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Discover more about Swiss Wine and its heritage.

Swiss wines have quietly gained a reputation as an insider's gem within the global wine community. Despite Switzerland producing 1.07 million hectoliters annually, only a staggering 2% leave the country with 98% primarily consumed within its borders. Within Switzerland's six distinctive wine-growing regions, this compact nation reveals an astonishing array of unique terroirs. With an impressive roster of over 250 grape varieties under cultivation, Switzerland's viticulture landscape offers unparalleled diversity. This captivating tapestry comes to life when strolling through the picturesque vineyards or indulging in a wine tasting within the cozy confines of a local winegrower's cellar.

With this edition of the media newsletter, we invite you to immerse yourself in Switzerland's wine heritage. Explore the fascinating stories behind each vineyard and discover the diverse grape varieties that flourish in this alpine paradise. Crafted with care and a pursuit of perfection, each sip embodies the landscape's essence. From Lake Geneva's terraced vines to Ticino's sunny slopes, unique grapes create an alluring and rare blend of experiences, their limited production adding to their appeal. Join us on this Swiss wine journey, where tradition and innovation intertwine.

Warm Regards,
Your North America Media Team
Divine, Laura, Fabio, Manuela, Matteo & Patricia

Wine with Passion.



Malans, Grisons.

Close to Bad Ragaz in Malans, wine has been made for over a millennium. The historic village center, the Bothmar Castle, and the lush green vineyards characterize the village in the Bündner Herrschaft, one of Switzerland's most beautiful wine regions. Malans, the southernmost village in the Bündner Herrschaft, also has the oldest vineyards in the region.

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House of Wine.



Rhine valley, St.Gallen.

The fascinating variety of St. Gallen wines can be discovered here and tasted to your heart's content. A total of 20 winemakers use the stylish platform and present around 100 wines from the Rhine Valley, Sarganserland/Walensee, and Lake Zurich regions. And of course, the favorite drops and other fine products from the region can be purchased on-site. For those interested in the culinary arts, interesting courses on the subject of wine are offered throughout the year.

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TukTuk and Wine.



Vineyards in Geneva.

Experience the Geneva vineyards like never before with an electric TukTuk journey. This innovative approach unveils the region's wine excellence and cultural heritage. Let passionate local vintners treat you to their finest wines while sharing the stories and insights that make their craft extraordinary.

[Check this out](#)

Bike & Wine.



Mendrisiotto, Ticino.

Cycling paths that wind through vineyards and villages, the favorable climate and exquisite wines make Ticino a paradise for wine lovers. This seamless combination of cycling and wine makes Mendrisiotto a unique and unforgettable destination.

[Learn more](#)

Guided Tour.



Carnotzet of the Hôtel de Ville, Lausanne.

This tour opens the doors of a place usually closed to the public, the carnotzet of the Hôtel de Ville, for a tasting of the wines of the Domaines de la Ville de Lausanne. Immerse yourself in the rich history of Lausanne's vineyards along the way. To enhance your experience, conclude by visiting a secret location for a delicious wine tasting, narrated by a passionate connoisseur.

[Discover more](#)

Dynamic Wine Traditions.



Lake of Zurich, Zurich.

Visitors can indulge in Zurich's wines at vineyards, designated wine bars, and the renowned Expovina wine fair held on 12 moored boats on Lake Zurich. However, one of the most surprising examples of Zurich's wine aspiration is the "Wellentänzer". This unique wine, produced by hand-harvested grapes, undergoes a special aging process where half the wine matures conventionally, and the other half floats in a buoy on the lake, creating a twin comparison. This innovative method harnesses the lake's natural energy, contributing to the wine's distinct character and making it a symbol of Zurich's creative winemaking approach.

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Tips.



Lavaux Wine Bar in New York City.

The Lavaux wine bar was founded by three Swiss people from the Lavaux region located in the heart of Switzerland's French-speaking region. They are devoted to sharing their love of Switzerland's culinary and wine traditions with New Yorkers!

[Check this out](#)



Swiss Wine Promotion.

Swiss Wine Promotion is a dedicated organization committed to showcasing and promoting exquisite wines crafted in Switzerland. Through various initiatives and events, they raise awareness and appreciation for Swiss wine both domestically and internationally.

[Learn more](#)



Swiss Wine is flying high.

Did you know that before coming to Switzerland, you can already savour the best of Switzerland on board the Edelweiss Air Aircrafts? In their business class, exclusive Swiss wines are offered.

[Learn more](#)



Wine festivals.

Get inspired by different events revolving around wine. Get inspired on our webpage. Cheers!

[Check the calendar](#)



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