



MY OWN
**LUGANO
REGION**

ENTE TURISTICO
DEL LUGANESE

SWISS SERENDIPITY
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PRESS RELEASE

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The Lugano Region, a charming destination in the south of Switzerland 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.

Viticulture in Ticino is a high quality activity. This is something Ivo Monti of the Monti Wine Cellars of Cademario is well aware of. Thanks to the care for his grapes, the passion for the cultivation of his vineyard and to the excellence of his product, he has received the title of "2018 Iconic Swiss Winemaker". The award was bestowed upon him by Gault & Millau in collaboration with Swiss Wine Promotion.

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.



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Besides the numerous events, which may be found in the online page of [Top Events](#), it is possible to go in for a local experience taking a walk and tasting the region's products thanks to guided excursions organized every year from April to December. These food and wine tours, organized on specific dates, range from tasting experiences in the region's wine cellars and breweries to excursions in nature to admire the scenery and to get a taste of the local products during the Chestnut Festival in the Fall or while visiting a farm or a mountain pasture along the way, concluding with a visit to the city of Lugano with a small tasting experience in the shops and restaurants of the town center.

For lovers of local traditions do not miss the Fall Festival, from 4th to 6th October 2019, a riot of tastes and colors, where there is the wish to celebrate the beginning of the Fall season together with friends in front of a good glass of wine and tasty local specialties.

Two opportunities for people who have little time but still want to discover Ticinese delicacies are: ["Taste my Swiss City"](#) - a half-day culinary city independent tour to discover the places where locals usually eat and go out together for an evening in the city center – and the [Food & Wine Tour](#), a guided tour (upon request) through the historic center of Lugano, which provides several stops to enjoy the specialties of Ticino and discover anecdotes and curiosities about many of the most characteristic places and restaurants of the region.

The region's excellence is also represented by the vast cultural offer of the numerous museums and artistic-cultural initiatives that are proposed during the year by the cultural center, LAC Lugano Arte e Cultura. Among the most important appointments of its rich calendar, already planned until 2020, the great exhibitions of important artists such as Holder, Segantini, Gauguin, Munch, Monet and Van Gogh organized by the MASI (Museo d'arte della Svizzera Italiana) may be mentioned. Also not to be missed is William Wegman's photographic exhibition that will be stopping for its European showing at the MASI from 08th September 2019 to 6th January 2020.

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