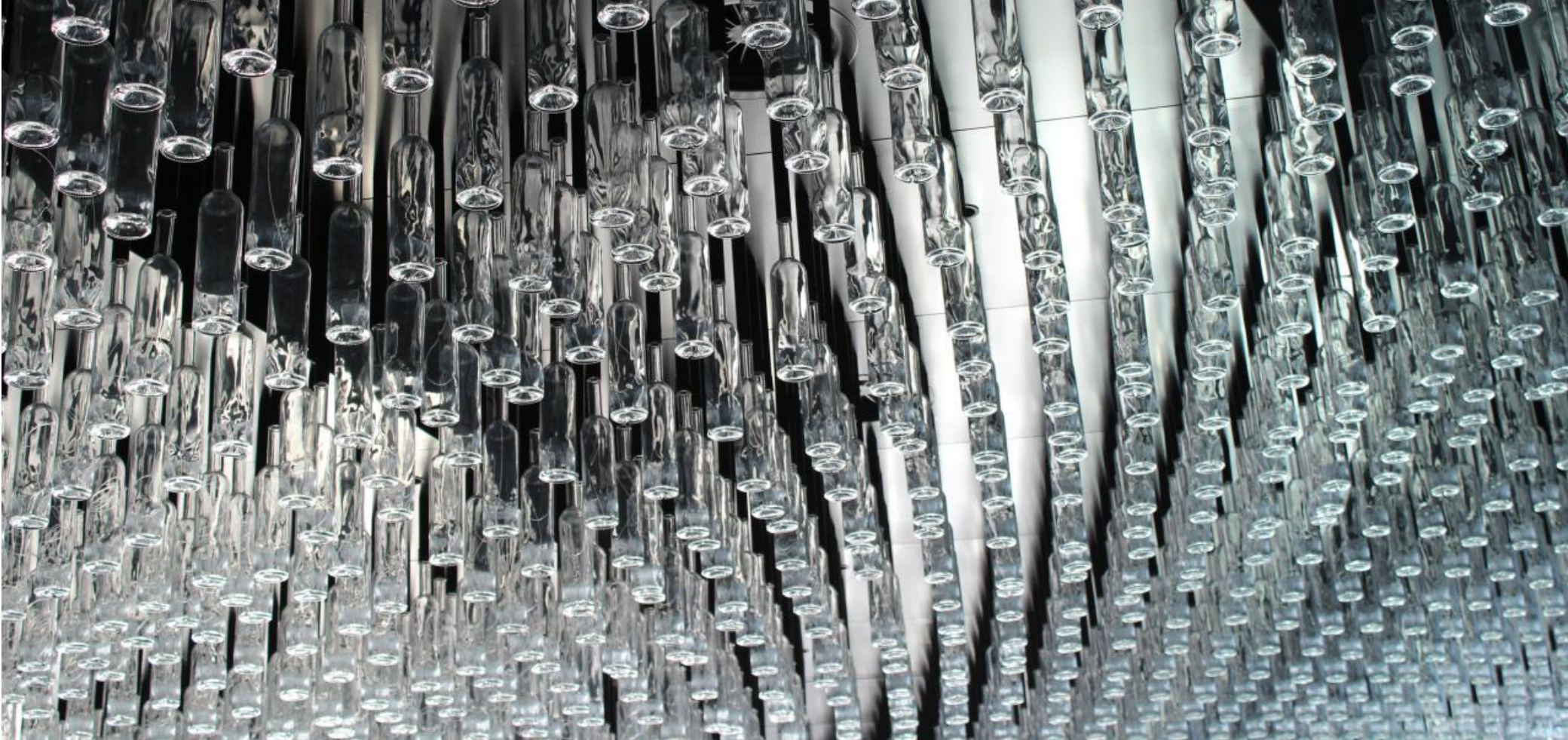




FONDATION
pour la culture et les
civilisations du vin

PARTNERSHIP WITH WINE COUNTRIES

Reporting year 2025

Swiss Wine

OUR PARTNERSHIP

- The partnership was signed on 20/04/2016
- Last donation: 1 458 bottles in August 2025

THE WINES FEATURED IN OUR TASTING SPACES IN 2025

- Belvédère (top floor with a panoramic view)
- Recurring Tasting Workshops
- Afterworks

PROSPECTS AND RECOMMENDATIONS FOR 2026

2025 at a glance



390 550 visitors in 2025 in total
(including private events)

3.5 million
visitors since 2016



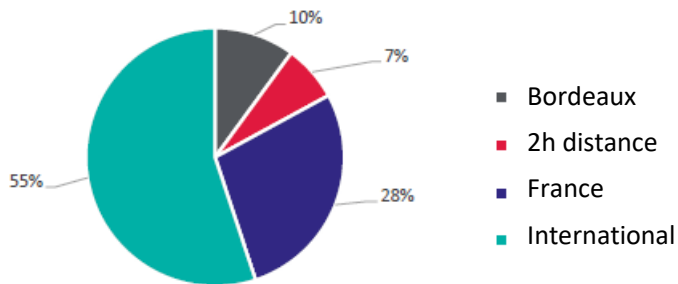
16 730 participants in workshops (daily and afterworks)

24 000 participants in Via Sensoria 2025



55%

of visitors from international countries
Top 3 : Spain, USA, Great Britain

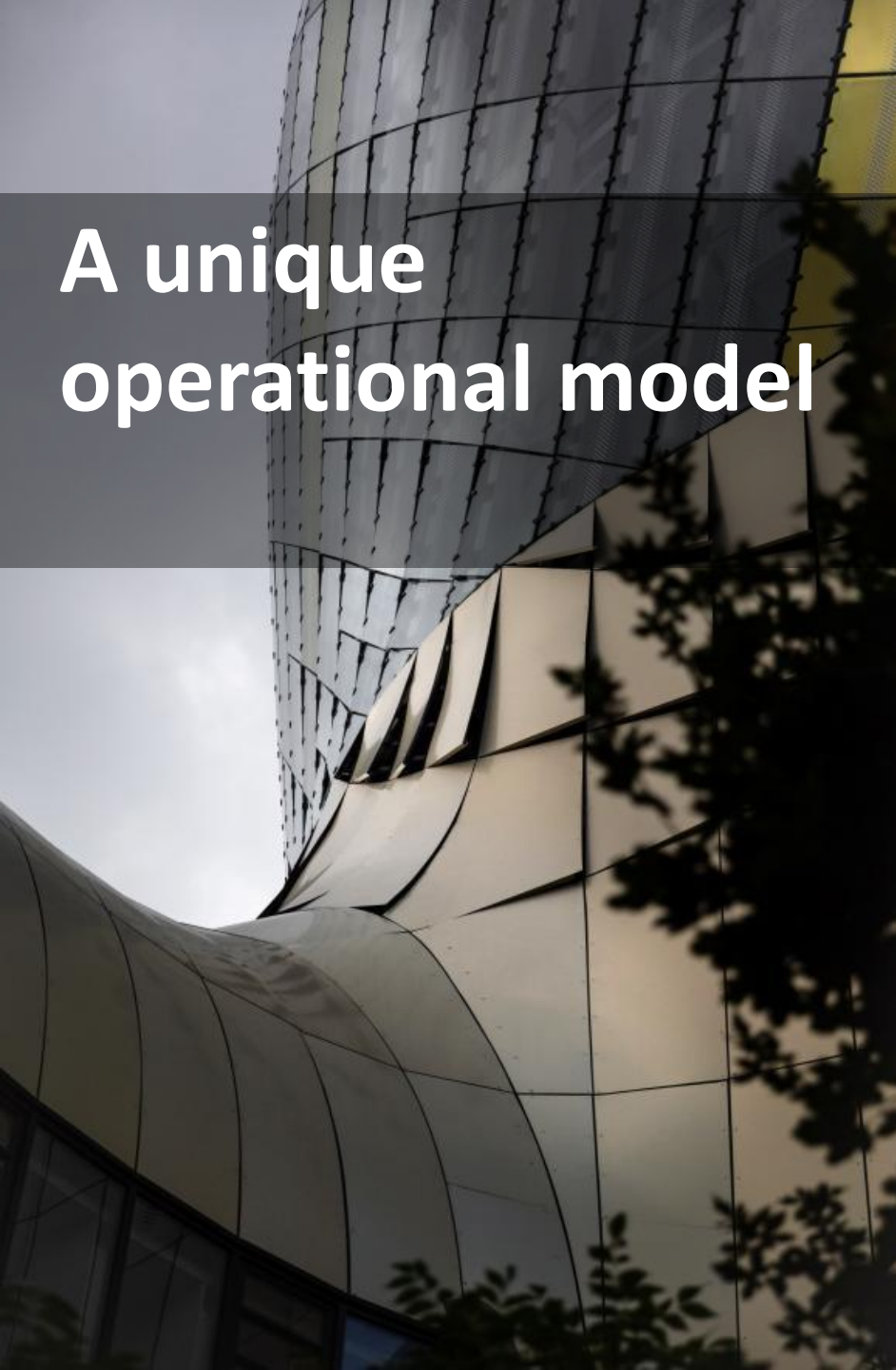


8.5/10
satisfaction score

68 NPS

Net Promoter Score : an indicator of how likely the museum is to be recommended

Calculated based on the difference between people who gave a 9 or 10 and people who gave 1-6 in response to the question "Would you recommend the Cité du vin to those around you?"



A unique operational model

Public-private financing for the construction of the building
Auto-financed operations without public funding

Financial sources :

Ticket sales	70%
Patronage	10%
Private booking of event spaces	10%
Boutique	10%
Engineering / Development of cultural projects	

100% of financing with our own means

Focus on Patronage:

An **essential role** in the Foundation's economic model to ensure the Cité du Vin's funding and creation of cultural activities

General support

Sponsor of **cultural programming**

Sponsor of **sustainable development**

Sponsor of the **Permanent exhibition**

Sponsor of the **Sensory tasting journey**

Exclusive events: charity dinners, online auctions



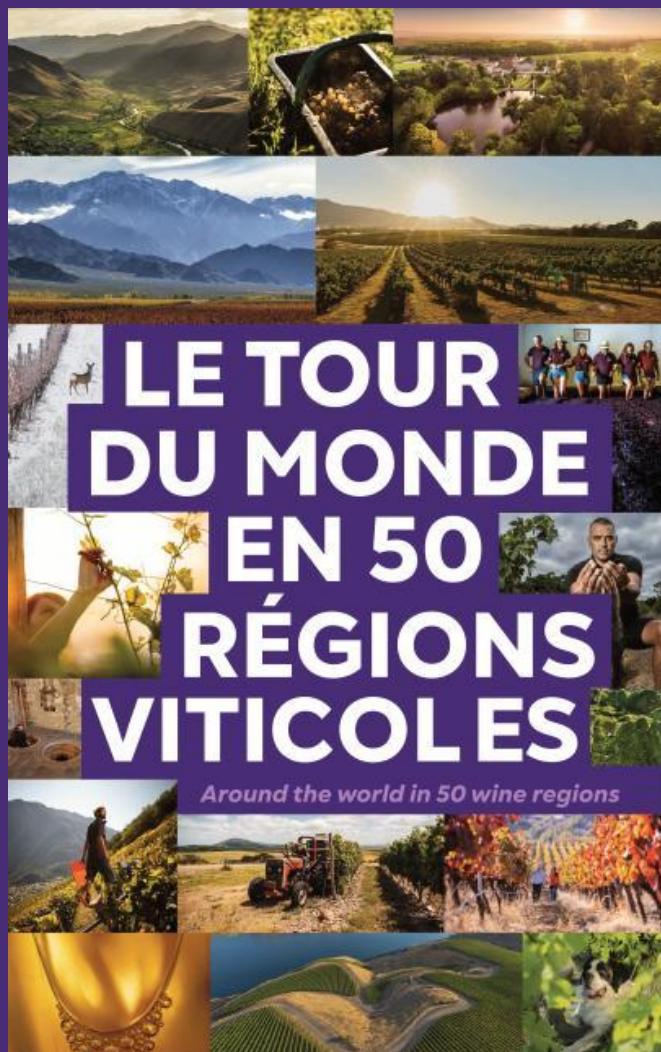


Cité du Vin celebrates its **10-year** anniversary!

A year-long program of **celebratory events**

- **Via Sensoria** special edition 100% Bordeaux wines
- A photo exhibition highlighting the **wine partners**
- An exhibition of « **Martin Parr** » in the gardens
- A selection of **Cultural events** branded 10 years
- A limited-edition **collection** branded « 10 years » at the Boutique
- A great **Birthday Weekend** from June 5 to 7

Live shows
Concerts
Tastings
Open house
Family workshops
And more ...



Around the World in 50 Wine Regions

PHOTO EXHIBITION

February 13 – December 31, 2026

A tribute to the Cité du Vin's wine partners

50+ emblematic photographs of the world's **wine regions**

An ode to voyage and to **heritage**

Free access and entry on the ground floor of the Cité du Vin

Pays et régions viticoles partenaires de La Cité du Vin 2025

Wine countries and regions partners

 **AFRIQUE DU SUD** : Wines of South-Africa (WoSA)

 **ALLEMAGNE** : Deutsches Weininstitut

 **ARGENTINE** : Wines of Argentina (WofA)

 **ARMÉNIE** : Vine & Wine Foundation of Armenia

 **AUSTRALIE** : Australie : Adelaïde, South Australia

 **AUSTRALIE - Etat du Victoria** : Global Victoria

 **BELGIQUE** : Association des vignerons de Wallonie et de Flandres

 **BOSNIE HERZEGOVINE** : Chambre du Commerce Extérieur de Bosnie Herzégovine

 **BULGARIE** : Bulgarian Winemaking & Export Association

 **CROATIE** : Vina Croatia (Croatian Chamber of Economy)

 **CROATIE - Istrie** : Vinistra

 **ESPAGNE** : Fondation Araex

 **ETATS-UNIS - Washington** : Washington State Wine

 **FRANCE - Alsace** : Conseil Interprofessionnel des Vins d'Alsace (CIVA)

 **FRANCE - Beaujolais** : Inter Beaujolais

 **FRANCE - Bordeaux** : Conseil Interprofessionnel des Vins de Bordeaux (CIVB)

 **FRANCE - Bourgogne** : Bureau Interprofessionnel des Vins de Bourgogne (BIVB)

 **FRANCE - Champagne** : Syndicat Général des Vignerons de la Champagne

 **FRANCE - Châteauneuf-du-Pape** : Syndicat des vignerons de l'Appellation d'Origine Châteauneuf-du-Pape

 **FRANCE - Corse** : Conseil Interprofessionnel des Vins de Corse

 **FRANCE - Centre-Loire** : Bureau Interprofessionnel des Vins du Centre

 **FRANCE - InterLoire**

 **FRANCE - Languedoc** : Conseil Interprofessionnel des vins du Languedoc

 **FRANCE - Pays d'Oc** : Interprofession des Vins Pays d'Oc

 **FRANCE - Provence** : Conseil Interprofessionnel des Vins de Provence (CIVP)

 **FRANCE - Rhône** : Inter Rhône

 **FRANCE - Roussillon** : Conseil Interprofessionnel des Vins du Roussillon (CIVR)

 **FRANCE - Savoie** : Conseil Interprofessionnel des Vins de Savoie

 **FRANCE - Sud-Ouest** : Interprofession des Vins du Sud-Ouest (IVSO)

 **FRANCE - Sud-Ouest** : Interprofession des Vins de Bergerac & Duras

 **GÉORGIE** : Wines of Georgia

 **GRÈCE - Crète** : Wines of Crete

 **GRÈCE** : Greek Winemakers Federation

 **HONGRIE** : Wines of Hungary

 **ITALIE** : Consorzio Tutela del vino Conegliano Valdobbiadene Prosecco

 **ITALIE** : Itervitis Italia

 **KOSOVO** : Association des producteurs de vin du Kosovo (Enologija)

 **LIBAN** : Union Vinicole du Liban

 **LUXEMBOURG** : Fonds de solidarité viticole du Luxembourg

 **MAROC** : Association des Sommeliers du Maroc

 **MEXIQUE** : Consejo Mexicano Vitivinícola

 **MOLDAVIE** : Wine of Moldova

 **NOUVELLE ZELANDE - Hawke's Bay** : Hawke's Bay Tourism

 **PÉROU** : PromPerù

 **PORTUGAL** : Vini Portugal

 **PORTUGAL - Douro** : Instituto dos Vinhos do Douro e Porto, I.P.

 **ROUMANIE** : Association des Producteurs et des Exportateurs des Vins (APEV)

 **SLOVAQUIE** : Slovak Grape and Wine Producers Association

 **SUISSE** : Swiss Wine Promotion

 **TURQUIE** : Itervitis Türkiye

 **UKRAINE** : Ukrainian Corporation for Viticulture and Wine Production Industry (UKRVINPROM)

 **URUGUAY** : Uruguay Wine (Inavi)

1. WINES FEATURED AT THE BELVEDERE



“MyVisit,” a web application available on smart phones during the visit, highlights the name of each wine presented in each tasting space (Belvedere, workshops and Via Sensoria), along with tasting notes and the partner’s name + webpage

NEW



Wines to discover at the Belvédère

Click on a different wine icon offered for tasting. It gives a insight in the wine's characteristics and its origin. You can also find the wine's name and its partner's website on the bottom of the card.

White **Double**

TITLE	PRODUCER
FLEUR	Caves de Rauzan
PARTNER	LOCALISATION
Conseil Interprofessionnel du Vin de Bordeaux	France
REGION	DESIGNATION
Bordeaux	Entre-Deux-Mers
CÉPAGE	VINTAGE
Sauvignon Blanc, Semillon	2024

ORGANOLEPTIC QUALITIES

Vue: jaune vert Nez: des notes fraîches d'herbes et de fleurs blanches Bouche: une acidité vive avec des notes de pamplemousse, de cédrat et une finale très propre

SHARE **VISIT PARTNER WEBSITE**



A screen presents the list of our partners when the visitors arrive at the Belvedere for their tasting.



The daily wine selection is shown on the screen behind the counter, and the bottles are displayed in front of the visitors.

1. THE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses

The tasting at the Belvédère is included in the entry ticket to the Cité du Vin for the Permanent Exhibition. Visitors can taste 1 or 2 wines chosen from our daily-updated selection from our wine partners donations. **Among the 15 wines displayed, we regularly rotate a diversity of styles & colors. Some are proposed at different periods of time throughout the entire year.**

Code	Name	Producer	Vintage	Type	Start of Tasting Period	End of Tasting Period
VIN0007639	pinot noir	Domaine de l'Hôpital Pourtalès	2023	RGMD	29/08/2025	31/08/2025
VIN0007630	Humagne Rouge	Caves du Paradis Olivier Roten	2024	RGMD	29/08/2025	04/09/2025
VIN0007649	Blanc de Noir trocken	Rötiberg - Kellerei AG	2023	BLMD	03/09/2025	06/09/2025
VIN0007620	Petite Arvine - BONVIN	Les Celliers de Sion	2024	BLMD	06/09/2025	10/09/2025
VIN0007627	Bayel Grand Cru	Domaine La Colombe	2024	BLMD	10/09/2025	14/09/2025
VIN0007621	Heida Sensorielle	Varone Vins	2024	BLMD	14/09/2025	18/09/2025



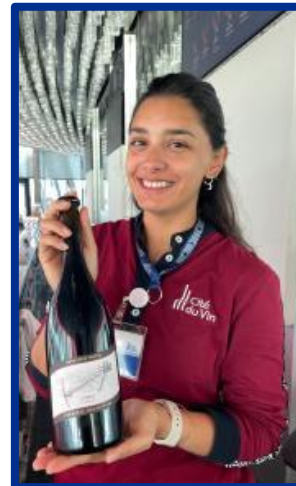
1. THE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses

Code	Name	Producer	Vintage	Type	Start of Tasting Period	End of Tasting Period
VIN0007638	oeil-de-Perdrix	Domaine de l'Hôpital Pourtalès	2023	RSMD	15/09/2025	20/09/2025
VIN0007616	La Cocagne 1er Grand Cru Vaudois	Cave du Vallon SA	2024	BLMD	18/09/2025	23/09/2025
VIN0007652	Clémence Sauvignon Blanc	Cave de Genève	2024	BLMD	23/09/2025	28/09/2025
VIN0007628	Aphrodite Petite Arvine	Schenk Suisse S.A. - Domaine du Mont d'Or	2024	BLMD	28/09/2025	30/09/2025
VIN0007658	Aigle Les Murailles	Schenk Suisse S.A. - Henri Badoux	2024	BLMD	30/09/2025	03/10/2025
VIN0007626	Vin de l'Assassin	Alex Stauffer	2023	BLMD	06/10/2025	08/10/2025
VIN0007625	Chasselas Vitis Musicalis	Domaine Vitis Musicalis	2024	BLMD	08/10/2025	11/10/2025
VIN0007615	Dézaley Grand Cru "Terre et Ciel"	Neyroud-Fonjallaz	2023	BLMD	10/10/2025	15/10/2025
VIN0007629	Villette "les Echelettes"	Domaine Porta	2024	BLMD	15/10/2025	19/10/2025
VIN0007617	Gamay Confidentiel	Chateau de Valeyres SA	2023	RGMD	17/10/2025	18/10/2025
VIN0007658	Aigle Les Murailles	Schenk Suisse S.A. - Henri Badoux	2024	BLMD	19/10/2025	20/10/2025
VIN0007660	1883 Maurice Gay Heida	Schenk Suisse S.A. - Cave St-Pierre	2023	BLMD	20/10/2025	24/10/2025
VIN0007659	L'Arbalète Dézaley Grand Cru	Schenk Suisse S.A. - Jean et Pierre Testuz	2023	BLMD	24/10/2025	26/10/2025
VIN0007664	Chasselas	Domaine de Chantegrive	2023	BLMD	26/10/2025	29/10/2025
VIN0007645	Johannisberg Goutte d'Or	Varone Vins	2023	BLMD	29/10/2025	01/11/2025

1. LE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses



1. LE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses

Code	Name	Producer	Vintage	Type	Start of Tasting Period	End of Tasting Period
VIN0007660	1883 Maurice Gay Heida Valais AOC	Schenk Suisse S.A. - Cave St-Pierre	2023	BLMD	29/10/2025	29/10/2025
VIN0007655	Sauvignon Blanc	Zweifel 1898	2023	BLMD	01/11/2025	07/11/2025
VIN0007637	Chasselas	Domaine de l'Hôpital Pourtalès	2023	BLMD	07/11/2025	08/11/2025
VIN0007635	Merlot Dark Line	Cave Philippe Bovet Sàrl	2019	RGMD	08/11/2025	10/11/2025
VIN0007652	Clémence Sauvignon Blanc AOC Genève	Cave de Genève	2024	BLMD	08/11/2025	08/11/2025
VIN0006196	Pinot Noir Lage Rötiberg	Rötiberg-Kellerei	2019	RGMD	10/11/2025	15/11/2025
VIN0007635	Merlot Dark Line	Cave Philippe Bovet Sàrl	2019	RGMD	10/11/2025	10/11/2025



1. LE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses

Code	Name	Producer	Vintage	Type	Start of Tasting Period	End of Tasting Period
VIN0007637	Chasselas	Domaine de l'Hôpital Pourtalès	2023	BLMD	22/11/2025	23/11/2025
VIN0007633	Chasselas "Les Perruets"	Cave Philippe Bovet Sàrl	2024	BLMD	23/11/2025	29/11/2025
VIN0007646	Cornalin Sensorielle	Varone Vins	2023	RGMD	26/11/2025	29/11/2025
VIN0007634	Chardonnay	Cave Philippe Bovet Sàrl	2023	BLMD	03/12/2025	07/12/2025
VIN0007650	Element 5	Rötiberg - Kellerei AG	2020	RGMD	10/12/2025	12/12/2025
VIN0007642	Cornalin Nobles Cépages - BONVIN	Les Celliers de Sion	2023	RGMD	27/12/2025	29/12/2025
VIN0007656	Pinot Noir	Zweifel 1898	2022	RGMD	29/12/2025	01/01/2026



1. LE BELVÉDÈRE – 2025

New ticket option :
2 tasting glasses

Code	Name	Producer	Vintage	Type	Start of Tasting Period	End of Tasting Period
VIN0007648	Dichterwii weiss	Rötiberg - Kellerei AG	2023	BLMD	11/02/2026	17/02/2026
VIN0007644	Heida Nobles Cépages	Les Celliers de Sion	2024	BLMD	21/02/2026	22/02/2026
VIN0007653	Coeur de Clémence Gamaret AOC Genève	Cave de Genève	2022	RGMD	21/02/2026	23/02/2026
VIN0007623	IL ROSSO DI CHIARA	PAOLO BASSO WINE SAGL	2021	RGMD	16/02/2026	25/02/2026
VIN0007660	1883 Maurice Gay Diolinoir	Schenk Suisse S.A. - Cave St-Pierre	2023	RGMD	07/03/2026	EN COURS



1. THE BELVÉDÈRE – 2025

Feedback from our visitors

A wine greatly appreciated by consumers who say they are surprised by the intensity of the fruit and the slightly creamy texture. Suitable for consumers who were originally looking for a sweet wine VIN0007638 Oeil-de-Perdrix Domaine de l'Hôpital Pourtalès 2023

Lively, light palate with melted tannins, clean and refreshing finish. The limestone marl terroir brings structure and precision. A beautiful interpretation of the grape variety, all finesse and drinkability.
VIN0007617 Gamay Confidentiel Chateau de Valeyres 2023

Petite Arvine sparks the curiosity of many visitors at the Belvédère. The sommeliers loved presenting this grape variety while talking about the magnificent landscapes of the Valais. VIN0007628 Aphrodite Petite Arvine Schenk Suisse S.A. - Domaine du Mont d'Or 2024

2. RECURRING TASTING WORKSHOPS – 2025

An Introduction to Wine Tasting Workshop

During this one-hour workshop, visitors taste 3 wines, sequentially engaging each of the senses involved in wine tasting: sight, smell, and taste. The workshop is led by one of our expert sommeliers in French or English, and our international audience can follow along in Spanish, Italian, and German, with the help of audio phones.

This workshop is a great opportunity to become more familiar with the art of tasting, while discovering wines of different styles and regions of the world.

From October through December, we served **two white wines and two red wines from Switzerland**. The aromatic whites and oaked reds were perfectly suited to the tasting exercises. By learning to describe the colors, aromatic profiles and balance of the wines, the audience enjoyed discovering Swiss wine regions. In total, more than **35 sessions** were organized with these wines.

Code	Name	Producer	Vintage
VIN0007614	Cuvée Cologny	Domaine de la Vigne Blanche	2023
VIN0007613	Léman Pourpre	Cave Philippe Bovet Sàrl	2024
VIN0007625	Chasselas Vitis Musicalis	Domaine Vitis Musicalis	2024
VIN0007622	Räuschling	Zweifel 1898	2024



3. ATELIERS AFTERWORK – 2025

27.02.2025 – Afterwork "Original Grape Varieties" (2 sessions of 44 people)

During this themed afterwork event, we presented rare, ancient or little-known grape varieties. We discover three exceptional terroirs to explore the history of three original grape varieties, each offering a unique organoleptic profile: a Humagne from Switzerland, a Pinotage from Durbanville and a Solaris from Belgium.

The **Humagne Rouge Vieux Plant 2020 from Caves Desfayes Crettenand** immediately captured the interest of participants. The wine offered a rich profile with very peppery notes on opening, which then evolved towards black violet and oak bark with aeration. This Valais grape variety was very well received by our audience for its authenticity.



3. ATELIERS AFTERWORK – 2025

06.03.2025 – « Afterwork Gourmand avec Marie Curry© » (2 sessions de 44 personnes)

To celebrate International Women's Rights Day with modern, eco-responsible world cuisine, we organized this event in partnership with Marie Curry©, a Social Purpose Solidarity Enterprise. Through traditional and innovative food and wine pairings, the audience enjoyed an authentic culinary experience, highlighting the culinary talents of refugee and immigrant women.

We highlighted the **Clos des Abbayes Dézaley Grand Cru 2003** paired with a **Butternut, caramelized onion, cumin, dill and coriander turnover**. The smooth, vegetal dish with fresh spices paired beautifully with the delicate, slightly honeyed and floral Chasselas. A pairing full of roundness and freshness on the finish. A white wine from Slovakia and a red from Italy completed the selection.



3. ATELIERS AFTERWORK – 2025

12.06.2025 – Afterwork "Wines of the World and Specialities from the Île de Ré" (2 sessions with 44 participants each)

A journey to the Île de Ré, where land meets the sea on our plate! This afterwork took the guests on a sensory voyage through three iconic Rétais specialities, each crafted by the devoted producers behind them. Our sommelier presented three wine pairings to guide our palates gently into the summer season. The evening featured:

- A Swiss white alongside a smoked mackerel and samphire spread from Lefleuré
- A Provence rosé to complement tomatoes seasoned with salt from the Sauniers de l'Île de Ré
- A white from IGP Périgord to accompany Île de Ré oysters



The white Merlot Il Bianco Di Chiara 2021, created by the Meilleur Sommelier du Monde du monde Paolo Basso, was a great success. With its beautiful floral fragrance, followed by buttery and salty notes on the palate, the wine was a delicious accompaniment to the creamy mackerel spread.



3. ATELIERS AFTERWORK – 2025

06.11.2025 – Afterwork "Merlot Around the World" (2 sessions of 44 people)

Merlot was our star for this afterwork: the most widely planted red grape variety in Bordeaux, and the second most planted in the world, just behind Cabernet Sauvignon. Through a tasting of three cuvées, Merlot revealed its many faces, showcasing a surprising richness, sometimes round and fruity, sometimes more structured with potential of ageing. The audience discovered three different Merlots from the vineyards of Bordeaux, Switzerland and Bulgaria.

The cuvée Il Bianco Di Chiara 2021 by Paolo Basso generated great interest from our audience. The blanc de Merlot, a specialty of the Ticino region since the mid-1980s, offered a magnificent aromatic palette ranging from white flowers through vanilla and almond, with a subtle touch of roasted notes on the finish. Our visitors imagined a perfect pairing with seared scallops, a porcini mushroom risotto or even a crème brûlée.



PROSPECTS AND RECOMMENDATIONS FOR 2026

REMAINING STOCK AT DARTESS : 24 BOUTEILLES

General Trends

- **Red wines remain the most popular style** at the Belvédère, reflecting the general preference of our visitors
- **Growing interest in fresher wines**, particularly sparkling wines, showing a clear trend
- **Rising curiosity for native and atypical grape varieties**, as well as original blends
- **Increasing awareness of winemaking practices**, with a particular focus on organic and biodynamic wines
- **Growing curiosity and popularity** among French visitors for international wines, including **Swiss wines**

Recommendations for 2026 :

We would recommend the delivery of **1000 – 1500 bottles**

- 80% medium-range wines for the Belvédère
- 20% premium-range wines for workshops and events

Recommended styles :

- **Reds (45% of volumes)**: approachable, easy-drinking styles for the Belvédère, complemented by richer, more powerful expressions reserved for special events (afterwork evenings, ciné gourmand...), with a focus on indigenous grape varieties
- **Whites (40% of volumes)**: bright, aromatic and light-bodied wines take priority, with a preference for autochthonous grape varieties
- **Rosés (5% of volumes)**: vibrant and food-friendly, designed for the summer season, whether blended or single-varietal
- **Sparkling wines (5% of volumes)** : if possible, a diversity of styles across six wine regions, as this is a category that has gained increasing popularity.
- **Dessert wines (5% of volumes)**: could be displayed at cultural events and on select occasions at the Belvédère

Nous vous **remercions** de votre attention

Retrouvez-nous sur ***www.laciteduvin.com***

Abonnez-vous à notre **newsletter** et suivez toutes
nos **actualités** sur :



FONDATION
pour la culture et les
civilisations du vin

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