



DIGITAL **WINE** COMMUNICATIONS CONFERENCE

#DWCC

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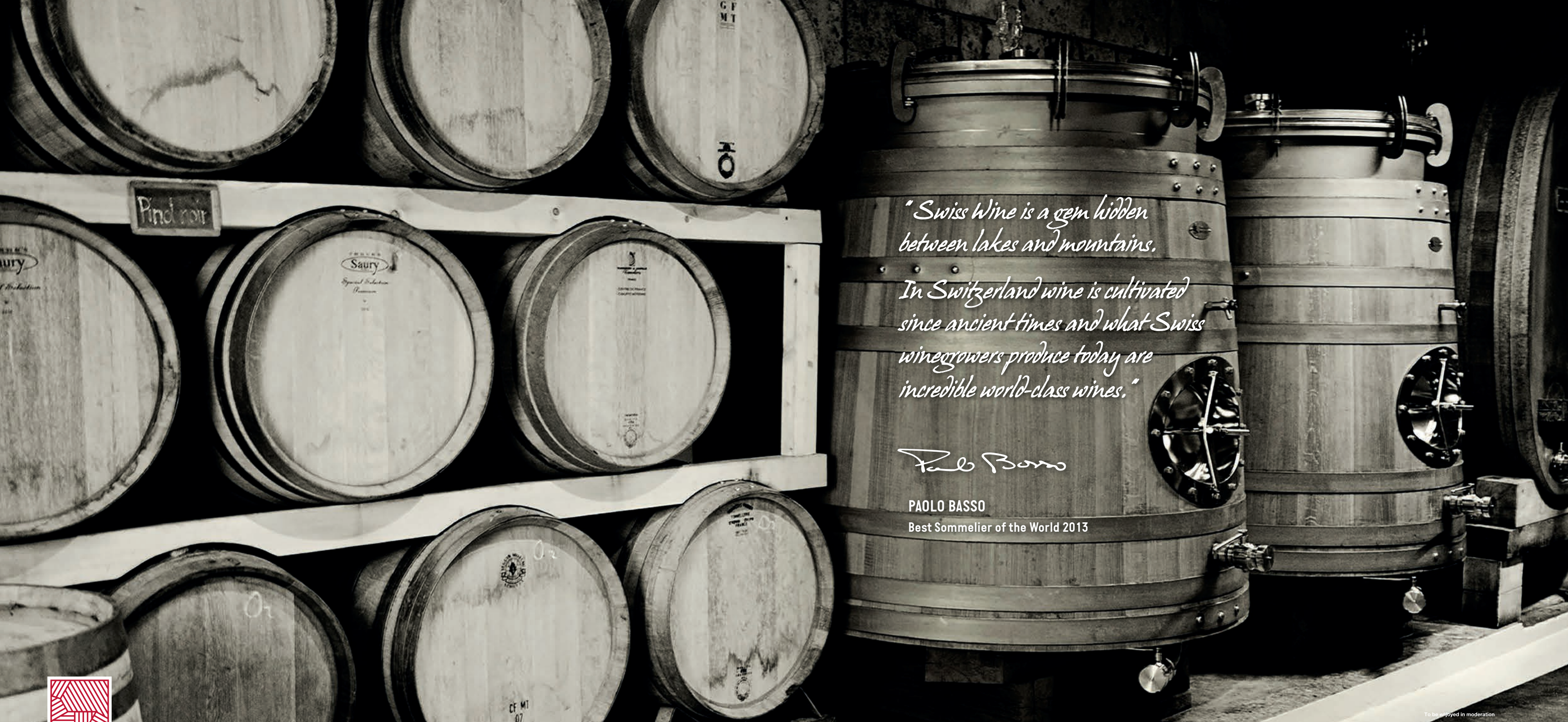
EXPLORING **CONTEXT**

“MAKING WINE
RELEVANT TO THE
PERSON AND THEIR
CIRCUMSTANCES
– THIS IS ‘WINE
IN CONTEXT’.”

Robert McIntosh

The UNESCO Heritage site
of Lavaux's Terraced vineyards
face Lake Geneva





*"Swiss Wine is a gem hidden
between lakes and mountains."*

*"In Switzerland wine is cultivated
since ancient times and what Swiss
winegrowers produce today are
incredible world-class wines."*

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SWISS WINE

To be enjoyed in moderation

Switzerland. Naturally.



DIGITAL WINE
COMMUNICATIONS
CONFERENCE #DWCC

Official Catalog of the
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Printed: PixartPrinting
Published on: October 31st | 2014
Copies: 400

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WELCOME TO THE 7TH EDITION OF THE DIGITAL WINE COMMUNICATIONS CONFERENCE

Robert, Ryan, Gabriella, Sara & Matilde

MONTREUX is a beautiful town on the edge of lake Geneva, with

fantastic views of mountains all around. A great place to drink wine, meet friends, listen to music and learn much more about the wines of Switzerland, of course. This is a special setting. It is also a new 'context' for the DWCC - different to the bustling tapas streets of Logroño, the bazaar and port of Izmir, the Roman architecture of Brescia, the splendour of Vienna and the old world charm of Lisbon. The context we experience our wines in, and everything else in our lives, is important. That is why we

hope that "Wine in Context" will be a challenging and informative way to look at the world of wine communications.

If we are to get consumers to care more about wine, we must understand what those customers really care about, and how they will experience the wine.

This understanding is key to creating new voices, and maybe even new businesses, in the world of wine.

Switzerland is a perfect place to consider the impact of this issue.

This is a country that offers visitors many different contexts, whether it be different languages, settings that vary from sedate lakes to mountain peaks, simple traditional tools to

**"WINE
IN CONTEXT"
WILL BE
A CHALLENGING
AND INFORMATIVE
WAY TO LOOK
AT THE WORLD
OF WINE
COMMUNICATIONS.**

ultra-precise technology, within which to experience what the term "Swiss made" means today.

We are extremely grateful to Swiss Wine Promotion for hosting the ever-growing community of digital wine communicators this year, and we trust that, as we have seen with previous host regions, what we will learn about Swiss Wine will not only change our understanding and drinking habits, but encourage a great deal many more wine drinkers across the world to explore this wonderful country too.

We look forward to hearing all about your experiences, and wish you all the very best for a fantastic event in Montreux.



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SWISS WINE WELCOME

A MESSAGE FROM THE HOST SPONSOR

Gilles Besse and Sébastien Fabbi
Swiss Wine Promotion

For the first time Swiss Wine Promotion is sponsoring the Digital Wine Communication Conference and on behalf of Switzerland

we would love to offer you all a very warm welcome and thank you for this great opportunity to show the diversity of our Wine Culture. Switzerland has been growing and producing wine since the Roman era and today we have many indigenous and international grapes such as Petite Arvine or Heida and landscapes that varies from Alpine to Mediterranean. We are a very small wine country in the heart of Europe with 15'000 hectares that

are divided into the six wine regions; Valais, Vaud, Swiss Germany, Geneva, Ticino and Troi-Lac (Three Lakes), and four national languages. With many wineries still family-run and independent, there's a devotion to terroirs that can't be replicated. The wines you will discover are a small insight into our unique wine culture with the main white grape Chasselas and red grape Pinot Noir.

It is a great honour for us that Jancis Robinson MW will be a keynote speaker as well conducting a tutored Grand Tasting of Swiss wines together with Wine Grapes co-author Dr. José Vouillamoz. Not to be missed are the two additional masterclasses highlighting rare Swiss grape varieties and iconic Swiss wines led by José

THE WINES YOU WILL DISCOVER ARE A SMALL INSIGHT INTO OUR UNIQUE WINE CULTURE WITH THE MAIN WHITE GRAPE CHASSELAS AND RED GRAPE PINOT NOIR.

Vouillamoz and Paolo Basso, Best Sommelier of the World 2013. Last, but not least, the walk-around tasting with 40 of the best Swiss producers. We wish you a wonderful conference, exciting tastings and discoveries of Swiss Wines and a wonderful stay in Montreux the beautiful City on the Lake of Geneva.



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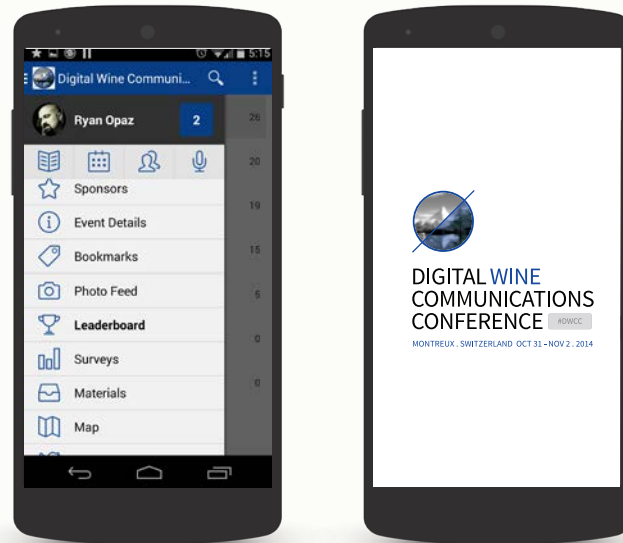
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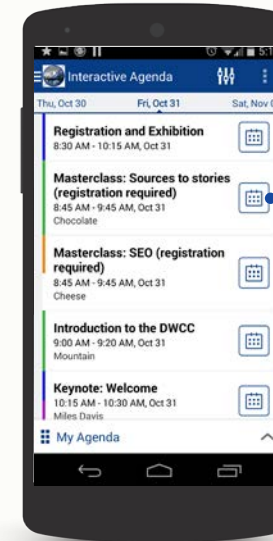
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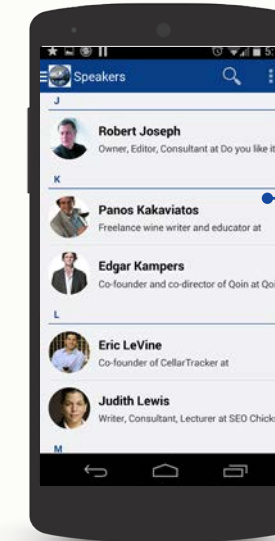
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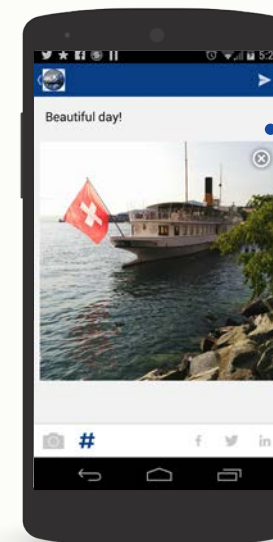
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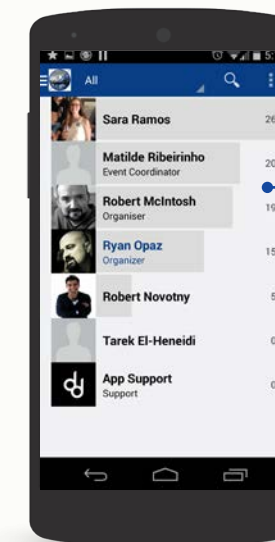
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VISITORS TO SWITZERLAND WHO HAVE WINE ON THEIR RADAR TEND TO FALL INTO TWO CATEGORIES: EITHER THEY KNOW A LOT ABOUT WINE IN GENERAL AND YET THEY STILL KNOW NEXT TO NOTHING ABOUT SWISS WINE, OR THEY KNOW NOTHING ABOUT WINE AND THEY BEGIN TO WONDER WHY THEY ARE SURROUNDED BY VINEYARDS.

MAKING SENSE OF SWISS WINES

Text : By Ellen Wallace

© Sara Ramos

You can make sense of Swiss wine by studying Switzerland, ideally with a glass of local wine in hand – you'll

find the puzzle falls into place more readily.

A common perception is that Switzerland is expensive. It's not cheap, but don't jump to conclusions – and keep in mind that wine is priced for the home market.

Some wines, including a number of Merlots, Pinot Noirs and Chasselas, are world-class. Much of the rest of the wine is very high quality, and of course, like everywhere, some of it is mediocre and there is a market

Some wines, including a number of Merlots, Pinot Noirs and Chasselas, are world-class much appreciated.

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SPECIALTY VARIETAL, OR SINGLE-GRAPE WINES, FROM INDIGENOUS AND/OR RARE OLDER GRAPES ARE ONE OF THE JOYS OF SWISS WINES.

for that, often very local. The price usually, but not always, reflects the quality.

Specialty varietal, or single-grape wines, from indigenous and/or rare older grapes are one of the joys of Swiss wines. Prices run the gamut and if you have limited time to sample them, stick to better-known wineries or ask a local expert. Many are made from grapes grown under difficult conditions with little machinery used, hand-picked and sorted grapes: you're paying for labour, care and more than a little love.

Cellar prices: Quality wine starts around CHF15-20, and from CHF25 up and you have a well-made product – often far better quality

for the price than you will find over the borders in Italy and France. One explanation is that, historically, the Swiss age and store fewer wines, but this is changing.

Restaurant prices in western, French-speaking Switzerland tend to be double the cellar price, but in Zurich count on paying three times the cellar price. Explanations for the difference vary and none of them appease Zurich diners.

A special group is the late harvest sweet wines, where Switzerland excels. Be sure to try these, and expect to pay the justifiably high prices: imagine picking grapes by hand in bone-chilling weather on a steep slope. They are made from a number of grapes varieties,

GROWING AREA FOR WINE GRAPES – JUST UNDER 15,000 HECTARES, WHICH IS ABOUT 0.2% OF THE WORLD’S GROWING AREA. COMPARE THAT TO BURGUNDY, WITH 29,000 HECTARES. WHITES WERE 6,300 HECTARES AND REDS 8,500 IN 2013.



especially in canton Valais, with Malvoisie and Amigne two of the most treasured grapes for this.

SWITZERLAND: A PRIMER

Size of the country – 41,285 square km: 220 kilometres from north to south and 350 kilometres from west to east - Switzerland is one of the smallest countries in the world. “What Switzerland lacks in size, it more than makes up for with a highly varied landscape”, is how the federal government starts its geographic description. Population – 8.1 million, with foreign residents accounting for more than 23%, the largest

percentage of any European country other than tiny Luxembourg. Growing area for wine grapes – just under 15,000 hectares, which is about 0.2% of the world’s growing area. Compare that to Burgundy, with 29,000 hectares. Whites were 6,300 hectares and reds 8,500 in 2013.

Red vs White grapes – a common misconception about Swiss wines is that whites dominate. In fact, more red than white is grown, 58% versus 42%, and twice as much red wine as white is consumed in the home market, 189 and 92 million litres respectively.



Officially, there are six wine regions. In order of size (hectares):

- canton Valais, with one-third of the total grapes and an extraordinary mix of grape varieties
- canton Vaud, 3,800 hectares close behind Valais and the

largest area until the second world war; white grape Chasselas accounts for two-thirds of the grapes here

- German-speaking Switzerland, 2,628 hectares in 19 cantons; it stretches from Basel in the northwest to St Gallen in the northeast and down to the small but major wine area of canton Graubünden
- canton Geneva, 1,430 hectares, most mechanized wine region, notable for innovation and a remarkable quality increase in recent years
- canton Ticino, 1050 hectares, 92% of which are red grapes

• Three lakes region, 985 hectares. Includes Neuchatel: 5 cantons, 2 languages, 3 lakes, charmingly bucolic.

The Swiss love love to travel (one million of them live abroad), they are marketing pros – home to Nestlé and Swatch, for a start – and they love good wine, including their own. Don’t mistake their quietness for lack of knowledge or understanding and you’ll be on the road to finding some extraordinary wines.

Sources: Vinea Swiss Wines app, Federal Agriculture Office, cantonal agriculture offices



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SWISS GRAPES, A PRIMER

SWISS VINEYARDS ARE A PATCHWORK, VIEWED FROM THE AIR OR THE TOP OF NEARBY MOUNTAINS. VINES GROW IN SEVERAL DIRECTIONS; THEY BECOME MULTI-TINTED IN AUTUMN, EMPHASIZING THE PATTERNS. THESE ARE THE RESULT OF A REMARKABLY VARIED LANDSCAPE AND SCORES OF MICRO-CLIMATES TO MATCH, BUT THE PATTERNS ALSO OWE MUCH TO THE NUMBER OF GRAPE VARIETIES USED TO MAKE WINE IN SWITZERLAND: MORE THAN 160 ARE GROWN ON AREAS OF AT LEAST 100 SQUARE METRES.

Text: Ellen Wallace

Pinot Noir
is widely grown,
but gives very
different wines
in different regions.

Merlot
Merlot's soul is in Ticino,
where producers make blends
and varietal wines,
sometimes oaked
and often not.



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The situation within the country changes significantly, so that while canton Vaud near Lake

Geneva is dominated by Chasselas and Ticino in the south by Merlot, canton Valais has a striking mix. Pinot Noir dominates the reds, accounting for half of all these grapes. Chasselas (also known as Fendant) does the same for the whites. After that, the field is wide open and some 60 varieties are used in sizeable quantities.

By comparison, Austria has 35 authorized grape varieties – 22 white and 13 red – for its 46,000 hectares. In France, 10 grape varieties account for more than 70 percent of the wine.

Get your bearings while exploring Swiss wines by watching out for these grapes:

PINOT NOIR (4,301 hectares) is widely grown, but gives very different wines in different regions. Graubünden in the southeast has elegant, somewhat austere wines that regularly win top awards. Salgesch (called Salquenen in French – it's on the French-German language border) is equally famous for its Pinot Noirs, but they tend to be more luxurious, with a more Latin touch. Nearby, in Morges, you'll hear about Servagnin, a Pinot Noir selection that has a delightful history and that gives classic, smooth wines. Geneva's 10-year-old project, L'Esprit de Genève collection of red oaked blends by different wineries, often but not always includes Pinot Noir.

GAMAY (1,401 hectares) is Switzerland's third most widely grown grape and in some areas, particularly around Geneva, it gives world-class wines. It's popular in blends. Dôle is a Pinot Noir and Gamay blend in Valais, long a favourite easy wine to share with friends in a café. Its reputation has climbed in recent years as vigneronns recognize its potential to be more than a quickly forgotten wine.

MERLOT (1,086 hectares) is the fourth most popular grape, and is gaining ground. It was once the beloved grape of canton Ticino and was rarely found elsewhere, but winning wines are now coming from the Lake Geneva region and elsewhere. Merlot's soul is in Ticino, where producers make blends and varietal wines, sometimes oaked and often not.

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Chasselas

This is a low-acidity grape that is remarkable for its ability to reflect terroir.

White, Arvine

an indigenous grape from canton Valais.

CHASSELAS (3,954 hectares) is primarily a big, fat juicy table grape in Italy and France, but don't let that fool you. It was born in the Lake Geneva region, which remains the area par excellence for growing it. This is a low-acidity grape that is remarkable for its ability to reflect terroir, and the wines range from floral to fruity, with many of the best, from canton Vaud, markedly mineral and very slightly bubbly.

SPECIALTY GRAPES:

AMIGNE the village of Vétroz in Valais claims this one, and it has a charter that obliges wineries to give the wines one, two or three bees to denote dry, semi-sweet and sweet. Crisp and acidic, with orange and tangerine notes. Gives spectacular late-harvest sweet wines.

White, **ARVINE** (also called *Petite Arvine*): an indigenous grape from canton Valais, nervy and with a notably mineral and salty finish. Notes of grapefruit and rhubarb – widely considered one of Switzerland's finest grapes and a well-made bottle from a good year is a treasure.


Red, **BONDOLA** an old Ticino variety, rustic and much loved as the grape once grown by every family. It is the main grape in Nostrano, a blend popular in local taverns. Smooth tannins, cherry and blueberry notes.

White, **COMPLETER** a beautiful, recently rediscovered white wine, grown mainly around Malans in canton Graubünden. Notes of quince, greengage and honey – look

for the surprise going from nose to mouth, and yet these are well-balanced wines.

Red, **CORNALIN** correct name Rouge du Pays: saved in extremis in canton Valais where it was considered too difficult to grow, new methods and vinification by a small group of specialists has happily brought this back from the brink. A beauty, at its best. Blackberries, raspberries and violet, silky tannins, lingering finish.

white, **SAVAGNIN BLANC** not to be confused with Sauvignon Blanc, sold as Heida and Païen. Most popular in canton Valais, especially high mountain regions, but also grown elsewhere. Gives powerful, well-structured, aromatic wines.

A panoramic view of a Swiss valley. In the foreground, a steep, green mountain slope with scattered evergreen trees descends towards a valley. The valley floor is a patchwork of green fields, small towns, and a winding road. A large, calm lake with a deep blue hue is visible in the middle ground, nestled between the valley and the mountains. In the background, a range of jagged, rocky mountains with some snow-capped peaks stretches across the horizon under a clear blue sky.

SWISS VINEYARDS
ARE A PATCHWORK,
VIEWED FROM
THE AIR OR THE
TOP OF NEARBY
MOUNTAINS.”

SWITZERLAND’S
TOPOGRAPHICAL
VARIETY, ITS
MOUNTAINS, LAKES
AND VALLEYS,
CONTRIBUTE TO
THE DIVERSITY OF
ITS WINES



© Artur Staszewski

RULE ONE:
STUDY THE
NATIVES. GET ON
A SWISS TRAIN
AND WITH SOME
EXCEPTIONS, OF
COURSE, YOU'LL
SEE THAT THEY ARE
FIT AND TRIM.

RULE TWO:
WATCH WHAT
THEY EAT. THIS IS
SWITZERLAND, SO
WE'RE TALKING
CHEESE AND
CHOCOLATE AND
COFFEE AND
POTATOES AND
DRIED MEATS AND
DOUBLE-CREAM
OVER MERINGUES.

RULE THREE:
OBSERVE HOW
THEY SPEND THEIR
TIME. IN WINTER
THEY SKI AND IN
SUMMER THEY
HIKE OR TAKE TO
THE LAKES. YEAR-
ROUND, THEY
WALK AND RIDE
BIKES.



© Kosalá Bandara



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It all adds up to a relatively healthy nation, so keep rule three in mind when you sample the Swiss diet. Here's what you're likely to come across:

BREAD One of Switzerland's best-kept secrets – like wine, it's pretty much all consumed by the natives, and tourists usually realize what they are missing too late to sample the range. Make it an early priority to do so. Each region, and often each village, has its specialty, an astonishing variety of whites, browns and everything in between.

CEREALS muesli for breakfast, lunch or dinner and it even appears in yogurts. Different kinds, but raw rolled oats with nuts and fruits are

Hike
Enjoy the benefits of roaming this spectacular country.

Cheese
You'll find 450 varieties of cheese.

the base, to which are added grains, fresh or dried fruits, seeds and nuts for a dry mix. Add milk, soy milk, yogurt or fruit juice. Birchermuesli, a variation created by a doctor in 1900, has four basic ingredients: rolled oats, milk, lemon juice, grated apple; it is often served fresh, so not as a dry muesli.

CHEESE Lots of it, starting with raclette, that delightfully creamy melted cheese poured over steaming little potatoes, or in Grandfather's version, bread. A word of warning, it has to be cooked. Emmenthal is



The Wine Mosaic project champions vinodiversity by protecting and promoting original grape varieties

Wine Mosaic aims to create an information network via which all members (researchers and ampelographers, journalists and bloggers, producers, distributors, sommeliers, nurserymen, consumers and especially wine producers) can source information and assistance relating to wine made from original grape varieties.

How can I get involved ?

Meet the Wine Mosaic team at DWCC 2014, or contact us :

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the holey stuff known elsewhere as Swiss cheese, and Gruyère is famously popular as the all-purpose cheese that comes in three degrees of saltiness. In addition, you'll find another 450 varieties of cheese, so be daring and try as many as you can.

CHOCOLATE Where to begin?! This is the land that worked out how to combine milk with chocolate and that invented the key to mass production chocolate, conching (melting), but skip the supermarket stuff (although it can be pretty decent) and head straight for the little artisanal chocolate shops that you find everywhere. My village

Chocolate

Head straight for the little artisanal chocolate shops that you find everywhere.

Coffee

This is a coffee country, not a tea country.

of 5,000 people has two superb chocolate-makers, which is not uncommon. The Swiss like their chocolate dark, not fatty, not high in sugar – they concentrate on those cocoa beans. Swiss adults routinely nibble on one of the world's best chocolate products, thin slabs of dark chocolate. A tiny square every night keeps life in balance.

COFFEE This is a coffee country, not a tea country, although you find tea everywhere and many people in French-speaking Switzerland start the day at home with a cuppa. Nestlé, as in Nescafé and Nespresso, has its world headquarters here for a reason, in Vevey, near Montreux.





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Hammel is a leading family-owned winery headed by Charles Rolaz with a host of famous Domaines in Vaud, Valais and Burgundy. A pioneer in diversity, it produces an outstanding selection of award-winning wines from around 20 different grape varieties. The focus here is always on quality and innovation with respect for tradition. The style of the house is based on individual terroir wines with good aging potential. Increasingly, vineyards are farmed according to biological and biodynamic principles with maximum use of natural products to protect the soil, the vine and the environment.

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Cows
They're not just for the cheese, you know.

If you like milk with your coffee (golden rule: this is a morning drink), order a “renversé” in French-speaking Switzerland and you’ll get a terrific whipped up hot milk and coffee drink if you’re in a good place.

MEAT excellent veal – not surprising because a large cow milk and cheese industry leaves you, sadly, with expendable little males. I don’t touch veal in the US but I eat it in Switzerland where the animals’ conditions are very good, especially in the mountains. Lamb in mountain villages is extraordinary if you can get the local stuff. The most famous Swiss meat dish is air-dried slivered meat from the high Alpine regions

THE MOST FAMOUS SWISS MEAT DISH IS AIR-DRIED SLIVERED MEAT FROM THE HIGH ALPINE REGIONS

– beef is the main source. Canton Graubünden makes it saltier than that in Valais, as a general rule. If you’re very lucky you’ll be invited home to a farmer’s place where you’ll be served the old family recipe with mountain herbs-laced dried meat, ahhh.

MILK The starting point for cheese, of course, but also for butter, which

tends to be unsalted and terrific on all Swiss breads. And from milk you get cream, used in sauces and desserts, one of the most famous of which is the over-the-top and heavenly Gruyère double cream over meringues, usually with fruit. You may also trip over what looks like an ice cream cone, filled instead with thick cream. Only for the truly hardy.

POTATOES Scores of varieties, much loved under melted raclette cheese, but most famously in the dish called rösti, so popular that they named the French-German language divide, the rösti divide - the split in political thinking that becomes apparent in many national referendums - after it.



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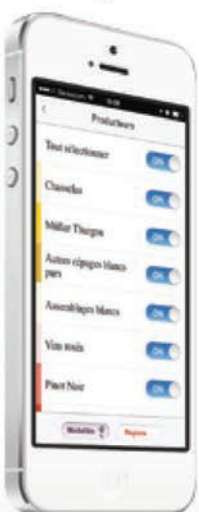
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MONTREUX: LAKE SIDE ELEGANCE

Text : **Sally O'Brien**

THE ELEGANT RESORT TOWN ON THE SHORES OF LAKE GENEVA, FAMOUS FOR ITS MUSICAL RESIDENTS AND FESTIVAL, IS A GREAT BASE TO EXPLORE SWISS WINE.

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A PLEASANTLY SITUATED TOWN OF THE NORTHEASTERN SHORE OF LAKE GENEVA, MONTREUX HAS LONG ENJOYED A REPUTATION FOR 'WELLNESS' AND THE GOOD LIFE. IT'S A TOWN OF LUXURY HOTELS AND DISCREET CLINICS, BUT MONTREUX'S NARROW STREETS HOST AN ANNUAL JAZZ MUSIC FESTIVAL KNOWN THE WORLD OVER AND ITS ACCESS TO THE VINEYARDS AND WINE-TASTING CELLARS OF **LAVAUX** AND IMPRESSIVE **CHILLON CASTLE** MAKES IT AN IDEAL BASE TO EXPLORE WESTERN SWITZERLAND.

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Goldenpass Line

Freddie Mercury

The lakeside town enjoys a pleasant micro-climate (including palm trees) and has Roman origins. In the 19th century well-known luminaries such as Lord Byron and Percy Bysshe Shelley, and more recently Charlie Chaplin and Noel Coward, were drawn to the area.

Montreux is also the departure point for the wonderful **Goldenpass Line**, which travels through Bernese Oberland to Lucerne. A great walk

that starts in Montreux is the eight-hour Grande Traversée, which will take you all the way to Lausanne.

Down by the lakeside, next to its covered marketplace, you'll find a statue commemorating former denizen Freddie Mercury, who also had a recording studio in the area, now commemorated in the Queen Studio Experience in the Casino. The Casino in Montreux is also the subject of the famous Deep Purple song, 'Smoke on the Water'.

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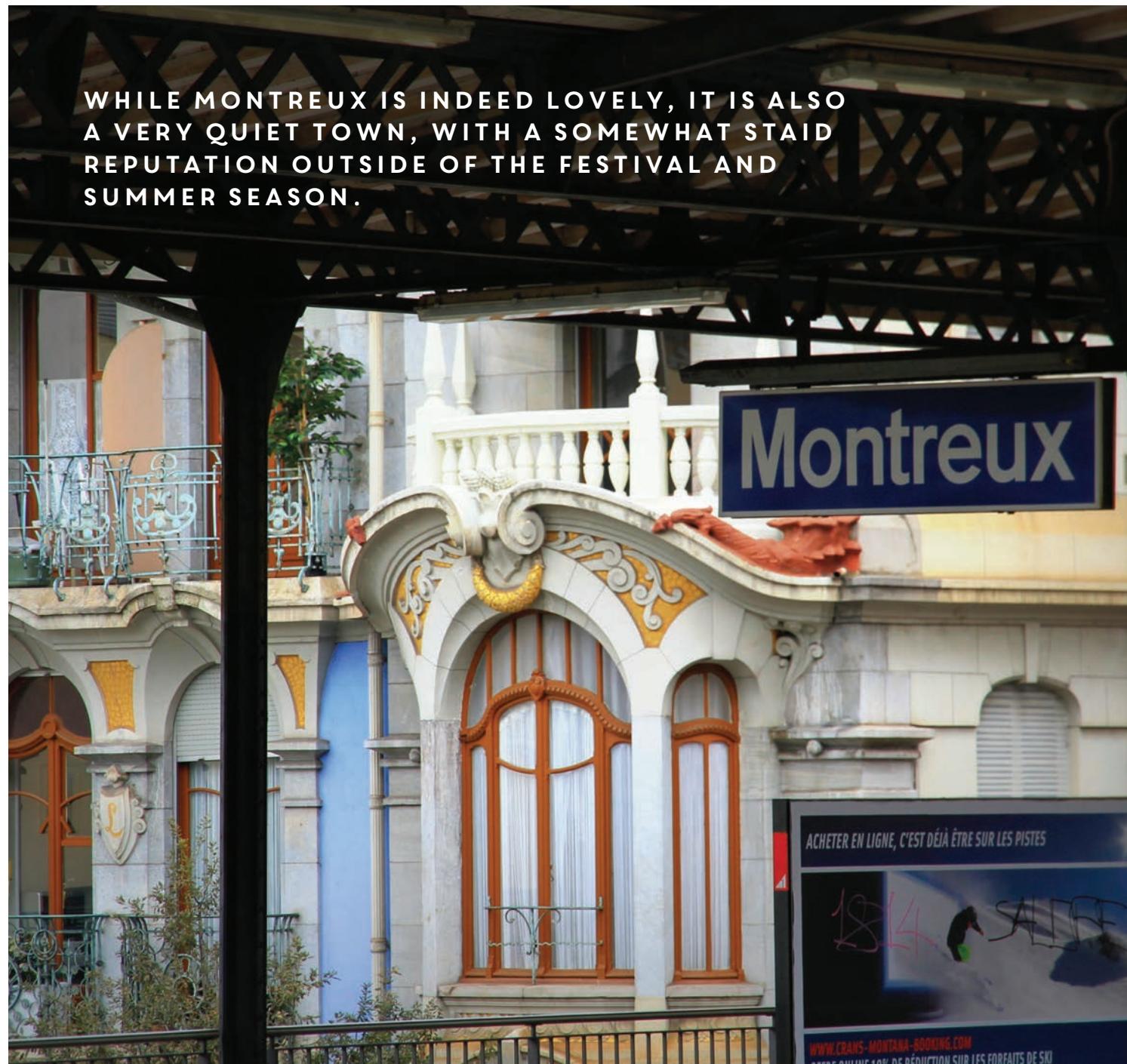
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WHILE MONTREUX IS INDEED LOVELY, IT IS ALSO A VERY QUIET TOWN, WITH A SOMEWHAT STAID REPUTATION OUTSIDE OF THE FESTIVAL AND SUMMER SEASON.



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Walking through its old streets, heading away from the lake, is charming, but sights are low-key and few. The surrounding region has some beauties though, such as the Old Town of nearby Vevey, and, further afield and up in the Vaudois Alps, Les Rochers-de-Naye (take the Goldenpass Line) and Les Diablerets-Glacier 3000.

Art nouveau style
Lake Geneva
Outdoor life

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XXXXXXXXXX



Arnaud Daphy

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Arnaud is a France-based wine marketing consultant, speaker, teacher and co-founder of the Wine Mosaic project. In 2008, he created Triptiq, a consultancy working for major French wine producers and organisations. In 2012, with Jean-Luc Etievent and Fanny Basteau, he launched the Wine Mosaic project, a not-for-profit organisation that champions vinodiversity by helping to preserve and promote original grape varieties.



Christian Payne

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Online, Christian Payne writes and contributes to both Documentally.com and the Guardian, focusing primarily on social tech and storytelling. Internationally, he can be found giving talks, teaching and documenting for both large and small organisations to aid business and cultural transformation. This year, he's speaking at various events, and delivering workshops, focused on Networked Storymaking and the curation of stories from networked devices.



Damien Wilson

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Damien is the Programme director of the MSc in Wine Business at the School of Wine and Spirits Business, in Burgundy, France. With more than 20 years of professional experience interacting with wine consumers and four degrees in Wine Business, in 2006 he moved to the oenophile's Nirvana: France. Since his arrival, he spends his waking hours trying to solve the riddle of why the country with the best reputation for wine production, and the greatest number of tourists per annum, continues to perform miserably across all but the newest of markets.



Edgar Kampers

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Edgar is co-founder and executive co-director of Qoin, where he focuses on policy strategy, monetary design, legal advice and compliance, fundraising, as well as monitoring and research. He has long experience in assisting authorities, SMEs and

citizens to use community currencies to reach social inclusion, build community, stimulate economic development and ecological balance. Qoin is currently involved with TradeQoin ([www.TradeQoin.com](#)), Brixton Pound, Bristol Pound, SoNantes, de Makkie, WeHelpen, and the EU project Community Currencies in Action ([www.communitycurrenciesinaction.eu](#)).



Elisabetta Tosi

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Elisabetta Tosi is an Italian freelance journalist and author living in Valpolicella (Verona) with extensive professional experience in copywriting, publishing and in mass media. She contributes to the online wine magazine, Palate Press, and manages her Italian blog "Vinopigro - il blog di Lizzy, giornalista del vino". With Giampiero Nadali, and the brand Fermenti Digitali, she is a consultant and trainer for Italian wineries adopting new media for marketing and communication, as well as promoting Valpolicella's country and wines under the brand Terroir Amarone.



Ellen Wallace

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Ellen Wallace is an entrepreneurial online publisher with 30 years experience as an international writer, journalist and editor. She owns Zidao Communication, created in 2004, which publishes Genevalunch.com, the most widely read source of online daily news in English in the Lake Geneva area in Switzerland. She is the most eminent specialist writing about Swiss wines in English, responsible for the English version of the key reference tool, Swiss Wine Guide, published every two years by Vinea. Her work has appeared in more than 200 publications in 7 countries, including Time Magazine, Business Week, the Financial Times, the International Herald Tribune and CS Monitor.



Eric LeVine

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After graduating from Harvard College and a short passage on Lotus Development Corp, Eric LeVine joined

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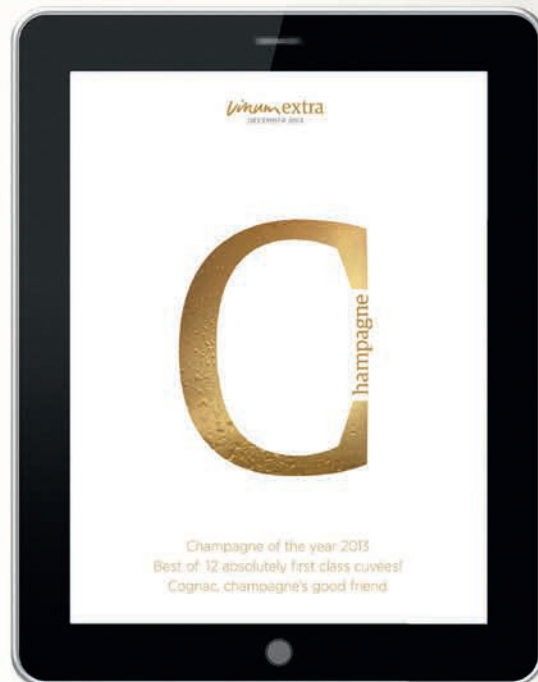
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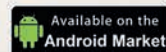
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Microsoft, where he worked for 12 years. In July, 2003 he launched a small beta program for CellarTracker which grew to 100 users tracking 60,000 bottles. CellarTracker has now grown to become the largest database of community tasting notes with 3.7 million such notes as of late 2013. Every year, millions of wine enthusiasts come to the site to read reviews and garner wine recommendations.



Evelyn Resnick

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Evelyn Resnick has a Ph.D. from the Sorbonne in Paris and taught at UCLA (University of California, Los Angeles). She has authored several books and teaches MBA programs, specializing in Wine and Food, for international business schools. She lectures in international conferences on Web Marketing and wine brands. She co-founded RESMO, an international consulting firm on Web marketing and Web strategy for fine wines and food in Paris, France.



Faye Cardwell

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Faye Cardwell fell into the world of wine a decade ago when, whilst living in Verona, she landed herself a job organising wine exhibitions in Asia for Italian wineries. Three years ago, she set up her own business organising events and offering PR services to wineries, consortiums and regional bodies. A passion for marketing and entrepreneurship lead her to found the Wine Business Innovation Summit with Marc Roisin. The event was held in Brussels in 2013 and Munich in 2014.



Felicity Carter

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@FelicityCarter

Felicity Carter is editor-in-chief of Meininger's Wine Business International, the world's only global, English language wine business magazine, published by Meininger Verlag in Germany. She regularly presents on the global wine trade

at international events, including WineFuture Hong Kong, ProWein and the LIWF, among others. She has judged at Concours Mondial, Mundus Vini and BioFach in Germany, along with competitions in Bordeaux, Portugal, Georgia and Australia. She is also on the international panel of the Gourmet Traveller Wine, Restaurant Wine List of the Year awards in Australia.



Frédéric de Luze

www.crus-bourgeois.com

Frédéric de Luze represents the sixth generation of a wine estate located in the Medoc. As a real self-educated man, he gets experience on the fieldwork by starting to work for an importer in England. As a young businessman, he created in 1981 the "Baron Frédéric de Luze" company, a wine merchant whose activity is essentially destined to individual customers. This company will break into the French traditional market and then develop export. In 1992, boosted by his experience, in partnership with Mr. Thierry Decré he created LD VINS SA, a Bordeaux' Grands Crus Classés merchant, recognized in France and abroad. Since 2004, he has been managing Château Paveil de Luze, a Margaux



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Crus Bourgeois du Médoc, which is owned by his family since 1862. He has been President of the Alliance des Crus Bourgeois du Médoc since September 2010. He is a member of the board of directors for the Commanderie du Bon Temps, Médoc, Graves, Barsac and Sauternes.



Gabriella Opaz

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Born in Chicago, but living in Porto, Portugal, Gabriella holds a Masters in Education, is a published writer, award winning speaker, dedicated runner, die-hard traveller and 15+ year veteran of the gastronomy world. Gabriella is the organizational guru and the mastermind behind Vrazon's events. Gabriella uses her flair for organization to create quality events, that are personal, dynamic and result in long-term engagement. Gabriella is co-founder of: Catavino.net; Vrazon.com; Wineblogger.info; and the Digital Wine Communications Conference.



Giampiero Nadali

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Giampiero Nadali is an information technology expert and marketer, with over twenty years of experience working in the field of interactive communication technologies applied to marketing and communication of industrial goods.

In 2005 he started his wine blog "Aristide - blogging around the wine world". He lives in Valpolicella (Verona).



Greg Lambrecht

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Greg Lambrecht is the inventor, founder and board member of Coravin, Inc, a consumer product company that has brought to market a transformational product used to access wine without removing the cork.

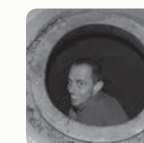


Hamish Nicklin

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Hamish is the Agency Sales Director at Google. His team works closely with media and creative agencies to help their clients make full use of the web, in the most innovative and effective way possible. During his 8 years at Google, Hamish has also led their Public Sector Team and their Financial Services team. Before Google, Hamish spent ten years working in a number of diverse roles in the Financial Services sector for Morgan Stanley, Coutts & Co and Lloyds TSB.



Hans-Peter Schmidt

Hans-Peter Schmidt's Mythopia estate celebrates biodiversity; he pioneered the production of natural wines without added sulphite in Switzerland, and the use of biochar-substrates in wine growing. He founded the Ithaka Institute for carbon intelligence and wine growing in the Swiss canton of Valais. Hans-Peter is considered an expert on designing biochar-based

storytelling

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products. He chairs the European Biochar Foundation and is editor of the Ithaka Journal for Carbon Intelligence and Winegrowing.

**Helena Nicklin**

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Helena Nicklin is Winebird: a wine educator, blogger, presenter and author of 'Winebird's Vinalogy: wine basics with a twist!'. Aimed at consumers beginning their wine journey, she bridges the gap between detailed wine journalists and normal people who just want useful, basic information in memorable, bite-size chunks.

**Jancis Robinson MW**

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Described by Decanter magazine as 'the most respected wine critic and journalist in the world', Jancis Robinson writes daily for JancisRobinson.com (voted first-ever Wine Website of the Year in the Louis Roederer International Wine Writers Awards 2010), weekly for The

Financial Times, and bi-monthly for a column that is syndicated around the world. She is also editor of The Oxford Companion to Wine, co-author with Hugh Johnson of The World Atlas of Wine and co-author of Wine Grapes, each of these books recognised as a standard reference worldwide.

**Jean-Luc Etievent**

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@WineMosaic

Jean-Luc is a wine importer in France, specializing in Mediterranean terroirs. He is the chairman of the International Conservatory of Mediterranean Gastronomy. He contributes regularly to the website Vitisphère. <http://www.vitisphere.com/>

In 2013, with Fanny Basteau, Arnaud Daphy and Pr. Alain Carbonneau, he created the Mosaic Wine project to help winemakers preserve and promote indigenous varieties. As a passionate lover of wine traditions, he regularly contributes to the "Alpine Ampelography Center, Pierre Galet".

**Jennifer Burke**

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Jennifer Burke is a content specialist. She helps large organisations to understand and optimise content, and subsequently, become efficient online. She blends cross-functional requirements and develops strategies and governance on content ownership, creation, optimisation, publication, and distribution. She is currently consulting with TÜV Rheinland to help redefine their global web presence and how they use the internet to win business. Jennifer lives in Switzerland and founded MarcheDesVignerons.ch (a farmer's market for vintners).

**Dr. José Vouillamoz**

winegrapes.org

@JoseGrapes

José Vouillamoz is a botanist and grape geneticist with an international reputation who is currently based in his native Switzerland. Since 2004 he has been an independent researcher at the University of Neuchâtel in



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Switzerland. In collaboration with renowned archaeologist Professor Patrick McGovern and colleagues from Georgia, Armenia and Turkey, he was the first to establish the DNA profiles of grape varieties from the Near East and to tackle the grape domestication issue from a genetic point of view. He is also the co-author of “Wine Grapes”, alongside Jancis Robinson MW and Julia Harding MW.



Judith Lewis

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[@JudithLewis](https://twitter.com/JudithLewis)

Judith Lewis is a specialist online marketer with skills in SEO, PPC, and Social Media Marketing as well as other digital marketing techniques. She was one of the judges for both UK Search Awards and writes regularly for SEO Chicks and Mostly About Chocolate as well as the Huffington Post’s Technology section. She speaks at various conferences around the world and is passionate about teaching and helping businesses large and small.



Justin Howard-Sneyd

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After working on the 1991 International Wine Challenge, Justin worked for Robert Joseph, helping to compile the ‘Good Wine Guide’. He then worked at Safeway, passed the MW exams and received the Tim Derrouet award. Following 15 years of working in some of the UK’s highest profile buying roles, including Waitrose and Laithwaite’s, he eventually bought vines in the Roussillon, producing under the Domaine of the Bee brand. They now live near Richmond Park in South-West London, where Justin consults to a wide range of wine clients.



Louise Hurren

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Louise Hurren is a freelance marketing communications consultant. She works with winemakers and wine trade organizations, helping them promote their projects, products and brands to an international audience.

She speaks French and Italian, and holds the WSET Intermediate and Advanced qualifications as well as the Sud de France Masters Certificate.



Marc Roisin

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Founder of Wine Business Innovation Summit – a wine think tank - and Vinogusto, a consumer review based online wine guide that aims to help wine drinkers find the perfect bottle for all occasions. You can read more about Marc at www.macroisin.com



Maurizio Ugliano

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Maurizio Ugliano is responsible for the Enological Research at Nomacorc since 2010. He holds a Ph.D. in Biotechnology of food and conducts research dealing with issues related to the study of the aroma of wine and other alcoholic beverages. He is the author of over 60 scientific publications in international and technical magazines.



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Panos Kakaviatos is a freelance journalist and blogger. Through his company Connections to Wine, he organizes wine dinners and wine tours. American by birth, Panos lives in Strasbourg and is a regular contributor to Decanter.



Paolo Basso

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Paolo Basso, winner of the 'Best Sommelier of the World' title in 2013, is world renowned for his extraordinary palate and experience in the field of fine and rare wines. He is an internationally active consultant for luxury hotel groups and airlines, and helps to promote Swiss wines in collaboration with the organization Swiss Wine Promotion. He also runs his own wine consulting company, Paolo Basso Wine and produces his own Swiss red wine called, 'Il Rosso di Chiara'.



Richard Siddle

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Richard is an award-winning business editor with over 20 years experience as a trade journalist. He joined Harpers in 2007 and has taken the magazine through a major overhaul where the focus is firmly concentrated on the key business issues affecting all sectors of the wine and spirits trade.



Robert Joseph

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Original founder of the Wine International magazine and the International Wine Challenge competition, and later became wine writer for the Sunday Telegraph, and wrote some 30 books. He is Contributing Editor for Wine Business International, and has chaired over 50 wine competitions across the globe. His blog is The Joseph Report.



Robert McIntosh

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Robert, as 'thirstforwine', is an online wine communicator, blogger, and prolific twitter user. His main focus is on culture, marketing and communication, and advises wine businesses on how to engage their brands with the online conversation. Robert is the founder of WineConversation.com, a daddy wine blogger at Thirstforwine.co.uk and co-founder of the Digital Wine Communications Conference and Vrazon.com.



Ronn Wiegand MW/MS

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Ronn Wiegand is both a Master of Wine (1991) and Master Sommelier (1986). Since 1988, he has edited and published Restaurant Wine, a subscription-only trade journal for sommeliers and restaurateurs (primarily in the USA), now in its 27th year. For more than 30 years, he has been an international wine judge, journalist, and consultant. He lived and worked in the Napa Valley



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for three decades, and moved to Tokaj, Hungary, in 2010, where his wife manages her family's estate winery, Erzsebet Pince.



Ryan Opaz

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@ryanopaz

Ryan is the cofounder of Catavino. net; Vrazon.com; Wineblogger. info; and the Digital Wine Communications Conference. Having worked as a wine retailer, chef and butcher, Ryan has explored the worlds of wine and gastronomy from the inside out. Considered a leader in the field of digital wine communication and a self-confessed "techie", he travels internationally as a speaker and a consultant on social media and blogging for wineries, wine retailers and restaurants.



Sally O'Brien

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@swissingaround

A travel writer for many years, Sally O'Brien has been published in dozens of guidebooks, travel websites,

newspapers and magazines for clients such as Lonely Planet, Qantas, Time Out, easyJet, Jetsetter, Yahoo and the International Olympic Committee. Her work has taken her from wine regions as well known as Piemonte to off-the-beaten track ones like New Zealand's Waiheke Island. In 2013, she launched the Switzerland Traveler app, which covers hundreds of destinations, journeys, restaurants and hotels in her adopted home of Switzerland, where she lives with her family a stone's throw from the beautiful vineyards of Lavaux.



Simon Woolf

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@simonjwoolf

Award winning freelance wine writer/blogger, Simon is originally from the UK, but currently resides in Amsterdam. A lover of wild and unusual beverages of all kinds, Simon focuses on lesser known wine regions and producers. He is a staunch believer in organic, biodynamic and low-intervention methods of winegrowing and making. Simon is a columnist for Palate Press and timatkin.com, as well as a contributor to Decanter and Catavino, among others.

His personal wine blog can be found at The Morning Claret.



Stylianos Filopoulos

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Stylianos Filopoulos, wanted to become an architect but life turned him towards food science and from there to wine. Since then he has been constantly travelling, where the vines are grown and were the wines are vinified. For the last 4 years he has been the director of the International not for profit association, that coordinates the Wine in Moderation –Art de Vivre (WIM) programme trying to reinforce the values of moderation and responsibility into contemporary wine culture.



Suzanne Mustacich

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Suzanne Mustacich is an American journalist, TV producer, screenwriter and author. She has lived in Bordeaux since 1999. She is the Bordeaux correspondent for the French



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Torben Mottes
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Torben Mottes is the VP of Product for Vivino responsible for global product strategy across all platforms. His interest in joining Vivino grew out of his own frustration with choosing the right bottle of wine and developing his own wine app in his spare time. Prior to Vivino, Torben was VP of Product at Avira a global security company with over 100 million users which had acquired SocialShield where he also led the product team. Torben has worked at several early stage companies in Silicon Valley for the past 15 years and earned his MBA from the University of California, Berkeley.



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 <div>Climate Mediterranean-continental. Annual average of 300 days of sun and 600 l/m² of rain.</div>	 <div>Viticulture Integrated production or organic farming.</div>	 <div>Wine Styles DOC and Regional Wines. Rich and ripe fruit, bodied, vibrant, gastronomic and authentic wines.</div>
 <div>Soils Poor, derived from schist-clay, granite and eruptive rock.</div>	 <div>Estate 1830 ha with 450 ha of vineyards and 80 ha of olive groves.</div>	 <div>Region/Country Alentejo DOC region, south of Portugal. 170 km southeast of Lisbon. Plains, at 200 mt from sea level.</div>



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