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MoMö – The Schweizer Mosterei



On my recent trip to Switzerland I had the pleasure of visiting Willi Wehrle and family and we took the opportunity to hop down and visit this newly established museum. I found the interactive sections educational and fun. The vastness of the museum building and the café it runs made it a great place to go on a slightly drab day - Ed

MoMö is the Swiss visitor centre for traditional juice craft. The museum collects and preserves objects of technical and cultural historical significance and researches the history of fruit cultivation and fruit processing in a changing society. Spanning over 1,000 sqm, the exhibition area offers a sensual world of experience, inviting visitors to join in and to become creators themselves. A meeting place for generations. A lively space with great regional ties, where tradition is alive and innovative entrepreneurial spirit with the latest technology meets the beauty of traditional craftsmanship.

Apple juices and ciders from the apple paradise. In the "Möhl", a typical Thurgau cider and juice mill, you'll be able to find out how "Blöterli" (bubbles) find their way into apple juice and how fruit brandies are distilled. The juice and cider mill's own distillation and juice museum exhibits old machines and equipment used to make all apple-based drinks.

The MoMö, as it is called, is in no way a traditional museum with static exhibitions. Here, you can experience the whole world of apples, the role of the bee and beekeeping, and indeed everything related to apple juice – with all your senses. It's great fun for the visitors, of course, but more than that, it's truly unique. The MoMö is a centre

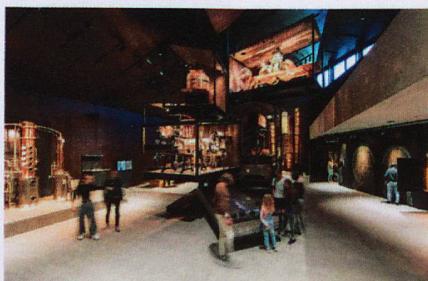


of excellence for the traditional Swiss cultural techniques associated with fruit processing and juice-making. The creators of the exhibition have worked with the Möhl family to create a unique, refreshing and innovative treatment of this fascinating topic. For the first time, the Swiss fruit-pressing and distillery tradition is being given the recognition it deserves.

Distilling is a master craft in the MoMö. Sepp Popp, the museum's master distiller, makes a personal appearance in the microdistillery, where he guides curious visitors through the art of fruit distilling. He dispenses his vast knowledge, distils, discusses his ideas for schnapps, and offers advice to anyone keen to swap distillery secrets with him – or just pick up a few tips.

The MoMö houses the first "Juice Factory", which is literally growing heavenwards. There's nothing like it anywhere in the world. How did they press the best out of the apple in the old days? Juice makers have always been very resourceful people. The MoMö demonstrates the old traditions of juice-making and compares them to today's modern processes. Here, every visitor can try their hand at juice-making. Juice experts in the MoMö demonstrate how it's done, provide advice to would-be juice-makers, and answer any questions.

The name Möhl stands for a lived tradition of juice making. The MoMö offers an engaging stroll through Thurgau's history of juice making. How did a juice-maker in days of yore spend his working day in this apple paradise? Engaging documentaries show how an agricultural business plus guesthouse in 1895 was transformed over five generations into



today's modern producer of apple juices and wines. And those were turbulent times: millions of tree felling campaigns knocked out the majority of the old tree stock and the juice industry had to fight for its raw material. Throughout it all, Möhl stood for independence and innovation. Neither tree blasters nor schnapps bailiffs could make the Möhl family turn away from their old traditions, or keep them from continuing to learn their craft and creating new juices. www.thurgau-bodensee.ch

My brother-in-law told me that in recent decades a large conglomerate had slowly enticed the farmers to bring them their apples but Möhl continued to process its own fruit and knew it had made the right decision when the conglomerate suddenly ceased trading. Ed

