

Dates & Facts



VieVinum – International Wine Festival HOFBURG Vienna	
Trade fair	VieVinum – International Wine Festival
Date of event	16–18 May 2026
Who	ca. 550 exhibitors – producers, importers & distributors from Austria and the whole world
Organiser	M.A.C. Hoffmann & Co. GmbH Hofburg Schweizertor, PF 22 1016 Vienna, Austria
Venue	HOFBURG Vienna
Hours of operation	
SA–MO	09.00–18.00 trade & press
SA–MO	13.00–18.00 public
Admission (incl. 20% VAT)	Day ticket, trade & press € 55.00 <i>(Only after prior registration with proof of identity, trade licence, etc.)</i> Day ticket for the public € 75.00
On offer	A wide range of Austrian wines and a select range of international wines. Numerous launch-events in cooperation with the hospitality sector. Support programme of exciting specialist tastings addressing current topics. Tasting service with unlimited glass exchange, fresh white bread and mineral water.
Trade fair profile	VieVinum is Austria's biggest and most important wine event. Exhibitors include both wine producers and wine merchants with domestic and international portfolios. As an industry rendezvous for the most influential individuals in the market, VieVinum is focused on cultivating new trade contacts and developing existing partnerships.
Target group, exhibitors	Wine producers, importers & distributors from Austria and around the world.
Target group, attendees	Hospitality industry, merchants, representatives of the trade media and wine lovers.
Figures from the previous VieVinum (2024):	
Exhibitors	about 550
Attendees	approx. 16 000
Website	www.vievinum.com
E-Mail	office@vievinum.com

**14th International Wine Festival
16–18 May 2026**

Your contact persons:

Tina Patronovits
M.A.C. Hoffmann & Co. GmbH
Projekt Manager
T +43 1 587 1293 – 11
t.patronovits@mac-hoffmann.com

Julia Hafner, BSc
M.A.C. Hoffmann & Co. GmbH
Projekt Assistance
T +43 1 587 1293 – 12
j.hafner@mac-hoffmann.com

Mag. Alexandra Graski Hoffmann
M.A.C. Hoffmann & Co. GmbH
CEO
T +43 1 587 12 93 – 0
office@mac-hoffmann.com

F +43 1 587 1293 – 20
www.mac-hoffmann.at

Press contact:

Dagmar Gross
grosswerk e.U.
Liniengasse 20/6
1060 Vienna, Austria
T +43 1 236 26 64
M +43 676 319 31 89
dagmar@grosswerk.com
www.grosswerk.com