



## Press Release

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### Swiss Wines Take Paris By Storm: Record Participation at Wine Paris & Vinexpo 2025

*With 20 participating wine estates, Switzerland recorded an all-time high presence at the international Wine Paris & Vinexpo trade fair, held from 10 to 12 February 2025. This strong growth highlights the increasing international interest in Swiss wines.*

The Wine Paris & Vinexpo trade fair attracts over 40,000 visitors and more than 4,600 exhibitors from all over the world each year. Since 2023, Swiss Wine Promotion (SWP), the national body promoting Swiss wines, has been attending the event as an exhibitor. From 10 to 12 February 2025, a particularly large delegation of Swiss winemakers presented their wines: 20 wine estates, as well as the *Association pour la Promotion du Chasselas*, made the journey to Paris for this year's event. By comparison, at its first participation in 2023, SWP was present with seven wine estates, increasing to twelve in 2024.

"We are delighted by the growing interest of winemakers in this international platform", says Nicolas Joss, Director of SWP. According to him, this continued growth is a clear sign that Swiss wines are increasingly in demand beyond Swiss borders. France is the third leading Swiss Wine importer. Consequently, Swiss Wine Promotion's activities aim to strengthen relationships with local partners, increase awareness of Swiss wines and showcase their remarkable diversity.

The SWP exhibition space, covering an area of 200m<sup>2</sup> and designed to resemble a traditional Swiss chalet, provided an opportunity to present over 120 Swiss wine labels from the country's six wine regions.

#### Swiss Wine Estates in Paris

- Albert Mathier & Fils SA
- Cave de La Côte
- Cave des Amandiers
- Cave Luisier
- Caves du Château d'Auvernier Henry Aloys Grosjean
- Domaine des Muses
- Domaine Dizerens
- Domaine Jean-René Germanier
- Domaine Louis Bovard
- Frères Dutruy Julien Dutruy
- Gialdi Vini SA
- Histoire d'Enfer
- La Madeleine - André Fontannaz et filles
- La Maison Massy
- Maison MAYE (Les Fils Maye SA)
- Matasci Vini SA
- Schenk Suisse S.A.
- SiLOU Wines
- Vinattieri Ticino SA
- 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 and fellow professionals. On 10 February, a Swiss evening was held in an exclusive venue overlooking the rooftops of Paris with a view of the Sacré-Cœur. During the event, 16 wine estates offered tastings of their wines to visitors and wine enthusiasts.

"Parisians are captivated when they discover Swiss wines. The well-established partnership with Swiss Wine Promotion in France continues to grow, demonstrating the tremendous potential of Swiss wines in inspiring the French to explore Switzerland", says Alexa Chessex, Director of Switzerland Tourism in France.

On 11 February, a masterclass followed by a tasting session took place at the Swiss Embassy. The masterclass was led by Marc Almert, ASI World's Best Sommelier 2019: during the session, guests had the opportunity to taste wines from the 2015 vintage, which was an excellent year for wine production. Then, during the tasting, twelve producers from all Swiss wine regions had the chance to present their wines.

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