

vie vinum

PRESS KIT

2018



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20 YEARS OF VIEVINUM

AN IMPORTANT CHAPTER IN THE HISTORY OF AUSTRIAN WINE

In celebrating its twenty-year anniversary, Austria's marquee wine festival shines forth brightly from the international event calendar. What began in 1998 with a test flight has grown into an international event, highlighting the intrinsic and manifold excellence of Austrian wine. This year, from the ninth to the eleventh of June, VieVinum will also commemorate 'twenty years of the Austrian wine-wonder' with this round-numbered birthday.

Hardly any other event has made the dynamic ascendancy of Austria's wine industry so visible as the trade fair VieVinum has done. For twenty years now, Austria's international wine festival has documented the career of the Alpine nation's winegrowers in biannual rhythm. From the beginning onward, the driving force behind the event has been the concerted efforts of trade fair organiser M.A.C Hoffman and the Austrian Wine Marketing Board (AWMB), working together with equal proportions of expertise and innovative spirit. Professional, consistent and hospitable – managing director Alexandra Graski-Hoffmann, Mag. and her team at M.A.C. Hofmann have remained on the job throughout, constantly seeking to improve concept and execution in order to offer both exhibitors and visitors the maximum in terms of service.

It is one thing to conceptualise and organise a trade fair; to establish one over the long run is a special art. M.A.C Hoffmann has continued to develop and refine VieVinum since 1998, charging and recharging the event with new energy. And whenever modifications in the agendas of wine-politics or wine law come into play, these have always been and will continue to be coordinated with the Austrian Wine Marketing Board.



REMARKS FROM PROMINENT PERSONALITIES IN THE WINE INDUSTRY, ON THE OCCASION OF VIEVINUM'S 20th ANNIVERSARY

Annemarie Foidl, President of the Sommelier Union Austria

'VieVinum has become the most important event for the Austrian wine scene. Where else can you meet all of Austria in one place? As a sommelière, I avail myself of the opportunity to keep informed about new developments, as well as to maintain and develop my networking.'

Willi Klinger, Mag., Managing Director, the Austrian Wine Marketing Board

'There are many factors that have brought the phenomenal career of Austrian wine over the past two decades to light: the consistently growing number of quality-oriented wine estates, the ever-increasing domestic market share, the continually rising export volume, the wave of positive reportage and the irreversible growth in environmental consciousness across the wine sector as a whole. One of the brightest beacons showing the way for this steady development has been 'our' wine fair, VieVinum. Despite the turbulence that international wine fairs today feel ever more keenly, VieVinum proceeds on its path with determination, with a solid focus on wine from Austria. We can be proud of what we have achieved together, and certainly raise a glass to toast the 20th Jubilee of VieVinum!'

Andreas Keller, Swiss Wine Connection, Switzerland

'Switzerland is delighted for the invitation to appear as official guest country on VieVinum's 20th anniversary, in the former Viennese residence of the Habsburg Dynasty.'

Regina Meij, founder of Anfors-Imperial, Netherlands

'As a specialist for Austrian wine, I have attended every VieVinum since 1998. After twenty years of experience I can say without a doubt that this is the best-organised wine fair that I have ever attended'.

Wolfgang Rosam, Publisher of Falstaff

'Happy Birthday to the loveliest wine fair in the world! We are very grateful for you. At VieVinum, the impressive present-day of Austrian wine will interface with the grand history of the Hofburg Palace'.

Dr. Josef Schuller, Managing Director, Weinakademie Rust

'The ideal venue, perfect management and a great deal of sensitivity in matters of wine make VieVinum a simply brilliant platform for Austrian wine'.



SERVICES AND GENERAL INFORMATION

HOURS OF OPERATION

In order to accommodate this year's expanded pre-openings, VieVinum's hours of operation for 2018 will be extended slightly. From Saturday 9 June through Monday 11 June, trade visitors and members of the media will have VieVinum exclusively to themselves from 9.00–13.00; the fair will be open to members of the public as well from 13.00–18.00.

ACCREDITATION

Press passes will be issued on the days of the fair at the cash desk upon receipt of written accreditation (a letter from the editor-in-chief, or byline on the masthead of the media from no more than six months prior). All relevant information can be found at: www.vievinum.at/presse.

ADVANCE TICKETS

Attendees may as of now pre-purchase their admission tickets for € 45 (instead of € 55 at the box office). These tickets are available at: www.vievinum.at/tickets

Trade professionals may pre-purchase their tickets for the special reduced price of only € 35. These are available at: www.vievinum.at/fachbesucher. Proof of credentials is required: for example, a certificate of registration, business license, etc. This ticket is good for entry to VieVinum from 9.00 onward.

VISIT VIEVINUM WITH MONDIAL

Exclusive for VieVinum: travel agency **Mondial** has once more created attractive packages for exhibitors and attendees alike. These include accommodations in various hotel categories, along with discounted admission to VieVinum. The Mondial team will be happy to assist with individual planning.

Information: +43 1 58804-137, austria@mondial.at or www.mondial-reisen.com/vievinum



ARRIVAL WITH THE WESTbahn

Next stop, Vienna's Hofburg Palace! Taking the train to VieVinum pays off. Visitors who travel with the WESTbahn to Vienna between Friday 8 June and Monday 11 June 2018 will receive a discounted admission ticket to VieVinum for € 45 (instead of € 55). Simply come to the cashier's desk at VieVinum and present your validated WESTbahn arrival ticket – with this, your path to the Hofburg will ride on rails.

www.westbahn.at

TAKE UBER TO VIEVINUM

With UBER you are certain of arriving at your destination economically, comfortably and safely. UBER is an app enabling you to order a car with ease; a service that is already active in more than 632 cities worldwide, and known for going the extra mile in terms of service. In order that you may convince yourself of this, UBER will give you a € 10 credit for your first ride in Vienna.

To avail yourself of this offer (valid for new customers in Vienna until 30.06.2018):

1. Register with UBER using this link: <https://get.uber.com/new-signup>
2. Under 'Aktionscode', enter this code-word: VIEVINUM
3. The Uber app can be downloaded free of charge for iPhone, Android and Windows Phone.
4. For your next ride in Vienna, simply open the Uber app and order your car.

PUBLIC PARKING

The garage in Vienna's Museumsquartier offers parking for trade fair attendees. However, we do recommend using public transportation. Further information about parking spaces as well as area maps can be found at: www.parkeninwien.at.

VIEVINUM SPECIAL OFFER: STÖLZLE GLASSES

Following the tradition, Stölzle Lausitz glasses from the 'Experience' collection are available at the special price of € 12 per box (six glasses). Glasses can be purchased directly from the glassware station at VieVinum, or ordered online afterward via office@mac-hoffmann.com.

VIEVINUM SPECIAL OFFER: WINE REFRIGERATORS FROM VESTFROST SOLUTIONS

After VieVinum is a good opportunity: top quality wine refrigerators and climate-controlled wine cabinets in various sizes at attractive prices. For information telephone +43 1 587 1293 or email office@mac-hoffmann.com.



OVERVIEW: DATA AND FIGURES

Venue: Hofburg Palace, Vienna, Heldenplatz entrance

Dates: Saturday 9 June–Monday 11 June 2018

Hours of operation: Sat–Mon, 13.00–18.00

Trade & Press: 9.00–13.00

Advance tickets: € 45

www.vievinum.at/tickets

Admission: Single day ticket: € 55

Trade attendees, upon accreditation: € 35

www.vievinum.at/fachbesucher

Season ticket: € 100

Hotel reservations: +43 1 58804-137, austria@mondial.at, www.mondial-reisen.com/vievinum

Additional information: www.vievinum.at



VIEVINUM AND THE AUSTRIAN WINE MARKETING BOARD

VieVinum 2018 – Austria beckons with its elite wines: right on time for the 20th anniversary celebration of VieVinum, the country's wine industry has a true ace up its sleeve in the form of the extraordinarily gratifying 2017 vintage. From 9–11 June, more than 800 international trade and press visitors are certain to become convinced of this, guests who have been invited by the Austrian Wine Marketing Board (AWMB) to attend the festivities in Vienna's Hofburg Palace.

An outstanding vintage, just right on time for the jubilee...

Christened in 1998, VieVinum and its subsequent success story over the past twenty years document the remarkable rise to world-prominence of Austrian wine as a whole. Constant striving for greater quality on the part of the growers has been reflected in the steady growth in export figures; in 2017, the 150 million Euro mark was achieved for the first time. And with perfect timing: for this year's jubilee edition of Austria's greatest wine fair, the nation's winegrowers can now truly show their stuff with the outstanding 2017 vintage. And in stark contrast with most of the major wineproducing nations of Europe, Austria was able to record above-average volume – along with excellent quality.

An all-star audience of international trade and press...

Once more, the AWMB – as long-time partner of VieVinum – has invited over 800 guests from trade and press to Vienna, visitors who will easily be able to get a good idea of the superlative quality of the 2017 vintage. Wines from 500 Austrian growers will be ready for tasting by these selected international experts from 9–11 June in Vienna's Hofburg Palace. The selection of trade attendees – merchants, sommeliers, restaurateurs and journalists – is gauged to the weighting of the various export markets for Austrian wine. In 2018, the fair features a special incentive programme, which will bring the restaurant industry in reinforced numbers to VieVinum. And more fresh energy will be certainly provided by the great number of trade professionals attending VieVinum for the first time at the invitation of the AWMB.

A top-drawer support programme

Along with the classic selection of tasting opportunities on the festive premises of the Hofburg Palace, visitors to this year's VieVinum can look forward to a wide-ranging and highly diversified support programme of distinctive tastings and seminars. In addition, the AWMB has organised a special event for international visitors on 8 June, the day before VieVinum: a set tasting in flights of Austria's best white and red wines from the Pinot family, along with Sauvignon Blancs and 'alternative' wines from these same varieties. During the three official days of VieVinum the AWMB's



press centre, housed for the first time in the lavish Camineum of the Austrian National Library on the Josefsplatz, will offer trade visitors a stylish environment for relaxing and for working.

Press release, April 2018

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THE ASSORTMENT OF EXHIBITORS AT VIEVINUM 2018

VieVinum is the venue where Austrian winegrowers assemble to demonstrate their finest achievements. Accordingly, some 500 out of a total 550 booths have been reserved for native exhibitors. Niederösterreich fields the largest group with some 270 growers, followed by producers from Burgenland (ca. 150 in number), the Steiermark (with sixty estates) and Wien (twelve winegrowers from Vienna!). And the Viticultural Association of Carinthia will return to Vienna's Hofburg Palace as well, representing the winegrowing region Bergland with three winemakers.

Internationally speaking, official Guest Country Switzerland takes the most prominent place with fourteen exhibitors. The VDP, our guest winegrower group from VieVinum 2016, will be displaying the German flag once more, while Italy – including Südtirol/Alto Adige – will be represented by ten producers.

Furthermore, wine estates from eastern and southeast Europe will be making a strong showing. These producers, under the heading 'New Europe', will bring the flair of the undiscovered to VieVinum. A closer acquaintance with these wines will be provided by two guided tastings (see Support Programme). One tasting will focus upon the varieties Malvazija, Graševina, Teran and Refosco from Croatia and Slovenia, including wines of the transnational peninsula Istria. The second tasting will place signature wines and rare indigenous grape varieties from Hungary, Romania, Serbia, Macedonia and Montenegro in the spotlight.

Additional diversity will be provided by numerous smaller growers' groups from European countries, as well as from overseas.

Thanks to clear organisation, exhibiting winegrowers and wine shippers will be easy to find. They are arranged according to region or brand community. In the catalogue, wines are arranged according to their DAC-status – when so classified – and in the catalogue index, estates can be referenced in alphabetical order.

The entire exhibitor list can be found at www.vievinum.at/ausstellerverzeichnis



SPECIAL EXHIBITOR OFFERINGS

FALSTAFF

Once more, the publishing house Falstaff is bringing top wine estates from Italy and Germany to Vienna. The growers will be on hand in person, and will be presenting their wines exclusively in the Wintergarten of Vienna's Hofburg Palace. What's more, Falstaff's tasting lounge in the chamber 'Geheime Ratstube' will offer a number of exciting tastings, with plenty of new wines to discover.

WEIN & CO

A trendy theme of consistent interest: WEIN & CO is shining the spotlight on 'natural' wines, orange wines, amphora wines, biodynamic wines and organically produced wines, placing these emerging categories on centre stage.

SCHLUMBERGER

Sektkellerei Schlumberger is a partner of VieVinum: in the Hofburg Palace as an exhibitor, as well as hosting honoured guests with the best in Austrian Sekt (sparkling wine). At the 'Platzl' by the entrance to the 'Vorsaal' and the 'Seitengalerie', Schlumberger will invite you to taste their latest products and most recent vintages.

In addition, on Monday 11 June the Austrian Sekt Committee will be offering a themed tasting for trade visitors, in which a vertical reaching back to 2014 will present and substantiate the great potential of Austrian Sekt. At the same time, this tasting will give a preview of how Sekt g.U (Sekt with protected designation of origin) Grosse Reserve is taking shape. This foretaste can be verified as of autumn 2018, when the first representatives of this category go on sale.

The Austrian Sekt Committee functions as a counterpart to the regional wine committees. With responsibility for all of Austria, it has the task of presenting a unified front promoting the interests, quality, diversity and provenance of Austrian Sekt – regardless of production structure, from large traditional Sekt houses to individual growers who conduct their own tirage. All exhibitors offering Austrian Sekt for tasting will be identified with a special symbol in the VieVinum catalogue.



LAVAZZA LOUNGE by A LA CARTE

When 550 exhibitors – for whom matters of flavour are paramount – and some 15,000 like-minded attendees spend three days at VieVinum in the Hofburg Palace, there simply must be good coffee on hand. In cooperation with the magazine A la Carte, the Lavazza Lounge will be serving the finest in specialty coffees.

www.lavazza.at

CULTURBRAUER CRAFT BIER LOUNGE

Good beer as well demands that the taster pay attention. The brewers' consortium CULTURbrauer will be offering exactly that in their own tasting tent, directly in front of the Hofburg Palace.

www.culturbrauer.at



A WARM WELCOME TO OFFICIAL GUEST COUNTRY SWITZERLAND!

With their indigenous grape varieties and distinctive styles, Swiss winegrowers have created quite a stir worldwide, including solid demand for Swiss wines in the Austrian market. Which makes it even more gratifying that VieVinum is able to welcome a good number of the best Swiss wine producers as part of its twentieth anniversary celebration. We are proud to have Switzerland as our official Guest Country.

Picturesque vineyards on rolling hills reaching far into the Alpine range, as well as river and lake landscapes bordered by vines. This richness of geographic variety is further reflected in the Swiss wines, especially since hardly any other wineproducing nation boasts so great a number of autochthonous grape varieties in so small an area. These vines bear names such as Arvine, Bondola and Completer, and are high up on the to-do list of those sommeliers and wine connoisseurs who seek out the particular and the distinctive. But these wines are only available in such limited quantities as nature permits, given the delicate structure of the wine-landscape in the country.

Equally sought-after as the wines themselves: the seats available in two moderated tastings that will be given over the course of VieVinum. One of these will offer a retrospective of ten vintages, from which quite a number of the bottlings are long since sold out. The aim of this exclusive tasting, moderated by *Mémoire des Vins Suisses* co-founder Andreas Keller, is to demonstrate the frequently underestimated aging potential and, just as importantly, the noble nature of great Swiss wine.

Exhibitors from Switzerland:

- AlpenWein
- Grillette Domaine de Cressier
- Litwan Wein
- Schwarzenbach Weinbau
- Weinbau von Tschärner
- Wehrli Weinbau
- Weingut Familie Zahner
- Weingut Bad Osterfingen
- Baumann Weingut
- Didier Joris SA
- Weingut Georg Fromm
- Domaine Jean-René Germanier
- Gialdi Vini SA
- Domaine Grand' Cour



THE VIEVINUM SUPPORT PROGRAMME

Tasting the wines and exchanging your impressions personally with the growers are essential elements and fundamental premises of VieVinum. As a complement to this, the highly diversified support programme offers the opportunity of engaging oneself in a dedicated fashion with the characteristics of a particular grape variety or winegrowing region. Numerous expertly moderated tastings present excellent opportunities for visitors to VieVinum to expand and deepen their existing knowledge. And in addition, these occasions provide ample opportunity for discussions on current and pressing issues.

Since many tastings will quickly be booked solid, we recommend that you register promptly! Registration for the support programme will close on 4 June.

For an online overview of the support programme, please visit:
www.vievinum.at/besucher/rahmenprogramm

SATURDAY 9 JUNE

11.30–12.45

TASTING WITH *RESPEKT*

The estates of *respekt*-BIODYN present their wines collectively – all the better to highlight their individuality! Seminar led by Stephan Reinhardt, The Wine Advocate.

Founded in 2007, the twenty-two winegrowers in this group produce their wines according to stringent biodynamic guidelines, and in the course of ‘Tasting with *Respekt*’ will each be showing one wine, as a representative of their estate.

SCHATZKAMMERSAAL

Free admission

Open exclusively to the press, wine trade and hospitality sector

Presented in English

Registration required: vievinum@havel-petz.at or +43 1 913 42 74



12.30–14.30

THE OLD WACHAU?

For decades now, sonorous names like Achleithen, Loibenberg and Singerriedel appearing on wine lists have meant wines of special character. The Vinea Wachau offers insight in to the development of the names of various vineyard sites in the Wachau, illustrating a portion of the Wachau Valley's wine history with wines from four decades.

A guided tasting with simultaneous English translation

METTERNICHSAAL

Admission: € 80 per person; limited number of participants

Registration required: office@vinea-wachau.at

14.00–15.15

2015: A GREAT YEAR – GREAT WINES OF THE RENOMMIERTE WEINGÜTER BURGENLAND

Just like many a superstar, the great vintages speak directly to the heart of wine lovers. And many a star has landed far too early in the bottle and thence in the consumer's glass... The RWB, more than thirty months after the harvest, want to open the window just a bit on the finest examples of the great vintage 2015 and venture a peek into the future.

SCHATZKAMMERSAAL

Free admission

Reservations required: office@rwb.at

15.00–16.15

YOUNG WINEGROWERS, GROWN UP FAST

'Which are maturing better? Us growers, or our wines'? Fifteen winemakers – once young, and still a bit on the wild side – will open wines that they vinified at the start of their careers. Sins of youth, or first masterpieces? We shall see. We will taste in the presence of the growers, and share commentary concerning the Then and the Now.

Moderator: Dirk Würtz

KÜNSTLERZIMMER

Free admission

Reservations required: office@thiery-weber.at



16:00-17:30

THE BEST OLD WORLD PINOT NOIRS OUTSIDE OF BURGUNDY

The Alpine winegrowing areas of Europe – in Austria, Switzerland, Alto Adige & Germany – have been producing first class Pinot Noirs for the past few decades. This master class will examine the potential of Pinot Noir from German-speaking Europe, in a comparative tasting conducted by international Masters of Wine and other leading experts, supported by The Institute of Masters of Wine (IMW) and Austrian Wine Marketing Board (AWMB).

SCHATZKAMMERSAAL

Admission: € 35 per person

Presented in English

Registration required: c.schefbeck@mac-hoffmann.com

16.00–18.00

UNITED BY BLAUFRÄNKISCH

Some sixty wine estates from Germany, Hungary, Slovakia, Rumania, the Czech Republic, Slovenia and Austria will be bringing their best wines vinified from the variety known as LEMBERGER / KÉKFRANKOS / FRANKOVKA MODRÁ / BURGUND MARE / FRANKOVKA / MODRA FRANKINJA / BLAUFRÄNKISCH, each wine in three vintages. The tasting will offer a platform for presenting multiple variants of this great indigenous Central European grape variety.

METTERNICHSAAL

Open exclusively to the press, wine trade and hospitality sector.

For additional information: blaufraenkisch@wine-partners.at

16.45–18.00

LEITHABERG – A QUESTION OF THE SITE

Limestone and mica schist, Lake Neusiedl and the Leitha Range, regionally typical grape varieties... These factors provide the perfect conditions for growing the great single-vineyard wines of Leithaberg. In a set tasting, Europe's champion sommelier Raimonds Tomsons will be presenting these magnificent wines, vinified from Blaufränkisch, Chardonnay, Grüner Veltliner, Weissburgunder and Neuburger.

KÜNSTLERZIMMER

Free admission

Registration required: wein@leithaberg.at



SUNDAY 10 JUNE

09.30–12.00

ZWEIGELT – THE UNDERESTIMATED GRAPE

Renowned wine expert Anne Krebiehl MW explores the fundamental characteristics of the variety Zweigelt in this master class (presented in English). A blind tasting offers the opportunity to explore matters in detail: which soil, which climate and what style of vinification delivers the most convincing results? You can discuss these engaging questions with the highly accomplished moderator and the winegrowers themselves.

METTERNICHSAAL

Presented in English

Open exclusively to the press, wine trade and hospitality sector

For information contact: zweigelt@wine-partners.at

10.00–11.15

WIENER GEMISCHTER SATZ – THE LIQUID TREASURE OF THE DANUBE METROPOLIS

The growers' group WienWein will take you on a short jaunt through Vienna's vineyards, where the most important wine produced is the Wiener Gemischter Satz, a wine with long years of tradition. As of 2013, Wiener Gemischter Satz has been ennobled with DAC status; now the WienWein growers want to give you a closer perspective on the influence of the various grape varieties, signature of the individual grower, importance of the individual site and potential for maturing that come into play.

SCHATZKAMMERSAAL

Free admission

Presentation given in English

Registration required: welcome@wienwein.at

11.00–12.15

WEINVIERTEL DAC RESERVE WINES IN COMPARISON WITH INTERNATIONAL GREATS

Here the Weinviertel presents an exciting tasting highlight, as it measures its finest wines against some international classics – for example, from Piedmont, Chablis or Meursault.

Weinviertel DAC stands for potential, distinctive character, and above all for highest quality.

KÜNSTLERZIMMER

Presentation given in German

Free admission

Registration required: j.steinwender@weinvierteldac.at



12.00–13.15

AUSTRIA, ADVANCED LEVEL – GREAT WINES OF THE THERMENREGION:

MASTER CLASS & GRAND TASTING

Zierfandler and Rotgipfler are the leading white varieties of the Thermenregion and two of the most noble among Austria's indigenous grapes, as are the region's top reds Sankt Laurent and Pinot Noir. Explore the unmistakable style and the enormous potential of these rare treasures.

SCHATZKAMMERSAAL

Presentation given in German and English

Free admission

Registration required: info@weinland-thermenregion.at

13.00–14.15

WINES OF CROATIA AND SLOVENIA

Croatia and Slovenia offer exciting and emerging wine regions with many unique and authentic wines. Malvazija Istriana from Croatia and Slovenia's shared province Istria is a magnificent variety produced in a wide range of styles, ranging from refreshing everyday wines to complex and sophisticated bottlings with serious ageing potential. Graševina is a star in the continental portion of both countries, the most common and the most popular variety produced in a range of styles – all the way from dry to ice wine. Teran and Refosco are reds that yield particular quality in Istria, while Plavac Mali is the king of reds in Dalmatia.

KÜNSTLERZIMMER

Free admission

Presentation given in English

Registration required: ana@vinart.hr

14.00–17.00

CAN THE SIGNIFICANCE OF INDIVIDUAL VINEYARD SITES (RIEDEN) BE MEASURED?

The growers' association Österreichische Traditionsweingüter doesn't choose the easy way... Since 1992 they have pursued the task of creating a classification system for vineyard sites in Austria. But does a means exist for objectively articulating the significance of the site? Criteria for evaluation of classified vineyard sites will be presented here in a talk given by ÖTW chairman Michael Moosbrugger, with discussion to follow.

METTERNICHSAAL

Presentation given in English

Open exclusively to the press, wine trade and hospitality sector.

Reservation required: erstelagen@wine-partners.at



15.00–16.15 (2nd session at 16.45)

SWISS WINE SPECIALITIES FROM MÉMOIRE'S TREASURE TROVE

Switzerland is rich in vinous specialities produced from its own indigenous grape varieties, such as Arvine, Bondola or Completer. The renowned association Mémoires des Vins Suisses maintains many of these gems – mostly of Alpine origin – in their library of memorable wines. Now for the first time at VieVinum selected wines from among these treasures – some more than ten years old, long sold out – can be tasted.

KÜNSTLERZIMMER

Free entry

Registration required: www.swiss-wine-connection.ch/vievinum

Sponsored by: Swiss Wine Promotion

16.00 –17.15

NATIONAL BATTLE OF THE SPARKLERS: AUSTRIA VERSUS GERMANY

Which country can field the best team of Sekts? The answer to this question can perhaps be found at the traditional, continually more exciting battle of the neighbour lands, under the direction of the European wine magazine VINUM. Team leaders Walter Kutscher (Austria) and Rudi Knoll (Germany) have each selected eleven first-class sparkling wines, which will be tasted blind by an equally elite jury of wine industry professionals.

SCHATZKAMMERSAAL

Free entry

Registration required: rudolf.knoll@t-online.de

16.45–18.00 (1st session at 15.00)

SWISS WINE SPECIALITIES FROM MÉMOIRE'S TREASURE TROVE

Switzerland is rich in vinous specialities produced from its own indigenous grape varieties, such as Arvine, Bondola or Completer. The renowned association Mémoires des Vins Suisses maintains many of these gems – mostly of Alpine origin – in their treasury of memorable wines. Now for the first time at VieVinum selected wines from among these treasures – some more than ten years old, long sold out – can be tasted.

KÜNSTLERZIMMER

Free entry

Registration necessary: www.swiss-wine-connection.ch/vievinum

Sponsored by: Swiss Wine Promotion



MONDAY 11 JUNE

10.30–11.45

AUSTRIAN SEKT: PROTECTED ORIGIN, CERTIFIED QUALITY

Three steps along the way to masterful Austrian Sekt. The Austrian Sekt Committee presents a horizontal tasting along the quality pyramid, demonstrating the outstanding calibre and wide diversity of Austrian Sekt with protected designation of origin: Klassik – Reserve – Grosse Reserve. Austrian Sekt in verticals reaching back to the year 2003 – a moderated tasting for trade visitors, the like of which has never before been presented in this quality and depth of scope.

KÜNSTLERZIMMER

Entrance: € 15 per Person

Registration required: info@oesterreichsekt.at

11.45–13.00

LOOKING BENEATH THE SURFACE –

COMPARING THE GREAT DIVERSITY OF SOILS IN THE STEIERMARK

Let us help you discover the deep-down depth of the Steiermark and the great diversity of its soils. Taste the king of the Styrian grape varieties: the Sauvignon Blanc – grown in sand, slate and gravel, but also from limestone, volcanic soil and 'Opok' – and learn more about how the Steiermark's highly varied soils evolved.

SCHATZKAMMERSAAL

Free entry

Presentation given in English

Registration required: weinsteiermark@steirischerwein.at

13.00–14.15

WINES OF CHARACTER FROM THE STEIERMARK

DISTINCTIVE SIGNATURE OF THE GROWER MEETS UNMISTAKEABLE STYLE

The growers' association 'Charakter Weingüter Steiermark' – consisting of the estates Hirschmugl Domaene, Jaunegg Daniel, Oberguess, Weinhof Scharl Josef and Zweytick Ewald – will spirit you away on a journey to the widely varied vineyards of the Steiermark. Taste 'Steirische Klassik', matured single-vineyard wines and new vinous creations in the most modern styles. Top sommeliers will be commenting on four flights of five wines each – we promise you the distinctive signatures of each grower, and memorable style in general.

KÜNSTLERZIMMER

Free entry

Registration required: cwst@gmx.at



14.15–15.30

MITTELBURGENLAND DAC – TERROIR AND AGEING POTENTIAL OF GREAT BLAUFRÄNKISCH

Twenty years of VieVinum provide the winegrowers of Mittelburgenland with the perfect occasion to stage a retrospective reaching back to the year 1997. They will be presenting vintages that were instantly recognised as ‘great’, along with misunderstood geniuses that first began to shine after a number of years in the cellar. Here you can taste marvellous gems from twenty years of Blaufränkisch from Mittelburgenland, led by Sascha Speicher (Editor in chief meiningers sommelier) and Piotr Pietras (Director of Wine, Hide, London).

SCHATZKAMMERSAAL

Free entry

Presentation given in German and English

Registration required: werk@grosswerk.com

15.30–17:00

WINES OF HUNGARY, ROMANIA, SERBIA, MACEDONIA AND MONTENEGRO

Being aware of the increasing interest in wines and varieties from Hungary, Serbia, Romania, Macedonia and other regions of New Europe, this master class will give you an overview of authentic wine styles from those countries. All the wines are representative of their local heritage. Join us, and we will take you on a journey where you will meet Furmint from the Tokaji region and reds from the Villány and Szekszárd – signature wines from Hungary. Vranac is the most prominent variety from Macedonia and Montenegro and you can experience some of the best from both countries. Prokupac is an authentic ancient Serbian red variety that has become very popular in recent years. In Romania, market leaders are Feteasca Neagra, Feteasca Alba and Feteasca Regala, also original and native varieties worthy of your attention; here’s a fine chance to make their acquaintance.

Speakers:

Zoltán Györfy, Hungary

Igor Luković, Serbia

KÜNSTLERZIMMER

Free entry

Presentation given in English

Registration required: ana@vinart.hr



SOMMELIER UNION AUSTRIA: BEST SOMMELIER OF EUROPE AND AFRICA 2017, ONE YEAR LATER

In May 2017, the competition 'Best Sommelier of Europe & Africa' took place in Vienna. Numerous top-drawer tastings as well as visits to various winegrowing regions were organised for the delegation of international sommeliers during the weeklong event. The competing sommelières and sommeliers were occupied with the tournament during this period, and so their participation was limited. For this reason the Sommelier Union Austria, under the direction of President Annmarie Foidl, has invited these competitors to return and get to know Austrian wine country as a side-trip to their visit to VieVinum. The programme not only features a visit to the trade fair, but also a get-together with the partner winegrowers from the 2017 championship. On the next day, wine excursions are planned to Niederösterreich, the Steiermark and Burgenland.

The Sommelier Union Austria is supported in this undertaking by the Austrian Wine Marketing Board and by M.A.C. Hoffmann.

SPECIAL MENU AS A BONUS FOR VIEVINUM

Selected restaurants and wine taverns will be serving a VieVinum Menü, beginning in May. This set menu will be focussed on a particular theme in terms of the wines chosen, which can be oriented according to grape variety, to growing region, or even to the style of wine. For guests, this treat includes a coupon, which grants the bearer admission to VieVinum for the reduced price of € 45, instead of the normal daily entry of € 55.

Details will be published on www.vievinum.at as the opening date approaches.

The hospitality industry has always represented an important group of attendees at VieVinum. Their sophisticated wine culture has contributed a great deal to the success enjoyed by Austrian wine. With increasingly specific attention paid to appropriate pairings with culinary creations, restaurateurs have opened an additional field of interest relating the subject of wine. The harmony that potentially exists between the dish on the table and the wine in the glass offers plenty of material for discussion, and inspires consumers who are less sensorially focussed to pay more attention to the perception and appreciation of their own taste. The idea behind the VieVinum menu specifically expresses this idea.



VIP-TOURS AND GUIDED TASTINGS

Guided tastings through VieVinum provide an ideally-suited variation on the regular visitor events for companies or organisations: in approximately ninety minutes, groups from ten to fifteen persons can be given a solid overview regarding a specific wine-based theme – for example, ‘Best of Grüner Veltliner’, ‘The hottest insider-tips at VieVinum’ or ‘Delicious rare grape varieties’. These sessions of vinophile networking can be coupled with a shared apéritif, or can come to a convivial conclusion with canapés...

These moderated tastings will be led by renowned personalities from the Austrian wine world, as well as trained sommeliers and graduates of the Wine Academy. In this way one can combine the pleasures of wine itself together with enhanced wine knowledge and the pleasures of a merry gathering.

More information is available at www.vievinum.at/besucher/vip-fuehrungen.

VIEVINUM CITY-BRANDING

When VieVinum calls, Vienna transforms itself into the Capital City of Wine. Starting in May 2018, the presence of VieVinum around Vienna’s Hofburg Palace can be conspicuously seen and keenly felt. Numerous selected businesses, vinotheques, restaurants and hotels are setting the mood for the approaching wine experience. They arrange displays and interiors themed with the wines of VieVinum exhibitors, along with wine bottles and wine accessories. Some VieVinum partners place their favourite winegrowers in the spotlight and invite their customers to wine tastings in small groups, or pamper these individuals with a glass of wine while they shop. Thus VieVinum is, already four weeks before the start of the show, manifesting a wide-ranging presence around the presentation venue, Vienna’s Hofburg Palace.

A current overview of CITY-Brand partners can be found, starting in May, at www.vievinum.at/partner.



AUSTRIA GLAS RECYCLING – IN THE EFFICIENT CIRCULATORY SYSTEM OF VIEVINUM

When VieVinum draws to a close on Monday 11 June at 18.00, the Magistrate's Department of the City of Vienna MA48 will be collecting approximately 30,000 empty wine bottles. These, however, will not be discarded, but rather processed by Austria Glas Recycling for renewed use in packaging – a process that normally lies hidden from the attendees of VieVinum, but which is of great importance in both the economic and ecological spheres.

There are many reasons one ought to always be recycling glass. For one example, this saves electric energy. With the electricity saved from the recycling of a single glass bottle, a personal computer can operate for twenty-five minutes, a colour television for twenty minutes or a washing machine for ten minutes (source: Aktionsforum Glas). Moreover, glass is a natural and healthy packaging material. It securely protects its contents from outside influences: preserves flavour, aroma, vitamins and all sensitive ingredients.

At the glass works, old glass is melted down and moulded into new glass containers – a perfect circulation of raw material. Used glass containers are the most important source of raw material – in terms of volume – for making new glass containers. Glass can always be recycled yet again to top quality. Old glass once collected will be utilised 100% in the glass container industry – the greatest part of it domestically, the rest in glass works close to the border in neighbouring countries.

The proportion of glass recycled in Austria is significantly higher than average. The recycling figure for Austria lies at 85%, compared with the EU average of 70%, and 97% of all Austrian citizens participate in the glass-recycling programme. Thus, a high measure of resource-efficiency is created, which enhances the competitive capability of the national economy. In 2017, residents of Austria have appropriately disposed of approximately twenty-six kilogrammes of old glass per person, which amounts to a total of some 234,000 tonnes. The utilisation of used glass packaging in the production of new glass containers achieves a level of 60% with clear glass, while brown glass reaches the level of 70 % and green glass manages a figure of some 90%.



CONTACTS

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PHOTOGRAPHIC CREDITS

Eva Kelety

SPONSORS

In order to successfully mount a wine festival of this magnitude and nature, it requires the support and cooperation of numerous partners. Thus we would like to express our deepest gratitude to our sponsors, for their effective and professional collaborative work.

Austria Glas Recycling GmbH (www.agr.at)

Card Complete Visa (www.cardcomplete.com)

DHL (www.dhlpaket.at)

Gegenbauer Essigmanufaktur (www.gegenbauer.at) Vinegar

Lavazza (www.kolarik-leebe.at) Coffee

Marzek Etiketten + Packaging (www.marzek.at) Labels and packaging

Mondial (www.mondial-reisen.com) Travel

Österreich Wein Marketing (www.oesterreichwein.at) Austrian Wine Marketing Board

Schlumberger (www.schlumberger.at) Sekt

Steirereck (www.steirereck.at) Restaurant

Stölzle (www.stoelzle-lausitz.com) Stemware

Ströck (www.stroeck.at) Bakery

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