



THE HUMAN BRAIN PROJECT



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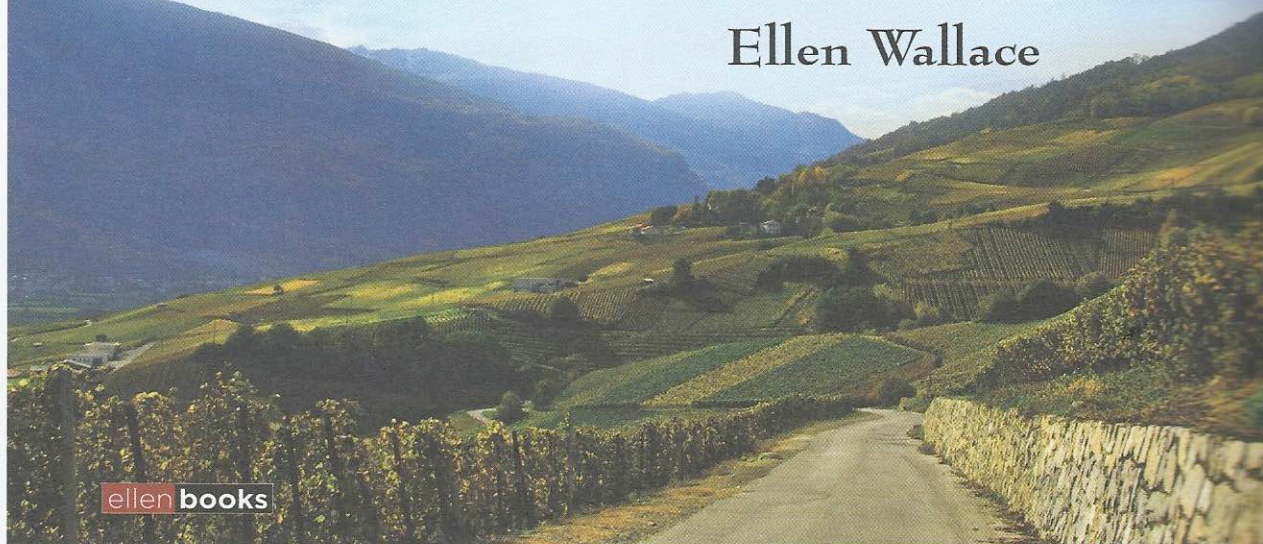


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Vineglorious!

Switzerland's Wondrous World of Wines

Ellen Wallace



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The renaissance of Lake Geneva area wines by Ellen Wallace

Switzerland's wines are in the midst of a renaissance that is bringing high praise for them, at home and abroad. If you're not yet aware of this, here is an invitation to join the ranks of people discovering that in the 21st century Swiss wines are all about quality, elegance and innovation. The stretch of vineyards from Geneva to Lausanne is very much part of this.

In the 1980s Geneva's wines in particular went through a morose period, when the traditional market for grape growers weakened to the point where a number of them decided to start making their own wine. Some succeeded admirably while others flooded the market with mediocre wine. In the 1990s restrictions on wine imports were lifted and Swiss cellars felt the impact.

The result was a shakeout period, but the best have survived and the situation today is different. No wine producer will tell you it's easy - it never is, when you work with nature's whims, as the disastrous hail storms of 2013 showed. Another worry: consumption of wine is falling in Europe.

Six things you should know about Swiss wines in 2014

Reds outstrip whites: 52 percent of Swiss wines are red, 48 percent white - with the exception of canton Vaud, the likely birthplace of the eponymous Chasselas grape, according to DNA research.

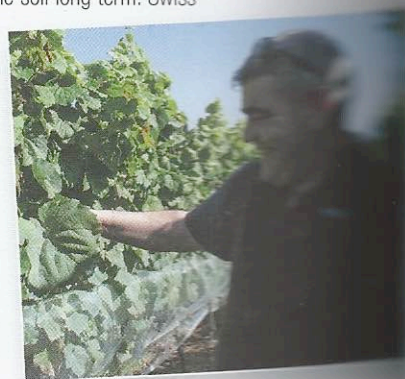
Chasselas is considered a wine that is easy to digest (therefore appreciated by many people who have trouble drinking acidic white wines); it is low in acidity, which makes it the perfect aperitif wine, but that lack of punch is offset in good Chasselas by minerality or elegantly delicate and fine aromas when made by a producer who understands his or her grapes.

True, a mere 1.8 percent of Swiss wine (2013 figures) is exported, which means few people abroad know about it. This is changing, thanks to the rebirth of the national marketing board, Swiss Wine Promotion, and the sheer quality of the wines today.

Scores of Swiss wines now win awards at major international wine competitions, despite the country's small size. The four wineries who generously offered wines to the AIC for its Thanksgiving 2014 dinner are a fine example: all are winners of prestigious international awards in the past five years.

Innovation in the wine business today means that sophisticated organic and biodynamic growing methods are gaining ground as safer and the only way to protect plants and the soil long term. Swiss wineries are pioneers in this area.

Wine consumption has slipped badly in Italy, France, Spain and Portugal, but in Switzerland it is moving downward only very slowly, and the loss is in foreign wines: consumption at home of Swiss wines rose 7 percent in 2013, as Swiss consumers begin to appreciate the new level of quality of their own wines.

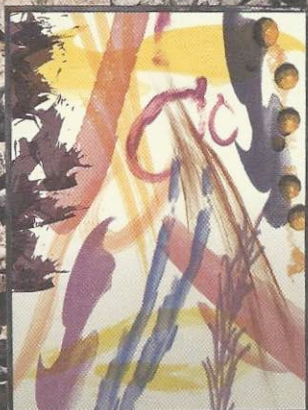


Philippe BOMET

Ellen WALLACE is the publisher of news sites GenevaLunch.com and the only English language journalist who specializes in Swiss wines. She is the author of Vineglorious! Switzerland's Wondrous World of Wines, the first book in English in 20 years on Swiss wines.

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The Art of Wine



Philippe Bovet
Artisan - Vigneron à Givovins

Rue de Givovins 7 - La Cour - 1221 Givovins - Valais - Suisse
T +41 (0)22 369 38 14 - M +41 (0)79 445 87 10



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