






VINEXPO EXPLORER | CHAPTER 1 - AUSTRIA

WHO ARE YOU?

VINEXPO
THE WORLD OF WINE & SPIRITS

VINEXPO EXPLORER | CHAPTER 1 - AUSTRIA

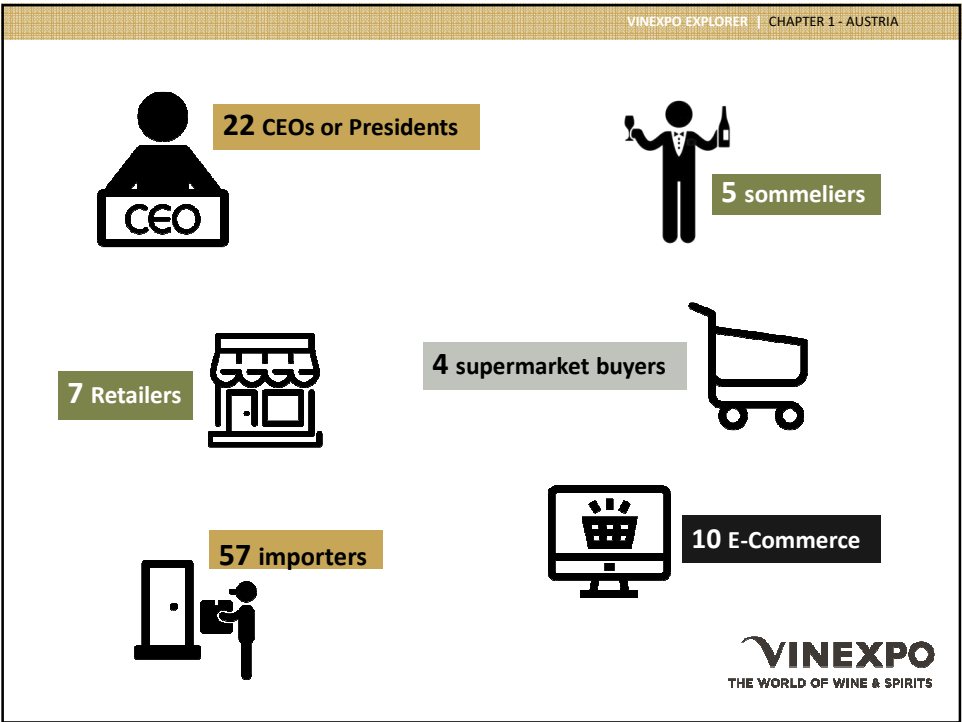


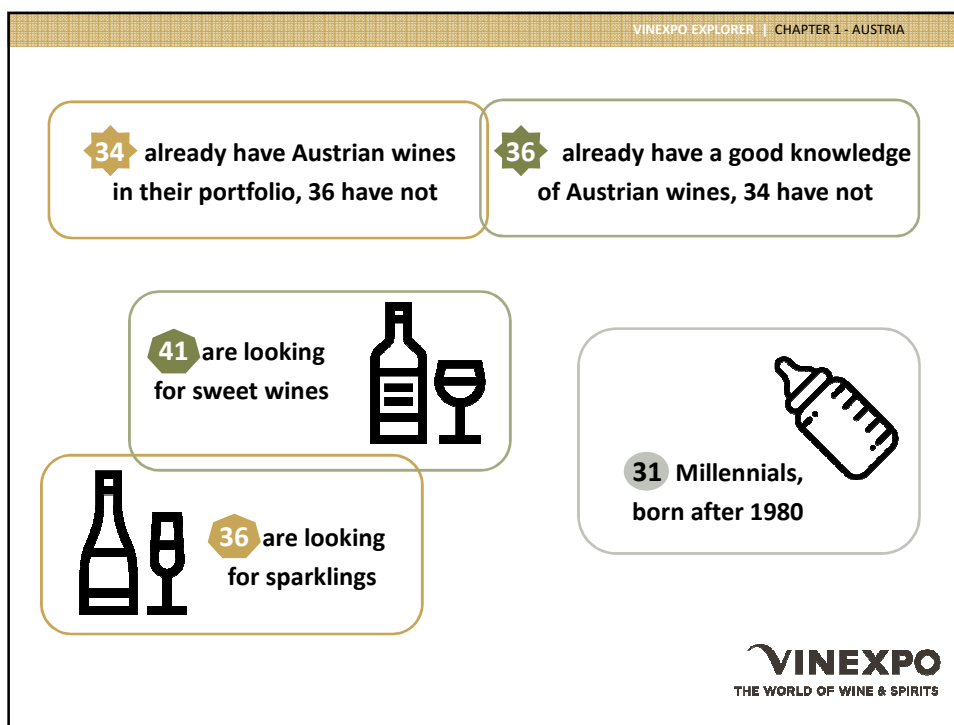
**90 buyers
from
31 countries**

- 46 from Asia-Pacific
- 28 European
- 14 North America
- 1 South America

VINEXPO
THE WORLD OF WINE & SPIRITS









VINEXPO EXPLORER | CHAPTER 1 - AUSTRIA

CHAPTER 1 - AUSTRIA

- Vinexpo in partnership with the Austrian Wine Marketing Board
- Vienna: a capital city in the vineyard
- Austrian wines: a wide range of products at a wide range of prices
- Purpose: help Austria develop exports & give the world the access to Austrian products

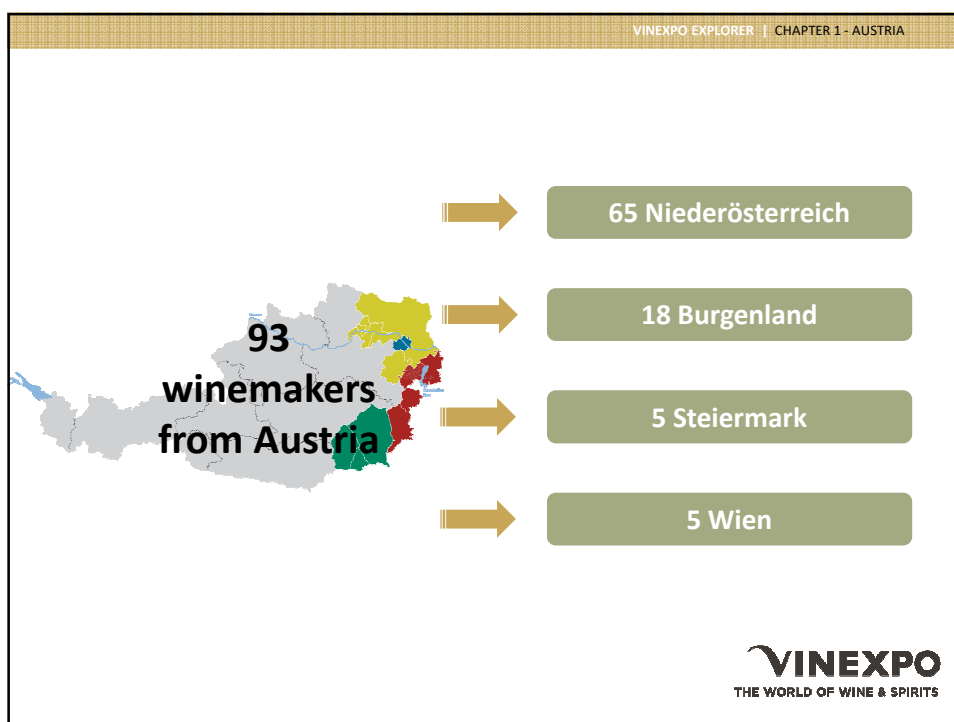
AUSTRIAN WINE
The Art of Wine. Down to Earth.

VINEXPO
THE WORLD OF WINE & SPIRITS

VINEXPO EXPLORER | CHAPTER 1 - AUSTRIA

WHO ARE WE?

VINEXPO
THE WORLD OF WINE & SPIRITS





WHY WORK WITH AUSTRIAN WINES?

BECAUSE AUSTRIAN WINE IS A
REALLY GOOD BUSINESS!

AUSTRIAN WINE 

Groucho Club London, 30 October 2002

The London Tasting 2002 The Historic Breakthrough for Austria's Wines

30 Chardonnay & Grüner Veltliner

15 Austrian and 15 international top wines
including Ramonet, Jadot, Mondavi, Gaja,
Penfold's, Kistler....

18 top tasters from Jancis Robinson, Tim
Atkin, Stephen Spurrier, Hugo Rose...

AUSTRIAN WINE 

The London Tasting

1	1990	Grüner Veltliner "Vinothekfüllung" Smaragd, Knoll, Austria	18,09
2	1997	Grüner Veltliner "Ried Lamm", Bründlmayer, Austria	17,78
3	1997	Chardonnay Tiglat, Velich, Austria	17,67
4	1990	Grüner Veltliner Steinriegl Smaragd, Prager, Austria	17,66
5	1998	Byron Chardonnay, Nielson Vineyards, Mondavi, California	17,63
6	2000	Grüner Veltliner Exceptionell, Freie Weingärtner Wachau, Austria	17,54
7	1999	Grüner Veltliner Spiegel Alte Reben, Loimer, Austria	17,51
8	1996	Kistler, Dutton Ranch, California	17,51
9	1999	Chardonnay 100% Barrique, Mulderbosch, South Africa	17,48
10	1990	Chardonnay, Bründlmayer, Austria	17,33

AUSTRIAN WINE 

The London Tasting



An Austrian white but far from a joke? That's Gru-vee, baby

Austria 7, Burgundy 0: that was the unlikely score of a fascinating blind tasting of top-quality white wines held in London last week. Seven of the extremely able tasting group's 10 favourite wines were Austrian, whereas five of the seven least-liked came from Burgundy. So how come Austrian wine is still seen as a joke?

Perhaps partly because the Austrians, cowed by the wildly exaggerated effects of a long-gone wine scandal, have been slow to blow their own trumpet. For this was the fifth such tasting in various parts of the world from which they have emerged victorious, and yet the Austrians have created little bal-lyhoo as a result.

In fact the country's official wine body, the Austrian Wine Marketing Board, has



JANCIS ROBINSON
ON WINE

The Austrians have been slow to blow their own trumpet despite victories in five tastings

results such as these emerge is that burgundy needs much more time in the bottle to show well than other, more forward wines. But this tasting mingled wines of similar vintages, from the very young (1999 and 2000), through the middle-aged vintages of 1996 to 1998, to the positively senior years of 1990 to 1992. The older the wine, the more difficult it was to tell the Grüner Veltliners from the Chardonnays, but if anything the older Austrian wines were in fact more lively and youthful than their counterparts from Burgundy.

It is perhaps significant that I marked the Grüner Veltliners highly even though I spotted in most cases that they were not Chardonnay. They were sim-ple were well-made, well-bal-

its name is so difficult to pronounce, spell and remember. Various promulgators, notably sommeliers in smart restaurants in the US where the grape is rather in vogue at the moment, have suggested calling it simply Gruner or even Gru-Vee.

One of them, in Manhattan's Danube restaurant, launched the grape on New Yorkers by asking them what colour wine they wanted to drink: "red, white or green?" Perhaps that is the way to introduce newcomers to this extremely impressive grape.

UK importers of Grüner Veltliner include Ben Ellis Wines of Brockham, Bedford; Wine of Sudbury, Morris & Verdin of London SE1; Rasmussen Fine Wines of Edinburgh; and Noel Young of Trumpton. The fun most

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THE GREATEST VALUES IN FINE WINE

AUSTRIA:	30 – 60 €
CALIFORNIA:	120 – 160 €
BURGUNDY:	100 – 600 €

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WHY WORK WITH AUSTRIAN WINES?

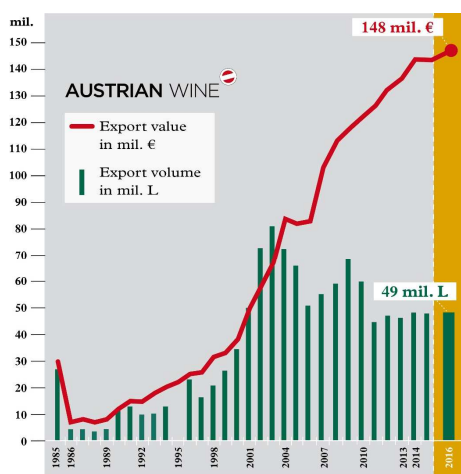
“Austrian wine is the greatest value in the fine wine world.
The more you spend
the better the value!”

AUSTRIAN WINE 

AUSTRIAN WINE DEVELOPMENTS

Rise like a Phoenix

AUSTRIAN WINE 



Source: Statistics Austria, preliminary export figures I-XII 2016 (as at March 2017).
The data capture method used by Statistics Austria also includes re-exports of non-Austrian wine. 1995 no data available.

Value: 148 Mio. Euro

Volume: 48 Mio. Liter

Ø Price: 2,96 Euro/Liter

AUSTRIAN WINE 

Austria's Top 10 Export Markets

1. Germany:	34,9 Mio. L	75,1 Mio. €
2. Switzerland:	2,7 Mio. L	17,5 Mio. €
3. USA:	2,3 Mio. L	10,7 Mio. €
4. The Netherlands:	1,7 Mio. L	6,6 Mio. €
5. UK:	0,7 Mio. L	4,5 Mio. €
6. Sweden:	0,8 Mio. L	3,9 Mio. €
7. Norway:	0,7 Mio. L	3,0 Mio. €
8. Belgium:	0,5 Mio. L	2,5 Mio. €
9. China:	0,3 Mio. L	2,0 Mio. €
10. Czech Republic:	0,8 Mio. L	2,0 Mio. €

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Austria's Export Markets Runners up

1. Finland	0,3 Mio l	1,8 Mio €
2. Italy	0,5 Mio l	1,6 Mio €
3. Denmark	0,2 Mio l	1,5 Mio €
4. Japan:	0,2 Mio l	1,2 Mio €
5. Canada	0,2 Mio l	1,0 Mio €

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Developments

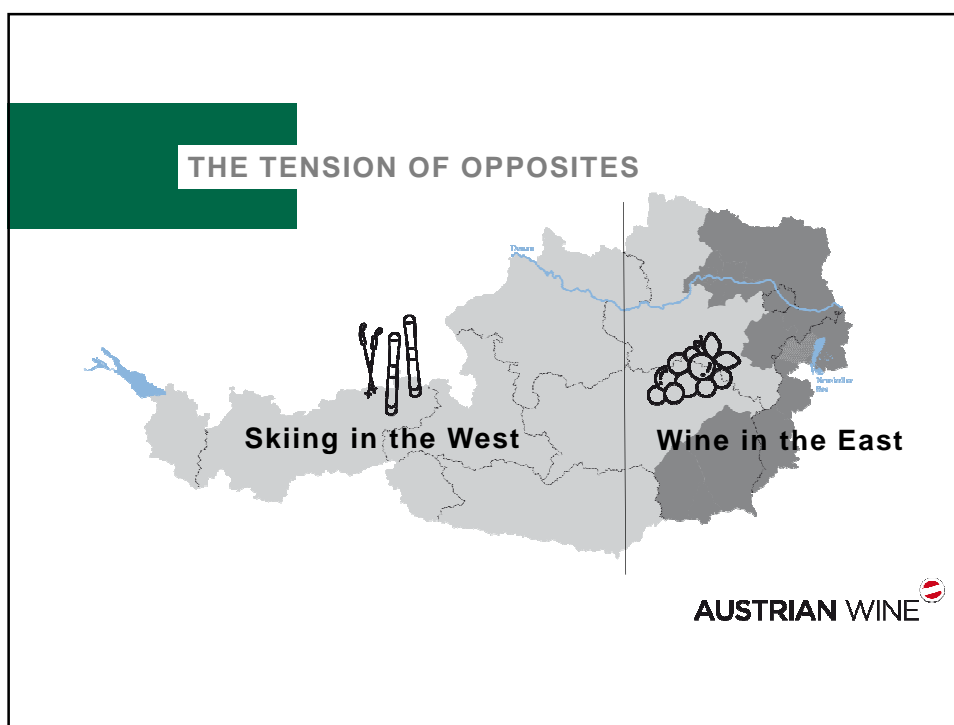
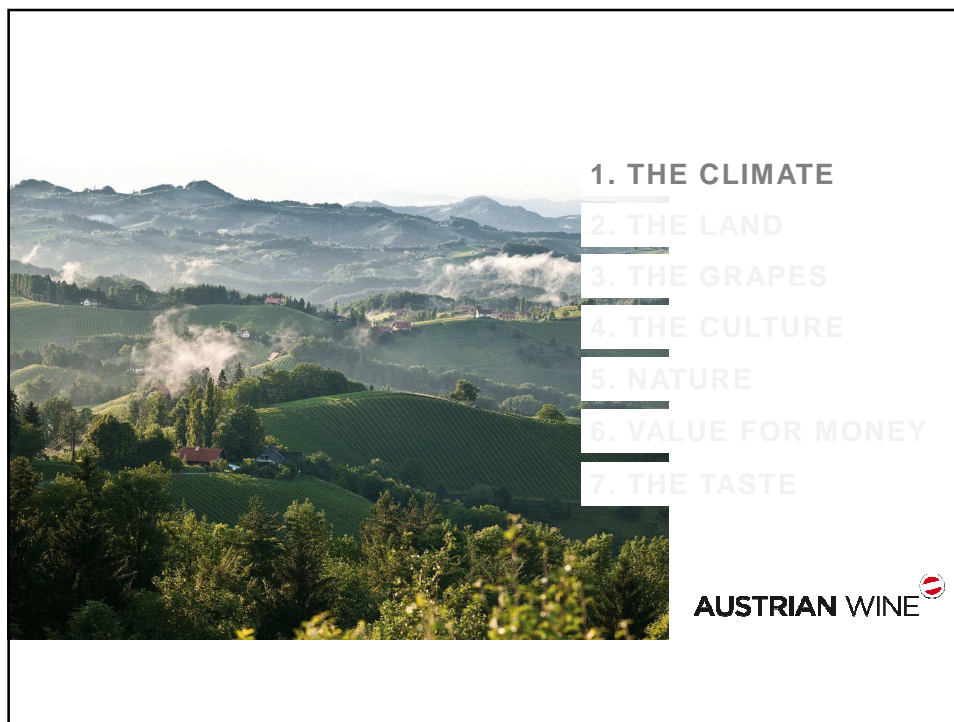
What is it?

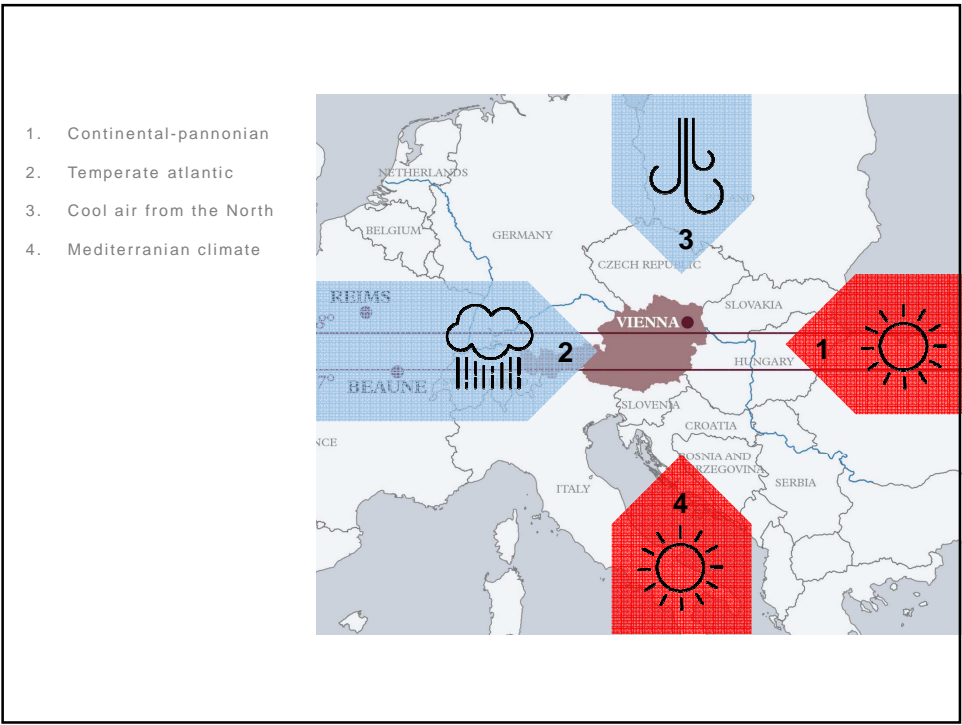
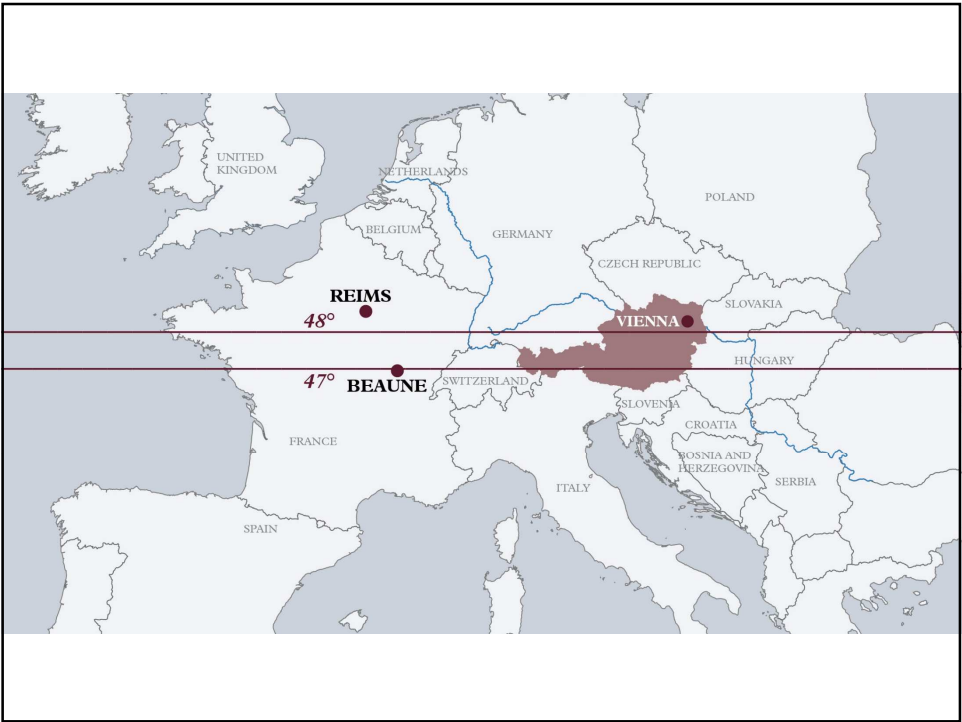
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7 ELEMENTS – KEY FACTS



AUSTRIAN WINE 















1. THE CLIMATE
- 2. THE LAND**
3. THE GRAPES
4. THE CULTURE
5. NATURE
6. VALUE FOR MONEY
7. THE TASTE

AUSTRIAN WINE 

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



					
Gravel	Silt & sand	Volcanic Tuffs	Loess	Cristalline gneiss	Conglomerate

AUSTRIAN WINE 

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



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BEAUTIFUL LANDSCAPE – DEMANDING SOILS





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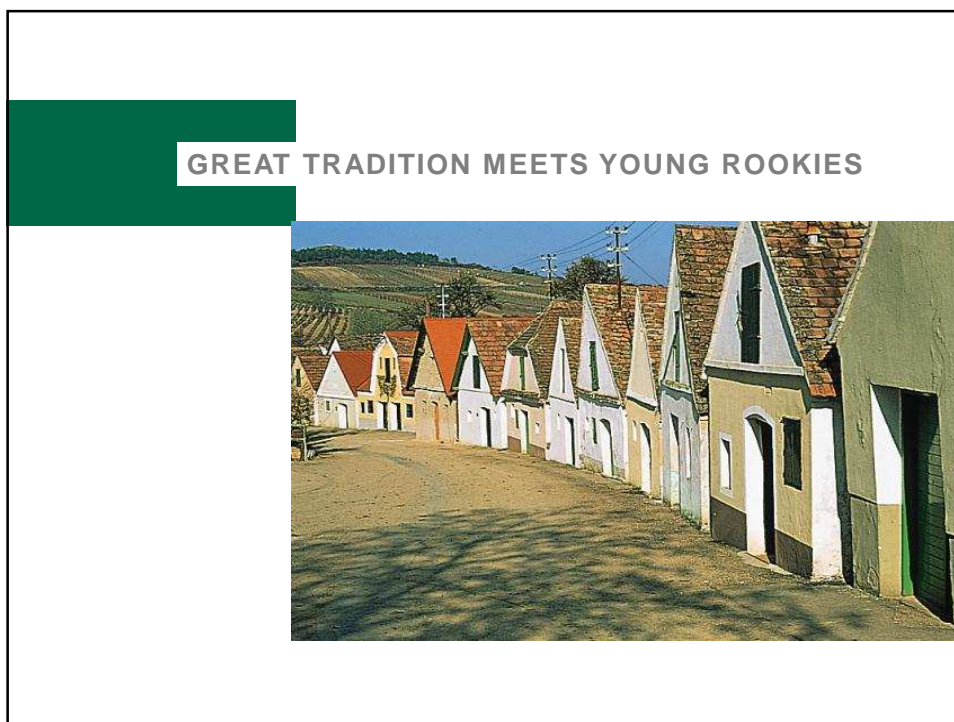
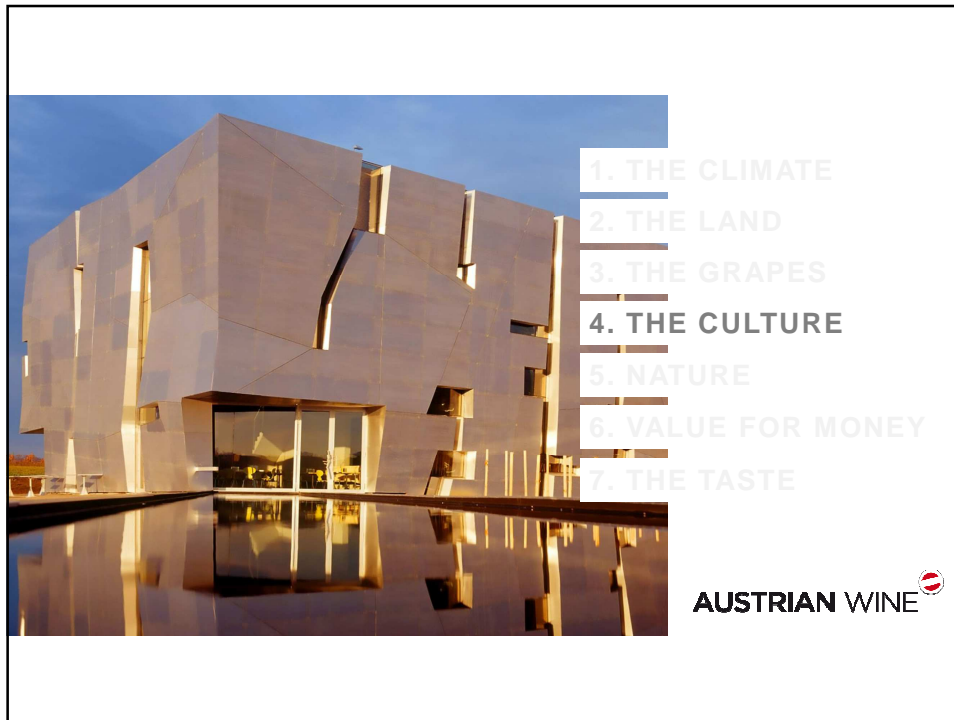
AUSTRIAN WINE 

DOMESTIC AS WELL AS INTERNATIONAL

Ideal terroirs for international varieties
Riesling | Sauvignon Blanc | Muskateller | Pinot Blanc | Chardonnay |
Pinot Noir, Cabernet, Merlot etc.

Special autochthonous varieties
Grüner Veltliner | Zierfandler/Rotgipfler | Neuburger | Roter Veltliner
Zweigelt | Blaufränkisch | St. Laurent | Blauer Wildbacher etc.

AUSTRIAN WINE 



GREAT TRADITION MEETS YOUNG ROOKIES



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AUSTRIAN WINE 

GREAT TRADITION MEETS YOUNG ROOKIES



1. THE CLIMATE
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AUSTRIAN WINE

PERFORMANCE WITH AWARENESS

- Austrian agriculture 21% Organic
- Organic wine rose from 3% - 13%
- 679 estates certified organic
- 75% Minimum Intervention
- Low yields: 67,5 hl/ha

AUSTRIAN WINE 

PERFORMANCE WITH AWARENESS



**SUSTAINABLE
AUSTRIA**

The „Sustainable Austria“ certification programme regulates the use of the term „sustainability“ in Austrian winemaking.



Wines made organically or biodynamically can be identified by the green EU organic logo with the code number of the certification body.

AUSTRIAN WINE 





1. THE CLIMATE
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- 6. VALUE FOR MONEY**
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AUSTRIAN WINE 


HIGH QUALITY – FAIR PRICES

- Austria leaves the lowest entry level
- Good qualities from 3 – 5 € ex cellar
- Not cheap but excellent value for money
- „Top“ wines from 10 to 20 €
- World class available from 30 €


AUSTRIAN WINE 




1. THE CLIMATE
2. THE LAND
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AUSTRIAN WINE 

IDEAL MATCH FROM SCHNITZEL TO SUSHI



EVERYWHERE AT HOME



AUSTRIAN WINE 




ORIGIN MARKETING

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EU WINE CATEGORIES

1. WINE WITHOUT GEOGRAFIC INDICATIONS
2.  WINE WITH PROTECTED GEOGR. INDICATION (PGI)
3.  WINE PROTECTED DESIGNATION OF ORIGIN

AUSTRIAN WINE 

AUSTRIAN WINE LAW

1. WEIN

2. LANDWEIN (PGI)

3. QUALITÄTSWEIN (PDO)

AUSTRIAN WINE 

WEIN



AUSTRIAN WINE 

AUSTRIAN WINE LAW

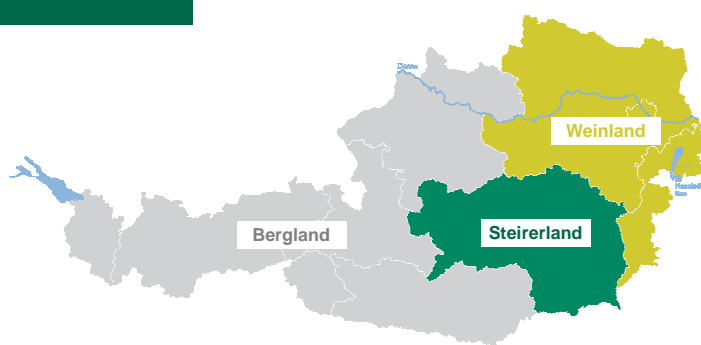
1. WEIN

2. LANDWEIN (PGI)

3. QUALITÄTSWEIN (PDO)

AUSTRIAN WINE 

PRODUCTION REGIONS FOR LANDWEIN



AUSTRIAN WINE 

AUSTRIAN WINE LAW

1. WEIN

2. LANDWEIN (PGI)

3. QUALITÄTSWEIN (PDO)

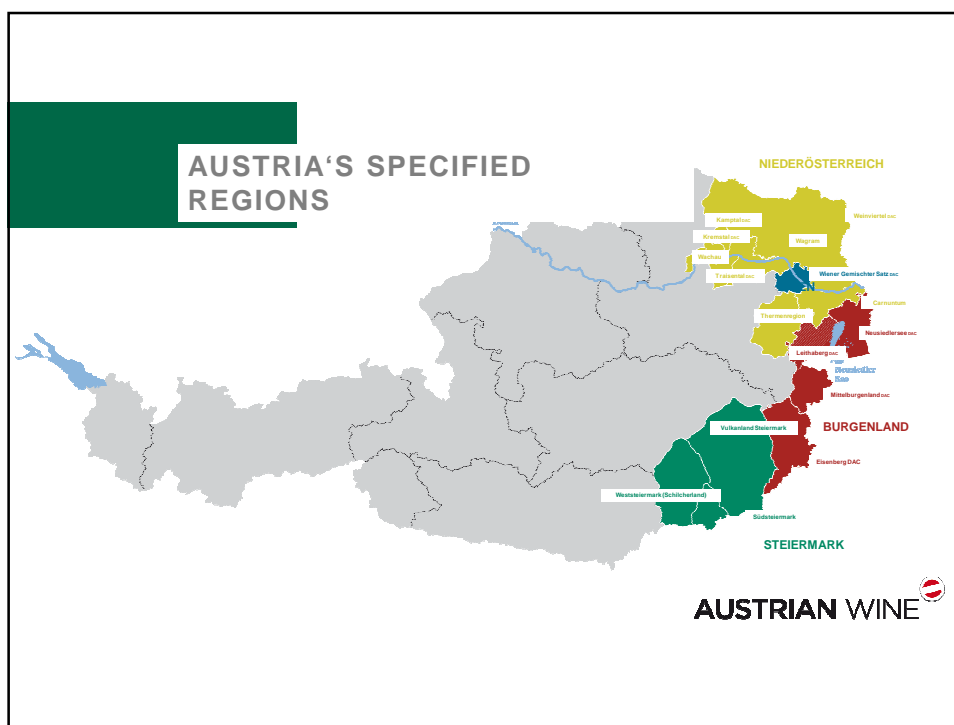
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QUALITÄTSWEIN WITH QUALITY CHECK NUMBER




Estate bottlings with quality seal on capsules

AUSTRIAN WINE 




QUALITÄTSWEIN



QUALITÄTSWEIN (DOP)

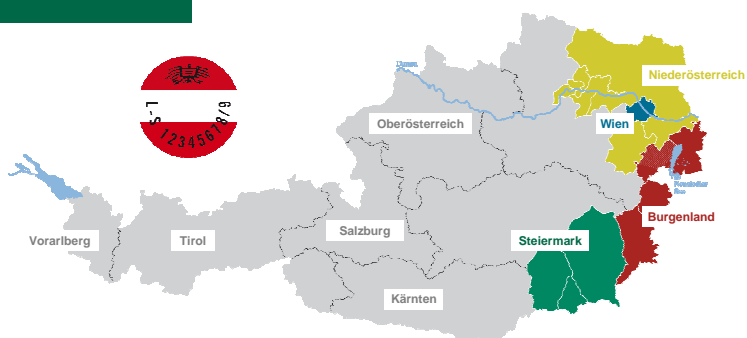
Qualitätswein from **generic** specified regions


Qualitätswein from **specific** Specified regions




AUSTRIAN WINE

QUALITÄTSWEIN FROM GENERIC REGIONS




AUSTRIAN WINE 

QUALITÄTSWEIN



QUALITÄTSWEIN (DOP)

- Qualitätswein from generic specified regions
- Qualitätswein from **specific** specified regions

AUSTRIAN WINE 

Region Typical Wines: DAC Status Quo

Quality Wines from **specific** specified regions

Focus on the most representative wine(s)

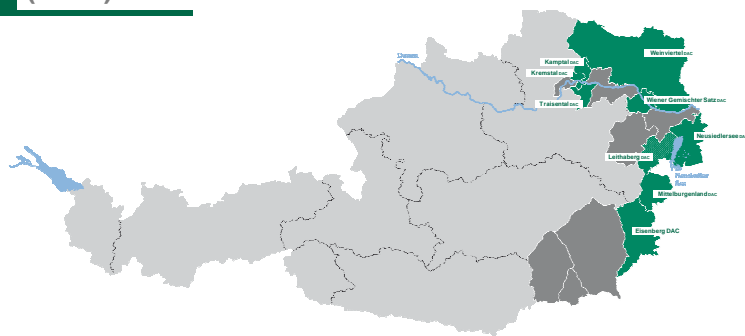
Regional wines (Gebietswein)

Village wines (Ortswein)

Single vineyards (Ried)

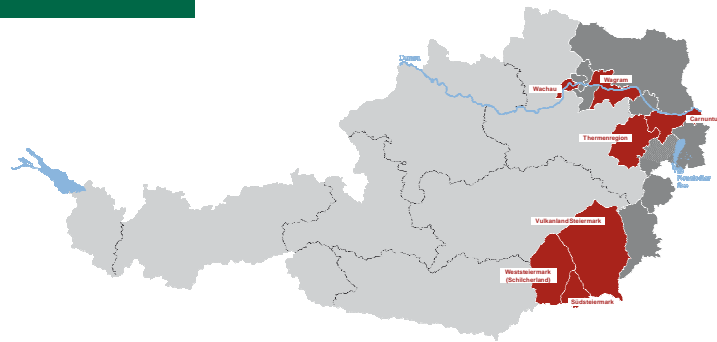
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9 specific regions with region typical wines (DAC)



AUSTRIAN WINE 

7 specific regions in development



AUSTRIAN WINE 

DAC Status Quo

- **Weinviertel DAC | Grüner Veltliner** (Klassik & Reserve)
Since 2002 (Reserve since 2009)
- **Mittelburgenland DAC | Blaufränkisch** (Klassik & Reserve)
Since 2005
- **Traisental DAC | Grüner Veltliner, Riesling** (Klassik & Reserve)
Since 2006
- **Kremstal DAC | Grüner Veltliner, Riesling** (Klassik & Reserve)
Since 2007
- **Kamptal DAC | Grüner Veltliner, Riesling** (Klassik & Reserve)
Since 2008

AUSTRIAN WINE 

DAC Status Quo

- **Leithaberg DAC** | PB/WB, CH, GV, NB | Blaufränkisch
weiß since 2009 | rot since 2008
- **Eisenberg DAC** | Blaufränkisch (Klassik & Reserve)
since 2009 (Reserve since 2008)
- **Neusiedlersee DAC** | Zweigelt (Klassik & Reserve)
Since 2011
- **Wiener Gemischter Satz DAC** | with or without single vineyard
Since 2013

AUSTRIAN WINE 

SEKT: THE AUSTRIAN SPARKLING

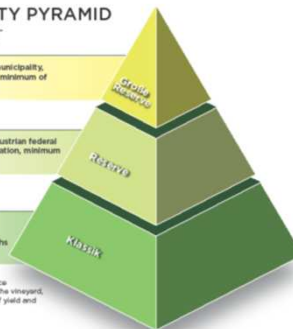
THREE-TIER QUALITY PYRAMID OF AUSTRIAN SEKT

Grapes harvested and pressed in a single municipality,
exclusively traditional bottle fermentation, minimum of
30 months maturation on the lees

Grapes harvested and pressed in a single Austrian federal
state, exclusively traditional bottle fermentation, minimum
18 months maturation on the lees

Grapes harvested in one Austrian federal
state, all methods suitable for sparkling
wine production allowed, minimum 9 months
maturation on the lees

Each level encompasses further quality assurance
standards. The focus here includes the work in the vineyard,
harvesting, hand picking, picking height, rate of yield and
gentle pressing.



AUSTRIAN WINE 



CHAPTER 1 – AUSTRIA – THE PROGRAMME

DAY 1 *Monday 11 September*

9:00 - 10:00 am	Opening Conference
10:00 - 10:30 am	Coffee Break
10:30 am - 2:00 pm	Global Tasting
12:00 pm - 2:00 pm	Informal Lunch
2:00 - 2:30 pm	One to Wine meetings arrangements
3:00 pm	Departure for Austria's vineyards
8:00 - 11:00 pm	Traditional Heurigen Dinner at Mayer Am Pfarrplatz

CHAPTER 1 – AUSTRIA – THE PROGRAMME

DAY 2 Tuesday 12 September

8:00 am	Shuttle transfers to the Orangerie
8:30 - 9:30 am	Workshops
9:30 - 10:30 am	Coffee Break & meetings arrangements
10:30 am - 3:00 pm	One to Wine meetings
12:00 pm - 2:00 pm	Informal Lunch
3:15 - 4:45 pm	Masterclass: "Austria against the rest of the world"
5:00 - 5:30 pm	Presentation of the Workshops' key-findings
6:00 - 7:00 pm	Refresh, change and transfer for the Gala Dinner
7:30 - 11:00 pm	Gala Dinner at Palais Coburg



ENJOY VINEXPO EXPLORER 2017!

vinexpo-explorer.com

