

## That was VieVinum 2024 – showing signs of strength in the Austrian wine industry

*From 25–27 May 2024, wineproducing Austria demonstrated that it knows very well how to provide positive impetus in times of challenge: 16,000 visitors from fifty-eight nations responded to the invitation and came to Vienna’s Hofburg Palace, setting a new attendance record for the wine fair. In addition to the significantly higher proportion of international attendees, exhibiting winegrowers and wine merchants were delighted to welcome even more visitors from the retail and hospitality sectors.*

This year’s VieVinum wine fair came to a close on Monday with positive feelings all round. An important success, providing momentum to carry the existing enthusiasm for Austrian wine even further out into international markets, as Federal Minister Norbert Totschnig emphasised in his opening address. The teams from trade fair organiser M.A.C. Hoffmann and Österreich Wein Marketing (ÖWM) have always joined forces to make VieVinum a success. At the invitation of the ÖWM – Austrian Wine Marketing Board – more than 1,200 international retailers, sommeliers, restaurateurs and journalists came to the Hofburg Palace. The image of VieVinum as the loveliest wine fair in the world was reinforced by Johannes Schmuckenschlager, president of the Austrian Winegrowers’ Association and member of parliament, in his speech: ‘With Vienna’s Hofburg Palace, we have the most elegant venue for any event of this kind. This shows how important wine is to us.’

### New tasting zone

Over the three days of VieVinum, attendees enjoyed a multi-faceted tasting programme. Some 550 exhibitors from Austria and many other parts of the world showcased their wines, demonstrating just how diverse and dynamic the wine scene has become. In addition, new special programmes offered the opportunity to delve deeper into individual topics. For example, a tasting zone was set up where visitors could sample the award-winning wines of *Sauvignon Selection 2024* from the Steiermark, alcohol-free wines as a major trend, and particularly priceworthy wines. Meanwhile, under the rubric ‘United Nations of Blaufränkisch’, there were more than one hundred *Blaufränker* from six countries waiting to be discovered at a tasting bar in the Hofburg Lounge.

### Promoting the next generation

The spotlight also shone on the young generation of winegrowers. In 2022, VieVinum organiser Alexandra Graski-Hoffmann launched the Gerd A. Hoffmann Academy – a cross-mentoring programme in which noted personalities from business and society act as mentors to young winegrowers for a few months. This year, thirteen young up-and-coming talents were accepted, who organised a master class at the fair and with their wines provided insights into their ways of thinking and goals for the future.

### From Greece to Ukraine

Visitors were treated to some international flavour by this year’s guest country Greece, featuring autochthonous white grape varieties such as Malagousia, Assyrtiko, Muscat d’Alexandrie, Savatiano (Retsina) and the red-wine vines Agiorgitiko and Xinomavro. Delegations from the Germany’s *Verein Deutscher Prädikatsweingüter* (VDP) and Ukrainian winegrowers also presented their oenological treasures. Smaller groups or individual exhibitors were on hand from countries that included Georgia, Italy, Slovenia, Spain and the Czech Republic.

### ‘The Ultimate Riesling Comparison Challenge’

The School of Wine was also very popular, with a series of high-calibre guided tastings. This extremely varied programme featured topics such as ‘masterpieces from Zweigelt and top sweet wines’ from the



region Neusiedlersee DAC, 'analysing the future of Grüner Veltliner in a changing climate' presented by *Vinea Wachau* or 'the inimitable character and authenticity of single-vineyard wines' by *Renommierter Weingüter Burgenland*.

Grüner Veltliner brought freshness in all its facets to the programme under the flag of Weinviertel DAC, as did a 'view from the outside' regarding Sekt Austria, along with Sauvignon Blanc from *Welt.Meister.Winzern*, cool-climate wines from *ERUPTION Winzer* from Vulkanland Steiermark and the playful master classes presented by *Junge Wilde Winzer*. Alcohol-free wines made their VieVinum debut and international wines were put on the stage by the guest country Greece – as well as by Wein & Co showing the great Brunello vintage 2019, along with affordable up-and-comers from Burgundy.

The national competition between Austria and Germany organised by the trade magazine *Vinum*, which was billed as the 'ultimate Riesling comparison', also proved to be exciting and entertaining. Under the direction of the two team leaders, *Vinum* editor Claudia Stern for Germany and Walter Kutscher from the Vienna Sommelier Association, this yielded a home-team victory for Austria.

### **Thirty years of event management**

This VieVinum marks a special milestone for Alexandra Graski-Hoffmann. In 1994 – four years before the first VieVinum took place – her family founded the trade fair and event management agency M.A.C. Hoffmann, and is thus celebrating its thirtieth anniversary this year. Alexandra Graski-Hoffmann said in her speech: 'Like most wine estates in Austria, we are a family business. A company in which everyone takes part, and enjoys taking care of our clients' needs. A company in which team spirit helps to overcome challenges and is therefore an important pillar of success.' To mark the occasion, the VieVinum team – dressed in *Dirndls* from Wenger Austrian Style – staged the most frequently mentioned headlines from the past as large dialogue balloons.

### **VieVinum sale: Stölzle glasses and wine cabinets**

And after the fair is before the sale: Stölzle Lausitz glasses from the 'Experience' series are now available at a special price of € 15 per box (6 pieces), to order at [office@mac-hoffmann.com](mailto:office@mac-hoffmann.com). High-quality wine fridges and wine climate cabinets are also available in various sizes at attractive prices. For information, call: +43 2262 625 46 or email: [info@oewi.at](mailto:info@oewi.at).

### **Exhibitors commented:**

Juliane Jamek, Weingut Jamek

'VieVinum is the most important trade fair for us. We had very good visitors who were all extremely knowledgeable about our wines. A good mix of old and young.'

Aurore Jeudy, cellar master at Sektkellerei Schlumberger

'I was surprised by the expertise of the attendees. They taste carefully, take their time and want to know everything about a product. The participants in our master class were also highly engaged.'

Pia Strehn, Weingut Pia Strehn

'I had little time to prepare, and am very happy about the many international visitors. Everyone is so positive, including the staff.'

Sofia Perpera, consultant and representative of the Greek Wine Federation

'VieVinum is the perfect wine fair for small, quality-focussed wine countries like Greece. We were delighted with the organisation, the attendees and the location. It was a pleasure to be a guest country here and we hope to be back again next time.'



Karl Fritsch, Weingut Fritsch

'The atmosphere was generally very positive. We were able to establish contact with people from new export countries. An important event for us.'

Ludwig Neumayer, Weingut Neumayer

'It was great for us that we and our partner winegrowers were able to communicate the topic of limestone terroir so well at our 'speed' master classes.'

Raimund Döllerer, Weinhandel Döllerer

'We had a new location this year and so were cautious with our expectations. But we had a great turnout with a very good audience.'

Florian Adam-Lieleg, winegrower and mentee of the Gerd A. Hoffmann Academy

'The mentoring programme was very cool, especially thanks to my mentor Dr Alfred Hudler. I benefited greatly from his experience and many of his contacts visited us at our booth.'

Alexander Türk, winegrower and mentee of the Gerd A. Hoffmann Academy

'I was lucky enough to have Lilian Meyer, one of the country's top managers, as a mentor. I had very good contacts here at VieVinum.'

Valentin Latschen, Schnapsbrennerei Pfau

'Schnapps is not really the theme of VieVinum, so we were mainly here to cultivate contacts, and that worked out wonderfully.'

#### **Attendees said:**

Annemarie Foidl, President Sommelier Union Austria & manager of the Angereralm

'The wine world meets at VieVinum, five continents united in Vienna.'

Miyuki Morimoto, Conrad Hotel, Tokyo

'For such a small country, Austria has a wide variety of origins and characteristics. Wines from Niederösterreich are already very popular in Japan; now we need to popularise Burgenland and Sekt as well.'

Atshuhide Hoshiyama, Restaurant Rengaya, Tokyo

'Austria has many interesting red wines, and we want to get to know more of them.'

Florian Scheuba

'The winegrowers seem very well organised, which I assume is thanks to my very attentive reading of the guide.' 😊

Alison Flemming, MW

'This is the best organised wine fair I have ever attended. I also enjoyed the master classes, especially the one given by Sekt Austria.'

Philipp Künemund, Vice President of the German Sommelier Union, Linke Weinhandelsgesellschaft

'I know from my work with the German Sommelier Union what it means to organise an event like this, with everything that goes into it. The fact that everything works so well while facing such complexity – even the service at the booths – is very impressive.'



**And to quote the press:**

Anne Kriebiehl, MW

'VieVinum really is the loveliest wine fair in the world. Simply the backdrop of the Hofburg Palace, the variety of wines, the atmosphere – but also the absolute dedication of the ÖWM team, the perfect organisation, the supporting programme... others can only dream of it!'

Erwin Goldfuss, Publisher & Editor *Vinaria*

'VieVinum is the absolute benchmark for Austrian wine and certainly the most magnificent showcase. In addition to the success of VieVinum 2024, I was particularly impressed by the particularly good atmosphere among winegrowers and trade; a real barometer for business. I am certain that the market for Austrian wine at home and abroad has experienced a huge boost over these three days.'

Alexander Lupersböck, *wein.plus*

'It's simply great how M.A.C. Hoffmann and *grosswerk* address all possible concerns and endeavour to find solutions for everything.'

Walter Kaltzin, *Der Winzer*

'The wealth of good wines here is really enormous. During the trade visitor hours, one also has the opportunity to talk to the winegrowers in person.'

Iker Berasaluce, @ikerwine

'This is where the top winegrowers and visitors meet. It's also great how informal the atmosphere is.'

**The next VieVinum will take place from 16–18 May 2026.**

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