



Press Release
Vienna, March 2026

VieVinum 2026 – The ‘School of Wine’ programme is now online!

From 16–18 May 2026, VieVinum will once again bring together the premier wine producers from Austria and many other parts of the world at Vienna’s HOFBURG Palace. The School of Wine’s extensive programme offers attendees the opportunity to learn about and experience the factors currently shaping the wine industry, pressing issues facing winegrowers, and how a light-hearted – even satirical – approach to wine can occasionally be refreshing.

The opportunity to taste a wide range of wines and exchange ideas with the growers in person lies at the very heart of VieVinum. In addition, the diverse programme offered by the School of Wine promises a wealth of expert lectures, discussions and talks. Topics range from examining the unique characteristics of specific grape varieties and vintages in relation to their terroir, to tracking the milestones in wine history. In addition, discussions regarding the future of viticulture will be held, while noted growers offer insights into their often-eventful journeys to success. Entertainment is also on the agenda; there will be wine competitions and presentations by personalities from the worlds of sports and cabaret. These events will take place on all three days of the fair in the Schatzkammersaal, the Burgraum and the Künstlerzimmer.

Panels Featuring Top-flight Experts

The programme at VieVinum will of course feature leading figures from the international wine industry, but the worlds of sport and entertainment will also be represented. Presenters include Willi Balanjuk (À la Carte), Nadja Bernhard (ORF personality), Reeze Choi (Best Sommelier of Asia & the Pacific), Joris Gutierrez Garcia (Best Sommelier of the Americas), Annemarie Foidl (President of the Austrian Sommelier Union), Maximilian Glatz (Master of Wine student), Marcus Hofschuster (wein.plus), Willi Klinger (brand ambassador & strategic consultant), Anne Kriebiehl MW, Caro Maurer MW, Thomas Maurer (cabaret artist), Stefan Neumann MS, Herbert Prohaska (soccer legend), Katja Scharnagl (Wine Sales & Education, Sommelière in NYC), Florian Scheuba (cabaret), Kim Schreiber (wein.plus) and Sascha Speicher (Meininger Verlag).

Saturday 16 May – A Dose of Satire

The STK-Weingüter open the School of Wine (9.45) with a journey through their most remarkable and certainly well-known vineyards. Whether the light and dark sides of Riesling stem from whimsy, genetic peculiarities or simply the growers’ signature styles, the wein.plus tasting team of Kim Schreiber and Marcus Hofschuster will thoroughly analyse the question (10.45). Friendship and satire take centre stage when the two cabaret performers Thomas Maurer and Florian Scheuba stage themselves portraying the heartbreakers Riesling and Veltliner from the Wachau, (12.00), and Caro Maurer MW presents a challenge from Carnuntum with a blind tasting exploring the soils, terroirs and wine styles of the region’s leading producers (12.15 p.m.).

Famous figures of the Renommierter Weingüter Burgenland – renowned far beyond Austria’s borders (13.45) and the young winemakers from the new VieVinum mentoring programme (14.30) will confidently address the question of wine’s future with a selection of their wines. The programme of the Eruption Winzer from Vulkanland Steiermark promises uplifting wines; they are creating a stir these days with their own vineyard classification system. Meanwhile, the press conference to be held by the Österreichische Traditionsweingüter, focusing on new developments with Austria’s leading producers, is aimed at VieVinum’s professional attendees (16.00). The Greek Wine Industry Association will conclude the first day’s programme at VieVinum with their master class Assyrtiko Unplugged (16.45).



Sunday 17 May – Kick-off for Wine- & Sports Legends

Those who arrive at VieVinum early Sunday morning will be rewarded by WienWein with a tasting of legendary wines spanning 60 years (9.15). Weinviertel DAC will host a tasting and discussion designed to explore whether Grüner Veltliner also has a 'feminine' side and will also delight participants with a few hidden treasures (11.15). A little later, the Thermenregion extends the invitation to join them tasting through seven decades of epoch-making wines (12.15), followed by wines of exceptional precision and depth from Leithaberg (13.15). Anyone who has always wanted to know what different terroirs have to say can find out at Terroir Talks with the three top sommeliers Raimonds Tomsons (Best Sommelier of the World), Joris Gutierrez Garcia (Best Sommelier of the Americas), and Reeze Choi (Best Sommelier of Asia & Pacific) (14.00 & 16.00). Soccer fans shouldn't miss the kick-off of the next master class, when soccer legend Herbert Prohaska, sports presenter Rainer Pariasek, and Austrian Sommelier Union president Annemarie Foidl host a blind tasting pitting Niederösterreich against Italy (14.30). And amphora enthusiasts can look forward to the presentation by guest country Georgia (15.15).

Monday 18 May – Regulations & Potential Tension

Fancy a cheese-and-Sekt breakfast? Then sign up for the ARGE Heumilch master class, which, in collaboration with Sekt producer Hannes Harkamp, is all set to explore the mouthfeel of mousseux and sparkling wine (9.15). Following that, growers from wine estates Bründlmayer, Moric and Tement will tackle a decidedly controversial topic with their discussion on regulations versus freedom, origins versus vision (9.30). The school continues on a lively note with the ten-year success story of Sekt Austria, featuring Sekt Austria Reserve and Sekt Austria Grosse Reserve (10.45). Ludwig Neumayer and his grower friends Michael Edlmoser, Andi Kollwentz, John Nitthaus, Reinhard Muster and Georg Prieler will then venture into the delicate balance between myth and truth surrounding limestone terroir (13.15), bringing the third day of VieVinum to a close.

Since many master classes fill up quickly, early registration is recommended!
Online overview: www.vievinum.at/school-of-wine

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
- Trade visitors upon accreditation: € 55 at vievinum.com/tickets/trade-visitor

School of wine: www.vievinum.at/school-of-wine

www.vievinum.at



Press Accreditation

Accreditation for trade media representatives is available at Dagmar Gross, 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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