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For Feeling Fine

Drink Swiss Wine!

Anthony Haden-Guest in a recent issue of "Man about Town" magazine wrote:

"There is a popular fallacy much encouraged by Francophiles — that only recently have the British been initiated into the mysteries of wine. This is nowhere near true. Admittedly, we produce no wine — let's not quibble about cottage wines, ginger wine or the ancient vineyards of Gloucestershire. But this was no handicap. Britannia, after all, ruled the waves. Nor should we forget that Henry II's marriage gained us the vineyards of Bordeaux, and we kept them for three centuries. Claret is, in effect, an Empire wine, like South African sherry, or New York State Champagne."

True enough the British are becoming more and more wine conscious, this has been proved by the vast increase in sales over the past few years. No longer is wine considered a luxury at the British table. Mr. Bonvin, the dynamic manager of the Montana Hotel, rightly believes that Switzerland should be able to sell more of its vineyard products in Great Britain.

Representative of the Swiss wine growers association in London, Mr. Bonvin (and what better name could there be for the job!) recently gave a memorable wine-tasting party to members of the Swiss press in order to talk things over. After all, the Yugoslavs and the Germans have succeeded here, said Mr. Bonvin — why can't we?

There is an old saying which pretends that Swiss wine doesn't travel. Well, well! Now who can seriously believe that? I have drunk Dezaley in New York, Dôle in Paris, and Fendant in Mexico City, and they were all worthy of their famous reputations. So why should a trip across the English Channel make them travel-sick!

It is therefore to be hoped that the Swiss wine-growers' association in Lausanne will make a vigorous effort to impose their products on the British market. Growers must also unite to produce a wine that above all is labelled "Swiss wine" and create a term as famous as the one "Swiss watch". We must, last but not least, help to correct the wide supposition that the average Briton knows little about the art of eating and drinking . . .

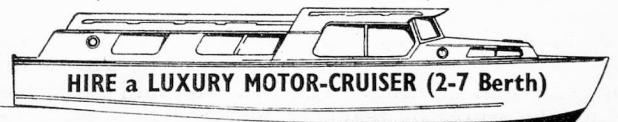
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