



PRESS RELEASE

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First Ever Swiss Wine Week in the UK

From November 16th to 22nd discover the wines of Switzerland during the first edition of Swiss Wine Week UK organized by Swiss Wine Promotion (SWP), the national promotion body for Swiss wines. The UK joins other major wine markets such as the USA, Belgium and Singapore where the concept of Swiss Wine Week has been launched successfully.

As the world leader in wine, London will play host to a range of Swiss tastings and masterclasses for both wine enthusiasts and trade professionals. The week of Swiss Wine events has been developed in collaboration with the Embassy of Switzerland in London, The Institute of Masters of Wine, The Wine and Spirit Education Trust, Decanter, Hedonism Wines, The Sampler, 67 Pall Mall, and Switzerland Tourism and is organized by Simon Hardy DipWSET, founder of Fitting Wines.

The program of events will showcase the country's high-altitude alpine terroir, rare native grape varieties and accomplished winemakers that create the distinct diversity of Switzerland's wines. Hosts include Stefan Neumann MS, Sarah Abbott MW and Lydia Harrison MW. Visit 'Swiss Wine Week' for a full list of events.

The hospitality sector is supporting Swiss Wine Week UK and promoting Swiss fine wines at renowned restaurants including *Claude Bosi at Bibendum, The Fat Duck, Morston Hall and Cherwell Boathouse*.

Retail stockists are making the most of Swiss Wine Week to put their Swiss selection in the spotlight including Alpine Wines online, Hedonism Wines in Mayfair, The Sampler in Islington, Harrison's Fine Wine and Deli in Ealing, and The Wine Reserve in Cobham. Visit 'Swiss Wine Finder' for a more complete directory of UK stockists.

"Swiss Wine Week in London is a unique opportunity to showcase exclusive and rare Swiss Wines in a buzzing and dynamic Market. We are delighted to be able to display the diversity and quality of our wines to British wine lovers and professionals", says Nicolas Joss, director of Swiss Wine Promotion.

Switzerland. Naturally.

Swiss Wine Promotion AG

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The following regions and producers will be featured during the week of events:

- VALAIS
 - Domaine Jean-René Germanier
 - Domaine des Muses
 - Le Vin de l'A
 - Les Celliers de Vétroz
 - Histoire d'Enfer

- VAUD
 - Blaise Duboux
 - Hammel – Terres des Vins
 - Domaine Henri Cruchon
 - Schenk Suisse S.A.

- DEUTSCHSCHWEIZ
 - Weingut Roman Hermann (Graubünden)
 - Weingut Pircher (Zürich)
 - Wehrli Weinbau (Aargau)

- TICINO
 - Gialdi Vini
 - Kopp von der Crone Visini

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Resources:

Find out more about [Swiss Wine](#)

Find out more about [Swiss Wine Week](#)

Find out more about [Swiss Wine Week Events](#)

Find Swiss wines in the UK [Swiss Wine Finder](#)

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Note to editors

Swiss Wine Promotion (SWP) is the national promotion body for Swiss wines. SWP is mandated by the Interprofession de la Vigne et du Vin Suisse (IVVS) to promote the image of Swiss wines in Switzerland and abroad, manage the marketing, communication, media and image strategy as well as its implementation. The actions of SWP highlight the centuries-old traditions, know-how and diversity of the country's numerous vineyards and its cultural heritage.

Wines of Switzerland

Swiss vineyards cover 14,696 hectares and account for just 0.2% of the world's vineyards. 61% of the country is covered by the Alps, the vineyard area relative to the size of the country places Switzerland in 10th position in the world of wine. There are more than 2,500 winemakers and 62 AOCs divided across six regions: Valais, Vaud, German-speaking Switzerland, Geneva, Ticino and the Three Lakes. The country's alpine terroir creates a wide diversity of climates, hence a variety of different growing conditions.

There are more black varieties planted than white. The four most cultivated grape varieties are Pinot Noir, Chasselas, Gamay and Merlot represent two-thirds of the vineyards. The native grapes that make up the wealth and contribute to the identity of Swiss wines represent the other third. They include Chasselas, the most-planted white grape, as well as Gamaret, Arvine, Cornalin, Amigne and many more. Traditional and "international" grape varieties such as Chardonnay, Sauvignon Blanc and Syrah allow Swiss producers to demonstrate the quality of the terroir and their know-how in international comparisons.

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