

vie vinum

PRESS KIT

2024



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1. VIEVINUM 2024 – AUSTRIA'S INTERNATIONAL WINE FESTIVAL APPROACHES!

With VieVinum, Austria sends a strong wine signal to the world every two years. From May 25th to 27th, 2024, the HOFBURG Vienna will once again open its doors to the best winemakers from Austria and many from abroad as well.

The countdown for VieVinum is on, the organization is right on track, and the entire industry is eagerly anticipating this major event. Few events have showcased the rapid rise of the Austrian wine industry as visibly as VieVinum. Since 1998, Austria's international wine festival has biennially documented the careers of Austrian winemakers. The trade fair organizer M.A.C. Hoffmann and the Austrian Wine Marketing (ÖWM) have been driving forces behind it from the start, combining expertise and innovation. Professionally, consistently, and hospitably, Mag. Alexandra Graski-Hoffmann and her team at M.A.C. Hoffmann have always strived to improve, aiming to provide exhibitors and visitors with maximum service.

Furthermore, VieVinum is an important impulse and revenue generator for many complementary industries. These include directly involved sectors such as gastronomy, hospitality, and tourism in general. A trade fair like VieVinum also affects stand builders, rental companies for various trade fair equipment, catering companies, media houses, manufacturers of wine glasses and refrigerators, cleaning companies, and many more.



2. OVERVIEW OF DATES AND FACTS

Venue: HOFBURG Vienna, Heldenplatz entrance.

Date: Saturday, 25 May to Monday, 27 May, 2024

Opening Times:

Sat. to Mon. from 1 p.m. to 6 p.m.

For the trade and press: Sat. to Mon. from 9 a.m. to 6 p.m.

Admission:

Online ticket: € 75 www.vievinum.at/tickets

Trade visitors upon accreditation: € 55

School of Wine: www.vievinum.com/visitors/school-of-wine

Preview list of exhibitors: vievinum-2024-en.bottlebooks.site/exhibitors/

Accommodation: austria@mondial.at or mondial-reisen.com/de/promotions/Vievinum
www.vievinum.com

<https://www.instagram.com/vievinum/>

<https://www.facebook.com/vievinum/>

<https://www.linkedin.com/company/mac-hoffmann-&-co.-gmbh/>



3. SERVICES AND GENERAL INFORMATION

HOURS OF OPERATION

From Saturday 25th of May through Monday 27th May, 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: vievinum.com/press/press-releases.

ONLINE TICKET

For those who want to take swift action when visiting VieVinum, instead of queuing at the box office, they can purchase their tickets online in advance at www.vievinum.at/tickets.

Trade visitors can purchase their entry tickets for €55 (instead of the regular €75). A corresponding proof of legitimacy in the industry, such as a commercial register extract, business license, etc., is required. With this ticket, entry to VieVinum is possible from 9 a.m. onwards. Attendees may pre-purchase their admission tickets for € 55 (instead of € 75 at the box office). These tickets are available at: www.vievinum.at/tickets

ARRIVING WITH THE WESTBAHN

Your direct connection to the pleasures of the vine! Come to VieVinum the easy way – it's worth it. If you travel to Vienna on the WESTbahn between Friday 24 May and Monday 27 May 2024, and hand in your validated ticket at the VieVinum ticket counter, you will receive a discounted 1-day ticket (valid from 13.00) to VieVinum for just 65 Euros (instead of €75). This is also possible when – from 27 April to 27 May 2024 – you purchase a WESTbahn ticket and receive with it a VieVinum promotion code.

Do you already have a ticket for VieVinum? Then you can save 20% on a WESTbahn ticket for the period from 24 to 28 May by booking via westbahn.at/vievinum



TRAVELLING WITH MONDIAL

The travel agency MONDIAL will once more this year be happy to help you plan your trip to VieVinum and your stay in Vienna. Info: austria@mondial.at or mondial-reisen.com/en/promotions/Vievinum

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.

SPECIAL OFFER AT VIEVINUM: STÖLZLE LAUSITZ GLASSES

Stölzle Lausitz glasses from the 'Experience' series are available at the special price of €15,00 per box (6 pieces). The glasses can be purchased directly at the glass counter during VieVinum or ordered afterwards at office@mac-hoffmann.com.

VIEVINUM PROMOTION: WINE REFRIGERATORS

After VieVinum, high-quality wine refrigerators & temperature-controlled cabinets will be available for purchase in various sizes – and at attractive prices. Information at +43 2262 625 46 or info@oewi.at.



4. THE AWMB IS BRINGING 1.000 INTERNATIONAL GUESTS TO VIEVINUM!

For many years, the Austrian Wine Marketing GmbH (AWMB) has been the most important partner of VieVinum. Their goal is to bring specialist guests from all over the world to VieVinum, with whom Austrian winemakers can maintain or establish business contacts. Therefore, ÖWM will once again invite 1,000 international wine professionals from trade, press, gastronomy, and sommelier sectors to Vienna this year.

"The economic situation for our winemakers is currently quite challenging," comments ÖWM Managing Director Chris Yorke. "That's where VieVinum, the largest and most important fair for Austrian wine, comes in just in time. Together with MAC Hoffmann, we will create perfect conditions again so that the industry audience can exchange ideas with our winemakers and do business. This is very important because every exported bottle of wine takes pressure off the domestic market. The demand from our international partners to come to Vienna is indeed very high!"

Following VieVinum, Lower Austria, Burgenland, and Styria will organize their own wine tours to their respective wine regions; this offering is already very well received by the international guests.

Press release, April 2024

AWMB Managing Director, Chris Yorke

AWMB Head of Communications, Mag. (FH) Sabine Bauer-Wolf

AWMB Teamleader Press, PR & Corporate Design, Georg Schullian

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instagram.com/austrianwine/



5. EXHIBITOR STRUCTURES AT VIEVINUM 2024

Good preparation pays off when the HOFBURG Vienna opens its doors once again to showcase the best wineries of Austria and some international origins. It's best to take a look at the online exhibitor directory for this purpose.

Visitors to VieVinum 2024 can expect a sparkling welcome – literally! In the foyer of the HOFBURG Vienna, a wide range of sparkling wines from the three Sekt Austria categories will be presented. And close by, you can meet those inimitable Young & Wild Winemakers – the Junge Wilde Winzer (in the *Gartensaal*) and the winemakers from the Traisental region (in the *Erzherzog Karl Saal*), the Thermenregion (in the *Seitenhalle*), the Kremstal region (in the *Prinz Eugen Saal*), the Carnuntum and Wagram regions (in *Gardehalle I and II*), the Kamptal region (in the *Forum*) - and, from all of these regions, the Österreichische Traditionsweingüter (Traditional Wine Estates of Austria).

From the Platzl to ...

High spirits and fine spirits – including Austrian schnaps, will await visitors on the Feststeige, where also the Austrian Wine Academy (Weinakademie Österreich) and the Sommelier Union Austria will be making their presence known. Further up the stairway is the *Platzl*: from here, you'll have the option of tasting wines of the Wachau in the neighbouring *Metternichsaal*, or wines from Vienna (including those from the Traditional Wine Estates – the Traditionsweingüter Wien) and from Demeter-certified wineries, all in the *Vorsaal*. Also leading from the *Platzl* is the *Seitengalerie*, where winemakers from the Weinviertel will be at home. To the left, in the *Festsaal*, Burgenland winemakers will be flying the region's vinophile flag, while in the *Hofburg Lounge*, to the right, the "United Nations of Blaufränkisch" will be sounding their call; they'll be accompanied by the wine melodies of Slovenia, the Czech Republic and Greece. If you stay on course in the *Seitengalerie*, you'll eventually reach the *Zeremoniensaal*, hosting wineries from the Steiermark (Styria). Also here will be representatives from the two Bergland wine-growing regions, Kärnten (Carinthia) and Oberösterreich (Upper Austria) – with the latter celebrating its premiere at VieVinum this year.

Focus Tasting in the Orchestergang

Between the *Festsaal* and the *Wintergarten* is the *Orchestergang*, to which a visit is recommended. During the three days of VieVinum, a diverse programme will be featured here: the presentation of Wein Steiermark's award-winning Styrian wines – the Sauvignon Selection 2024; a close look at one of today's major trend topics – non-alcoholic wines, and a good overview of the renowned wine magazine, Falstaff.



Greece, VDP and Ukraine

Wine lovers will find a strong international flavour in the *Rittersaal*, especially with the presentation of wines from this year's guest country, Greece. Then comes the *Antekammer*, where a delegation of Ukrainian winemakers and individual representatives from Italy, Spain and Georgia will be attracting the wine-curious. Further on is the *Marmorsaal*, which is dedicated to the Association of German Prädikat Wine Estates (Verband Deutscher Prädikatsweingüter – the VDP). And the *Ratstube* and *Wintergarten* are Falstaff's other hosting halls – both of these are under the wine magazine's patronage.

Where is the School of Wine located?

For VieVinum visitors with a thirst for knowledge, it's advantageous to locate the three rooms of the School of Wine in advance: On the ground floor is the *Schatzkammersaal*, which can be reached via the *Gardehall*; and on the first floor (Mezzanine) is the *Burgraum* (stairs at the entrance area of the Hofburg) and the *Künstlerzimmer*, via the *Antekammer*.

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



6. SPECIAL EXHIBITORS

FOCUS TASTING IN THE ORCHESTERGANG

Perhaps dedicate oneself individually to a specific theme? This is possible on all three days in the orchestra corridor between the Festsaal and the Wintergarten. The opening day of VieVinum starts with the trade magazine Falstaff. On Sunday, Wein Steiermark invites attendees to taste the region's award-winning wines of the Sauvignon Selection 2024 (formerly Concours Mondial du Sauvignon) and on Monday everything revolves around the currently trending topics of alcohol-free wines and value-for-the-money wines. Just drop by on any of these days from 9.00–18.00!

FALSTAFF

At this year's VieVinum, Falstaff will take attendees on an exclusive journey through the world of wine. A carefully curated selection of Italian and German wines will be presented in the Wintergarten, complemented by a small but fine selection of French and Slovenian wines. New horizons in flavour await discovery in the Geheime Ratstube: here, a wine bar will serve 50 winning wines that have received more than 93 Falstaff points and won Falstaff trophies. The highlight in the Geheime Ratstube promises to be the award ceremony for the Austrian Winegrower of the Year. Exciting discoveries are guaranteed!

WEIN & CO – BURGUND UND BRUNELLO

WEIN & CO is all set to underscore its international expertise with two master classes. Willi Klinger starts things up with the always-controversial topic of Burgundy, and will present Burgundian up-and-comers that offer an alternative to the big names – well-known *Villages* appellations or *Premiers Crus* at relatively modest prices.

And 2019 is considered a great vintage for Brunello. This tasting will show the style-defining flavours and complexity of the Sangiovese in its stronghold, elucidating the differences between vineyards and the individual signatures of the producers. *'This is the vintage we've all been waiting for!'*

LAVAZZA LOUNGE

Enjoy fine and full-bodied specialty coffee in the LAVAZZA Lounge. Since 1895, LAVAZZA has dedicated itself wholeheartedly to the task of transforming the art of roasting beans and blending coffee into expressions of perfect flavour. A passion for coffee that offers the best moments to savour.

www.lavazza.at



SCHLUMBERGER

Sektkellerei Schlumberger is a partner of VieVinum: participating as an exhibitor and hosting a Masterclass (Monday, May 27th, 11:45 am) as well as providing the best in Sekt Austria (sparkling wine) for honoured guests during the opening ceremony."

Additionally, on Sunday, May 25th, 2024, at 1:15 pm in the School of Wine, Sekt Austria will host a Masterclass for industry professionals. Miyuki Morimoto, Executive Sommelier at the Conrad Hotel Tokyo (Japan), and Sascha Speicher, of the Meininger Verlag (Germany), will present the three categories: Sekt Austria, Sekt Austria Reserve, and Sekt Austria Grande Reserve, offering insights from experts spanning two different continents."

HAY THERE! – CHEESE AND CHEERS!

For the first time, a culinary crossover theme will be enriching the School of Wine at VieVinum. Hay milk is regarded as a premium raw material for making first-class cheese. At this master class, the ideal wines will be presented to show that the potential of this pairing is far from exhausted – and how easy it can be to create moments that make one happy and remain prominent in the memory.



7. MENTORING PROGRAMME FOR YOUNG WINEMAKERS

In memory of VieVinum founder Gerd A. Hoffmann and recognizing an increasingly competitive market environment, Mag. Alexandra Graski-Hoffmann established the Gerd A. Hoffmann Academy – a cross-mentoring programme under the patronage of Winegrowers' President Johannes Schmuckenschlager. In this programme, young winemakers will be supported for a few months by well-known personalities serving as mentors.

This year, 13 promising young talents were selected and matched, based on their interests, with the appropriate mentors. As the kick-off event, the first big get-together of all mentees and mentors was held on Tuesday, 30 January, at the Members Club Am Hof 8 in downtown Vienna. Accompanied by a fine selection of wines, mutual expectations and goals were formulated and the first concrete measures were reported. "We immediately hit it off," said winemaker Alexander Paul about his mentor meeting. "My mentor, Elisabeth Zehetner (Managing Director of oecolotion austria) can give me ideal advice on the topic of sustainability and offer me many opportunities to present my wines." Winemaker Susanne Riepl recounted how the first meeting with her mentor, Thomas Neusiedler (CEO, Helvetia Insurance Austria), seemed to pass so quickly, and how they had discussed positioning in detail. Also in attendance were some alumni from the previous year, such as winemaker Katharina Baumgartner. "You get to know so many new people through this programme," she reflected. "And the great thing is that contact with the mentors continues beyond VieVinum. It's great what the VieVinum team offers here!"

Into the Future with Power and Confidence

The atmosphere at this first get-together was marked by enthusiasm and excitement about the new sense of optimism. VieVinum organiser Alexandra Graski-Hoffmann is delighted with the successful start: "We are celebrating our 30th anniversary as a trade fair and event organiser this year. And my wish is for this programme to strengthen our community even further, open new perspectives for all of the participants, and that we'll head into the next VieVinum years with power and confidence."

Chris Yorke, Managing Director of the Austrian Wine Marketing Board, VieVinum's most important cooperation partner, also sees great benefits for the young winemakers. "We are a wine country that produces very high-quality and environmentally conscious wines, and we combine exciting contrasts such as modernity and tradition," he said. "That's why I'm a strong advocate of this cross-mentoring programme. Because these young people are the future."



The Mentees & Mentor:innen of the Gerd A. Hoffmann-Akademie 2024

Alexander Artner	&	Mag. Silke Sztatecsny, Marketingleitung ORF Wien
Michael Bayer	&	Dipl.-Ing. Günter Griesmayr, Vorstandsvorsitzender Geschäftsbereich II AMA – Agrarmarkt Austria
Julia Eichberger	&	Mag. Willi Klinger, Brand Ambassador & strategischer Berater
Stefan Gilg	&	Brigitte Handlos, Freie Journalistin und Mediencoach everything media
Florian Adam Lieleg	&	Dr. Alfred Hudler, GF Spanische Hofreitschule
Thomas Magerl	&	Rainer Pariasek, ORF Sportmoderator
Alexander Paul	&	Elisabeth Zehetner-Piewald, GF oecolution austria
Daniel Pfeifer	&	Prof. Mag. Oliver Kitz, Gastronomie- & Eventchef der Casinos Austria a.D., Gründungsmitglied der emba und Vater der Austrian Event Hall of Fame
Susanne Riepl	&	Mag. Thomas Neusiedler, Vorsitzender des Vorstands Helvetia Versicherungen AG Österreich
Paul Schabl	&	Marion Pelzel, Brand General Manager Estée Lauder, MAC und Bobbi Brown
Alexander Schruiff	&	Dr. Petra Stolba, Kabinettschefin des Ersten Vizepräsidenten des Europ. Parlaments Dr. Othmar Karas
Alexander Türk	&	Mag. Lilian Meyer, GF Alstom Österreich
Paul Zimmermann	&	Mag. Marc Zimmermann, GF POPUP TV und Film Produktion GmbH und Falstaff TV

The M.A.C. Hoffmann team guides the tandems during their collaboration and will report on their special moments and milestones. There will be opportunities to meet the young winemakers of the Gerd A. Hoffmann Academy in person at VieVinum - both directly at their wine stands and, on Sunday, 26 May 2024, as part of a masterclass where they will introduce themselves and present their pioneering wines.



8. FROM THE AEGEAN TO STEREA ELLADA – GREECE IS THE GUEST COUNTRY AT VIEVINUM 2024

A delegation of Greek wine producers is heading to Vienna. From 25 May to 27 May, they will present their wines at the HOFBURG Vienna under this year's VieVinum guest country spotlight.

For a long time, the wines of Greece were relatively unrecognised. But today, this popular vacation destination is considered as one of the most exciting hotspots of the international wine scene. This is thanks to the increasing number of wineries focusing on indigenous grape varieties and producing world-class wines from them. Driving this trend is a young generation who, after studying oenology or gaining work experience in other countries, are bringing with them new perspectives and, above all, an appreciation for the unique terroir of their Greek homeland. These efforts are bearing fruit, with white grape varieties such as Assyrtiko, Malagousia, Muscat d'Alexandrie and Savatiano (Retsina), and red varieties including Agiorgitiko and Xinomavro, found more and more frequently on wine lists of renowned restaurants and wine bars.

Volcanic rock, limestone or granite

Greece is considered as the first viticultural center of Europe. Many grape varieties that once reached the coasts of Italy and France – and spread from there - had been sent from Greek ports. Today, around 300 grape varieties are cultivated in vineyards covering around 110,000 hectares. And, after a period of international focus, indigenous varieties are once again gaining in importance. The vineyards are planted at up to 800 meters above sea level, predominantly on soils of volcanic rock, limestone and granite. The proximity of many wine-growing zones to the coast is distinctive, with the vines and soils being caressed by salty sea breezes. This gives the wines a taut, mineral character that makes them particularly appealing.

The wines of VieVinum's guest country, Greece, can be tasted in the Rittersaal or at the Masterclass on Sunday, 27 May 2024, from 15:15 to 16:30, in the Künstlerzimmer.

The following wineries will be present with their own stand

DOMAINE COSTA LAZARIDI	www.domaine-lazaridi.gr	DRAMA, OSTMAKEDONIEN
GAIA WINERY	www.gaiawines.gr	NEMEA, PELOPONNES
KIR YIANNI ESTATE	www.kiryianni.gr	NAOUSSA, ZENTRALMAKEDONIEN
AVANTIS ESTATE	www.avantisestate.gr	EVIA, ZENTRALGRIECHENLAND
CAVINO WINERY	www.cavino.gr	AEGION, PELOPONNES



TSELEPOS ESTATE & KTIMA SPIROPOULOS CHATEAU NICO LAZARIDI DOMAINE HATZIMICHALIS DOMAINE SKOURAS	www.tselepos.gr ; www.ktimaspiropoulos.com www.chateau-lazaridi.com www.hatzimichalis.com www.skouras.gr	MANTINIA, PELOPONNES DRAMA, OSTMAKEDONIEN FTHIOTIS, ZENTRALGRIECHENLAND NEMEA, PELOPONNES
KECHRI WINERY	www.kechris.gr	THESSALONIKI, ZENTRALMAKEDONIEN
DIAMANTAKOS ESTATE BOUTARI WINERIES KTIMA BIBLIA CHORA KTIMA GEROVASSILIOU TSILILIS WINERY	www.diamantakos.gr www.boutari.gr www.bibliachora.gr www.gerovassiliou.gr www.tsililis.gr www.alpha-estate.com	NAOUSSA, ZENTRALMAKEDONIEN NAOUSSA, SANTORINI, CRETE KAVALA, OSTMAKEDONIEN EPANOMI, MAKEDONIEN TRIKALA, THESSALIEN AMYNTAION, NORDWESTMAKEDONIEN
ALPHA ESTATE SAMOS COOPERATIVE SANTO WINES WINERY GREEK WINE CELLARS	www.samoswine.gr www.santowines.gr www.greek-wine-cellars.com	SAMOS SANTORINI ATTICA, ZENTRALGRIECHENLAND

The following wineries will be present at the Greece Wine Bar

DOMAINE COSTA LAZARIDI KIR YIANNI ESTATE CAVINO WINERY CHATEAU NICO LAZARIDI DOMAINE HATZIMICHALIS	www.domaine-lazaridi.gr www.kiryianni.gr www.cavino.gr www.chateau-lazaridi.com www.hatzimichalis.com	DRAMA, OSTMAKEDONIEN NAOUSSA, ZENTRALMAKEDONIEN AEGION, PELOPONNES DRAMA, OSTMAKEDONIEN TSAIRI, ZENTRALGRIECHENLAND
DOMAINE SKOURAS PAPAIOANNOU WINERY DIAMANTAKIS WINERY ALPHA ESTATE	www.skouras.gr www.papaoannouwinery.com www.diamantakiswines.gr www.alpha-estate.com	NEMEA PELOPONNES NEMEA PELOPONNES KRETA AMYNDEON, NORDWEST MAKEDONIEN



9. THE SCHOOL OF WINE SETS AN EXTENSIVE, FASCINATING 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! For an online overview of the support programme, please visit: www.vievinum.at/fuer-besucherinnen/school-of-wine

SATURDAY, 25. MAY

09.45-11.00am

Austrian wine update with Chris Yorke

Chris Yorke, CEO of Austrian Wine (Austrian Wine Marketing Board), will present the latest developments on Austrian wine. This will be followed by the awarding of the international Bacchus Award. With this award, Austrian Wine honors people in the international wine business for their outstanding contributions to Austrian wine.

SCHATZKAMMERSAAL

Moderation: Chris Yorke

Free entry

Language: English

Registration required: event@austrianwine.com



09.45-11.00am

12 Shades of wine – Perspecting STK Grand Crus of Styria!

Get to know to twelve wineries with strong personalities, individual stories and highly distinctive wines – united by a common constant: Styria at its best. Experience a journey through the most outstanding and best-known single vineyards of the STK-wineries Frauwallner, Gross, Lackner-Tinnacher, Maitz, Neumeister, Polz, Erwin Sabathi, Hannes Sabathi, Sattlerhof, Tement, Winkler-Hermaden & Wohlmuth.

KÜNSTLERZIMMER

Free entry

Language: English and German

Registration required: monika@tement.at

11.30am-12.45pm

Seeröir. On the track of an (un)known power. Pure origin from the great Neusiedlersee.

Austria's most eastern DAC region is an entirely independent microcosm, unmistakably characterized by the large steppe lake and the salt & soda pools. It is here that we find a unique world of organism. The immediate proximity of the vineyards to areas of water, the broad swatches of open landscape and the prevailing Pannonian microclimate all benefit the vinification of harmonious, fruity red wines whose value for money is highly regarded around the world. These favourable conditions allow Austria's most popular red grape variety Zweigelt to develop an expression pointing the way for the entire country. Neusiedlersee DAC is also rightly considered a designation of origin for one of the truly great sweet wine destinations in the world. Join this very special masterclass tasting hosted by the renowned wine expert and Master Sommelier Paula Redes Sidore MS.

BURGRAUM

Moderation: Paula Redes Sidore MS

Free Entry

Language: English

Registration required: neusiedlersee-dac.wine/vievinum2024



12.00-02.00pm

Grüner Veltliner in times of global warming

In terms of climate conditions, the wine community has seen more than one record in recent years. How is climate change impacting wine styles? Will Austria's leading variety withstand the changes? Vinea Wachau and Gerhard Retter present recent Grüner Veltliner vintages from warm growing seasons at the VieVinum 2024 wine fair.

SCHATZKAMMERSAAL

Moderation: Gerhard Retter

Entrance fee: € 100,-

Language: English and German

Registration required: vinea-wachau.at

12.45-02.00pm

2015 & 2019 Carnuntum matured – Masterclass @ VieVinum

Carnuntum is at its best under a magnifying glass. Freshness, elegance, silkiness, finesse, savoury fruit, balance, ... all these wonderful qualities were ascribed to Carnuntum wines from the 2015 and 2019 vintages from the very beginning. They are undoubtedly two great vintages. What ageing potential lies in these exceptional vintages from Austria's only red wine region on the Danube? Clemens Riedl from trinkreif, Austria's expert for mature wines, explores this question together with winegrowers. Around 18 single vineyard wines from these acclaimed vintages will be opened and discussed.

KÜNSTLERZIMMER

Moderation: Clemens Riedl

Free Entry

Language: English

Registration required: carnuntum@wine-partners.at



02.00-03.15pm

The great vineyards of the renowned wineries of Burgenland

The Renowned Wineries of Burgenland present their wines from the best vineyard sites in Burgenland. The focus is on terroir. Various soils and microclimates lend the wines of the Renowned Wineries of Burgenland inimitable character and authenticity. The wines of the RWB speak of incomparable origins. Ranging from the mineral gravel and sandy loam of the plain, the shell limestone and mica schist of the Leitha Mountains and Ruster Hügelland, or the calcareous loam and clay soils of Mittelburgenland, and ferruginous soils of Südburgenland, very diverse conditions leave their unique imprints on the wines of Burgenland. Join the winegrowers of the Renowned Wineries of Burgenland on a journey of discovery. Explore and taste great growths from the best vineyards of Burgenland.

BURGRAUM

Free Entry

Language: English and German

Registration required: office@rwb.at

02.45-04.00pm

Best of value Burgundy

Do you love Pinot Noir, preferably from Burgundy, but despair at the prices? No need to panic, because there are alternatives to the big names. These arise mainly when there is a generational change in wineries with good sites, whose wines were previously supplied to the trade and where the youngsters are now bottling their own wines. In these cases, it is still possible to get hold of well-known Villages appellations or Premiers Crus at reasonable prices. However, climate change is also increasingly favouring the formerly cooler sites: especially the Hautes Côtes above the Côte de Beaune or Nuits-St-Georges. Or the lesser-known places such as Santenay or St. Romain, but also those that are summarised under the name Côte de Nuits Villages. This also applies to Chablis and the Beaujolais Crus.

Willi Klinger shows you 10 of his most exciting finds.

KÜNSTLERZIMMER

Entrance fee: Willi Klinger

Entrance fee: 30 Euro

Language: German (and explanations in English if required)

Registration required: weinco.at/event/vievinum-masterclass-46080/vievinum-masterclass-22704



03.00-04.30pm

Three ASI world top Sommeliers present their favorite Austrian wines

Step into the world of Austrian wine, guided by the leading ASI Top Sommeliers of the World!

Join us for an exceptional Masterclass, driven by the knowledge and passion of three very different but outstanding sommeliers. Raimonds Tomsons, currently worlds best sommelier from Latvia, french-born Pascaline Lepeltier, currently active in New York, as well as Hong Kong based Reeze Choi, will all share their very personal view on Austrian wine.

SCHATZKAMMERSAAL

Moderation: Raimonds Tomsons, Pascaline Lepeltier & Reeze Choi

Free entry

Language: English

Registration required: event@austrianwine.com

04.00-05.15pm

Same but different

Grüner can only be fresh and spicy? We don't think so. Müller Thurgau only goes well for entry level wines? We prove you're wrong! Red wine must be heavy? Nope! Together with Gerhard Retter, who is an all over the place known Maitre and Sommelier and Dirk Würtz from St. Antony winery we will talk about those facts and many other things during our masterclass SAME BUT DIFFERENT. Together we will taste a great variety of wines we all know, yet we will show you our very own interpretation of these wines and varieties. All 14 Junge Wilde Winzer and our guest winemakers will show you a great diversity and talk about prejudices and myths about certain grape varieties and wine styles. Be there and find out for yourself!

BURGRAUM

Moderation: Gerhard Retter & Dirk Würtz

Free entry

Language: English and German

Registration required: jungewildewinzer.at/vievinum



04.45-06.00pm

Styrian Sauvignon Blanc

Sauvignon Blanc became the flagship and ambassador of Styria a long while ago. Since the introduction of the DAC classification pyramid, it has been the leading variety in all three growing regions, Weststeiermark, Südsteiermark and Vulkanland Steiermark. This Masterclass highlights the spectrum and offers an in-depth insight into the Styrian terroir and its diversity.

KÜNSTLERZIMMER

Moderation: Michael Simon

Free entry

Language: German

Registration required: mailchi.mp/steirischerwein/anmeldung-vievinum-masterclass

SUNDAY, 26. MAY

09.15-10.30am

Masterclass on non-alcoholic wines – Here to stay

More and more wineries are expanding their offerings to include non-alcoholic wines, and even some sparkling wines can be found among them. Thanks to new, gentler production methods and thus more precise flavor profiles, their acceptance is growing even among wine enthusiasts. What is currently lacking is an overview of the products available on the market, their stylistic variations, and the philosophies of the producers. This masterclass provides an initial comprehensive snapshot of the current status quo with products from Austria and other countries, while also considering the further development of this segment.

KÜNSTLERZIMMER

Free entry

Language: German

Registration required: office@vievinum.at



09.30-10.45am

Monovarietal or Cuvée – Which is more attractive for Blaufränkisch?

Mittelburgenland DAC is entirely focussed on Blaufränkisch. The variety is internationally recognised for its stellar quality and highly regarded because of its great ageing potential. While Blaufränkisch is often only considered 'authentic' when vinified as a monovarietal, the variety is highly successful as a component of numerous well-known cuvées. This master class will shed light on the characteristics of Blaufränkisch as monovarietal and in cuvées, tailoring the question to each respective target audience.

SCHATZKAMMERSAAL

Moderation: Elena Rameder & Clemens Tamegger

Free entry

Language: German and English

Registration required: dagmar@grosswerk.com

10.00-11.15am

Vienna – The journey to “Grosse Lage”

The Traditionsweingüter Wien have been dedicated to assessing the quality of their vineyard crus for over ten years now. They have meticulously selected a total of 12 single vineyards to be awarded Erste Lage status from the 2017 vintage on. These Erste Lage vineyards are particularly unique, both in terms of their geology in combination with the microclimate, as well as in terms of their historical significance and the distinctive nature of their wine styles. The six most outstanding Viennese vineyards shall now be tasted across three vintages to demonstrate their consistency and potential. Sascha Speicher, editor-in-chief at Meininger Verlag, will be moderating together with the winegrowers to illustrate the inimitability of each vineyard and explore the possibility of a Grosse Lage classification.

BURGRAUM

Moderation: Sascha Speicher

Free entry

Language: German

Registration required: oetw@wieninger.at



11.15am-12.30pm

Diversity Weinviertel DAC: Grüner Veltliner in all its facets

Weinviertel offers an exciting tasting highlight with its Weinviertel DAC, the first terroir wine in Austria, in many exciting facets. With great sensitivity, Willi Balanjuk, editor-in-chief of the Austrian wine guide A la Carte, tastes a selection ranging from wines from different terroirs and spanning generations, to flights exclusively produced by female winemakers. For the first time, VieVinum will also feature the long aged Weinviertel DAC Grosse Reserve (Grand Reserves) with their typically Veltliner aroma, exciting spices and harmonious interplay of fruit and acidity. Weinviertel DAC stands for potential, uniqueness and, above all, top quality. This tasting demonstrates how convincing the Weinviertel is in its diversity.

KÜNSTLERZIMMER

Moderation: Willi Balanjuk

Free entry

Language: German and English

Registration required: anmeldung@weinvierteldac.at

11.30am-12.45pm

Seeroir. On the track of an (un)known power. Pure origin from the great Neusiedlersee.

Austria's most eastern DAC region is an entirely independent microcosm, unmistakably characterized by the large steppe lake and the salt & soda pools. It is here that we find a unique world of organism. The immediate proximity of the vineyards to areas of water, the broad swatches of open landscape and the prevailing Pannonian microclimate all benefit the vinification of harmonious, fruity red wines whose value for money is highly regarded around the world. These favourable conditions allow Austria's most popular red grape variety Zweigelt to develop an expression pointing the way for the entire country. Neusiedlersee DAC is also rightly considered a designation of origin for one of the truly great sweet wine destinations in the world. Join this very special masterclass tasting hosted by the renowned wine expert and Master Sommelier Paula Redes Sidore MS.

SCHATZKAMMERSAAL

Moderation: Paula Redes Sidore MS

Free Entry

Language: English

Registration required: neusiedlersee-dac.wine/vievinum2024



12.15-01.30pm

Rare and Rarer – Thermenregion’s Pinot Noir and Zierfandler

Explore two of Austria’s rarest grape varieties. One is a global superstar with a worldwide fan base, the other as rare as a protected species, both are at home in Austria’s Thermenregion.

“Thermenregion is all about nuances and to experience this, one must remain quiet, open and attentive. Virtues of fruit like clarity, transparency, depth and authenticity first then become apparent. If I want to enjoy a wine that is both quiet and honest, I will reach for a Pinot Noir from the Thermenregion.”

Explore some rare treasures in a commented tasting introduced by Anne Krebiehl, MW.

BURGRAUM

Moderation: Anne Krebiehl, MW

Free Entry

Language: English

Registration required: vievinum@thermenregiondac.at

01.15-02.30pm

Sekt Austria – The View from afar

Sekt Austria is still a relatively young official designation of origin for Austrian Sekt of protected provenance and certified quality. The Sekt scene itself is extremely lively and brings together established producers while introducing a growing number of newcomers to the genre. Miyuki Morimoto, Executive Sommelier at the Conrad Hotel Tokyo (JPN), and Sascha Speicher, Meininger Verlag (GER), will present representative examples of the three categories Sekt Austria, Sekt Austria Reserve and Sekt Austria Grosse Reserve (Grande Reserve), seen from the perspective of experts from two different continents.

Visitors can also sample Austrian sparkling wine at the Sekt Austria bar in the Foyer /Entrance Hall. Discover and enjoy a comprehensive range of Sekt Austria in the three categories Sekt Austria, Sekt Austria Reserve and Sekt Austria Große Reserve.

KÜNSTLERZIMMER

Moderation: Miyuki Morimoto & Sascha Speicher

Free Entry

Language: English and German

Registration required: info@seктаustria.at



01.45-03.00pm

Rosé-Competition: Rosalia DAC vs. Provence

The comparison in figures may be unequal admittedly: eight Rosalia winemakers face about 560 producers, an area of 241 hectares in the wine region of Rosalia, 27.700 hectares in the region of Provence. Are more than a dozen of grape varieties in Provence used for rosé wines, so is the focus in Rosalia on Blaufränkisch. That with dedication and high quality claim. The clear confession to Rosé connects both wine regions. What defines the rosé wines of both regions, are the fresh and fruity flavors. Like Provence, Rosalia is also betting on a bright future and scores with an excellent price-performance ratio.

SCHATZKAMMERSAAL

Moderation: Georg Schweitzer

Free Entry

Language: English and German

Registration required: office@rosaliadac.at

02.30-03.45pm

Gerd A. Hoffmann Academy – What makes the next Wine Generation tick?

As part of the VieVinum cross-mentoring programme, 13 promising young winemakers will be mentored by well-known personalities from society and the business world. These young winemakers can be encountered at their respective booths during the three days of the trade fair. As a special highlight, they will present a masterclass in the School of Wine, offering a summary of their experiences as a mentee and presenting a wine that they personally consider to be a signpost toward their future in viticulture. Nicole Retter (N. Retter GmbH) will be hosting and guiding the session.

BURGRAUM

Moderation: Nicole Retter

Free Entry

Language: German

Registration required: office@vievinum.com



03.15-04.30pm

Wines of Greece: Sustainability with a sense of place

The masterclass will be an overview of today's Greek wine sector and its potential for the future. The presentation will provide a historical review from antiquity until today, including strengths, advantages and trends, as well as, a description of the most important winemaking regions of Greece. There will be a focus on the Greek vineyard which boasts over 300 indigenous grapes, cultivated in a diverse variety of microclimates and soils. Finally, we will taste wines from some of the top wineries throughout Greece.

KÜNSTLERZIMMER

Moderation: Sofia Perpera

Free Entry

Language: English

Registration required: sperpera@allaboutgreekwine.com

03.45-05.00pm

The original World Champion Sauvignon Blancs (Concours Mondial du Sauvignon) from southern Styria

Sommelier Willi Balanjuk presents all the winning wines of the "Welt Meister Winzer" from the various years of the competition and other selected Sauvignon Blancs. You can look forward, for example, to the Sauvignon Blanc from the Kodolitsch winery, which was recently awarded 100 points at the A LA CARTE Grand Cru tasting, as well as other signature Sauvignon Blancs from the Muster.Gamlitz, Skoff Original, Dreisiebner Stammhaus, Riegelnegg-Olwitschhof, Peter Skoff - Domäne Kranachberg and Adam-Lieleg wineries.

SCHATZKAMMERSAAL

Moderation: Willi Balanjuk

Free Entry

Language: German (and English if required)

Registration required: info@weltmeister-winzer.com



04.30-05.45pm

The ultimate Vinum Riesling battle: Austria versus Germany

The ultimate Riesling battle: Austria vs. Germany at VIEVINUM! Witness the top Rieslings of the 2021 vintage go head-to-head in an epic showdown. Staged by the European wine magazine VINUM, the renowned wine powers collide. Discover the unique character of the vintage and savor captivating taste duels. Claudia Stern (VINUM) and Prof. Dr. Walter Kutscher (Vienna Sommelier Association) promise unexpected surprises with the duel. Secure your tickets now and experience an unforgettable Riesling battle!

BURGRAUM

Moderation: Claudia Stern & Prof. Dr. Walter Kutscher

Free Entry

Language: German

Registration required: vinum.eu/viewinum-masterclass

MONDAY, 27. MAY

09.00-11.00am

100 years of Biodynamics. A look into the future with Respekt-Biodyn

Rudolf Steiner founded biodynamics with his agriculture course 100 years ago. How can we shape the next 100 years? As we are all aware, viticulture is currently facing major challenges in the face of climate change. Can biodynamic viticulture alone be the solution - or will it come up against its limits at some point? Can the PIWI varieties, new cultivars, and adapted vineyard and water management stand up to the new adversities? Or will biodynamics also have to think outside the box and engage with completely new methods? Biodynamics expert Romana Echensperger, together with the attending respekt winemakers, invites you to a tasting where she will discuss the "future of viticulture" with them and other guests on the basis of sixteen selected wines. Your comments are expressly requested!

SCHATZKAMMERSAAL

Moderation: Romana Echensperger MW

Free Entry

Language: English

Registration required: seminar@respekt-biodyn.bio (For trade visitors only)



10.00-11.15am

Cool Climate I Fine Wine – Vulkanland Steiermark is booming

Huge potential lies dormant in the Cellar of the best winemakers in Vulkanland Steiermark! Following the conviction that their single-vineyard wines contain all the power of the soil and all their skills as winemakers, the members of this dynamic group have set out to create their own, private vineyard classification and have chosen Lacon as an independent control body. Now they are eager to show how consistent they are in their actions and how well Vulkanland Steiermark, cool climate and fine wine can be combined. This tasting will be hosted by the aspiring Master of Wine Maximilian Glatz, who designed it together with the Eruption winemakers.

BURGRAUM

Moderation: Maximilian Glatz

Free Entry

Language: English and German

Registration required: eruption@grosswerk.com (Elisabeth Strömer)

11.00am-12.15pm

Cheese & Cheers: Haymilk-Cheese meets wine

Welcome to the haymilk-cheese and wine masterclass! There is hardly a culinary combination that is as well-known as cheese and wine and at the same time invites you to discover new possibilities. From sparkling wines and white wines to red wines - find out which flavour profiles harmonize best with different types of cheese. As ARGE Heumilch and certified cheese sommeliers, we are delighted to share our knowledge with you about the production, maturing and storage of cheese and the special role that haymilk plays in cheese production. Together, we will explore harmonious pairings and give you valuable tips on which special features to look out for when selecting cheese in order to maximize the taste experience of cheese and wine. Let us take you on a culinary journey and become a master of cheese and wine pairings!

KÜNSTLERZIMMER

Free Entry

Language: German

Registration required: office@heumilch.at



11.45am-01.00pm

Discover the Chardonnay interpretation by Schlumberger with cellar master Aurore Jeudy

For more than 180 years, Schlumberger has been synonymous with the pinnacle of Austrian quality. Established in 1842 by Robert Alwin Schlumberger, the company boasts an illustrious and dynamic history - from its humble origins as a small family enterprise to its ascent as the premier domestic producer of sparkling wine. The production of sparkling wine through the Méthode Traditionnelle places a strong emphasis on utilizing exclusively Austrian grapes and enhancing the local value chain. In September 2022, Aurore Jeudy, a globally recognized expert, was appointed as the new head oenologist at the renowned Austrian sparkling wine producer. In her masterclass, she will share her expertise, particularly focusing on the winery's exceptional Chardonnay offerings across the various tiers of the Sekt Austria quality pyramid. An exceptional highlight of her presentation will be the 2017 vintage of the Große Reserve.

SCHATZKAMMERSAAL

Moderation: Aurore Jeudy

Free Entry

Language: German

Registration required: vievinum@schlumberger.at

01.00-02.15pm

Freakshow – Austrian wine in a different way

Welcome to the FREAKSHOW! You love to compare wines which are the exact opposite of each other but out of the same winemakers' hands? The well-known sommelier legend Adi Schmid will host this unique masterclass in which we will show you our most contrary wines and tell you the story of why and how these wines are what they are. And not only what they are but how these wines can add a high value to your wine list! So be there and have a talk with us about our great variety of classic against extraordinary wines!

KÜNSTLERZIMMER

Moderation: Adi Schmid

Free Entry

Language: English and German

Registration required: jungewildewinzer.at/vievinum



01.45-03.00pm

Press Conference: Österreichische Traditionsweingüter (ÖTW)

Members of the ÖTW present themselves as a strong and value driven community, committed to clear origin and highest quality. The press conference offers a unique opportunity to learn more about the future plans and ambitions of the ÖTW. This includes the introduction of the new managing director of the ÖTW as well as insights into the further strategy and goals of the association following the integration of the vineyard classification into wine law. We warmly invite you to participate in this press conference and look forward to personally welcoming you.

SCHATZKAMMERSAAL

Free Entry

Language: English

Registration required: live.invitario.com/de/oetw-press-conference-at-vievinum/registration/

02.15-03.30pm

Brunello Vintage 2019

In the 1990s, many believed that Brunello was an outdated relic that was being overtaken by the Supertuscans. 30 years later, Brunello is back at the top of the Italian wine hierarchy. Willi Klinger starts with a detour to Montepulciano, shines a spotlight on the still underrated Rosso di Montalcino and demonstrates the potential of the Italian cult wine Brunello di Montalcino with six examples from different sub-zones of the appellation. The tasting shows the style-defining flavours and complexity of the Sangiovese grape variety in its stronghold, despite the differences between the respective vineyards and the individual styles of the producers. Eric Guido summed up the 2019 vintage in Antonio Galloni's online wine magazine "Vinous": "This is the vintage we've all been waiting for."

BURGRAUM

Moderation: Willi Klinger

Entrance fee: 30 Euro

Language: German (and explanations in English if required)

Registration required: weinco.at/event/vievinum-masterclass-46080/vievinum-masterclass-22704



03.00-04.15pm

Pulkautal – Origin with tradition

The Pulkautal lies in the heart of the Weinviertel. Over 400 winemaking families have been producing their fine wines here for centuries on more than 2000 hectares of vineyards. Although the Weinviertel is mainly associated with classic white wines, the Pulkautal's special climatic conditions also produce dense, dark red wines and full-bodied, creamy Grüner Veltliner Reserves & Grande Reserves. Not for nothing was the Pulkautal mentioned in the imperial patent as a first-class wine region as early as 1646. Together with winegrowers from the Pulkautal, Ferdinand Mayr, lecturer at the Wine Academy, will present the specialities of the Pulkautal in this masterclass.

KÜNSTLERZIMMER

Moderation: Ferdinand Mayr

Free Entry

Language: English and German

Registration required: weinkellerei@wein-baumgartner.at



10. 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.

Enquiries at +43 1 587 12 93-0 or office@vievinum.com.



11. AUSTRIA GLAS RECYCLING: RAISE YOUR GLASS BOTTLES HIGH FOR THE CIRCULAR ECONOMY

When VieVinum concludes on Monday, May 27, 2024, at 6 p.m., the Municipal Department of the City of Vienna, MA48, will collect around 40,000 empty wine bottles. These will be properly recycled by Austria Glas Recycling and prepared for packaging purposes once again. This process, usually hidden from VieVinum visitors, holds significant economic and ecological importance.

Glass recycling is a key element of the circular economy. Empty glass packaging, such as wine bottles, serves as the raw material for new attractive glass bottles for exquisite wines. Glass can be melted and formed into new glass packaging and bottles repeatedly without any loss of quality.

Glass packaging is recyclable multiple times. Glass is suitable for both 100% material recycling (the disposable system) and refilling (the reusable system). Both systems support the circular economy. Used glass collected by people in glass containers is recycled. Harald Hauke, Managing Director of Austria Glas Recycling, emphasizes, "It is important that no bottles and no food jars end up in residual waste. There, they are lost as a raw material."

www.agr.at

www.glasrecycling.at

www.facebook.com/austriaglasrecycling



12. VIEVINUM: OUR PARTNERS

In order to successfully organise a wine festival on this level, the support of numerous collaborators is indispensable. We would therefore like to thank – very much – our sponsors for their good and professional teamwork.

Thomas Neusiedler, Mag., CEO Helvetia Austria:

‘We are delighted once again to be a sponsor of Austria’s biggest and most important wine event, VieVinum. VieVinum is a perfect information and communications platform for winegrowers, wine trade and oenophiles. An optimal venue to increase our brand presence and present our services, but also to cultivate new target groups and develop existing partnerships.’

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Unserwein.at (www.unserwein.at)

Vöslauer (www.voelauer.com)



13. CONTACT

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