

# 42nd Swiss Industries Fair Basel

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## SWISS WINE GROWERS' LONDON VISIT.

On the 3rd of this month a number of members of the "Société Coopérative pour l'Exportation de Vins Suisses" arrived in London, where they were received at the airport by Monsieur M. Luy, 1st Secretary at the Swiss Embassy, and representatives of the firm of Voice & Vision Ltd., which firm has been entrusted with the propaganda for making Swiss wines known to the British public.

After a reception at Hamilton Place, Park Lane, W.1, and a Press Conference, they attended a dinner given by Mr. Candide Bonvin at the Montana Hotel, 67, Gloucester Road S.W.7.

The following day a wine tasting was arranged at Hamilton Place, which was attended by about one hundred persons consisting of wine merchants, restaurateurs, hotel managers, present and prospective wine shippers and the Trade Press.

Vintage wines from the following wine growing districts were presented: *Genève and Fribourg* (Mandement, Vully, Château de Mûr), *La Côte* (La Côte-Morges, Féchy, Malessert), *Lavaux* (Daley, Villetta), *Neuchâtel* (Cormondrèche, Auvernier), *Valais* (Fendant, Fendant Montibex, Fendant Soleil du Valais), *Valais* (Johannisberg, Johannisberg Orsat). — *Spécialités*: Grand Perlé Bujard, Oeil de Perdrix, Ermitage Orsat. — *Vins Rouge*: Dôle Valéria, Dôle Orsat.

In the evening Monsieur René Faessler, Counsellor in Charge of Economic Affaires at the Swiss Embassy, gave a cocktail party, at his residence, for the Swiss visitors.

On 5th March the members of the Wine Growers' Association were invited to an *apéritif* offered by the Swiss Ambassador at the Embassy, followed by a luncheon at the House of Commons by Brigadier Clarke, M.P., and in the evening they attended a dinner given by Monsieur M. Luy, 1st Secretary of Embassy, which concluded the official programme of their visit.

We herewith publish the following "Press Release" issued by Messrs. Voice & Vision Ltd. for the occasion:

### Switzerland in London.

Although Swiss wines have for many years had an assured place in the cellars and wine cupboards of those who appreciate their charms, generally they are not well known in this country. This, despite the fact that Switzerland has been and still is the "Englishman's playground" — and that most English tourists, skiers and climbers have been fleetingly acquainted with the local wines.

### Long History of Swiss Wines.

Nevertheless, the grape has been one of the main products of the lower Alpine slopes in south-west Switzerland — La Suisse Romande — since Roman days; and George IV, when Prince Regent, began to import Neuchâtel for his own table — a practice he continued when he became king.

### Swiss Wines for the Table.

In more recent times, and especially since the war, Swiss wines have become more popular not only as a table wine with the increasing number of those for whom a "meal without wine is like a day without sun", but also as a party wine for the host who wants a party with a difference. As a table wine, Fendant is particularly pleasing with hors-d'œuvre, Johannisberg with fish and La Côte with fruit, while Neuchâtel will see the meal through.

### Shipping in Bulk.

During the past year there has been an important development in the shipping of Swiss wines to this country. The idea that Swiss wines do not "travel" has been disproved, and it is now possible to import these wines in bulk and bottle them in London. At the moment only five wines are shipped in this way and it may be seen from the wide range of wines to be tasted today that there are many others which would find favour with the wine-loving public. By bottling Swiss wines in London the retail price may be brought down to between eight and ten shillings.

### General Characteristics.

The wines of this French-speaking region of Switzerland have a decided character: the nature of the soil and the sunny climate produce a dry and clean wine. The vines may owe their origin to the plains of Bordeaux and Burgundy or the valley of the Rhine — transplanted many centuries ago, they have now added their own individuality to the greatness of their stock.

## 42nd SWISS INDUSTRIES FAIR BASEL

— April 12th to 22nd.

The 42nd Swiss Industries Fair will take place from April 12th to April 22nd.

This exhibition of Swiss Industries will be even more important than the one which took place in 1957 and was attended by 30,000 foreign visitors from 90 countries. As a result of the construction of a new hall with an area of 43,056 square feet, the total exhibition area available will be increased to 1,375,000 square feet. The number of exhibitors will exceed 2,300. Thus, the wide range of goods presented by the seventeen different groups will be even more complete than before.

One of the outstanding export industries which will take part and help to maintain the international level of the Industries Fair in Basle will be the textile industry, which will be represented by a comprehensive display in which something like 250 exhibitors will seek to attract the attention of customers in this particular trade.

In addition there will be a striking display of the specially attractive exhibit "Création" and "Madame-Monsieur" which will place special emphasis on the latest fashions presented by the leading export associations in the textile and garments industry, importance being attached to a more thematic presentation intended to bring out the high quality of the goods presented.

Swiss Embassies, Legations and Consulates, together with Swiss Chambers of Commerce in foreign countries and the representatives of the Swiss Office for the Development of Trade and the Swiss National Tourist Office, will be happy to provide those interested with additional information, prospectuses, identity cards and copies of the official catalogue.

## OUR NEXT ISSUE.

Our next issue will be published on Friday, March 28th. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: Max Ernst, F. Blaser, M. A. Roethlisberger, Mrs. L. C. West, J. Müller, E. Banderet, W. Graf, Mrs. C. Schaerer, Alfred Renou, J. Frei, Mrs. H. Ellison, Paul Barras, C. H. Willi, E. Rietmann-Adams, C. Berti, Max Lienhard, A. F. Frikart, R. A. Jequier, A. C. Baume, Miss E. F. Irvine.