

SIERRE, SWITZERLAND'S WINE CAPITAL

In the heart of the Valais in Switzerland, near the Val d'Anniviers and Crans-Montana, Sierre has a number of advantages associated with wine, climate, history and its geographic location.

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The **Sierre** area is **Switzerland's** leading **wine-producing** region. With approximately 5,000 plots of land and 2,500 landowners, **wine** is everywhere.

The museum presents wine's cultural aspect, the wine trail's focus is educational, but pleasure is the emphasis in local cellars, wine bars, and café-restaurants, or at events such as « **VINEA - the Swiss wine fair** » or the « **Marche des Cépages** » wine event.

SIERRE, THE SUNSHINE TOWN

With around 300 sunny days each year, Sierre's claim to be « **The sunshine town** » is a daily reality and not just another slogan. It's no coincidence that the town has included the sun in its coat of arms.

SIERRE, ONE TOWN, MANY PARTS

Whereas most towns developed around an obvious centre, **Sierre** grew up around a number of historic quarters, associated with transhumance and the **Val d'Anniviers**. The Le Bourg, Tservetta, Muraz, Villa, Glarey and Géronde districts are essential components of an

unusual town which is definitely different from the rest.

SIERRE, WHERE EVERYTHING IS NEARBY

Sierre's central position in the very heart of the **Valais** means that it is well-served by the various **transport** networks.

Sierre is close to **Sion** and **Crans-Montana** (both 15km away), the **Val d'Anniviers** (20km) and **Leukerbad** (24km), and is also the gateway to the Pfyn-Finges **nature park**. This is what we have chosen for you...

<http://www.sierre.ch>

