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Press release

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## **VINEA Swiss night : Paris seduced by Swiss wines!**

### **A huge success: Vinea organizes a Swiss evening Sunday in Paris**

The **Vinea** Association organized a Swiss Night in Paris Sunday 28 February as part of the Vinalies Internationales wine competition. The event took place at the Musée du Vin in the French capital. It was a huge success, thanks to the quality of the products presented. **Vinea** worked in partnership with the Swiss AOC association to showcase the best of Swiss wines and top-quality regional products. The wonderful success was made possible by the financial support of Swiss Wine Promotion (SWP).

“It was really very gratifying to see what immense pleasure the guests had in discovering these treasures from Switzerland,” says Elisabeth Pasquier, **Vinea**’s director. François Murisier, president of **Vinea**, noted that the main advantage of this type of event “is to be able to use Swiss wines and AOC products as ambassadors for Switzerland, as a means of highlighting their excellence. It’s a wonderful calling card that we should use more often.”

The products that were presented during the evening were chosen with great care. The wines were taken from among the winners of competitions organized by Vinea or proposed by the promotional offices of Switzerland’s six wine regions. For the starter buffet Alain Farine, director of the Swiss AOC association offered a choice of cheeses: Sbrinz AOC, Tête de Moine AOC, Gruyère AOC, Valais IGP dried meat and Valais AOC rye bread. “Clearly, for us this is a great opportunity to show our products, working as partners with **Vinea**, who have done so much for Swiss wines. The marriage of wine and AOC products gives Switzerland a very positive image,” the head of Swiss AOC products notes enthusiastically.

The Valais AOC raclette cheeses were selected by Valais cheese *affineur* Claude Luissier. Several Alpine *racleurs*, who melted the cheese for guests, made the trip to Paris, to the great delight of the crowd. A pear sorbet accompanied by Wiliamine Morand – pear Williams eau de vie Valais AOC, seduced the 120 guests who took part in the evening event.

### **Guests of honour**

“You have given a taste of Swiss Excellence, in a warm and inviting setting to your many guests, wine tasters from throughout the world,” said Swiss Ambassador to France Ulrich Lehner, who was clearly impressed by the high quality of the products.

Among the other notable guests at the event were : Jacques Dousse, armed forces commander and head of the Swiss armed forces in Paris; Federico Castelluci, director general of the OIV; the Musée du Vin's conservator, Jean-Jacques Hervy, president of the French oenologists organization, Thierry Gasco; director of Vinalies and president of Vinofed, Béatrice da Ros, and several other well-known figures from the world of wine.

VINEA riding on the strength of this success, is already thinking ahead to another Paris event at some point in the future.

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*This press release can also be downloaded from our web site [www.vinea.ch](http://www.vinea.ch)*