



Press Release  
Vienna, February 2026

## **VieVinum 2026 – The Power of Wine!**

It will be here in less than three months! From **16 May to 18 May**, the HOFBURG Vienna will once again become the venue for Austria's international wine fair, **VieVinum**.

With this year's motto, *The Power of Wine*, industry professionals and wine lovers around the world are invited to share on social media – **@vievinum** and the hashtag **#thepowerofwine** – the positive impact that wine has from their perspective.

Especially in times of a challenging market environment for wine, it's important to remain aware of its strengths and to keep the positive power of wine in focus. This year, VieVinum organiser **Alexandra Graski-Hoffmann** is underscoring how wine connects people socially, shapes culture, touches emotions and creates economic value. And with *The Power of Wine*, VieVinum is conveying a clear message about the relevance of wine as a cultural asset, a unifying element and an economic force – and about VieVinum itself as the central meeting point for the industry and its international community.

Industry professionals, producers and wine lovers worldwide are invited to share on the social media channels Instagram, Facebook and LinkedIn – using the hashtag **#thepowerofwine** – the positive influence that wine has in their view.

Follow and tag us on  
[Instagram](#), [Facebook](#) & [LinkedIn](#)  
**#thepowerofwine**

The first comments on this year's VieVinum motto from leading wine industry figures and partners of VieVinum:

**Johannes Schmuckenschlager, President of the Austrian Winegrowers' Association:**

*"The Power of Wine* is about community, culture, emotion and creating sustainable economic value – all united in wine."

**Chris Yorke, Managing Director of the Austrian Wine Marketing Board:**

"Wine is enjoyment, culture, and community – something that I've experienced at every stop in my career around the globe, from Switzerland to New Zealand. This is especially true for Austria: viticulture has been rooted here for thousands of years and remains incredibly



vibrant to this day. It shapes our landscape and our culinary traditions, it creates unique moments and it brings people together. None of this would be possible without the work of thousands of winegrowing families who carry the cultural heritage of wine into the future with great passion and innovative spirit – and who, by the way, contribute nearly one percent to Austria’s economic output.”

**Christiane Mösl, Managing Director of ARGE Heumilch:**

“Wine and hay milk cheese share a common inspiration: they come from the land, are made with true craftsmanship and bring people together at the table. Together, they stand for living culture, genuine enjoyment and importance to the regional economy.”

**Stefanie Wareka, Marketing Director, Marzek Etiketten+Packaging**

“As a producer of high-quality labels, our goal is to make the power of wine visible to the outside world. Our labels convey emotion, origin and cultural identity, ensuring that a product immediately attracts attention on the shelf — and is ultimately purchased as well.”

**Mag. Dr. Harald Hauke, Managing Director of Austria Glas Recycling; Chairman of the Board of ARA (Altstoff Recycling Austria)**

“The power of wine meets the power of glass. Wine and glass belong together. In a drinking glass, wine opens its olfactory and sensory strengths. The red of the red wine sparkles; the light green of the white wine glitters. At celebrations and events, we clink our glasses and toast to our health. But before wine makes its grand entrance, it’s perfectly contained in the glass bottle. Glass bottles protect aroma and flavour - and are what allow the wine to reach the table exactly as it was created by the winemakers. The power of the glass bottle continues even after its content has been consumed. Because glass bottles - virtual icons of the circular economy - can be recycled again and again. Provided that we dispose of them responsibly - for the good of nature.”

**Alexandra Graski-Hoffmann, Managing Director of M.A.C. Hoffmann and Organiser of VieVinum**

“For me, the power of wine lies in its ability to connect people and foster friendships. The wine industry is filled with remarkable, inspiring and genuinely warm people. Seeing so many of them come together every two years at VieVinum – which is often described as the most beautiful wine fair in the world – fills me with joy and satisfaction and, at the same time, motivates me and my team to always create the very best possible setting and environment for this gathering.”

**Countdown to the School of Wine & Online Tickets**

The School of Wine programme will be available online shortly. Step by step, the mentees of the Gerd A. Hoffmann Academy at VieVinum will be introduced along with a closer look at the wine exhibitor structure. Tickets are now available online. Trade visitors can purchase a discounted ticket upon accreditation.



### **Hotel Bookings**

The announcement of Vienna as the host city for the Grand Final of the Eurovision Song Contest (ESC) on 16 May 2026 has resulted in a sharp increase in hotel demand in the Austrian capital. Fortunately, as predicted by tourism organisations, rooms are now gradually becoming available again. It is therefore advisable to check the various booking platforms regularly and, of course, to contact hotels directly.

### **VieVinum 2026 Facts**

**Location:** HOFBURG Vienna, Heldenplatz entrance

**Dates:** Saturday, May 16 through Monday, May 18, 2026

**Opening Hours:**

- Saturday to Monday from 1 p.m. to 6 p.m.
- Trade professionals & Press: Sat. to Mon. from 9 a.m. to 6 p.m.

**Admission:**

- Online ticket: € 75 at [www.vievinum.at/tickets](http://www.vievinum.at/tickets)
- Trade visitors upon accreditation: € 55 at [vievinum.com/tickets/trade-visitor](http://vievinum.com/tickets/trade-visitor)

[www.vievinum.at](http://www.vievinum.at)

### **Press Accreditation**

Accreditation for trade media representatives is available at Dagmar Gross, [dagmar@grosswerk.com](mailto:dagmar@grosswerk.com). Required documentation includes written accreditation (letter from the editor-in-chief or by-line mention in the publication's masthead for a wine-related article published within the past six months)

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