

Drink Swiss Wines !

Freshness

Purity

Diversity

Authenticity



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#drinkswisswine #drinkgoodwine #drinkhealthywine

Swiss Wine Landscape



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STORE

A Journey through Swiss Wine: A Tapestry of Diversity, Tradition, and Innovation

Nestled amidst the picturesque Alps, Switzerland's winemaking heritage dates back centuries, blending tradition with innovation to create wines that reflect the country's unique terroir and cultural influences. From the sun-drenched slopes of Valais to the cosmopolitan vineyards of Geneva, Swiss wines offer a diverse and captivating array of flavors.

A Symphony of Grape Varieties - Swiss winemakers cultivate an impressive array of grape varieties, showcasing both indigenous and international gems. Pinot Noir, the country's flagship red grape, reigns supreme, producing elegant and terroir-driven wines. Chasselas, the undisputed king of white varieties, reigns over the vineyards, offering crisp, refreshing wines that perfectly complement the region's cuisine.

Terroir's Enduring Influence - The diverse landscapes of Switzerland play a pivotal role in shaping the character of its wines. From the warm, dry valleys of Valais to the cooler, schist-rich soils of Vaud, each region contributes its unique fingerprint, imparting wines with distinct aromas, textures, and flavors.

A Multifaceted Landscape - Swiss wine regions are as diverse as the landscapes they inhabit. From the Alpine peaks of Graubünden to the rolling hills of Geneva, each region boasts its own distinct microclimate and soil composition, influencing the wines' character and complexity.

Sustainability at the Heart of Winemaking - Sustainability is deeply ingrained in Swiss winemaking practices, driven by a commitment to environmental stewardship and ethical production. Swiss vineyards are meticulously managed to preserve biodiversity, enhance water management, and minimize chemical inputs, resulting in wines that are not only delicious but also environmentally responsible.

A Multicultural Fusion - Switzerland's multicultural heritage is reflected in its winemaking traditions, with influences from neighboring regions intermingling with indigenous practices. This fusion of styles has given rise to a unique and eclectic winemaking landscape, one that celebrates diversity and innovation.

Small-scale Production and Quality Obsession - Most Swiss wine producers are small-scale artisans, deeply connected to their vineyards and committed to crafting exceptional wines. This hands-on approach, coupled with a rigorous quality control process, ensures that Swiss wines consistently meet the highest standards.

Innovation and Pioneering Spirit - Swiss winemakers are renowned for their pioneering spirit and willingness to experiment with new grape varieties, winemaking techniques, and aging practices. This innovation has led to the creation of innovative wines that push the boundaries of tradition while retaining their Swiss identity.

A Blend of Tradition and Modernity - Swiss winemaking seamlessly blends ancient traditions with modern techniques, resulting in wines that are both authentic and forward-thinking. This harmonious fusion is a testament to the country's commitment to preserving its winemaking heritage while embracing innovation.

Limited Production and Rarity - The small-scale production and focus on quality have made Swiss wines relatively rare, adding to their allure and intrigue. These limited-production gems are coveted by wine enthusiasts worldwide, seeking wines that are both exceptional and unique.

Fresh and Mineral Expressions: A Signature of Swiss Wine Style - Swiss wines are often characterized by their vibrant acidity, refreshing minerality, and a focus on monovarietal expressions. This emphasis on purity of varietal character allows the unique terroir of each region to shine through, resulting in wines that are both complex and approachable.

Food-Friendly Companions - Swiss wines are renowned for their versatility and ability to pair seamlessly with a wide range of cuisines. From the hearty fare of the Alps to the sophisticated flavors of the Mediterranean, Swiss wines provide the perfect accompaniment to a culinary adventure.

In conclusion, Swiss wines are a testament to the country's rich heritage, diverse landscapes, and dedication to quality. From the crisp elegance of Chasselas to the robust intensity of Pinot Noir, Swiss wines offer a captivating journey through the tapestry of flavors that this alpine nation has to offer.

Switzerland 6 Official Wine Regions

French speaking

Valais

Vaud

Geneva

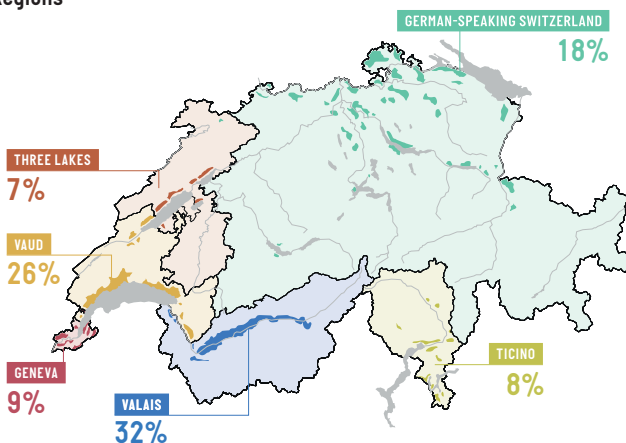
Three-Lakes

German speaking

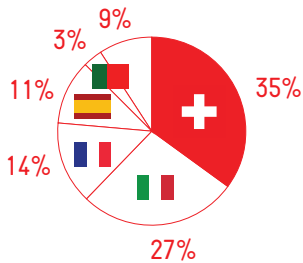
Eastern Switzerland

Italian speaking

Ticino

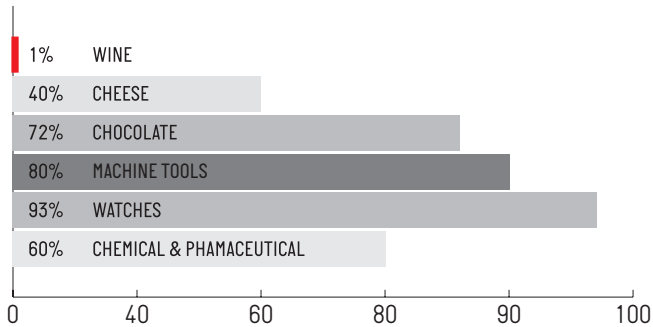


SWITZERLAND WINE CONSUMPTION

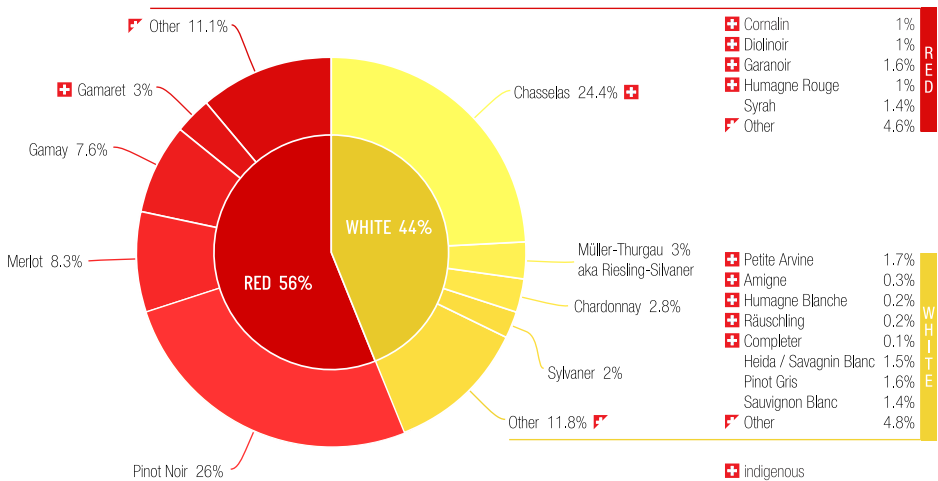


Swiss wine production covers only 35% of the wines consumed in the country. 99% are consumed locally. Only 1% is exported.

MAIN SWISS EXPORT INDUSTRIES

























VARIETALS GROWN



Main Old, Rare and Indigenous varieties

 indigenous

-   **Chasselas** (called **Fendant** in Valais) - Is a uniquely Swiss grape variety producing fresh and delicate wines with mineral characteristics and subtle notes of white flowers and white fruits. The wines are typically low in alcohol with a touch of fizziness that age surprisingly well.
-  **Müller-Thurgau** aka **Riesling-Silvaner** - White grape variety created by Hermann Müller from the Canton of Thurgau in 1882 at the Geisenheim Grape Breeding Institute in Germany. Crossing off Riesling and Madeleine Royale. Most planted white in the German part.
-   **Completer** - Old varietal from Grisons/Graubünden dating back to 1321. Takes its name from completorium, the evening service of the Benedictine monks who were then authorised to drink a glass of it in silence. Produces rich, strong wines with great supporting acidity.
-   **Amigne** - Rare grape grown only in Valais. An ancient variety, traces of it date back to pre-Roman times. Today, its vines cover a total area of 38 hectares, 27 of them located in Vétroz. Amigne is also made into dry, off-dry or sweet wine.
-  **Heida** aka **Païen** - Considered the « Pearl of Alpine Wines ». It bears this name because its vines grow of up to 1,150 metres in the Visperterminen commune, one of the highest vineyards in Europe. Heida is produced from the Savagnin Blanc varietal, characterised by small grapes and a low yield, and is a member of the Traminer family.
-   **Humagne Blanche** - Legends abound about this indigenous Valais variety. In the 19th century, wine made from this grape was said to have fortifying properties which earned it a reputation as being good for women to drink after childbirth. It is a full-bodied wine, bursting with flavours and appealing minerality. Achieves its fullness after three to four years of ageing.
-   **Petite Arvine** - Old indigenous grape variety from Valais that can be traced back to the early 1600's. Grown mostly in Valais, it is also found in neighbouring Aosta Valley, Italy. A typical and widespread Valais specialty, it has gained the status « Queen of Valais ».
-   **Cornalin** - Ancient indigenous grape from the Alps that is only found in Valais. It produces fruity wines with an elegant bouquet that are deep crimson-red in color. Their rustic character makes them ideal with game dishes.
-   **Diolinoir** - Developed in 1970 by crossing Rouge de Diolly, an old Valais grape also known as Robin Noir, and Pinot Noir. Its wines are rich in color, lively, and in mouth they have tight tannins that make them good wines for aging, with cherry and black fruit notes.
-   **Gamaret** - Developed in 1970 by crossing Gamay and Reichtensteiner and intended for the German part of Switzerland. Its wines are rich in color, dense yet lively, in mouth it has black fruit aromas over slightly spicy, grainy tannins.
-   **Garanoir** - Developed in 1970 by crossing Gamay and Reichtensteiner and intended for the French part of Switzerland. With low acidity, Garanoir is seen as perfect or blends, where it gives a well developed color, body and roundness to the wine. It blends very well with a number of other red grape varieties, in particular Pinot Noir, Gamay and Gamaret.
-   **Humagne Rouge** - Although it originated in the Aosta Valley, Italy, today this grape is mainly grown in Valais. Humagne Rouge is not related to Humagne Blanche, but is identical to Cornalin d'Aoste. At risk of extinction in the 1960's, this grape is once again being cultivated. The wine it produces is rustic, with real character and distinctive qualities.



☀️ 2,000 hours of sunshine per year

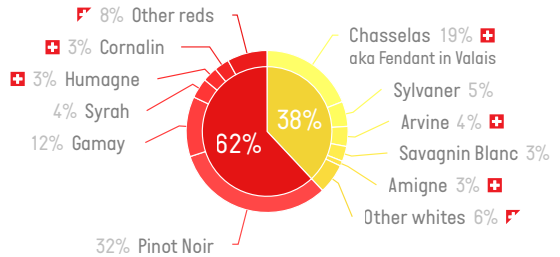
☔️ 600 mm of rainfall per year

VALAIS

French speaking

32% of Swiss wine production

450 to 1,100 meters of altitude



Valais, nestled in the heart of the Swiss Alps, is a wine lover's paradise. Its vineyards thrive at dizzying heights, some reaching 1,100 meters above sea level. The steep slopes, abundant sunshine, and terraced landscapes create ideal conditions for grape cultivation.

Valais produces an array of indigenous and international grape varieties, including the delicate white Chasselas – called Fendant locally – and the zesty Petite Arvine. Red wines like Cornalin, Humagne Rouge and Syrah also flourish.

The region's scenic beauty – terraced vineyards clinging to mountainsides overlooking the Rhône River – is breathtaking, especially during harvest season.

In Valais, tradition meets innovation, resulting in exceptional wines that reflect the rugged beauty of the Alps.



©OLIVIER MAIRE



☀️ 1,900 hours of sunshine per year

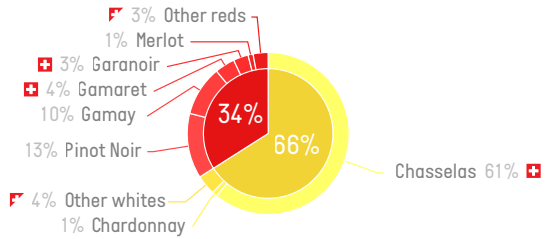
☔️ 1,000 mm of rainfall per year

VAUD

French speaking

26% of Swiss wine production

380 to 700 meters of altitude



Vaud, situated along the picturesque shores of Lake Geneva, is a captivating Swiss wine region.

Its UNESCO-protected Lavaux vineyards adorn steep slopes overlooking the lake, producing exceptional Chasselas grapes for delicate white wines.

Chasselas is king in its birthland. The region's diverse microclimates allow for various grape varieties, including Pinot Noir, Gamay, and Chardonnay.

Imagine sipping wine amidst vine-covered hills, with the shimmering lake below and the Alps in the distance—a sensory delight. Explore historic wine cellars and attend local festivals to immerse yourself in Vaud's rich viticultural heritage. In Vaud, wine isn't just a drink; it's an experience woven into the fabric of the landscape.



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☀️ 2,030 hours of sunshine per year

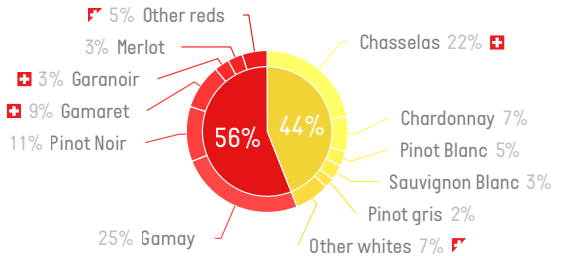
☔️ 900 mm of rainfall per year

GENEVA

French speaking

9% of Swiss wine production

380 to 700 meters of altitude



Geneva's wine region is a harmonious blend of urban sophistication and pastoral beauty, where vineyards thrive just a stone's throw from the city's heart.

Covering 1,400 hectares, it's Switzerland's third-largest wine canton, celebrated for its Gamay and Chasselas vines. The region's microclimates and diverse soils nurture a variety of grapes, including international favorites like Merlot and Chardonnay. With 22 Premier Cru appellations, Geneva's vintners craft wines that resonate globally. The lake's moderating influence, coupled with the Jura and Pre-Alps, creates a mosaic of terroirs, encouraging innovation among winemakers.

This pioneering spirit is evident in their pursuit of new varieties, yielding wines that captivate a cosmopolitan clientele.





☀️ 1,800 hours of sunshine per year

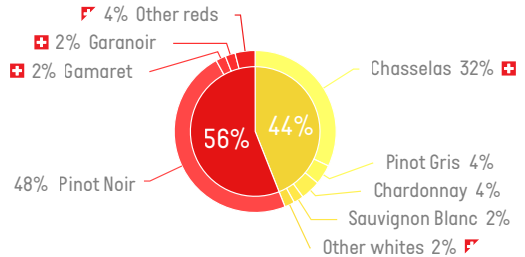
☔️ 1,100 mm of rainfall per year

THREE-LAKES AREA

French speaking & German (Bielersee)

7% of Swiss wine production

430 to 650 meters of altitude



The Three-Lakes wine region of Switzerland is a picturesque tapestry of vineyards draped across the rolling hillsides surrounding Lakes Biel, Murten, and Neuchâtel.

This serene landscape is home to 945 hectares of vines, flourishing under the temperate climate provided by the lakes' moderating influence. Celebrated for its Pinot Noir and Chasselas grapes, the region produces reds, refined rosés known as Ciel-de-Perdrix, and lively whites.

With over 20% of vines under organic cultivation, Neuchâtel stands out as the most ecological vinegrowing area in Switzerland.

The Three-Lakes region, though the sixth largest, is a bastion of Swiss viticulture, offering prize-winning Chardonnays and sparkling wines alongside its traditional varietie.





☀️ 1,900 hours of sunshine per year

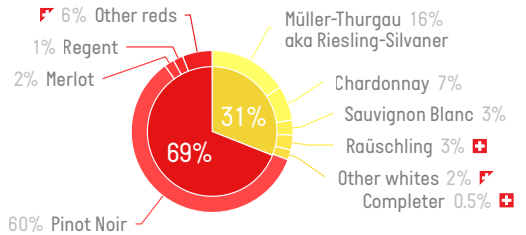
☔️ 1,100 mm of rainfall per year

EASTERN SWITZERLAND

German speaking

18% of Swiss wine production

380 to 800 meters of altitude



Eastern Switzerland's wine region is a hidden gem, where the art of winemaking is woven into the fabric of the landscape.

Stretching from Schaffhausen to St. Gallen, this area is characterized by its picturesque vineyards, which are often discovered on leisurely journeys through scenic sights and quaint villages. The region's wines are as diverse as its terrain, offering a palette of flavors that reflect the unique terroir.

Cozy inns and restaurants dot the route, inviting travelers to savor the local vintages.

Here, the tradition of viticulture is celebrated with a quiet pride, and each bottle tells a story of the land and the meticulous care of its vintners.





☀️ 2,170 hours of sunshine per year

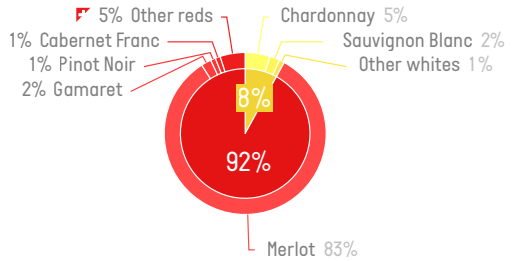
☔️ 2,000 mm of rainfall per year

TICINO

Italian speaking

8% of Swiss wine production

200 to 700 meters of altitude



Ticino, the sunlit soul of Switzerland's wine regions, is renowned for its velvety Merlots.

This Italian-speaking canton, nestled on the southern slopes of the Alps, basks in a Mediterranean climate, ideal for viticulture. With 1,040 hectares of vineyards, Ticino embraces the art of winemaking with a history that dates back to Roman times. The region's terroir, a mix of acid and limestone soils, imparts a unique character to its wines.

Here, over 80% of the vineyards are dedicated to Merlot. The region features a local specialty Bianco di Merlot, a unique white wine made from the red Merlot grape.


Ticino's wines, embodying the warmth and richness of the region, are a testament to its enduring winemaking legacy.



RESOURCES, VIDEOS, GOOGLE MAP

Under the law of Hong Kong, intoxicating liquor must not be sold or supplied to a minor (under 18) in the course of business.
根據香港法律，不得在業務過程中向未成年人士（18歲以下人士）出售或供應令人陶醉的酒精。

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Resources

Latest update 28-JUL-2022

SWISS WINE REGIONS AND WINES LEARNING RESOURCES PAGE

General

[swisswine.ch](#) - The official website of Swiss Wine Promotion.

[Key figures](#)

[Regions](#)

[AOC's](#)

[Grape Varieties](#)

[swisswine-campus.ch](#) - Swiss Wine Campus, an online education platform developed by Swiss Wine Promotion.


Swiss Wine App - [Apple](#) and [Android](#) Apps published by Swiss Wine Promotion.

Wine Regions and Wines of Switzerland - A 100 pages bookazine published by Swiss Wine Promotion and its accompanying maps [available in the Swiss Wine App or click on the images below to download]


Swiss Vineyards - A 31 pages vineyard overview [click on the images below to download]



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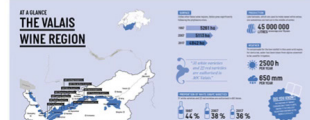
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Regional Maps & Infographics

VALAIS [click on the images below to download]



Under the law of Hong Kong, intoxicating liquor must not be sold or supplied to a minor (under 18) in the course of business.
根據香港法律，不得在業務過程中向未成年人士（18歲以下人士）出售或供應令人陶醉的酒精。

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Google Map

Map and photos of Switzerland and parts of France, Italy, Austria, Slovenia & Czech Republic, Switzerland and more.



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THE WINE REGIONS OF SWITZERLAND

The 62 appellations of origin (AOCs) produced in the 26 Swiss winegrowing cantons are divided into six winegrowing regions.

GERMAN-SPEAKING SWITZERLAND 18%

The 2650 hectares of this German-speaking region are dotted around 15 winegrowing cantons. Pinot Noir and Müller-Thurgau are the dominant varieties by far in the most extensive of all six Swiss winegrowing regions.

7% THREE LAKES

The 930 hectares of the Three Lakes region are divided into three distinct sections: the 615 hectares of the Munchalbi wine area, the 220 hectares of the Lac de Berne AOC in the canton of Berne, and the 103 hectares of the Valley wine area located in the canton of Fribourg.

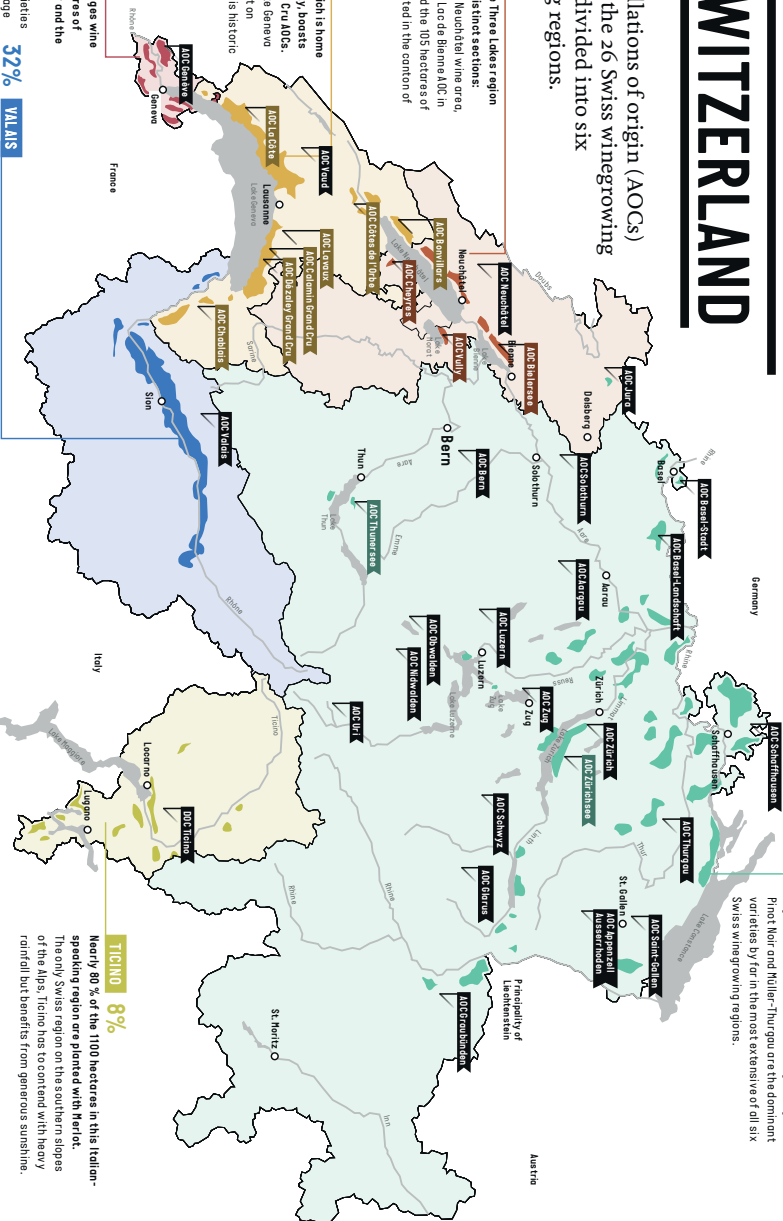
26% VALD

The canton of Valais, which is home to the Chasselas variety, boasts six AOCs and two Grand Cru AOCs. Lakes Murchalbi and Lake Geneva exert a beneficial effect on the 3775 hectares of this historic wine area.

9% GENEVA

Switzerland's third-biggest wine area covers 1410 hectares of land straddling the city and the countryside.

International grape varieties have joined Swiss heritage varieties to diversify the traditional range of grape varieties based on Gamy and Chasselas.



32% VALAIS

With its 4850 hectares, the Valais area accounts for nearly one third of the entire Swiss wine area. Following the course of the Rhone, the spectacular terraces of the Valais region enjoy a hot and sunny climate that is beneficial to late-maturing grape varieties.

8% TICINO

Nearly 80% of the 1100 hectares in this Italian-speaking region are planted with Merlot. The only Swiss region on the southern slopes of the Alps, Ticino has to contend with heavy rainfall but benefits from generous sunshine.

AOP-IGP products in Switzerland



AOP

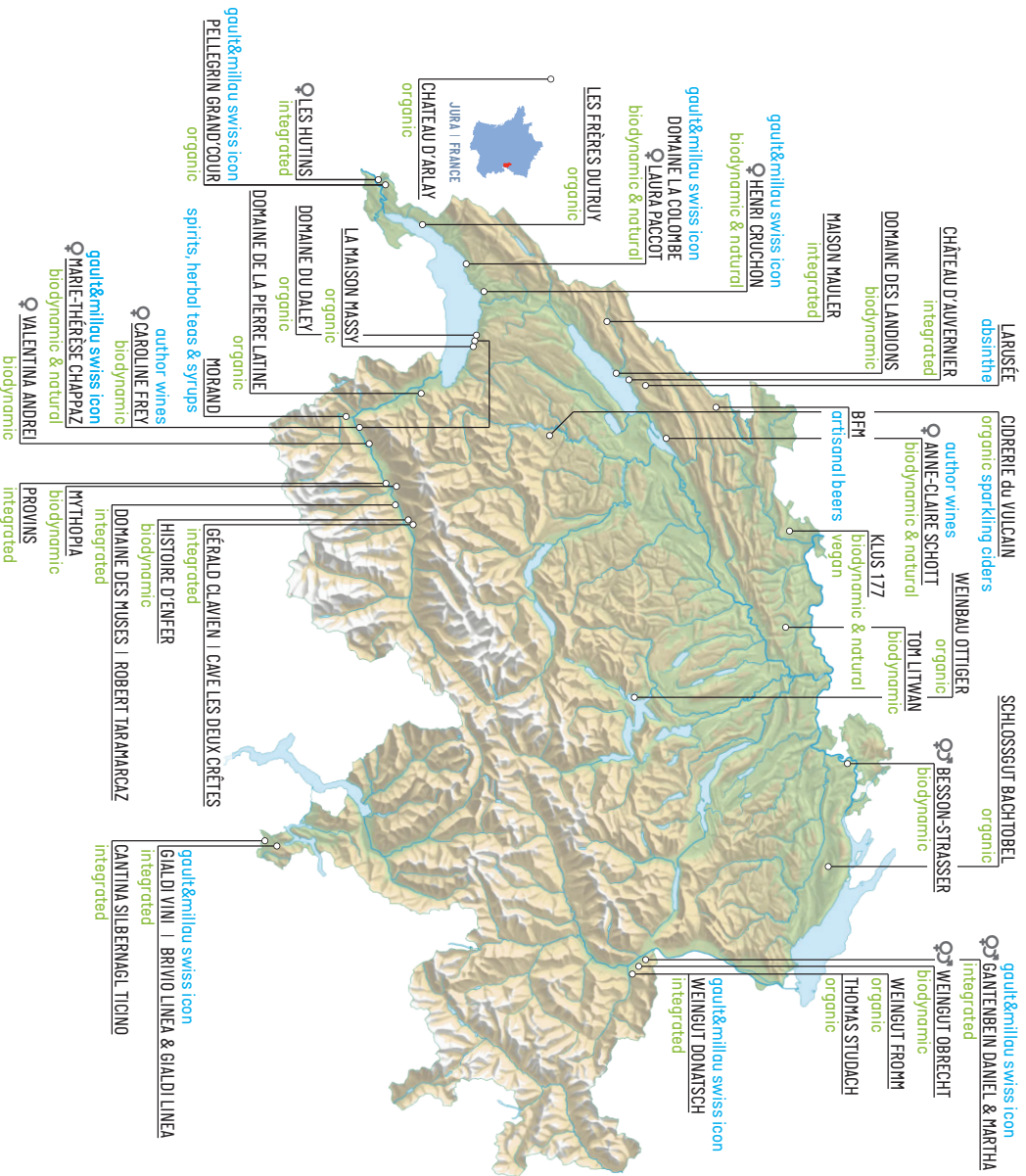
(Appellation d'origine protégée)

1. L'Éclair AOP
2. Bûche de Noël AOP
3. Tête de Moine AOP
4. Le Comté AOP
5. Emmentaler AOP
6. Sbrinz AOP
7. Fromage de chèvre suisse AOP
8. Abruzzese AOP
9. Valser Käse AOP
10. Cantal suisse AOP
11. Point de selge valaisan AOP
12. Berner Alpskäs AOP
13. Munster Suisse AOP
14. Valser Emmentaler AOP
15. Emmentaler AOP
16. Point et Bratz AOP
17. Raclette du Valais AOP
18. Weidenberger Soufflé AOP
19. Lettensteiner Soufflé AOP
20. Domostre AOP
21. Zuger Kirsch AOP
22. Rigli Kirsch AOP
23. Glarner Alpskäs AOP
24. Cuchihal AOP

IGP

(Indication géographique protégée)

25. Vinade des Crisons IGP
26. Saussure d'Alpage IGP
27. Vinade de la Vallée IGP
28. Saussure d'Alpage IGP
29. Saussure d'Alpage IGP
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