

vie vnum

PRESS KIT

2016



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THE TENTH VIEVINUM: A CHAPTER IN AUSTRIAN WINE HISTORY

The trade fair organizer M.A.C. Hoffmann and the Austrian Wine Marketing Board (AWMB) launched the VieVinum for the first time in 1998. This was the beginning of a new era for Austrian wine fairs.

The magnificent ambience of the Vienna Hofburg Palace has since become symbolic for the irresistible charisma that Austrian wine has for the international wine market. Grüner Veltliner and Blaufränkisch, exemplary for all Austrian grape varieties, are now firmly established as superlative wines that have become indispensable for wine lists of international calibre.

To launch a new wine trade fair is one thing; to establish it long-term is a tremendous achievement. M.A.C. Hoffmann has continuously developed and infused the VieVinum with new energy since 1998. Changes in wine strategies or policies that affect the organization of the VieVinum are always undertaken in agreement with the AWMB.

OPERATIVE DEVELOPMENT

Best service for exhibitors and visitors has been top priority for M.A.C. Hoffmann from the beginning and this continues with constant consideration of changing needs.

- Best possible consideration of exhibitor requests for booth placement
- Top service for vintners throughout the VieVinum
- Networking with target groups
- Optimization and digitalization of communications
- Introduction of advance ticket sales and reduced price tickets for branch professionals and sommeliers
- Possibility of individual presentation of vintners in the catalogue



CONCEPTUAL DEVELOPMENT

- Development of cooperations with the wine trade and restaurant branch
- Establishment of cooperations with educational institutions such as the Austrian Wine Academy, WIFI, various tourism institutions, and the BÖG
- Networking with sommeliers
- Restructuring of side events
- Continuous international communication through a guest of honour programme for countries and vintner associations
- Creation of city image through city branding
- Prominent inclusion of a culinary theme with the creation of VieVinum menus at local restaurants in cooperation with GENUSS Region Österreich
- Establishment of the VieVinum as a hot spot for wine communications between the East and the West, offering a stage for vintners from East and Southeast Europe in particular
- Expansion of press communications from national to international



INNOVATIONS AT THE VIEVINUM 2016

TENTH ANNIVERSARY GRATITUDE TO VINTNERS

The tenth VieVinum marks a long and very professional cooperation between the fair organizer M.A.C. Hoffmann and the exhibiting wine producers. VieVinum organizer Alexandra Graski-Hoffmann and her team have come up with several surprises to express their gratitude for these partnerships. Free or reduced-fare booths, publication of producer portraits in newsletters and social media and numerous gift certificates for wine glasses, stainless steel wine coolers and many more prizes will be given away in a pre-event raffle.

BOOTH DESIGN

Elegance and clarity were the parameters for the new visual concept of booth design. Each room has its own colour scheme that is reflected in the catalogue. Catalogue information about the booth will include the booth number, producer logo, wine-growing area, mention of association memberships, and a QR-code. From the use of advertising roll-ups will be abstained.

LOCATION CONCEPT AND PRESS CENTRE

The Austrian Wine Marketing Board will manage the press centre in the Gourmetzelt (Gourmet Tent) in front of the Vienna Hofburg Palace this year. This increases space between exhibitor booths and enhances comfort for exhibiting wine producers and creates a more relaxed tasting atmosphere.

CULINARY OFFERINGS

Street food has won the gourmet hearts of Europe and this will also be presented at the VieVinum 2016. Food trucks will provide exhibitors and producers with a broad selection of culinary delights. These can be enjoyed in comfort on the terrace of the Gourmetzelt (Gourmet Tent) in front of the Vienna Hofburg Palace.

SOMMELIER ASSOCIATION PRESENTATION

The crème de la crème of European and international sommeliers will meet in Vienna in 2017. The Austrian Sommelier Association will host the Sommelier World Championship in Vienna for the second time after 1998. Each participating country will send a selected wine or spirit to the Vienna Hofburg Palace for this occasion as a greeting. The Sommelier Association will be pleased to present these specialties at the VieVinum.



SERVICE AND GENERAL INFORMATION

OPENING HOURS

The opening hours of the VieVinum 2016 have been extended to provide a longer pre-opening. Trade visitors and media representatives will have exclusive entrance to the VieVinum from 9:00 to 12:00 from Saturday, June 4th to Monday, June 6th. The general public will be welcomed on those days from 12:00 to 18:00.

ACCREDITATION

Press tickets will be provided at the box office on site upon written accreditation (written confirmation by the main editorial office, or listing in the masthead of the medium within the past six months).

For relevant information, please refer to: www.vievinum.at/presse

PRESALE TICKETS

Presale tickets are sold at 25 percent off (Euro 30.- instead of Euro 40.- at the box office). Available at www.vievinum.at/tickets or www.ticketgarden.com/tickets/vievinum-internationales-weinfestival/

ARRIVAL BY MONDIAL

Attractive packages for both exhibitors and visitors were prepared by the travel agency, Mondial, exclusively for VieVinum. They include accommodations in different hotel categories and a reduced entry to the VieVinum. Team Mondial will be pleased to offer you customized packages.

Info: +43 1 58804-137, austria@mondial.at, hotels.mondial-reisen.com

ARRIVAL WITH THE WESTbahn

Next stop Vienna Hofburg Palace! Travelling by train and visiting the VieVinum are worthwhile. Those who travel with the WESTbahn to Vienna between Friday, June 3rd 2016 and Monday, June 6th 2016 qualify for a reduced fare entrance ticket to the VieVinum – just € 29 instead of € 40. Simply show your validated WESTbahn arrival ticket at the entrance desk of the VieVinum and it's a direct track into the Vienna Hofburg Palace.

www.westbahn.at



PARKING OPTIONS

Visitor parking is available in the garage at the Museumsquartier. Travel by public transport is, however, recommended. For further information on parking lots and site maps, please refer to: www.parkeninwien.at

VIEVINUM SALE: STÖLZLE WINE GLASSES AND LIEBHERR REFRIGERATORS

The tradition of offering Stölzle Lausitz glasses from the "Experience" series for a reduced price continues again this year. The glasses are available for purchase during the VieVinum directly at the tasting glass booth or can be ordered after the fair by email: office@mac-hoffmann.com.

Post VieVinum, the Allectric Company will offer the Liebherr refrigerators, which have been used for only 3 days during the fair, for sale. Early order bonuses are available for advance orders before April 30th 2016. For more information call +43 1/479712710 or write office@allectric.com.

SUMMARY DATES AND FACTS

Venue: Vienna Hofburg, entrance Heldenplatz
Date: Sat, June 4 to Mon, June 6, 2016
Opening hours: Sat to Mon, 12 am to 6 pm
Trade visitors & Press: 09 to 6 pm
Presale tickets: € 30.-
www.vievinum.at/tickets
or
<https://www.ticketgarden.com/tickets/vievinum-internationales-weinfestival-1/>
Entrance fee: Day ticket € 40.-
Trade visitors upon accreditation: € 29.-
Multi-day ticket: € 70.-
Hotel booking: www.mondial-reisen.com/de/vievinum
Information: www.vievinum.com



VIEVINUM AND THE AUSTRIAN WINE MARKETING BOARD

VIEVINUM 2016: GREAT WINES, STRONG PARTNERS

Wine makes Austria an attractive travel destination; attractive enough that 39,000 American travel agents voted Austria as this year's best wine travel destination in Europe at awards in January. The Vienna Hofburg Palace offers a magnificent ambience for the VieVinum, beautiful Austria's largest wine fair, for the tenth time. The growing number of visitors confirms that this is well received. M.A.C. Hofmann and the Austrian Wine Marketing Board (AWMB) are strong partners when it comes to fulfilling the quality demands of service provided to exhibitors and guests – business does not have to be a pop-up to be successful these days.

AWMB MARKET STRATEGY

Consumer behaviours can change rapidly in export markets. The AWMB places great value on consistent excellence of high quality bottled wines to make a sustained impression on the international stage. "Persistent image and distribution schemes in the high quality premium niche are necessary in as many markets as possible. A growing number of premium Austrian producers capable of exporting are facing few markets that are capable of importing so many brands; this structural development makes our efforts in this area particularly necessary," states Willi Klinger Managing Director of the AWMB. Success confirms the strategy. Next to the continued key markets Germany, Switzerland, USA, Scandinavia, the Netherlands, and the UK, sales are growing in Belgium, Slovakia, Russia, Hong Kong, and Taiwan. This diversity is also reflected in the AWMB guest visitors who come from the international trade, sommeliers, and the press.

OF YEARS AND VINTAGES

Of the 30-year history of the AWMB, Managing Director Willi Klinger has marked the success of the AWMB and the positive development of Austrian wine exports for ten years. Willi Klinger enthuses, "It is already apparent: the year 2015 is a historic vintage! It brings white wines with marvellous depth of fruit and red wines distinguished by pronounced expression and depth that will prove to have great ageing potential. Great predicated sweet wines in sufficient volumes can be expected in Burgenland. The excellent wines from 2015 will leave a memorable impression on the around 800 invited trade members, sommeliers and journalists." Despite the great new vintage, an increasing number of trade members and sommeliers are interested in matured wines from Austria. To satisfy this demand, the ÖWM has made an advance survey of which exhibiting producers will also be offering matured wines from their portfolios. A list of these wines with available allocations is obtainable from the AWMB for interested VieVinum visitors.

MEET YOU IN THE PRESS CENTRE TENT

New this year is that the AWMB Press Centre 2016 will be located in the large tent directly in front of the main entrance to the Vienna Hofburg Palace. This will make more presentation space for exhibitors available in the Hofburg Forum. The AWMB will take care of international media with the usual competence.



THE AWMB IS A SUPERB AND CONGENIAL HOST

Goal oriented and profitable marketing are, of course, the duty and mission of the AWMB, but the strengths of the small, energetic team really come to light during an event like the VieVinum. Not only do they keep in close personal contact with the exhibiting Austrian vintners, but also to their (around 800) international guests. They truly make an effort at sharing genuine Austrian hospitality. An outstanding welcoming service for the trade, sommeliers and journalists from key and emerging markets is a matter of course. Among other things, this includes extensive informational material about Austrian wine as well as tickets for public transportation and invitations to special tastings and lively, fun parties.

Press Information

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www.austrianwine.at

www.austrianwine.at/facebook

www.twitter.com/austrianwine



EXHIBITOR STRUCTURE AT THE VIEVINUM 2016

Around 500 exhibitors make the VieVinum what it is: the greatest exhibition of Austrian wines. For this reason around 400 booths are reserved for domestic wine producers. Niederösterreich (Lower Austria) is the most prolific region represented with 200 wine producers, followed by Burgenland with just under 150 producers, Steiermark (Styria) with 40, and Wien (Vienna) with 10. The Kärnten (Carinthia) Vintners' Association shall once again represent the Austrian wine region Bergland in the Vienna Hofburg Palace.

Fifteen members of the Association of German Prädikat Wine Estates (Verein Deutscher Prädikatsweingüter - VDP) take the most prominent position among the international exhibitors. Vintners from East and Southeast Europe also make a strong showing and under the banner of "New Europe" and bring the flair of the yet undiscovered to the VieVinum. France is present with a respectable delegation, as are Portugal and South Tyrol (Alto Adige).

Falstaff Magazine expands its presence at the VieVinum with a focus on great growths from Italy. Wein&Co will present the very topical theme of "natural wine".

Numerous smaller vintner groups from elsewhere in Europe and overseas contribute to further diversity. A well organised structure makes it easy to find exhibiting wine producers and merchants quickly. They are organized according to region or membership in a marketing association. Wines are organized according to their DAC status, if they are so classified, as well as alphabetically in the catalogue index.

The complete list of exhibitors can be found under this link: www.vievinum.com/list-of-exhibitors



THE ASSOCIATION OF GERMAN PRÄDIKAT WINE ESTATES (VDP) AS SPECIAL GUESTS IN THE VIENNA HOFBURG PALACE

VieVinum organizer M.A.C. Hofmann is pleased to welcome the Association of German Prädikat Wine Estates (Verband Deutscher Prädikatsweingüter – VDP) as guest vintners this year. The VDP is the oldest and only national vintner association of elite vintners worldwide. 200 German Prädikat Wine Estates have set stringent quality standards from the grape to the bottle. A four-tier VDP Classification pyramid was set in 2012 that defines the quality of wines according to their origins: VDP.GUTSWEIN, VDP.ORTSWEIN, VDP.ERSTE LAGE and VDP.GROSSE LAGE. The VDP.Eagle logo on every wine bottle capsule is the seal of quality that guarantees for handcrafted, terroir-focused wine production.

15 VDP wine estates as well as a complete representation of the VDP.Württemberg will be personally present at the VieVinum. They shall offer insights to their selection of premium wines and the implementation of the four-tier classification of origin. In addition to their booth presence, the VDP also offers interesting opportunities to deepen understanding of their ideals and history: a Master Class with Master of Wine Caro Maurer, a lecture "Vineyards of International Reputation: (Hi)STORY of German Wine Culture" from Dr. Daniel Deckers, Journalist Frankfurter Allgemeine Zeitung, as well as an evening event to celebrate the opening of the wineBANK Vienna.



A MENÜ WITH A GIFT CERTIFICATE FOR THE VIEVINUM

Selected restaurants and wine taverns will be offering special VieVinum menus beginning in May for at least one week. These menus are dedicated to a specific wine theme, which can range from a grape variety or a wine region to a wine style. Included in the price of these menus is a gift certificate for entrance to the VieVinum for the reduced price of € 29 instead of € 40. Detailed information will be published on www.vievinum.at.

Members of the restaurant trade have always comprised an important sector of visitors to the VieVinum. The high quality of wine culture they offer is an important contribution to the success of Austrian wine. With increased attention to suitable pairing with food, members of the restaurant trade have forged another area of interest with a wine theme. The harmony of food and wine pairing inspires many discussions and encourages awareness of sensorial enjoyment even among less experienced consumers. The idea behind the VieVinum menus follows this idea.



VIEVINUM CITY BRANDING

When VieVinum calls, Vienna transforms into the capital of wine! From mid-May 2014 on, VieVinum starts to become visible and experienceable all around the Vienna Hofburg. A number of selected shops, wine stores, restaurants and hotels will work up some enthusiasm for the approaching wine event. They will decorate shop windows and interiors with VieVinum standees, wine bottles and wine accessories. Some of them will highlight their favorite vintners, inviting customers to wine tastings in small groups or pampering them with a glass of wine during the shopping experience.

VieVinum will thus already be present over a wide area all around the Vienna Hofburg venue four weeks before it starts.

For the list of the CITY brand partners go to www.vievinum.at/partner

VIP - TOURS

Guided tasting tours through the VieVinum are available for businesses and organizations and offer an ideal customer relations event. Groups of 10 to 15 people receive an overview of a particular theme, for example "Best of Grüner Veltliner", "The hottest insider tips at the VieVinum" or "Tasteful Rarities", in around 90 minutes. This vinophile networking can be concluded with an aperitif or with finger food.

Renowned wine celebrities, sommeliers and WSET diploma holders guide these special tours. Wine enjoyment and wine knowledge are thus combined with convivial enjoyment.

For more information visit: www.vievinum.com/visitors/vip-guided-tours/



GENUSS REGION ÖSTERREICH

GENUSS REGION ÖSTERREICH, a national association in Austria for determining and promoting typical regional culinary specialties, will focus on fruit wines as their theme at the VieVinum. Fermented fruit juices and ciders have long been appreciated as high quality accompaniments to food. VieVinum visitors will have the opportunity to discover the versatility and virtues of these Austrian beverage specialties.

“The productive cooperation of GENUSS REGION ÖSTERREICH and VieVinum makes it possible for a large interested public to experience the often rare regional culinary specialties with all of their senses,” states Margareta Reichsthaler, chairman of Genuss Region Österreich.

www.genuss-region.at

www.gr-marketing.at

LAVAZZA LOUNGE FROM A LA CARTE

When 500 culinary interested exhibitors and around 15,000 connoisseur visitors meet at the Vienna Hofburg Palace, good coffee is in high demand. Superb coffee specialties will be offered in cooperation with A la Carte Magazine in the Lavazza Lounge.

www.lavazza.at

CULTURBRAUER

Outstanding beer also requires attentive tasting. The Culturbrauer will offer exactly this opportunity in their tasting tent directly in front of the Vienna Hofburg Palace.

www.culturbrauer.at



SCHLUMBERGER

Sektkellerei Schlumberger is a partner of VieVinum, both in the Vienna Hofburg Palace as exhibitor with top Austrian Sekt (sparkling wine) specialties and in the Gourmetzelt (Gourmet Tent) as accompaniment to the culinary program.

Schlumberger invites visitors to taste their newest products and vintages as well as the new vintage of the Schlumberger DOM TFXT sparkling wine at their Sekt Bar between the Vorsaal (Entrance Hall) and Seitengalerie (Side Gallery).

The Austrian Sekt Committee will also be presenting “Prickelndes Österreich – Vielfalt und Qualität des österreichischen Sekts” (Sparkling Austria – Diversity and Quality of Austrian Sekt) to trade members on Monday, June 6, 10:30. A tasting journey with refreshing sparkling wines from Austria

The Austrian Sekt Committee is counterpart to the Regional Wine Committees. It is the responsibility of this committee to represent the interests, quality, diversity and origin of Sekts from all of Austria, independent of structure – whether from a traditional négociant or from a grower. Austrian Sekts are marked with a special seal in the VieVinum catalogue.



AUSTRIA GLAS RECYCLING – IN THE ECONOMIC CYCLE OF VIEVINUM

When on Monday, June 6, 2016, VieVinum ends at 6 pm, the MA 48 Municipal Department of the City of Vienna will collect 30,000 empty wine bottles. However, these will not be “disposed of” but processed for new packaging purposes by *Austria Glas Recycling*. A procedure visitors to VieVinum would normally not be aware of, but which is of great economic and ecological importance.

There are so many reasons to recycle glass again and again. For instance, the recycling of glass saves energy. The reprocessing of only a single glass bottle could power a PC for 25 minutes, a color TV for 20 minutes or a washing machine for ten minutes (source: *Aktionsforum Glas*). Besides, glass is a natural and healthy packaging material. It protects its contents from external influences, preserves taste, smell, vitamins and all other valuable ingredients.

Used glass is melted in the glassworks and formed into new glass packaging products – a perfect material cycle. Used glass packaging is the most important raw material for new glass packaging in terms of quantity. Glass can be repeatedly recycled in top quality. The collected used glass is utilized 100 percent in the glass packaging industry – the major portion in Austria, the remainder in glassworks of neighboring states close to the border.

Austria’s glass recycling rate is higher than average. The recycling rate for glass packaging is 85 percent in Austria, while only 70 percent on an EU average. Ninety-seven percent of Austria’s population participates in the collection of used glass. This means a high degree of resource efficiency, which strengthens the competitiveness of the national economy. In 2013, each Austrian properly disposed of an average of around 26 kilograms of used glass, corresponding to 234,000 tons. The utilization of used glass packaging for the manufacture of new glass packaging amounts up to 60 percent for white glass, around 70 percent for brown glass, and some 90 percent for green glass.



THE SIDE EVENT PROGRAMME

Having the chance to taste and share personal impressions with winemakers is one of the key elements of the VieVinum. A very diversified side event programme offers the additional opportunity to concentrate on the attributes of a single grape variety or wine region. Visitors can expand and deepen their expertise with numerous commentated tastings. This is also occasion to discuss interesting topical and even controversial themes.

Because many of these tasting are booked up quickly, early registration is recommended. June 1, 2016 is the last day of registration for the side event programme.

SATURDAY, JUNE 4

11:30 to 12:45

THE GRAND CRUS OF WIEN IN THEIR VINTAGE DEPTH

The WienWein association of vintners from Vienna presents wines from extraordinary sites that demonstrate the diversity of wine from Wien (Vienna) as well as offering insight to the current development of vineyard classification in the Wien wine-growing region.

SCHATZKAMMERSAAL

Entrance free

Registration required: welcome@wienwein.at

12:30 to 14:00

WACHAU RIESLING FROM VINTAGE 2006

Generous fruit, finesse, and tremendous ageing potential are the distinguishing attributes of these wines: does this vintage fulfil the high expectations of it? Examples from famous vineyards like Singerriedel, Achleiten and Kellerberg are among the wines that will be presented during this commentated tasting.

KLEINER REDOUTENSAAL

60 EUROS per person

Language: German with simultaneous English translation

Limited places available; event begins punctually.

Registration required: office@vinea-wachau.at



14:00 to 15:15

“WINES WITH CHARACTER – THE WINES OF THE RENOWNED WINERIES OF BURGENLAND”

Wine with corners and edges, elegance and finesse are praised by experts, but are certainly not cash cows. Despite this, allowing the expression of vintage, microclimate and soil is a fundamental principal of the members of the Renowned Wineries of Burgenland.

SCHATZKAMMERSAAL

Entrance free

Registration required: office@rwb.at

15:00 to 16:00

VINEYARDS OF INTERNATIONAL REPUTATION | HI(STORY) OF GERMAN WINE CULTURE

DR. DANIEL DECKERS, JOURNALIST, FRANKFURTER ALLGEMEINE ZEITUNG

A tour through German wine culture history, from the origins of vineyard classification to vintner poverty and the holocaust, as well as the renaissance of Riesling are accompanied by a historic tasting.

BURGRAUM

Entrance free

Registration required: s.eckel@vdp.de

15:00 to 16:15

ICE AGE OR CENTENNIAL SUMMER – SINGLE-VINEYARD GRÜNER VELTLINERS AND VINTAGE VARIATIONS

One Veltliner. One vineyard. One vintner. Two vintages. One from a cool vintage, the other from a warm vintage. What options do the knowledge and sensitivity of a vintner offer for making wines that express regional character? The flagship varieties Grüner Veltliner and Roter Veltliner from the great vineyards of the Wagram are the central focus of this wine tasting.

KÜNSTLERZIMMER

Entrance free

Registration required: office@dialogium.at



16:00 to 17:30

FINESSE OBLIGE – THE HIDDEN TALENTS OF PINOT BLANC

While Pinot Noir is the celebrated red wine darling of the world, its white variation remains underestimated. Those who approach Weissburgunder (Pinot Blanc) with inquisitiveness will discover a variety that is highly sensitive to its terroir and expresses this with a diversity of styles as well as a capacity to age that need not shy from comparison.

SCHATZKAMMERSAAL

Entrance free

Registration required: c.schefbeck@mac-hoffmann.com

16:45 to 18:00

EXQUISITE WINES FROM THE “PRESSE”–SHOP EDITION

For over 165 years, “Die Presse” newspaper has remained a bastion of independent quality journalism in the German-speaking world. Quality and choice handcraft are the central focus of the “Die Presse” online shop. At shop.diepresse.com one finds selected favourites as well as well as limited edition specialties from culinary, art and culture.

KÜNSTLERZIMMER

Entrance free

Registration required: c.schefbeck@mac-hoffmann.com



SUNDAY, JUNE 5

9:30 to 12:00

UNITED BY BLAUFRÄNKISCH

This unique vertical tasting presents a great central European grape variety and features wineries from Germany, Hungary, Croatia, Slovakia, Romania and Austria. 50 wineries offer their best Lemberger / Blaufränkisch / Kékfrankos from three vintages for tasting.

KLEINER REDOUTENSAAL

Information: office@wine-partners.at

11:00 to 12:15

WEINVIERTEL DAC RESERVE. GREAT GROWTHS, BIG BOTTLES.

The great Grüner Veltliners of the Weinviertel are exceptional representatives of their origin. The best carry the name "Weinviertel DAC Reserve". When matured in magnum bottles, their power, pronounced expression, and potential for prolonged development is exhibited optimally. Get to know the Weinviertel through great growths in big bottles.

KÜNSTLERZIMMER

Entrance free

Registration required: office@weinvierteldac.at or +43 2245 82 666

Further information: www.weinvierteldac.at

12:00 to 13:15

AUSTRIAS ADVANCED LEVEL – GREAT WINES FROM THE THERMENREGION: MASTERCLASS & GRAND TASTING

Zierfandler and Rotgipfler are the leading white wine grape varieties of the Thermenregion and two of the most precious autochthon varieties in Austria. Equally superb are the black varieties of the region, St. Laurent and Pinot Noir. Discover the inimitable style and enormous potential of these rare and delicious specialties.

SCHATZKAMMERSAAL

Entrance free

Languages: English and German

Registration required: info@weinland-thermenregion.at



13:00 to 14:15

MEET NEW EUROPE WINES

Being aware of increasing interest in wines and varieties from Hungary, Slovenia, Croatia, Serbia, Macedonia and Bulgaria, this master class will give you an overview of authentic wine styles from those six countries.

All the wines are unique representatives of their local heritage, but at the same time ultimately delicious and modern.

KÜNSTLERZIMMER

Entrance free

Registration required: irina@vinart.hr

irinabanster@gmail.com

14:00 to 15:15

YOUNG WILD VINTNERS – PASSION TO THE LAST DROP

The “Jungen Wilden Winzer” association are set to push the envelope once again. They are unpacking their best wines and pouring passion to the last drop. Wines with authentic and individual character, handpicked and uncompromisingly vinified. Wines that exploit the entire potential of their variety in 13 variations that demonstrate the uniqueness of Austria’s wine regions.

SCHATZKAMMERSAAL

Entrance free

Registration required: office@stagard.at

15:00 to 16:15

CLASSIFICATION OF THE BEST VINEYARDS IN GERMANY AND AUSTRIA

VDP.GROSSE LAGEN MEET ÖTW.ERSTE LAGEN

Master of Wine Caro Maurer presents a German-Austrian vineyard selection in the Künstlerzimmer of the Vienna Hofburg Palace. Ideals for the classification of origins are demonstrated with examples from the VDP.GROSSEN LAGEN and ÖTW.ERSTEN LAGEN in consideration of a unified origin classification system in German-speaking Europe. Participation exclusive for the press, restaurant, and trade.

KÜNSTLERZIMMER

Entrance free

Registration required: s.eckel@vdp.de



16:00 to 17:15

WINE COUNTRY CHALLENGE AUSTRIA – GERMANY, FOCUS ON RED WINE BLENDS

After Riesling, red wines have gained significance in Germany. This has inspired the European wine magazine VINUM to initiate another edition of the traditional Germany-Austria country challenge with the theme of red wine blends. The two team captains, Dr. Walter Kutscher (Österreich) and Rudi Knoll (VINUM Chief Editor Germany) have made a competitive pre-selection of eleven wines to represent each country. The audience tastes simultaneously with the judging panel during the competition without voting.

SCHATZKAMMERSAAL

Entrance free

Registration required: c.schefbeck@mac-hoffmann.com

16:45 to 18:00

LEITHABERG – A QUESTION OF SITE – DIVERSITY IN RED AND WHITE

Limestone and schist, Lake Neusiedl and the Leitha Mountains, superb traditional varieties of the region – these are the perfect preconditions for the great single-vineyard wines from Leithaberg. This convincing tasting demonstrates the uniqueness of Leithaberg and offers the opportunity to encounter great single-vineyards such as Goldberg, Tannenberg, and Gritschenberg.

KÜNSTLERZIMMER

Entrance free

Registration required: wein@leithaberg.at



MONDAY, JUNE 6

10:30 to 11:45

AUSTRIAN SEKT: SPARKLING QUALITY AT ITS PEAK

Klassik –Reserve – Große Reserve: The Austrian Sekt Committee presents a tasting introducing the newly anchored quality pyramid for sparkling wine that demonstrates the outstanding quality and diversity of Austrian Sekt with protected designation of origin.

KÜNSTLERZIMMER

Entrance: 15 EURO

Registration required: info@oesterreichsekt.at

11:45 to 13:00

THE GREAT SAUVIGNON BLANC OF STEIERMARK

The Sauvignon Blanc of Steiermark (Styria) have established a fixed place on the wine lists of leading restaurants and wine merchants around the world. Schistous, sandy, volcanic, and calcareous soils lend Sauvignon Blanc elegant mineral character and the cool climate suits it as well. We pay tribute to the king of Styrian wines in this tasting.

SCHATZKAMMERSAAL

Entrance free

Registration required: weinsteiermark@steirischerwein.at

13:00 to 14:15

DEMETER – HOLISTIC BIODYNAMIC

The foundation for Demeter certified biodynamic quality lies in placing uncompromising value on the entire life-cycle of the farm and its interrelated agro-sociological tasks from the soil to the bottle. Demeter is also a consumer protection's seal of trust: all wines and products of a Demeter wine estate follow the same demanding regulations – this is unique and seminal!

KÜNSTLERZIMMER

Entrance free

Registration required: wein@demeter.at



14:15 TO 15:30

THE INIMITABLE BLAUFRÄNKISCH CHARACTER OF MITTELBURGENLAND

This commented tasting offers insights to how single-vineyard Blaufränkisch wines from two quite contrasting vintages such as 2009 and 2012 taste and makes the inimitable terroir clearly distinguishable.

SCHATZKAMMERSAAL

Entrance free

Languages: English and German

Registration required: werk@grosswerk.com

15:30 to 17:00

DEL FABRO PRESENTS: AUSTRIA IS MATURE!

1997 was a significant turning point for the theme of matured wines from Austria. High regard for mature wines cannot be expressed strongly enough. Del Fabro and Wirt+Winzer have organised a travel through time in four flights – Grüner Veltliner, Riesling, aromatic varieties, Blaufränkisch and other reds – from 2009 back to the legendary vintage 1997.

KÜNSTLERZIMMER

Entrance: 49 EURO

Languages: English and German

Registration required: marketing@delfabro.at



CONTACT

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PHOTO CREDIT

Eva Kelety

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