Quiet self-confidence: new online presence for southern Sweden's vineyards

It is a matter of course that food and drinks served at the Nobel banquet are world-class. The banquet, after all, celebrates the world's outstanding achievements in different scientific fields as well as literature and peace. It therefore stands to reason that laureates gathered in Stockholm's town hall on December 10 will be served only outstanding dishes and wines.

That is where Immelen comes in: a wine from Kullabergs vineyard in the northwestern part of the southern Swedish region of Skåne - and in 2025, the first Swedish wine ever to be served with the main course. (A Swedish apple cider, Brännlands Iscider, had been served with dessert in 2022).

The selection for the Nobel banquet certainly shone a light on Kullaberg's wines in Sweden. But maybe not as much internationally. In order to garner global attention and to highlight a wider movement rather than just one wine, Kullaberg vineyard, along with eight other vineyards and the surrounding municipalities, has now launched a website under the name of 'Terra Skåne', making it easier to explore the vineyards online.

"There is immense knowledge and passion among the wine producers, and through collaboration, we want to make it easier for more people to discover Swedish wines and experience the region," **says Project Manager Linus Svensson**. The aim is to increase awareness of Swedish wines, create new reasons to travel, and attract more visitors to the vineyards and to northwestern Skåne as a destination.

Find out more:

- Terra Skåne Launches
- Skåne – a coastal county steeped in history (Visit Sweden)
- Meet the innovators putting Swedish beverages on the international drinks map (Visit Sweden)

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