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PRESS RELEASE

THREE SPECIAL-INTEREST ITINERARIES OFFER A NEW WAY TO DISCOVER THE REGION, CONFIRMING THE ADDED VALUE OF ITS VINEYARDS

After obtaining the necessary funding, the Tourist Board of Mendrisiotto and Lower Ceresio, in close collaboration with the group Merlot 06 Mendrisiotto, has seized the opportunity of the Merlot-Ticino centenary celebrations to launch an important project, by planning the creation of three new excursion routes for wine tourists.

The idea of setting up a series of themed informative panels along three distinct, unusual routes around the region, is the result of the working group's simple intention. On the one hand, they intended to leave a permanent reminder of the important anniversary "Merlot 06", while taking the opportunity presented by this Jubilee year to introduce a new local product to promote the canton's tourist industry. The themes covered by more than 30 panels, complete with photographs and drawings, will be set up along three routes, reveal the undisputed importance of wines and wine-growing, and the special geological and climatic conditions of Mendrisiotto and Lower Ceresio. They also deal with the important evolution of man's relationship with the vine.

With this project, the Tourist Board of Mendrisiotto and Lower Ceresio is also setting its sights on a further objective. In line with the Board's overall aims, the project is intended to strengthen the region's profile. These boards and routes actually offer visitors a new, exciting way to look at this area of Ticino, giving them the chance to fully appreciate and enjoy all those things that are not apparent to anyone who is unfamiliar with the area or unable to further explore this region so they can discover its many fascinating and unusual aspects.

This area, which lies just 10 km to the north of Como, with its 300 hectares of vineyards covering the slopes of Monte S.Giorgio, Monte Generoso and the gently rolling hills reminiscent of Tuscany, produces 40% of Ticino's grapes. It has 35 cellars offering a varied, rich selection of top quality products. Across the entire region, there are opportunities to sample the region's cuisine, appreciated for the quality and great variety of the products on offer, ranging from the authentic "grotti" (traditional Ticinese taverns) to high-class restaurants.

The three circular routes each take an average of 3 hours to complete. They are designed for walkers and as they are not particularly taxing, are aimed at the general public including families, hiking enthusiasts and aficionados of the wine world. The routes highlight the beauty of these three zones, which all complement each other and lie only a few kilometres apart, which open up to reveal all their treasures to the visitor.

The first route starts from the centre of Mendrisio and leads the visitor through the area of the magnificent wine cellars of Mendrisio and Salorino, through many areas of beautiful vineyards up to Castel S. Pietro, the district with the largest number of vineyards in the canton. The journey back to Mendrisio gives you the chance to visit the the canton's Agrarian Institute at Mezzana, and runs alongside the vineyards on the hills of Coldrerio.

The second route starts from Seseglio and takes the visitor on a discovery of an immense area of wonderful vineyards deep in the green hills of Pedriate. The route leads hikers to the southernmost tip of Switzerland. On the return journey, at the little church of St. Stephen in Seseglio, the route offers a spectacular view of the Muggio Valley, the town of Chiasso and the entire region.

The third route starts from Rancate and takes the visitor to Monte S. Giorgio, declared a UNESCO heritage site, through all the villages on the mountain, along an interesting route leading from Besazio to Stabio. Along the way, tourists will encounter a number of vineyards, attractive views, monuments, archaeological digs, quarries and much more besides. The return journey through the Pre Murin Park offers an opportunity to enjoy some of the greatest vineyards in the region.

For more information: www.mendrisiottotourism.ch

ENTE TURISTICO DEL MENDRISIOTTO
E BASSO CERESIO