

More than Wine. A Story About Bringing People Together.

Every great project begins with a reason.

Ours began with the simple desire to make friends.

When Mariyam Seguias moved from Venezuela and Luiis Franceschi from Switzerland's Italian-speaking Ticino to Zurich, they found themselves starting over in a new city. They quickly realized that while Zurich offered endless opportunities, creating genuine connections wasn't always easy.

So they decided to create the kind of gathering they themselves were looking for.

A few bottles of wine. Good conversation. New faces around the same table.

What they didn't know then was that thousands of people were looking for exactly the same thing.

Ten years later, that small gathering has grown into an entire ecosystem of wine and gastronomy experiences, while the reason behind it has never changed: creating meaningful connections and bringing people together.

Today, Mariyam and Luiis are the founders of Zurich Wine Club, one of Switzerland's leading wine communities with more than 2,000 members, and the creators of the Zurich Wine Festival, welcoming over 3,000 visitors and showcasing some of the world's most renowned wine regions, producers and experts. They also founded Epicurea Catering, where exceptional food, outstanding wines and refined hospitality come together to create memorable private and corporate experiences.

Although wine is at the heart of what they do, people have always been the true focus. Their events have become a meeting point where friendships are born, business relationships begin, cultures come together and conversations continue long after the last glass has been poured.

Before founding their companies, Mariyam led large-scale film and television

productions, managing multidisciplinary teams and ambitious creative projects. Today, she approaches every event with the same philosophy: every experience should tell a story and leave people with something they'll remember.

Luis built his career in systems engineering within the banking industry before dedicating himself fully to wine, gastronomy and hospitality. A certified sommelier, member of the Swiss Sommelier Association and Chevalier of the Ordre des Coteaux de Champagne, he combines technical precision with deep wine knowledge and a passion for excellence.

Together, they now lead a multidisciplinary team of sommeliers, chefs, hosts and event professionals. Over the years they have collaborated with prestigious wineries, internationally recognised wine regions, embassies, chambers of commerce and leading institutions, creating experiences that celebrate both the diversity of the wine world and the people behind it.

Yet despite the growth, the awards and the international partnerships, the spirit behind everything they do remains exactly the same as it was on that very first evening.

Create a welcoming table.

Bring people together.

Because they believe the most memorable experiences don't begin with a great bottle of wine.

They begin with the people who share it.