle
- **Le Châlet de la Forêt ****
- **Drève de Lorraine 43**, 1180 Uccle
- **Restaurant Nathan**
Lange Koepoortstraat 13, 2000 Antwerpen
- **Les Caves d'Alex**
Rue Eugène Cattoir 14, 1050 Ixelles
- **Pompette**
Kon. Elisabethlaan 18, 9000 Gent
- **Bistro Balance**
Belselestraat 4, 9250 Waasmunster

On the sidelines of Swiss Wine Week, Ambassador Philippe Brandt hosted a masterclass led by Xavier Faber, Best Sommelier of Belgium in 2000, at the Swiss Embassy in Belgium, accompanied by an exclusive tasting featuring Swiss cheeses offered by Switzerland Cheese Marketing. Ten wine estates from all over Switzerland presented more than 20 different wines:

- Château de Crans, Gilles Pilloud
- Château Chatagneréaz
- Cave St-Pierre
- Domaine Grand'Cour
- Domaine Jean-René Germanier SA
- Domaine La Colombe
- Les Celliers de Sion
- Rötiberg Kellerei
- Weingut Fromm
- Wine By Jet



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“The BeNeLux market has strong potential for growth. Through our activities across Belgium, Luxembourg and the Netherlands, Swiss Wine wishes to bring products from the Swiss terroir, especially wines, closer to quality wine enthusiasts.” Nicolas Joss, Director of Swiss Wine Promotion.

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