

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1957)  
**Heft:** 1308

**Artikel:** Swiss wine tasting  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-693009>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 11.12.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

### SWISS WINE TASTING.

Recently I received an invitation to attend a Tasting of Swiss Wines at Dr. Johnson's House, 17, Gough Square, Fleet Street, E.C.4.

It is the second time that I have taken part in such a function — if one may call it thus. On the first occasion, some 18 months ago, it took place at the Bush House Restaurant, Aldwych, when it was attended principally by wine merchants, hoteliers and restaurateurs. Then, the Tasters, after a sip or two, promptly and without much ceremony, spat it out into trays specially provided for this purpose.

The Tasting on October 21st somewhat differed from the former; this time the invitation was in the first instance reserved for the Press, and all my Fleet Street colleagues attended in full force. There were no trays provided, nor was there any "spitting". Bottle after bottle was emptied with alarming celerity.

Pretty Swiss maidens in national costume were in attendance looking after the guests well.

No better place than Dr. Johnson's House could have been chosen; first, it is in the immediate vicinity of Fleet Street, and secondly, transforming it temporarily, at least, into a "Tavern", was in accordance with what the learned Doctor said about such establishments, namely, "There is nothing which has yet been contrived by man, by which so much happiness is produced as by a good Tavern".

From an attractive booklet which was handed to the visitors one gathered that the following vintage wines were to be sampled: "La Côte", "Mont-sur-Rolle", "Lavaux" of the Vaud region; "Fendant", "Johannisberg", "Goutte d'or" and "Dôle" from the Valais; "Neuchâtel" (Ct. Neuchâtel) and "Mandement" (Ct. Geneva).

In the illustrated booklet entitled "Terres Romandes" the Vaudois wines were described rather amusingly as "crisp, playful, a bit naughty, sometimes even daring", whilst the Valaisan wines were mentioned as "velvety, full bodied and generous". The excellent "Dôle", to which I stuck, fully deserved the following mentioning: "has a brilliant ruby that reminds one of the glowing sunset on the Alps". After having imbibed — perhaps more generously than wisely — of this "brilliant ruby", I began to see more than "one sunset"!

This Wine Tasting was arranged by Messrs. Voice and Vision Ltd., of 107, Baker Street, W.1, which firm I understand has been entrusted by the Swiss wine growers with their propaganda to make

known their vintage wines to the British public, and I sincerely hope that they will be successful in their endeavours. Judging from the "glowing" faces of some of the Tasters, I have no doubts that they found the "samples" to their liking.

On leaving Dr. Johnson's House with an English colleague, who very likely tasted the wine described as "a bit naughty, sometimes even daring", I realised that the saying *in vino veritas* is no idle boast.

Among the many guests attending were Dr. R. Faessler, Commercial Counsellor, and Monsieur Marcel Luy, 1st Secretary at the Swiss Embassy.

ST.

### AN APPEAL.

THE SWISS BENEVOLENT SOCIETY and the SWISS CHURCHES in London appeal once again to all their compatriots for contributions in kind or in cash in order to provide a little extra cheer at CHRISTMAS for our fellow-citizens in need. Articles of clothing, including old garments in good condition suitable for immediate wear, as well as household goods and furniture, will be very much appreciated and gratefully received.

Kindly send parcels, if at all possible not later than the middle of November, to 31 Conway Street, Fitzroy Square, London W.1, and cash remittances to any one of the following addresses:—

SWISS BENEVOLENT SOCIETY, 31 Conway Street, London W.1. Rev. C. Reverdin, 7 Park View Road, Finchley, London N.3. Rev. H. Spörri, 1 Womersley Road, London N.8. Rev. A. Lanfranchi, St. Ann's Church, Abbey Orchard Street, London, S.W.1.

### FREIGHT EXPRESS LIMITED

SHIPOWNERS, BROKERS,  
CHARTERING AGENTS,  
FORWARDING, WHARFAGE

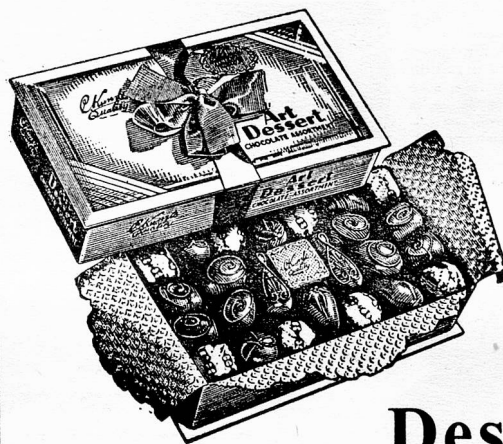
11/12, FENCHURCH STREET, LONDON, E.C.3

Phone: MANsion House 7561/7  
Telegrams: "Telcoport, Telex, London"

Express Wharf, 38, Westferry Road, London, E.14

Phone EASt 2422/3

# Insist on KUNZLE



## Art Dessert

CHOCOLATE ASSORTMENT

... like Kunzle Cakes — a compliment to Good Taste

C. KUNZLE LTD., BIRMINGHAM