

Drink Swiss Wines !



Freshness

Purity

Diversity

Authenticity

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#drinkswisswine #drinkgoodwine #drinkhealthywine

Swiss Wine Landscape

Switzerland. Naturally.



**THE
SWISS
WINE
STORE**

SWISS WINE 

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.

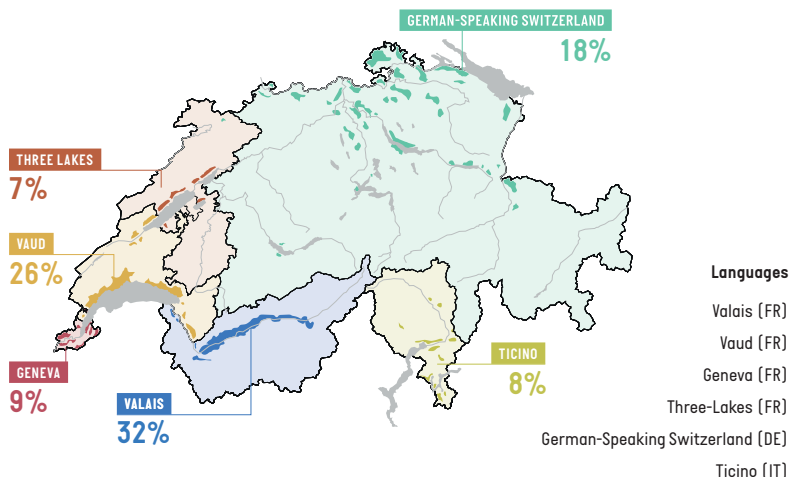
Fresh and Mineral Expressions: A Signature of Swiss Wine Style - Swiss wines are often characterized by their vibrant acidity, refreshing minerality, and a focus on monovarietal expressions. This emphasis on purity of varietal character allows the unique terroir of each region to shine through, resulting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

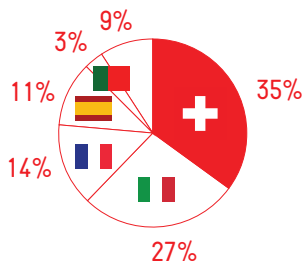
A Hidden Gem in the World of Wine - Despite its long winemaking history and exceptional quality, Swiss wine remains one of the world's best-kept secrets. Nearly all of Switzerland's production is consumed domestically, with only a small percentage exported beyond its borders. As a result, Swiss wines retain an air of exclusivity, offering wine lovers the opportunity to discover distinctive expressions rarely found on international markets. This combination of authenticity, scarcity, and craftsmanship has helped establish Swiss wine as a treasured hidden gem among discerning enthusiasts and collectors alike.

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's 6 Official Wine Regions

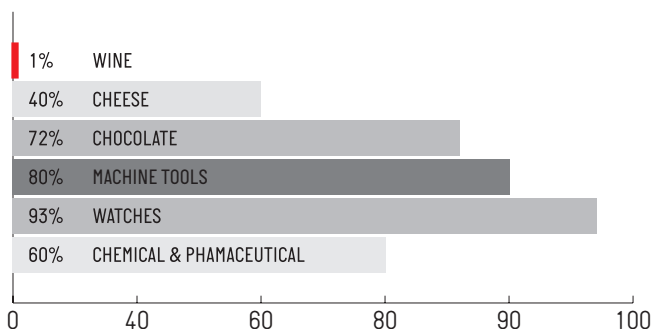


SWITZERLAND WINE CONSUMPTION

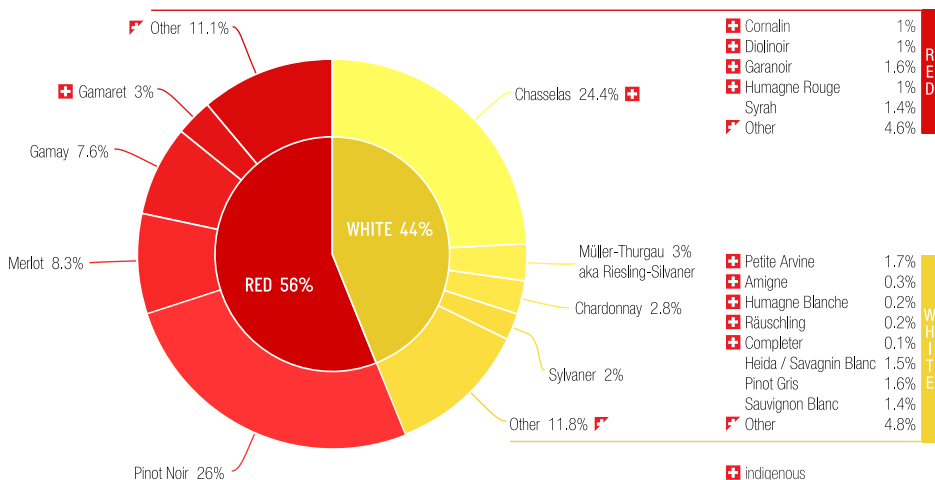


Swiss wine production covers only 35% of the wines consumed in the country. 99% are consumed locally. Only 1% is exported.

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 ».
-   **Räuschling** - Rare Swiss white grape from the Lake Zurich region, producing vibrant, high-acid wines with citrus, green apple, and mineral notes. Crisp and linear, it reflects cool-climate terroir and stands as a heritage variety preserved by a handful of dedicated Zurich growers.
-   **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 Reichensteiner 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 Reichensteiner 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.

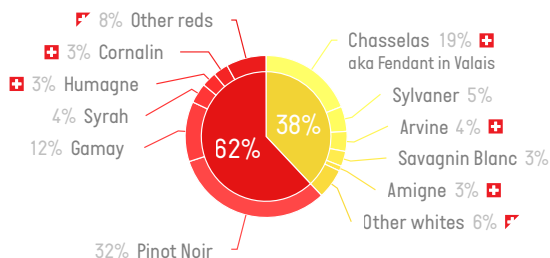


32% of Swiss wine production

450 to 1,100 meters of altitude

☀️ 2,000 hours of sunshine per year

☁️ 600 mm of rainfall per year



Valais: Switzerland's Alpine Wine Heartland

Nestled in the heart of the Swiss Alps, Valais is Switzerland's largest wine region and a paradise for wine lovers. Vineyards climb steep, sun-drenched terraces, some reaching elevations above 1,100 meters, benefiting from a dry climate and abundant sunshine. Valais is renowned for both indigenous and international grape varieties, including Fendant (the local name for Chasselas), Petite Arvine, Cornalin, Humagne Rouge, and Syrah. The dramatic Rhône Valley landscape, with vineyards cascading down mountain slopes, is among the most spectacular in Europe. Combining centuries-old traditions with modern innovation, Valais produces expressive wines that capture the unique character, diversity, and rugged beauty of the Swiss Alps.



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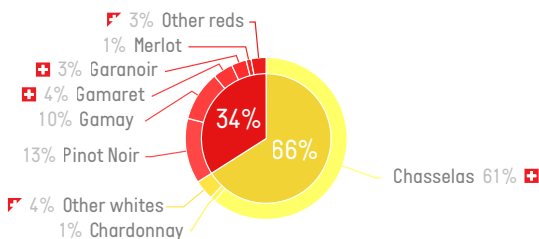


26% of Swiss wine production

380 to 700 meters of altitude

1,900 hours of sunshine per year

1,000 mm of rainfall per year



Vaud: The Home of Chasselas

Stretching along the northern shores of Lake Geneva, Vaud is one of Switzerland's most celebrated wine regions. Its crown jewel is Lavaux, a UNESCO World Heritage Site where terraced vineyards descend toward the lake, creating breathtaking scenery. Vaud is the spiritual home of Chasselas, Switzerland's flagship white grape, producing elegant wines known for their freshness and minerality. The region also cultivates Pinot Noir, Gamay, and Chardonnay. Benefiting from the moderating influence of Lake Geneva and diverse soils, Vaud offers a remarkable range of wine styles. Historic wine villages, traditional cellars, and vibrant festivals make this region an essential destination for discovering Swiss wine culture.



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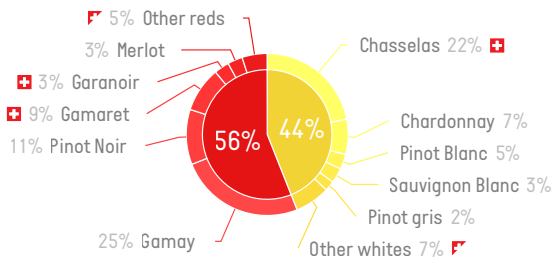


9% of Swiss wine production

380 to 700 meters of altitude

☀️ 2,030 hours of sunshine per year

☔ 900 mm of rainfall per year



Geneva: A Cosmopolitan Wine Region

Just beyond the city limits lies Geneva's dynamic wine region, Switzerland's third-largest wine-producing canton. Covering around 1,400 hectares, its vineyards benefit from the influence of Lake Geneva, the Jura Mountains, and the nearby Alps. While Gamay and Chasselas remain traditional favorites, Geneva is also known for cultivating Merlot, Chardonnay, and other international varieties. The region's diverse soils and 22 Premier Cru appellations support a remarkable variety of wine styles. Geneva's winemakers are recognized for their innovative spirit, continuously exploring new grape varieties and techniques. The result is a collection of modern, expressive wines that reflect both the region's heritage and its international outlook.



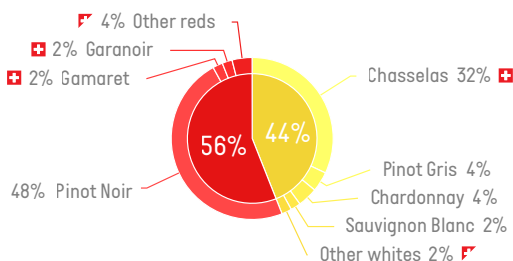


7% of Swiss wine production

430 to 650 meters of altitude

☀️ 1,800 hours of sunshine per year

☔ 1,100 mm of rainfall per year



Three Lakes: Freshness and Elegance by the Water

Surrounding Lakes Biel, Murten, and Neuchâtel, the Three Lakes region is one of Switzerland's most charming wine destinations. Its 945 hectares of vineyards thrive in a temperate climate shaped by the lakes, producing wines of freshness and elegance. The region is best known for Pinot Noir and Chasselas, which give rise to refined reds, crisp whites, and the celebrated rosé Œil-de-Perdrix, originally from Neuchâtel. Sustainability is a hallmark of the region, with Neuchâtel recognized as a leader in organic viticulture. Although Switzerland's sixth-largest wine region, the Three Lakes area enjoys a reputation for award-winning Chardonnays, sparkling wines, and distinctive local expressions.



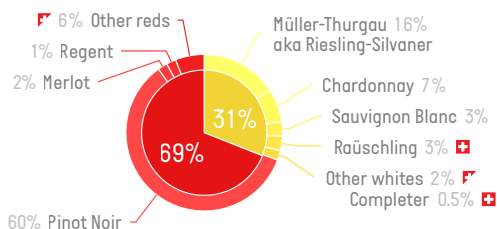


18% of Swiss wine production

380 to 800 meters of altitude

 **1,900** hours of sunshine per year

 **1,100** mm of rainfall per year



German-Speaking Switzerland: Diversity Across the North and East

German-speaking Switzerland encompasses renowned wine regions including Zurich, Schaffhausen, Thurgau, Graubünden, St. Gallen, and Aargau. Vineyards flourish along lakeshores, river valleys, and sunny hillsides shaped by Alpine influences and diverse microclimates. The region is particularly known for Pinot Noir (Blauburgunder), which produces elegant and expressive red wines. Among white varieties, Müller-Thurgau (Riesling-Sylvaner) is especially important, alongside Completer, Räuschling, Pinot Gris, Chardonnay, and Sauvignon Blanc. From the historic vineyards of Schaffhausen to the Alpine slopes of Graubünden, each area contributes its own identity. The combination of tradition, innovation, and varied terroirs makes this a vital part of Switzerland's wine landscape.



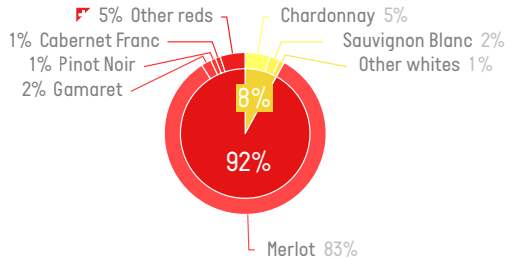


8% of Swiss wine production

200 to 700 meters of altitude

2,170 hours of sunshine per year

2,000 mm of rainfall per year



Ticino: Switzerland's Mediterranean Wine Jewel

Located south of the Alps, Ticino is Switzerland's Italian-speaking wine region and enjoys a warm Mediterranean climate ideal for viticulture. Covering approximately 1,040 hectares, its vineyards are dominated by Merlot, which accounts for more than 80% of plantings and produces elegant, richly textured wines. Ticino is also famous for Bianco di Merlot, a unique white wine crafted from red Merlot grapes using white-wine production techniques. Diverse soils and abundant sunshine contribute to the region's distinctive character. Surrounded by lakes, mountains, and charming villages, Ticino combines Italian flair with Swiss excellence, creating wines that reflect its warmth, culture, and long-standing winemaking tradition.



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（指實或尚虛心人）轉售酒牌。

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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]

Regional Maps & Infographics

VALAIS [click on the images below to download]

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AOP-IGP products in Switzerland



AOP

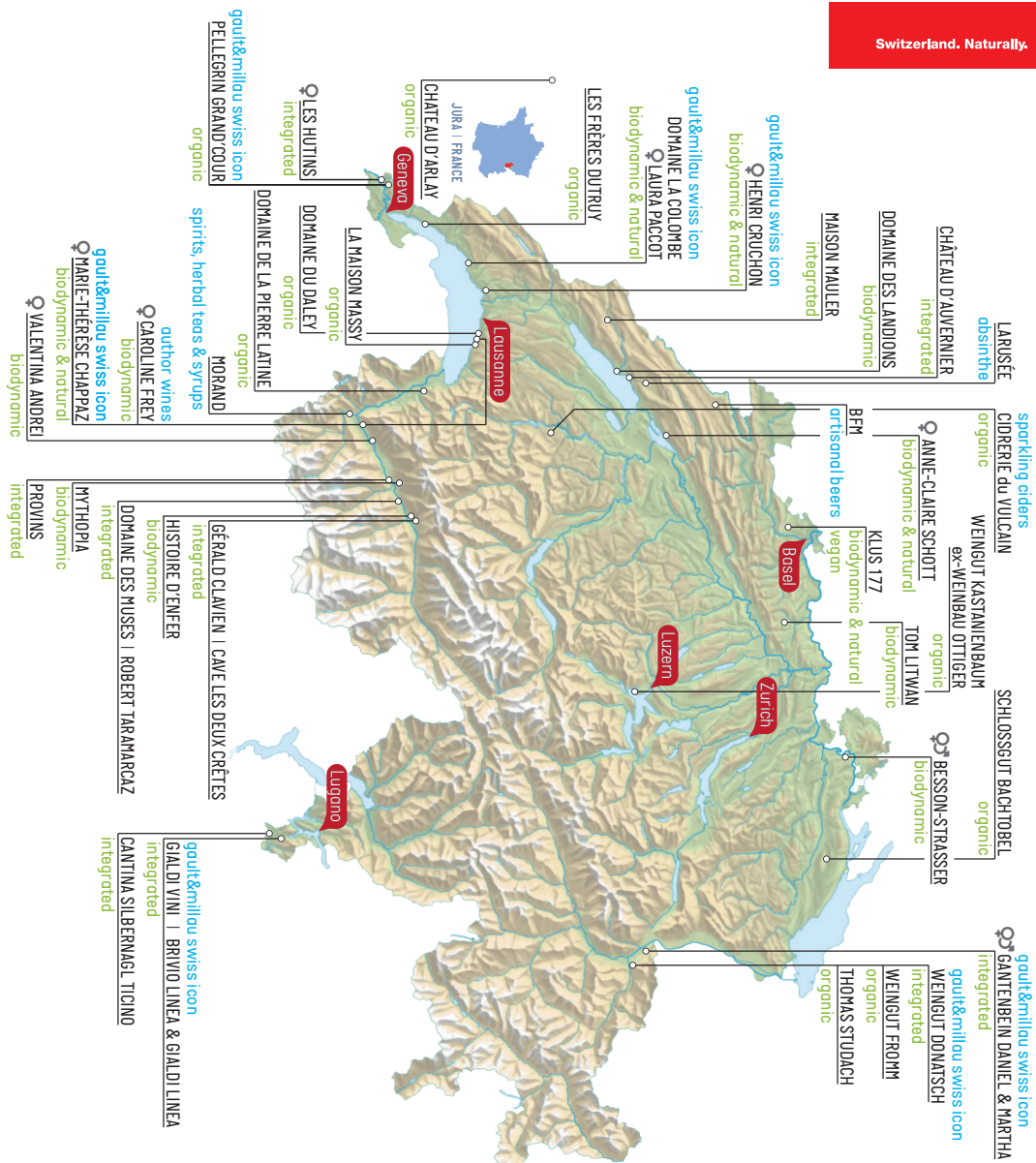
(Appellation d'origine protégée)

1. L'Euzat AOP
2. Blauschiller Rikdwini AOP
3. Tête de Moine AOP
4. Le Gruyère AOP
5. Eau-de-vie de poire du Valais AOP
6. Strinz AOP
7. Fromage d'alpage tiromme AOP
8. Abricotine AOP
9. Vacherin Mont-d'Or AOP
10. Cardon gruyère gruyère AOP
11. Pain de seigle valaisan AOP
12. Berner Alpskase AOP
13. Minder Saffran AOP
14. Vacherin Fribourgeois AOP
15. Emmentaler AOP
16. Pinot et Brüz AOP
17. Rotzette du Valais AOP
18. Weidenberger Souwkase AOP
19. Lechtensimer Souwkase AOP
20. Bielerkase AOP
21. Domostere AOP
22. Zuger Kirsch AOP
23. Rigi Kirsch AOP
24. Glarner Alpskase AOP
25. Cuchnle AOP

IGP

(Indication géographique protégée)

26. Variante des Crotons IGP
27. Saucisse d'agne IGP
28. Variante de la Valtin IGP
29. Saucisse de la Vallée IGP
30. Saucisse moutonnée IGP
31. Saucisson vaudois IGP
32. Saucisse aux choux romande IGP
33. St. Gallen Brunnwurst IGP
34. St. Gallen Ochsbrunnwurst IGP
35. Longipile IGP
36. Glarner Rohrwurst IGP
37. Zuger Kirschtorte IGP
38. I and see du Valais IGP
39. Jambon Cru du Valais IGP
40. Appenzeller Mostbratli IGP
41. Appenzeller Pantli IGP
42. Appenzeller Steinhurst IGP



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swisswine.ch

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