

THIS WAS VIEVINUM 2012:

SUBSTANTIAL, MULTI-FACETED AND MORE FRUITFUL THAN EVER

14,500 visitors from more than 40 nations, 500 exhibitors from Austria and the whole world: From June 2 to 4, 2012, the Vienna Hofburg again was melting pot of the Austrian wine scene. A magnificent ambience to taste and discuss more than 2,500 wines or to expand the existing knowledge of wine at side events with top-class speakers. The tremendous interest of representatives of the trade and restaurant industries was a clear parameter of the unabated strongly pulsating wine market in Austria.

Opening Ceremony among Friends

With a most cordial welcome, Mag. Alexandra Graski-Hoffmann, Managing Director of the Fair Organizer M.A.C. Hoffmann, opened the eighth VieVinum. She emphasized the positive atmosphere that exists in Austria around the topic of wine, and the high professionalism exhibited by the vintners. Dipl.-Ing. Niki Berlakovich, Federal Minister for Agriculture, who could not participate because of a meeting abroad, sent special compliments and expressed his affinity to Austrian wines. After words of welcome delivered by Mag. Willi Klinger (Managing Director of the Austrian Wine Marketing Board) and His Excellency Gordan Bakota, Ambassador of Croatia, Dipl.-Ing. Josef Pröll, former Federal Minister for Agriculture and initiator of Genuss Regionen Österreich, inaugurated VieVinum 2012 with his ceremonial address.

Regional Culinary Fare

For the second time, both exhibitors and visitors were treated with delicious fare from *Genuss Regionen Österreich* in the ‚gourmet-tent‘ in front of the Vienna Hofburg. Schlumberger served a bubbly selection from their sparkling wines along with the dishes. A perfect interplay between enophilic delights and regional tidbits.

Internationality on invitation by AWMB

On invitation by the Austrian Wine Marketing Board (AWMB) under Mag. Willi Klinger around 850 international opinion leaders come to the Vienna Hofburg. Some 150 of these were trade journalists, the majority comprising wine merchants and sommeliers. The successful policy of invitation this year was guided by the aim to bring to VieVinum as many decision makers as possible from wine trading houses and catering enterprises who have so far worked little or not at all with Austrian wine.

Vintners from Austria and around 20 nations

Traditionally, VieVinum is considered as the showcase of Austrian wine. In terms of geography, the largest group of Austrian vintners came from Lower Austria, followed by Burgenland, Styria and Vienna. With one winery coming from Carinthia, a newcomer from the winegrowing region *Bergland* attended the Hofburg for the first time. Internationally, VieVinum clearly pointed the way to the south with Croatia as guest country. The route of Southeast-European vintners led from the Czech Republic to Hungary, from Slovenia to Croatia and Serbia as far as to Rumania and Bulgaria. A comparatively large group attended from Russia, from Krasnodar on the eastern bank of the Black Sea. While the wine-producing countries from East to Southeast Europe were eager to call attention to themselves, Southwest-European wine countries such as Italy or Portugal provided for geographic balance. Winemakers from Argentina and the United States of America created additional diversity.

Austria vs. Germany: A clear 8:3

The side-event program at VieVinum proved to be varied as never before. To be of special public appeal turned out the traditional wine country competition Austria - Germany, which was organized by the trade magazine Vinum. This time, Austria competed against its "archrival" Germany with the grape variety Weißburgunder (Pinot Blanc) and came off as the winner with a brilliant 8:3 victory. The comparative anniversary tasting of Vinea Wachau with fabulous 25 vintages of Smaragd® wines was just monumental. A class of its own was the Sweet Wine Master Class of the Institute of Masters of Wine (IMW), in which international Masters of Wine and selected vintners discussed styles, the market potential and the future of the great sweeties of the world. Equally alluring and tasteful were items like the terroirs of the DAC-classified winegrowing regions Weinviertel, Mittelburgenland and Eisenberg. Furthermore, in-depth information was provided on Wiener Gemischter Satz, the Burgundian potential of Thermenregion, the internationally awarded wines from the Slovenian winery Dveri-Pax (Admont Abbey), or the sparkling assortment of Schlumberger. Last but not least, the tasting lounges of Wein & Co and the trade magazine Falstaff drew large crowds.

Prominent Visitors from Politics, Sports and Business

Even Austrian celebrities did not want to miss out on this unique event. Dr. Heinz Fischer, Federal President of the Republic of Austria, was personally accompanied by Mag. Alexandra Graski-Hoffmann, organizer of VieVinum, and Mag. Willi Klinger, Managing Director of AWMB, to get a personal picture of the domestic art of winemaking. Big names from the sports, business and arts world tested their tasting condition. Among them were Michael Konsel, Niki Zitny (captain of the Austrian National Golf Team), Clemens Trimmel (captain of the Tennis Davis Cup), Ernst Scholdan (real estate developer and co-owner of the Colony Club), Nik Berger (former European beach-volleyball champion), Heinz Tronigger (Superfly, Albertina Passage), Magic Christian (magician legend), Bernhard Pils

(tennis), Ronny Leitgeb (President of the Tennis Association), Brigitte Neumeister, Ernst Wolner, Luigi Schober, Detlev Neudeck and Christina Venturini. In addition, Dr. Michael Häupl, Mayor of Vienna, Hans Niessl, Governor of Burgenland, and Ing. Andreas Liegenfeld, provincial councillor, visited VieVinum to meet with their favorite vintners.

Steirereck at VieVinum

For the second time, Birgit Reitbauer, patron of Restaurant Steirereck in the Stadtpark, and her team could be won over to assume responsibility of the service at VieVinum. The service brigade was again recruited from the MODUL Tourism College, Vienna. All involved were highly commended by both exhibitors and visitors for their extremely committed, professional and friendly support.

Virtual Wine Companion

True to the motto "Never forget a good wine", cooperation partner unserwein.at provided additional comfort and service at VieVinum. Exhibitor stands and the tasting catalog were equipped with QR Codes. By scanning with smart phones, visitors could write their tasting notes digitally – without pencil and paper – and establish mnemonics for future buying decisions.

Citations from Exhibiting Vintners:

Roman Pfaffl Jr. (Weinviertel): "VieVinum is simply Austria's most important wine fair – the image for the Austrian wine is made here. The great number of national and international wine experts is a fantastic chance to establish many new contacts."

Franz Weninger Jr. (Mittelburgenland): " We had stunning visitors from all over the world. Besides, I find the ambience at the Vienna Hofburg simply sensational..."

Norbert Walter (Wien): "I was here for the first time and could immediately get in contact with interesting people from the wine trade and restaurant industry – terrific! A must, if you want to be successful as a winemaker."

Alois Gross (South Styria): "VieVinum is a worthwhile event and unsurpassed throughout the world. What I'm especially fascinated about is the high wine expertise of the visitors."

Paul Kiefer, Mayer am Pfarrplatz (Vienna): "To us, VieVinum was an awesome success. The crowd was superb! Here, vintners have a wonderful chance to make important contacts with potential distribution partners."

Emmerich Knoll (Wachau): "I was extremely impressed by the great crush of trade visitors. A smashing event in a fantastic atmosphere. Great praise also to the excellent organization – an extremely professional and friendly team."

VieVinum 2014 – A time for Anticipation

The date for the next VieVinum will be communicated soon.

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