



Vienna, February, 2022

## **VieVinum - Mentoring as an Investment for the Future**

**What motivates the young winemakers in Austria? What challenges are they facing today and in the future? How is the profile of their profession changing? VieVinum founder Alexandra Graski-Hoffmann addresses these topics and many other issues with her newly launched Gerd A. Hoffmann Academy, which connects young winemaking talents with prominent experts of the domestic economy for mutual exchange.**

A major generational change is taking place in the Austrian winegrowing scene today. The winemaking newcomers now at the helm are setting the future course for Austrian wine and, thus, for a significant part of this country's agriculture, trade and tourism sectors. In 1998, Alexandra Graski-Hoffmann and her father, Gerd A. Hoffmann, founded the VieVinum wine trade fair, the highly respected international showcase for Austrian wine held every two years at the HOFBURG palace in Vienna. And over these past 24 years, the trade fair organiser has worked intensively with Austria's winegrowing community, making her highly attuned to the continuously evolving challenges and needs of the winemakers. The many changes that she has observed can be reflected, for example, in the generational shifts now taking place in the wineries. In the past, the primary concerns of a parent-run winery tended to focus around development opportunities, or modernisation and expansion; today's young winegrowing talents are highly focused on topics such as digitalisation, internationalisation, tourism networking, climate change and the recycling economy.

### **Motivation for the Mentoring Programme**

After the passing of Gerd A. Hoffmann last year, many now-prominent winemakers had expressed how much they appreciated his support and how it extended far beyond the trade fair context. From this came the idea of setting up the Gerd A. Hoffmann Academy in memory of his work - the professionalised continuation of standard-practice business ethics intended as an investment in the future of Austria's young generation of winemakers.

### **New Impulses and Contacts**

Now the starting signal has been given: 24 young winemakers who applied to the Gerd A. Hoffmann Academy have been connected with their mentors. It is the first step toward addressing today's important topics, receiving new impulses and making valuable contacts. And, of course, it is important that goals are set right from the start – the results of which will be presented at the beginning of May, just before VieVinum 2022 takes place. The M.A.C. Hoffmann team will be accompanying the tandems during their collaboration and will report on their special moments and milestones.

## MENTORING TEAMS

### Winemakers

Michael Bauer  
Katharina Baumgartner  
Georg Dujmovits  
Anna Faber  
Bernhard Fischer  
Gerald Freinbichler & Dominik Gober  
Simon Gattinger  
Gisperg  
Alois Gollenz  
Gabriel Grassl  
Andreas Gritsch  
Alexander Herzinger

Johannes Hofbauer-Schmidt  
Friedrich Hutter  
Franz Paul Jagschitz  
Julia Kroiss

Helmut Lang  
Michael Liegenfeld

Benita Lobner  
Gregor Nimmervoll  
Lisa Paschinger

Viktoria Preiß

Matthias Reckendorfer  
Thomas Schuster

### Mentors

& Josef Floh, Gastwirtschaft Der Floh (restaurant)  
& Eva Pölzl, ORF Moderator  
& Bert Copar, Management consultant  
& Birgit Reitbauer, Steirereck (restaurant)  
& Lilli & Joachim Gradwohl, Das kleine Wirtshaus (restaurant)  
& Michael Krammer, Entrepreneur, Ventocom  
& Mag. Thomas Neusiedler, CEO Helvetia Österreich Johann  
& Markus Ertler, Investor and CBA, Certified Business Angel  
& Silvia Berghofer, Seliger bespoke furnishing  
& Dr. Harald Hauke, Board of Directors AGR & ARAPlus  
& Jacqueline Pfeiffer, Star Chef  
& Sigi Menz, Vice Chairman of the Board of Ottakringer  
Getränke AG and Stakeholder representative  
& Dr. Bernulf Bruckner, Wine expert, Banking advisor  
& Dr. Petra Stolba, Tourism manager  
& Leo Doppler, Hansen Börse (restaurant)  
& Annemarie Foidl, Angereralm (restaurant),  
and President of Sommelier Union Austria  
& Stefanie Herkner, Zur Herknerin (restaurant)  
& Michaela Reitterer, Boutiquehotel Stadthalle,  
Sustainability expert  
& Manuela Krings-Fischer, Kringsalm (restaurant)  
& Veronika Doppler, Vestibül (restaurant)  
& Mag. Alexandra Graski-Hoffmann, VieVinum organiser,  
& Johannes Graski, Sports manager  
& Dr. Gabriela Straka, Member of Management Board  
and Spokesperson, Brau Union Österreich  
& Dr. Erwin Pröll, Former Governor of Lower Austria  
& Paul Ivic & André Drechsel, Tian Wien (restaurant)

## VIEVINUM 2022

Saturday, 21 May - Monday, 23 May 2022 HOFBURG  
Vienna, Heldenplatz, 1010 Vienna  
[www.vievinum.at](http://www.vievinum.at)

### Contact

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