

MENDRISIOTTO, THE HOST REGION TOGETHER WITH ITS PARTNERS

**WELCOMES the guests of Mendrisio 09 and invites them
to discover the oenogastronomic specialities of our region!**

Of the many excellent and unique features that characterise Switzerland, the notable quality of its oenogastronomic sector is rarely mentioned.

Better known for other virtues, Switzerland boasts four national languages and thus four distinct lifestyles – four linguistic-based cultures that can be experienced and savoured, like on a journey, through the gastronomic specialities characteristic of each region.

Switzerland whets the world's appetite with products it has long been famous for, such as chocolate and cheese. Yet Swiss gastronomy has so much more to offer than just these few traditional foodstuffs!

Canton Ticino is recognised for its top quality catering industry and appetizing regional dishes. In recent years many efforts have been made – including a Slow Food promotion campaign – to highlight local Ticino products, especially in the Mendrisiotto area where a special focus has been put on recipes that were once favourites in our grandmothers' kitchens and are now in danger of disappearing.

An exciting variety of wine and food, top quality produce and the professionalism of those working in this sector have turned Mendrisiotto into one of the most attractive Swiss regions in the oenogastronomic sector.

Culinary know-how and flavours and foods from the traditional past, including cold cuts, local cheeses, polenta corn flour, chestnuts and honey, are reclaiming their place on the tables of local restaurants and grottoes committed to enhancing appreciation for the qualities of these local products.

The "Gastronomic Season" in Mendrisiotto and Lower Ceresio has been a special event now for 46 years and it offers striking examples of the state of the art in local catering. This year's kick-off was deliberately brought forward by a week in order to allow the guests of the UCI Road World Championship to experience and indulge in the range of specialities on offer.

We hope that visitors of "Mendrisio 09" will have the opportunity to get a taste of the fine cuisine and specially featured wines at this special event.

Mendrisiotto: land of cycling and excellent wines

Land of harmonious and complex diversity, Ticino represents the sum of a series of influences which make the produce of its land absolutely unique.

The art of cultivating the fruits of the land has always been a speciality of this region whose roots are mainly agricultural.

Through time this art has become refined and, especially in recent decades, has been able to elevate the quality of the region's products to levels of excellence. Wine growing is its most representative example.

With its 1,000 hectares (2500 acres) of vineyards, Canton Ticino is the fourth largest grape-producing canton in Switzerland. Mendrisiotto, at the southernmost tip of Ticino, is Ticino's main grape-growing region, with 360 hectares (890 acres) or 35% of the total cantonal area devoted to vineyards.

Mendrisiotto's hills – mild, dotted with cypress and olive-trees and thus reminiscent of Tuscany's landscapes – are covered with neat rows of vines, cultivated with passion and professionalism for centuries by enthusiastic viticulturists.

The Merlot vine arrived in this region more than a century ago and clearly prevails in terms of extension, making up over 80% of production. Yet, Mendrisiotto has many other types of vine as well, both red and white grapes, thus creating one of the most diversified and active varietal platforms in Ticino.

Always a land of strong viticultural vocation, in Mendrisiotto wine cellars have an historical importance. At its oenological heart, in the town of Mendrisio, many of the major and renowned wine producers are located.

In the nearby villages important award-winning wine makers are also found.

Wine growers and makers are establishing an ever growing presence in this region. With great passion and competence they produce wines of notable quality by exclusively using grapes of their own production.

In this region wines are characterised by their several terroirs, which differ significantly because of the geological and microclimatic features of the region.

Within this setting, the creation of the Association of Vine Growers and Wine Makers of Monte San Giorgio is an outstanding example of the endeavour to enhance and nurture a production rooted in a unique region, part of the World Heritage of Humanity.

ENTE TURISTICO DEL MENDRISIOTTO
E BASSO CERESIO