

Press Release  
Vienna, June 2014

## **VieVinum 2014:**

### **Austria once again in the limelight of the international wine world**

From June 14 to 16, 2014, the Vienna Hofburg was again entirely dominated by fine wine, giving a most positive picture of the domestic wine industry. The number of visitors rose from 14,500 to just over 15,000, comprising wine experts and wine lovers from more than 40 nations. Besides the markedly higher portion of international visitors, the exhibiting vintners and wine traders were pleased at an increased audience from the trade and gastronomy sectors.

Some 550 exhibitors offered their best wines for tasting during the three days of VieVinum. Traditionally, most of the offerings came from Austrian vintners. In addition, producers from numerous countries like Germany, Italy, Croatia, Portugal, Serbia, Slovenia, Spain, and from overseas, provided further diversity as regards contents and taste. And there was actually much to discover: new philosophies in winemaking and, generally, new wine styles – from organic to Demeter to concrete eggs and amphorae. One of the highlights was this year's guest country, France, which presented vintner delegations from famous regions like Champagne, Bordeaux, Rhône or Burgundy. Also there was Michel Rolland, who consults for more than 100 prominent wineries in 13 countries all over the world as an oenologist and flying winemaker. Huge selections of great international wines were also savored in the wine lounges of the specialist magazine Falstaff and of Wein & Co.

#### Focus on international audience

Willi Klinger, General Manager of the Austrian Wine Marketing Board (AWMB) and the most important collaboration partner of VieVinum, gives a very positive summary of this year's VieVinum. At AWMB's invitation, some 900 international opinion leaders gathered at the Vienna Hofburg. These included celebrities like the legendary Jancis Robinson, MW, wine writer and columnist of the Financial Times, or Robert Parker wine critic David Schildknecht. It was Schildknecht who awarded a sensational 100 Parker points to the 1995 Riesling "Vinothek" of Saahs Winery – as Austria's first winery. The invitation policy of AWMB aimed to bring to VieVinum as many decision makers as possible from wine trading companies and gastronomic enterprises. "We have again clearly gotten closer to our aim of conveying Austrian wine to the international markets as an attractive business," as Willi Klinger puts it.

#### Thematically exquisite tastings

The side events including a number of top-class commented tastings enjoyed great popularity, too. The arc of suspense ranged from the presentation of young vintner groups like "Die Weinviertel Ambassadors" or "Junge Wilde" to questions concerning climate change at the master class "Is climate change already affecting wine styles?", which was organized by the Institute of Masters of Wine. The tasting of the Demeter Association revealed insights into the world of biodynamics. Several tastings were in fact dedicated to the taste of distinct terroir. The spectrum ranged from "The geology of Wachau and its wines" to "Matured

Weinviertel“ or from “The great DAC wines of Blaufränkischland“ to “Diversity and quality of the Austrian sparkling wine“. Most exciting and entertaining experiences were the Riesling match between Austria and Germany, which was organized by the specialist magazine Vinum, and the tasting of the ultimate power duo “Cigar and Wine“ in collaboration with Davidoff and the vintners Kirnbauer, Payr, Rücker and Sattler.

#### Prominent visitors

Alongside the interested audience consisting of trade experts, gastronomers and aficionados from Austria and all over the world, a number of illustrious socialites came to pay homage to this top event. Alexandra Graski-Hoffmann, the organizer of VieVinum, amongst others welcomed Federal Minister Andrä Rupprechter, Dancing Star Lenka Pohoralek, and the former head coach for Austria’s men’s ski team, Toni Giger. The two renowned vintners Paul Achs and Albert Gesellmann created for Giger a special “team wine”.

#### From CITY branding to a new VieVinum App

The pleasant record of VieVinum 2014 is reflected in many details. As Alexandra-Graski Hoffmann emphasized in her opening speech, it was essential to continue developing such a large-scale enterprise and expanding it with new ideas and services. Thus, the dialogue with the specialized trade, the wine and hospitality industries and, above all, the sommeliers was intensified, new networks were created, and numerous collaborations were formed – manifested, for instance, in an Austria-wide offer of VieVinum menus at select restaurants and wine inns. At VieVinum itself, visitors could use free Wi-Fi and for the first time let themselves navigate from one vintner to the other by a special app. In the advertising field, the CITY branding turned out to be a big success: Numerous shops, wine stores, gastronomic enterprises and hotels around the venue of the Vienna Hofburg worked up some enthusiasm for VieVinum by decorating shop windows and interiors with VieVinum standees, wine bottles and wine accessories, or highlighting their favorite vintners.

#### Steirereck at VieVinum

Birgit Reitbauer, hostess of Restaurants Steirereck in the Stadtpark, and her team could once more be counted on to assume control 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.

#### The finest food

The gourmet tent in front of the Hofburg provided relaxation and refreshment to both tasters and exhibitors. Surrounded by the ambience of the Outer Courtyard in front of the magnificent backdrop of historic buildings, the newly founded catering enterprise “WIENS Catering – fresh . easy . smart“ served delicious and healthy products from the “Genuss Regionen Österreich“. The menu, for example, offered delicacies like Mattigtal trout on cucumber noodles, wafer-thin cured ham from the Innviertel with mixed pickles, or cheese spaetzle refined with aromatic mountain cheese from Bregenzerwald.

VieVinum takes place at the Wiener Hofburg every other year – the date for 2016 will soon be announced on the VieVinum website.

Citations from exhibitors and visitors:

Jancis Robinson, MW: "I'm sure there are some bad wines in Austria, but so far they haven't crossed my way."

Stephan Reinhardt, Parkers The Wine Advocate: "I've come to VieVinum for about ten years. I found the Austrian wines good to very good."

Jörg Winkler, Wein+Markt: "The support by the Austrian Wine Marketing Board is terrific. VieVinum is great, this applies both to the wines and the service all around."

Klaus Egle, Wirtshausführer Österreich: "The conditions here were perfect, and it was pleasantly cool. Among the wines, I was fascinated by Austria's whites from 2013, to me a real signature vintage for the Austrian white wine."

Werner Luttenberger, oenological director from Styria: "I used VieVinum to taste wines from the Styrian neighboring country Slovenia; and I also focused on South Tyrol. The development of these regions is impressive. Overall, one day was almost too short for VieVinum."

Andreas Wickhoff, MW: "We have featured at VieVinum the vintners of Premium Estates of Austria from the very beginning. The audience is one of a kind, all important people of the international wine world were here."

Vintner Erwin Poller: "A perfectly organized fair in an ambience that is absolutely unique."

Vintner Manfred Tement: "VieVinum is of great importance to us as a platform for the international market. This time, even more grand persons from the trade attended than ever before."

Vintner Gerhard Kracher: "For us, it was the best VieVinum ever. We look forward to 2016!"

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