



Great Wine Capitals
 GLOBAL NETWORK | A WORLD OF EXCELLENCE
 LAUSANNE & SWITZERLAND



**RENCONTRES SUISSES
 DE L'ŒNOTOURISME**
Conference Day



Press kit

2023

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Great Wine Capitals Annual General Meeting

Swiss wine tourism meeting

Best Of Wine Tourism

October 22 - 26, 2023 - Lausanne



The Great Wine Capitals Network (GWC)

A place for international economic and cultural promotion

This network brings together twelve major international cities that share a major economic and cultural asset: their world-renowned wine regions.

GWC is the only network in the world connecting wine regions of 'old' Europe with the 'new world' of wine, and aims to promote commercial, tourist and educational exchanges between its member cities: **Adelaide | South Australia, Bilbao | Rioja (Spain), Bordeaux (France), Cape Town | Cape Winelands, Hawke's Bay (New Zealand), Lausanne (Switzerland), Mainz | Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco | Napa Valley (USA), Valparaiso | Casablanca Valley (Chile) and Verona (Italy).**

It seeks to provide memorable wine experiences for visitors and help cities and their wineries promote their extraordinary culture, heritage and region.

Being part of this network allows a region to position itself nationally and internationally as a high-quality wine and vineyard tourism destination. As a city of vineyards, it is unsurprising that Lausanne has been a part of the network since 2018.

Lausanne is proud to represent the entire Swiss wine-growing region within the prestigious GWC network.

Since its creation in 1999, the network has developed numerous projects promoting excellence in tourism, commerce and education, including the prestigious international Best of Wine Tourism awards.



Lausanne hosts the Great Wine Capitals General Assembly

Switzerland, the Canton of Vaud and the Olympic capital have the honour of hosting the Great Wine Capitals General Assembly from 22 to 26 October 2023. It's a wonderful opportunity to demonstrate that Switzerland fully deserves its place on the world map of leading wine tourism destinations.

An unusual 2023 edition

For its 6th meeting, the usual Swiss Wine Tourism Meeting is instead making way for the Great Wine Capitals Conference Day on 26 October at the Olympic Museum. This is a unique opportunity not only to bring the finest experts together and broaden the way winemakers approach their craft, but also to promote innovation and the place that Swiss wine tourism holds in the world. In just a single day, participants will receive a comprehensive picture of wine tourism and the way it has evolved. Short, engaging presentations by a selection of specialists will cover the essentials of the many themes on offer.

"We are delighted by the arrival of this event in Lausanne, for the first time bringing together international participants from the Great Wine Capitals with Swiss participants from the Wine Tourism Meetings," explains Steeve Pasche, Director of Lausanne Tourisme and Head of the GWC General Assembly 2023.

Beyond the General Assembly, GWC world representatives will participate in a rich programme of meetings, visits and wine tourism adventures between the cantons of Vaud, Neuchâtel, Valais and Geneva, allowing them to discover our country's charm and offerings. Alongside learning about what makes Switzerland's wine scene special, our guests will have the opportunity to learn from each other's experience and discuss new development concepts.



Wine tourism in Switzerland: from tradition to innovation

If Swiss wine tourism is on the rise (as it is throughout the world), a key reason is that it meets visitors' needs to have a full impression of the place they are exploring. This form of tourism allows guests to be completely immersed in the setting, promotes conversation with locals, and allows traditions, expertise and passion to be shared.

Switzerland offers a wealth of expertise that has been passed down from one generation to the next. Its heritage is ever shifting, continually adapting to trends and evolving. Our country's artisans need to show innovation if they are to tempt new generations and attract ever-more demanding visitors looking for an experience of fine quality.

What's more, as of 2017, the Swiss Wine Tourism Meetings and Prize have been introduced to boost and develop the country's offer, as well as creating a platform for discussion and meetings on a national scale. *"These actions make it possible to strengthen, unite and coordinate business carried out by all the sectors involved in Swiss wine tourism. Enabling stakeholders in the field to network with each other is an essential part of encouraging our economic, tourism and cultural offer to develop,"* notes Yann Stucki, Head of Wine Tourism Development in Switzerland.



The canton of Vaud: a region like no other

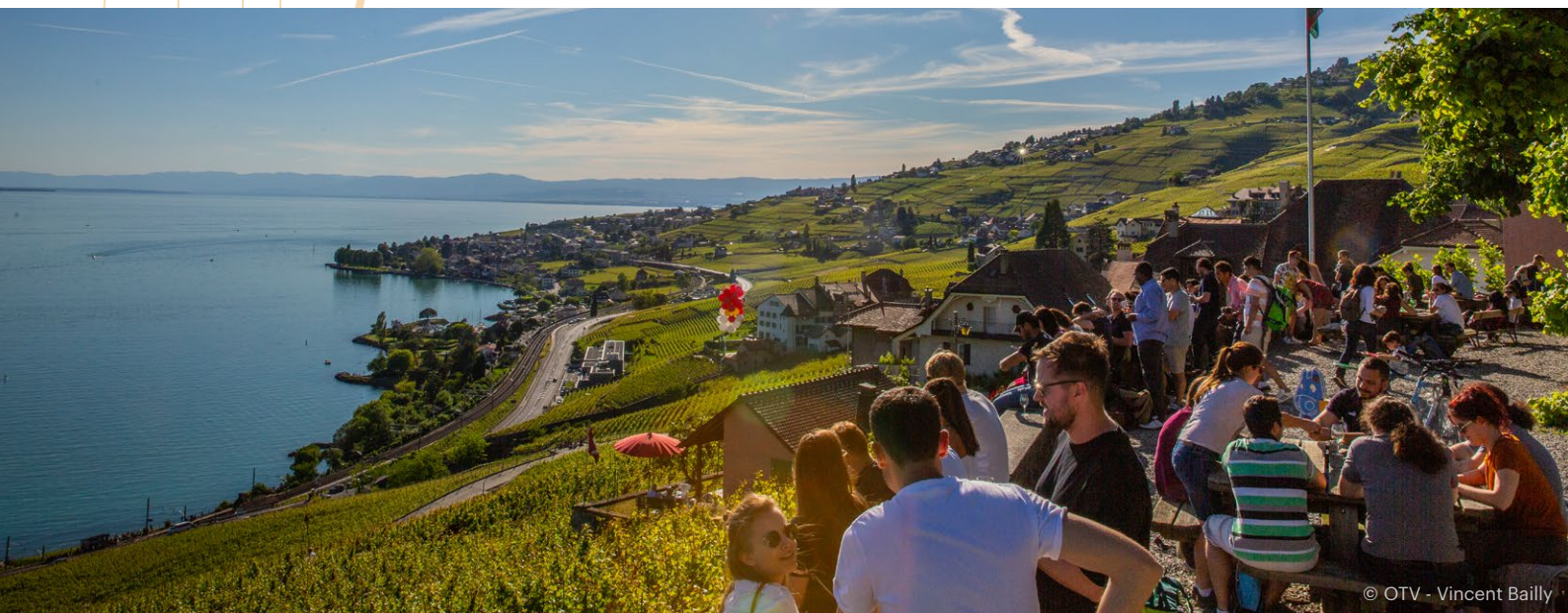
Vines are integral strands in the DNA of the canton of Vaud. Probably imported by the Romans, today the canton's vines are an essential feature in the Vaud landscape. Vaud vineyards extend across some 3,775 hectares of vines and are divided into six wine-growing regions: La Côte, Chablais, Bonvillars, Les Côtes de l'Orbe, Vully and Lavaux. Each of these holds an AOC, as do the Grands Crus Calamin and Dézaley in Lavaux, creating a total of eight AOCs for Vaud. Although almost all of these regions have a natural predisposition for white grape varieties, particularly the famous Chasselas, they stand out for the exposure and composition of their soils. Combining finesse and character, Vaud wines have very varied profiles. A result of the tireless work of their passionate producers, these wines are a symbol of togetherness and the art of living so specific to the canton of Vaud.

The main grape varieties are Chasselas (white) and Pinot Noir (red). However, the canton of Vaud also cultivates a vine that cannot be found anywhere else: Plant Robert.

The Lavaux vineyard and its terraced vines are one of the most beautiful landscapes in Switzerland. Listed as a UNESCO World Heritage Site in 2007, it can be discovered through numerous hiking routes, by tourist train and regular rail, or by boat. There are innumerable opportunities to get a bit lost and stop off to taste the region's wines.

The Vaud region is more than just a wine destination. It is an invitation to explore, taste and experience awe. Beyond wine growing, these regions offer treasures that are worth a detour in and of themselves: castles, idyllic panoramas, and even culinary specialities. Whether for a simple tasting, a wine tour, the Fête des Vignerons or the Mondial du Chasselas, each visit promises an authentic experience, and a journey to the heart of the Vaud homeland.

"The canton of Vaud has the good fortune of being home to many vine and wine artisans, but also countless producers of cheese, charcuterie, pastries, and many more specialities that reflect the region's traditional expertise. This ingenuity and vibrancy are integral to our ability to promote many sectors together," shares Florence Renggli, Director of Vaud Promotion.



Flagship Events for the Great Wine Capitals General Assembly 2023

Lausanne and the Canton of Vaud are hosting delegates from the Great Wine Capitals from 22 to 26 October. The varied programme on offer aims to introduce them to Swiss wine tourism's expertise, offerings and stakeholders. Here are the flagship events for this exceptional week:

Viti Vini Vici Exhibition

As part of the upcoming GWC Meetings, the City of Lausanne and the Visarte Vaud association are joining forces to offer a temporary outdoor art exhibition on the theme of wine in Mont-Repos Park. Access is free and open 7 days a week until 28 October.

Sunday 22 October - Opening Ceremony

The opening ceremony will take place at the Vaud Cantonal Parliament on 22 October, in the presence of the City and Canton's authorities. It promises to be a moment of emotion, with the signing and official integration of a new capital into the GWC network: Hawke's Bay (New Zealand). A meal featuring local Vaud flavours will be served at the end of the event.



Monday 23 October - Best of Wine Tourism Experience

A journey through time:

Be Transported!

A classic bus will take participants to the Colline de Daval, where they will visit the area and castle as well as tasting local products, before going to the Caveau de La Vouettaz in St-Pierre-de-Clages for a typical Valais meal of Brisolée. To end the day, they will be taken to visit the Celliers de Sion site.

Swiss Dinner at Château de Chillon

A one-of-a-kind evening will take place in the majestic setting of the Château de Chillon. Guests will discover Swiss traditions such as fondue, alphorn playing and flag throwing in Switzerland's most visited fortress.

Tuesday 24 October - The Grape Varieties

Choose between two programmes:

Tour 1 – Chasselas: The Iconic Grape Variety

Delegates will be welcomed to the Château d'Aigle in the Chablais region of Vaud by Nicolas Isoz, Alain Emery and Claude-Alain Mayor to discover Chasselas, the Mondial du Chasselas, and to watch extracts from the film «Chasselas Forever». Immediately afterwards, three activities will be on offer: a visit to the castle, a visit to the cellar, or wine tourism activity "The Key to the Vines". Guests will walk the vineyard trail to reach their meal, which will take place at the Cave du Clos Aimond where different wines will be offered.

Tour 2 – Pinot: A Well-Kept Secret

Head to the canton of Neuchâtel – more precisely, to Château de Boudry, for a tasting of five Pinot Noir wines with explanations from Yves Dothaux. Guests will be able to taste "torrée", a typical dish from the region, accompanied by other local products. The rest of the program will take place at Domaine de Chambeau, with a visit to the estate and cellars, followed by a tasting of three wines.

International Wine Tasting at EHL

Founded in 1893, the Hospitality Business School (EHL) was the world's first hospitality school, and remains a pioneer in teaching methods for the hospitality industry. After a tour of the institution, all guests will be invited to taste wines from the 12 capitals and 6 Swiss wine regions represented on site.

Wednesday 25 October – Switzerland's Unique Offering

GWC delegates have four programmes to choose from to explore Swiss vineyards.

Tour 1 : Lavaux: A Gourmet Stroll

The day will begin with a visit to the terraced vineyards of Lavaux, listed as a UNESCO World Heritage site since 2007. Visits to Domaine Bovy, Domaine de la Ville de Lausanne and Vinorama will be enhanced by discussions around a selection of local food and wine.

Tour 2 : Valais Wines on the Peak

Accompanied by José Vouillamoz, this offering includes a visit to the highest vineyard in Europe, the St. Jodern cellar, followed by a traditional meal at Château de Villa and ending with a visit to the Farinet vineyard, thought to be the smallest in the world.

Tour 3 : Geneva Wines: An International Affair

Head for Geneva with the Château du Crest for a visit to the farm and estate, followed by a tasting and meal prepared with local ingredients. Participants will then be able to admire the art exhibition dedicated to painters from the canton of Geneva, from the Micheli-du-Crest family.

Tour 4 : Other Regions: Heading South

The day begins with a visit to Changins, a unique training site in Switzerland and the national centre of expertise for higher training in the vine and wine and arboriculture professions. Delegates will experience a sensory workshop, as well as a lecture on the theme of wine tourism. This will be followed by a tasting of Ticino wines, with a stand from Rapelli offering their flagship charcuterie and sausages. The day will end in Etagnières with a visit to the Le Petit Encas production site, world champions of Vaud pâté, as well as a presentation and tasting of wines from German-speaking Switzerland.



Thursday 26 October - Conference Day

This large-scale international event will take place at the Olympic Museum in Lausanne. A diverse conference programme will give the floor to specialists from Switzerland and around the world. All experts in areas linked to wine tourism, devotees will share their experience, the challenges they face, and their vision.

The short, energetic presentation format will get straight to the heart of things, with a wide variety of topics being addressed. The lunch break will have a Forum area, where it will be possible to encounter the Swiss nominees for the Best of Wine Tourism 2024 awards, and some winners from previous years. The day will end with a drink together, giving the opportunity for discussion and making connections.

Gala Dinner & Best Of Wine Tourism Award

A highly anticipated Gala evening at the Beau-Rivage Palace in Lausanne will bring this remarkable week to a close and reveal the Swiss winners for each of the six categories in the Regional Best Of Wine Tourism awards, as well as announcing the 12 Global Best Of Wine Tourism awards.



Best Of Wine Tourism

Rewarding Innovation in Wine Tourism

The Best of Wine Tourism is a key event in the year, created by the Great Wine Capitals network.

It awards exemplary individual and collective approaches that contribute to the promotion of Swiss wine tourism. The awards are aimed at all those involved in the world of wine, tourism, gastronomy, local produce, heritage, and so on. The goal of the Best of Wine Tourism awards is to recognise benchmark initiatives that are simple and readily transferable in the following categories:

- Architecture / Landscapes
- Art / Culture
- Discovery / Innovation
- Environment / Development
- Food / Hospitality
- Services / Organisations
- Plus, a category dedicated specifically to artisans (as part of the Swiss awards)

To take part, candidates applied with a wine tourism offer that has been active for at least 12 months. They were required to submit a comprehensive yet concise application, with the organisers wishing to remain attentive to professionals who prioritise operations over administrative tasks. In addition to the registration form, candidates were asked to provide a presentation and some illustrations.

Each capital in the network organises its own internal competition, with the winners in each category receiving the title of Regional Best of Wine Tourism. All the Regional Best of Wine Tourism winners then automatically participate in the Global Best of Wine Tourism awards, set to take place on 26 October this year, during the Gala Dinner at Beau-Rivage Palace. An international judging panel reviews the different category winners from each capital and decides on an overall winner for each capital: the Global Best of Wine Tourism winners.

With the network made up of twelve capitals, twelve applicants or businesses will therefore receive the title of Global Best of Wine Tourism award winner.

It is a unique opportunity for candidates from each city in the network to shine on both a national and international level.

“This competition is a real international showcase. With Lausanne joining the Great Wine Capitals network, all of Switzerland can shine through its wine tourism offers,” celebrates Nicolas Joss, Director of Swiss Wine Promotion.

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The Nominees

At the close of registrations for the sixth edition of Best of Wine Tourism, some forty-four professionals have taken advantage of this unique free opportunity to showcase their projects. The Swiss wine, tourism and gourmet regions are well represented, with candidates coming from Aargau, Bern, Fribourg, Geneva, Graubünden, Neuchâtel, Solothurn, Thurgau, Valais, Ticino, Uri and Vaud.

After checking the eligibility of each application, seventeen projects were forwarded to the judging panel to be announced along with a detailed presentation. The criteria for this choice are “product and activity of the network”, “collaboration and an open approach”, “promotion and communication”, and “customer satisfaction and progress”.

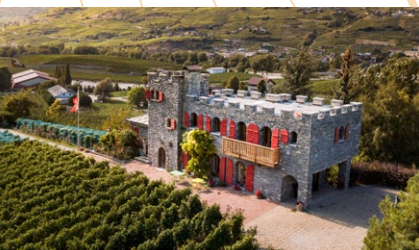
The nominees will gather at the official Best of Wine Tourism award ceremony on **Thursday 26 October at Beau-Rivage Palace in Lausanne**, following the GWC General Assembly.



BAM – La Voie des Sens Morges (Vaud)

Since its creation around twenty years ago, the BAM La Voie des Sens (“The Way of the Senses”) association has offered gourmet excursions on a historic train, all giving pride of place to regional wines, with local produce and local artisans representing the tastes of an entire region. The “Winegrower’s Train” outings invite a different winemaker to join each time.

www.lavoiedessens.ch



Castel de Daval Sierra (Valais)

The Castel de Daval offers its guests a magical setting in the heart of the Sierra vineyards. Five generations on, the same passion is still alive for showcasing local produce and providing authentic experiences on the estate.

www.collinededaval.ch



Cave Couronne 1669 Morat (Fribourg)

A monument to the ancient fortress of Murten, the basement of the “Wirtschaft zur Cronen” offers tastings of regional wines accompanied by a film and three options for the event’s form and content: fun, educational or training. The site is accessible to the public, with short information films about the region.

www.murtenhof.ch



Domaine Mont d'Or Sion (Valais)

In the heart of the vineyard, the Domaine du Mont d'Or runs an art programme with an educational trail that reveals the estate's history, along with its rich natural, geological and archaeological features.

www.montdor.ch



Fernand Cina Salgesch (Valais)

The Fernand Cina cellar cultivates an extraordinarily high number of grape varieties which allow it to produce around forty different wines, today offered in an architectural setting that is completely symbiotic with nature. Tastings and visits to the winegrower's house and cellar are available.

www.fernand-cina.ch



Happy Wine Flon Lausanne (Vaud)

Over two days, with a wine trail offering five themed zones, this event brings together families, wine lovers, tourists and those who are simply curious. In the heart of the Vaud capital's iconic Flon district, the region's winegrowers set down their cases and open their best bottles.

www.flon.ch



Hummus & Wine Lausanne (Vaud)

Hummus & Wine evenings are unique concert sessions bringing together Swiss artists and winegrowers for pop-up events at key local heritage sites. In other words, it's a way for a rich musical scene to complement a rich winemaking tradition.

www.hummusandwine.ch



Kunst & Wein am Iselisberg Uesslingen (Thurgovie)

Iselisberg is a natural, varied and sunny paradise with views of the Alps. From the beginning of May to the end of October, twenty-five sculptures created by twenty renowned artists line a 7km hiking circuit through the vineyards. Information panels on the region's history, viticulture and grape varieties put the finishing touch to the route.

www.kunstundwein-iselisberg.ch



Tapas Wein & Sein Schafis am Bielersee (Berne)

The chance to taste five different wines from the vineyard, seated outside from May to August, accompanied by homemade tapas made with regional produce. A hike in the vineyards is also possible, with a wine tasting on the way back.

www.andreyschafis.ch



Thurgauer Gourmetwanderung Schlatt (Thurgovie)

Through five stations and as many wines from the region, this hike shows participants the magnificent varied landscape of the canton of Thurgau, along with its wines, regional specialities, and the Thurgau residents' friendly welcome.

www.thurgau-bodensee.ch



Train du terroir La Chaux-de-Fonds (Neuchâtel)

Every last Thursday of the month, aboard the lounge car, participants can discover the Valley of La Sagne and Ponts de Martel on the little train connecting La Chaux-de-Fonds to Ponts-de-Martel. On each getaway, a different winemaker offers their wines to the thirty or so passengers on board..

www.neuchatel-vins-terroir.ch



Valais Wine Tours Lens (Valais)

Valais Wine Tours offers vineyard tours, wine tastings, private events, and more. Walks in the vineyards are accompanied by a certified local guide who shares her in-depth knowledge of the surrounding nature, terroirs and winemaking techniques.

www.valaiswinetours.com



Vino, cultura & Dolce Vita ticinese Giornico (Tessin)

A chance to discover the cellar and learn more about the terroir and its history. The cellar connects wine tourists to the most beautiful places in Ticino, allowing visitors to discover distant places, full of life and steeped in history.

www.settemaggio.ch



Bring the family to visit our cellar Sion (Valais)

Une visite de cave spécialement adaptée à toute la famille. Le but est de pouvoir recevoir les parents avec leurs enfants et de faire vivre une belle expérience à toute la famille en les plongeant dans la découverte de la Maison Gilliard et du monde du vin.

www.gilliard.ch



Wine Bus Grand Cru Ville de Sion Sion (Valais)

Switzerland's first Hop-on Hop-off Wine Bus! Available every Saturday, the bus allows you to visit nine cellars and discover forty-five wines at your own pace, with several stops at cellars and in the City of Sion. The price of the tour package is refunded when twelve bottles of wine are purchased.

www.sionwine.ch



Wine Tours Switzerland Maienfeld (Grisons)

Wine Tours Switzerland offers wine tours and gourmet events in the Rhine valleys of Graubünden and St. Gallen, as well as in the Principality of Liechtenstein. For enthusiasts, a choice of fifteen unique tours and seven exclusive events are available.

www.wine-tours.ch



Winzerfest Dottingen Dottingen (Argovie)

Every year, the first weekend in October marks the biggest wine festival in German-speaking Switzerland. With this year marking the 70th anniversary, the festival takes place over three days and brings together more than 50,000 visitors who come to honour the region's wine producers.

www.winzerfest.ch

Watch the video introducing the 2024 nominees: <https://urlz.fr/o1MU>
https://swissoeno.ch/Documents/1.Presentation_finalistes2023.mp4

Conference Day / Swiss wine tourism meeting

Morning Programme

Thursday 26 October 2023

This one-of-a-kind international event takes place at the Olympic Museum in Lausanne. Presentations will be given mainly in English or French. All talks will have simultaneous French-English and English-French interpretation available.

Wine tourism in Switzerland: from tradition to innovation!

09:00 **Welcome speech and event opening**

09:05 **Innovate, inspire, immerse: How we market Switzerland as a travel destination**

Viviane Grobet, Member of the Suisse Tourisme Management Team and Head of Business Development & Partnerships

09:30 **From mountain pastures to EPFL: what image does Switzerland have abroad?**

Alexandre Edelmann, Head of Presence Switzerland

09:55 **The Winegrowers' Festival, a unique tradition taking place for over 200 years**

Nicolas Gehrig, Abbot-President of the Brotherhood of Winegrowers

10:20 **Q&A session**

10:30 **Coffee break**

11:00 **Wine tourism: back to basics, or real innovation?**

*Johanna Dayer, Managing Partner at Clos de Tsampéhro and Master of Wine Candidate
Marie-Thérèse Chappaz, Biodynamic Winegrower in Fully*

11:25 **Varietal innovation for Sustainable Viticulture**

Jean-Laurent Spring, ETHZ Agricultural Engineer and Head of the Agroscope Viticulture Research Team (Swiss Agricultural Research Centre)

11:50 **Q&A session**

12:00 **Lunch – Standing buffet**

Aperitifs, dishes and networking

Mini fair and meeting with Swiss BOWT nominees and former winners

Conference Day / Swiss wine tourism meeting

Afternoon Programme

Thursday 26 October 2023

13:45 **Conference resumes**

13:50 **How can we make digital more human?**

Pierluigi Orunesu, Founder of Ilcologram technology

*Nathalie Pichard, Executive Director & Curator of the EPFL ArtTech Foundation
Innovation Park*

14:10 **Innovate by targeting... DiVINes! Swiss Women Winemakers' Fair**

*Coraline de Wurstemberger, Owner, Winemaker and Creator of the DiVINes! Fair.
Swiss Women Winemakers' Fair*

14:25 **Become your own media! (or not...)**

*Anick Goumaz, Editor-in-Chief of VINUM for French-speaking Switzerland and
Co-Editor of Le Guillon review*

14:40 **Innovating to attract**

*Dr Chandré Honeth, Viticulture and Wine Science Lecturer, Eastern Institute of
Technology, New Zealand*

14:55 **The challenges of creating a standard definition of wine tourism**

*Jacques-Olivier Pesme, Director of the Wine Research Center, University of British
Columbia, Canada*

Dr. Claudia Bazzani, Assistant Professor in Agricultural Economics, University of Verona, Italy

15:10 **Innovating by bringing together tourism and gastronomy**

*Franck Giovannini, Chef at the Michelin-starred Restaurant de l'Hôtel de Ville de Crissier,
Chef of the Year 2018*

15:30 **Q&A session**

15:40 **Closing ceremony**

Catherine Leparmentier, Managing Director of the Great Wine Capitals Network

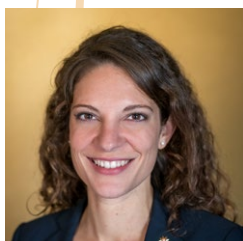
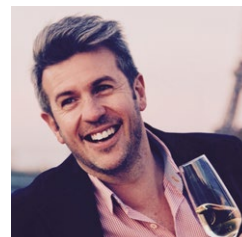
16:00 **End of meetings, closing aperitif**

from Lausanne Great Wine Capitals and networking

Conference Day Speakers

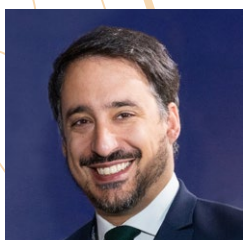
Marc Checkley – Event Moderator

Award-winning producer, content creator, presenter, speaker and journalist from New Zealand, working between Singapore, Geneva and London.



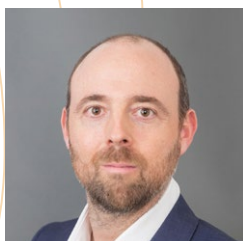
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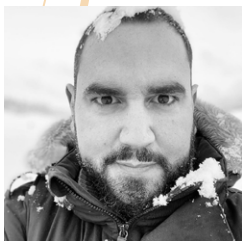




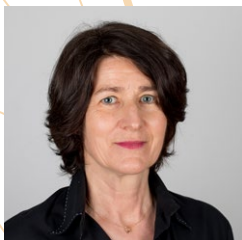
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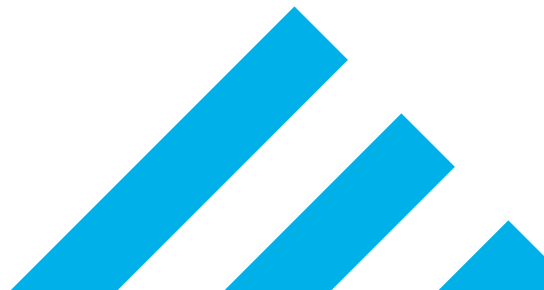
Franck Giovannini

Chef at the Michelin-Starred Restaurant de l'Hôtel de Ville de Crissier,
Chef of the Year 2018



Catherine Leparmentier

Managing Director of the Great Wine Capitals Network



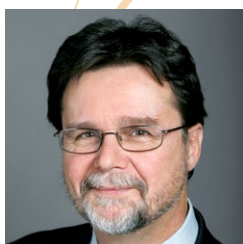
The Judging Panel

The judging panel is made up of two separate groups:

A professional panel made up of at least ten people representing the many professions in wine tourism (wine, restaurants, hotels, local produce, sales, etc.).

A general public panel with double the number of members made up of lovers of (wine) tourism, excursions, wine and leisure.

The members of the professional panel for 2023:



Robert Cramer – President of the Judging Panel

President of Swiss Wine Promotion
Former State Councillor



Francesca Martini

Secretary General Regio.Garantie Romandie



H el ene Noirjean

Director of the Swiss Winegrowers' Federation FSV



Sibilla Quadri

Director of the Ticino Centre of Agricultural and Food Competence



Dominique Fumeaux

Director of the Valais School of Management



Alexandre Edelmann

Head of Presence Switzerland



Niklaus Notter

Suisse Tourisme Representative



Cindy Guignard

Co-Director of Terre&Nature Publications SA



Gilles Meystre

Member of the Boards of GastroSuisse and Suisse Tourisme
President of the "Fait Maison" Label



Josef Zisyadis

Director of Taste Week and Co-President of Slow Food Switzerland





© Swiss Wine

Swiss Wine Promotion

Swiss Wine Promotion is a Swiss organisation whose mission is to promote Swiss wines throughout the world. With more than 2,000 years of winemaking history, Switzerland produces a wide variety of wines of exceptional quality from unique terroirs, using traditional methods.

The twenty six cantons and sixty-two wine AOCs have been grouped into six wine regions: Valais, the canton of Vaud, German-speaking Switzerland, the canton of Geneva, Ticino, and the Three Lakes region. Swiss Wine Promotion works closely with these areas to promote their wines in Switzerland and further afield. Each area has a specific identity defined by its topography, geology and unique climate. The four most cultivated grape varieties are Pinot Noir, Chasselas, Gamay and Merlot: together, these varieties represent 66% of total output. Tastings, events for professionals and the public, and press trips are organised throughout the year to introduce swiss wine to wine lovers.

Swiss wines are known for their quality and diversity. From fresh, fruity whites to complex, tannic reds and elegant sparkling wines, there is something for everyone. The wine regions are also famous for their spectacular landscapes and rich cultural heritage, making Swiss wine tours an unforgettable experience.



Lausanne: the best small city in the world

At once an urban and seaside town, nestled in a breathtaking natural environment with Lake Geneva, the Alps and the Jura in the background, not to mention the terraced vineyards of Lavaux UNESCO, Lausanne has been voted “best small city in the world” by the prestigious Monocle magazine.

It has all the characteristics of a metropolitan hub, but on a liveable scale, whether you're taking in cultural experiences at Plateforme 10 - the new arts district - or at the Collection de l'Art Brut, the values of Olympism at the Olympic Museum, or lively evenings in the Flon district or on the shores of Lake Geneva. An important educational destination, the city's campuses have earned a solid reputation throughout the world, as have its many clinics and research centres dedicated to medicine and healthcare.

Lausanne is also well-liked for its gourmet offer and iconic Michelin-starred restaurants, renowned the world over. Its many chefs innovate tradition by honouring the region's artisan producers.

Lausanne invites you to stroll through its delightful parks and gardens, lively shopping streets and beautiful architectural heritage, from its cathedral to more recent developments like the Rolex Learning Center. Discovering Lausanne means experiencing the quality of life that makes this city so unique.

With thirty-three hectares extending into Lavaux and the lakeshore, Lausanne has the largest number of vineyards of any city in Switzerland. Wine-growing is deeply rooted in Lausanne's heritage, which includes the traditional public auction of the city's wines. As such, the city had strong foundations to join the Great Wine Capitals Global Network (GWC) in 2018, alongside eleven other major international cities.



Vaud Promotion

Nestled between lakes and mountains in the heart of Europe, the canton of Vaud is an extraordinary region. Vaud Promotion's mission is to promote the canton's multiple assets and grow its reputation. With a strong image, collaborative approach and actions that generate spin-off projects, the organisation contributes to the canton's economic development.

Out of love for the region and pride in its successes, the VAUD brand, supported by Vaud Promotion, builds bridges between industries, businesses, higher education institutions, the people of Vaud (at heart or by adoption), tourists, investors and all the region's partners. VAUD is first and foremost a state of mind that cultivates excellence, ethics, innovation and sustainability.

The association's raison d'être is to promote the strength of cross-sector collaboration and pool resources to highlight all that makes the canton unique:

- by highlighting those who are passionate, inspiring and innovative, Vaud Promotion gives the canton a face, revealing just how vibrant VAUD is.
- with the VAUD AMBASSADEUR and VAUD+ CERTIFIÉ D'ICI labels, both guarantors of Vaud expertise, Vaud Promotion certifies their excellence

The "It Starts Here" [regional brand promotion campaign](#) presents the canton's extraordinary offerings and assets.

The latest shop window to promoting Vaud, <https://vaud.ch>, illustrates this multi-sector approach.



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Be at the heart of this exceptional wine tourism event!

During the week of the Great Wine Capitals Annual Conference, a personalized welcome will be reserved for the media, allowing them to be at the heart of these wine tourism events.

We look forward to welcoming you, and remain at your disposal for any further information you may require!

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