



MY OWN
**LUGANO
REGION**

ENTE TURISTICO
DEL LUGANESE

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PRESS RELEASE

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Lugano Region, a different Swiss destination to be discovered for its gastronomic excellence, its outstanding wines and the many events offered all year round.

The region of Lugano boasts a strong tradition in the taste and quality of its food and wine. Its cuisine has its roots in pre-Alpine culture and tradition, in particular in that of Lombardy but, in time, it has achieved its own standing becoming known as "regional cuisine" since it makes use of many regional products.

Typical dishes such as cold cuts and local cheese, risotto, polenta with braised beef, fish from the lake and bread cake may be enjoyed in the so-called "grotti", rustic restaurants usually located in charming places surrounded by greenery, where both tourists and the locals love to go for lunch or dinner to rediscover the authenticity of tradition. In numerous restaurants of the region, mentioned in the most renowned international food and wine guides, specialties are skilfully re-interpreted by the genius of famous chefs, who create new tastes.

These excellent dishes are typically accompanied by Merlot wine, produced from the noble vine originally from the Bordeaux region, which was first planted in Ticino in 1906 and which now occupies over 80 per cent of the one thousand hectares of vineyards in the Canton of Ticino.

The characteristics of the terroir together with the excellent climate allow the production of several different kinds of wine. The traditional White Merlot, produced with Merlot black berried grapes to be tasted as an aperitif or in combination with fish, cold cuts or cheese is a typical example of this. Much appreciated are also the blends between Merlot and other vines such as Cabernet Sauvignon and the new generation white wines, refined in barrique and produced with Chardonnay, white Sauvignon and Sémillon grapes. The food and wine tradition offers an all-encompassing experience also thanks to the organization of numerous events and to the possibility of personally getting a taste of the many local food and wine products. The following are some of the main new events for 2018.

Besides the festivals that are organized in the city and in the whole region every year, special mention must be made of **Lugano Città del Gusto 2018**, with the organization of theme events to promote the top, local food and wine products. As of April 2018, the first stages leading up to the event will be getting under way. These will turn Lugano and its surrounding region into the Swiss capital of food and wine with events ranging from food, culture, art, photography, cinema to many other initiatives. **From September 13th - 23rd 2018**, a rich program will make the whole city and its surrounding districts the real protagonist of the national food and wine world.



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Saturday visits to the wine cellars of the Lugano region will take place from April to the end of October 2018.

Periodically, it will also be possible to meet different producers getting a taste of their unique wines and local products. Expert staff will accompany participants on an unforgettable journey made up of sensations and tastes, in contact with nature and with the traditions of the location.

There is really no better way to discover this multi-faceted region than by participating in one of the **guided tours** called **Tasting Lugano Region** between April and October. Three not to be missed appointments, which offer a perfect combination between food and wine, culture and nature. An expert guide will accompany participants on a day trip that will allow them to become acquainted with the most hidden corners of our region through the five senses. From the panoramic views accompanied by the sounds of nature, to contact with the local products, to the typical tastes and aromas of local dishes, the tour is an invitation to let oneself be surprised by new experiences.

Lugano Region offers a thousand opportunities to discover a unique area located in a privileged position. It's a continuous surprise for the lovers of good cuisine and excellent wines and this is just the beginning, because Lugano Region offers much more... and always has something unexpected in store for its visitors.

For more information please visit: www.luganoregion.com