



Press Release  
Vienna, December 2025

## The Stage is Set for VieVinum!

*From May 16 to 18, 2026, HOFBURG Vienna will once again become the vibrant meeting point of the international wine industry. Austria's major wine exhibition focuses on looking toward the future and wine as a unifying element. A new, brilliant VieVinum edition dedicated entirely to multifaceted diversity.*

## Discover, Network, Share Wine Experiences

VieVinum is heading into an exciting 2026 trade fair season with renewed energy and numerous new offerings. A wide variety of **exhibitors** promises a rich field of discovery spanning origins, grape varieties, wine styles, and current trends. More than ever, the focus is on bringing winegrowers and their wines together with trade and hospitality professionals as well as wine enthusiasts. To this end, **organizer M.A.C. Hoffmann** has initiated new partnerships and deepened existing collaborations.

The **School of Wine** programme adds to the vibrancy, where young and unconventional characters mix with the great legends of winemaking history, and wines from alternative cultivation and production methods are explored alongside traditional monuments. The "**Zone Zero**" offers a refreshing break, showcasing the market's current exciting offerings in alcohol-free beverages, keeping pace with contemporary trends.

## Cross-Mentoring with Buddies

There is already considerable activity within the **Gerd A. Hoffmann Academy**, established in 2022. Promising young winegrowers have once again qualified for the cross-mentoring project and are currently learning which personality will accompany them as a mentor until the upcoming VieVinum. Additionally, for the first time, graduates from previous years will serve as advisory "buddies."

## Stars for Wine Lists

Another highlight of the upcoming VieVinum is the award ceremony for "Star Wine List of the Year" for Austria, Germany, and Switzerland. The **Star Wine List** ranks among the world's most significant wine list evaluations and will again honor establishments that have distinguished themselves with exceptional wine programmes.



## Music with Wine

On **May 16, 2026**, the Eurovision Song Contest (ESC) final will take place at Vienna's Stadthalle. To make the best use of this temporal overlap on VieVinum's opening day, both organizers are engaged in constructive dialogue. The goal is to inspire new audiences for Austrian wine by creating synergies.

## United for Austrian Wine

Since 1998, Austria's international wine festival has documented the careers of Austrian winegrowers biennially. From the beginning, organizer M.A.C. Hoffmann and the **Austrian Wine Marketing Board** (AWMB) have combined expertise and innovative spirit seamlessly.

## VieVinum 2026 Facts

Location: HOFBURG Vienna, Heldenplatz entrance

Dates: Saturday, May 16 to Monday, May 18, 2026

Opening Hours:

Trade professionals & Press: Sat. to Mon. from 9 a.m. to 6 p.m.

Public: Saturday to Monday from 1 p.m. to 6 p.m.

Admission:

Online ticket: € 75 at [www.vievinum.at/tickets](http://www.vievinum.at/tickets)

Trade visitors upon accreditation: € 55

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)

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

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