

# AUSTRIAN WINE



**Österreich Wein Marketing GmbH**

**Austrian Wine Marketing Board**

AUSTRIAN WINE 



ÖSTERREICH WEIN 



# Ownership

## **Wine Industry (50 %)**

25% Chamber of Agriculture

25% Chamber of Commerce

## **Regional Governments (50 %)**

15% Niederösterreich (Lower Austria)

15% Burgenland

10% Steiermark (Styria)

10% Wien (Vienna)

# Annual Funding of the AWMB: ~ 8,7 Mio €

~ 4,2 M € Contributions of the sector:

- 1,1 ¢/l for every liter harvested
- 1,1 ¢/l for every liter sold

3,4 M € Contributions of the Regions:

1,1 Mio € EU subsidies

## Austrian Vineyards (2009)

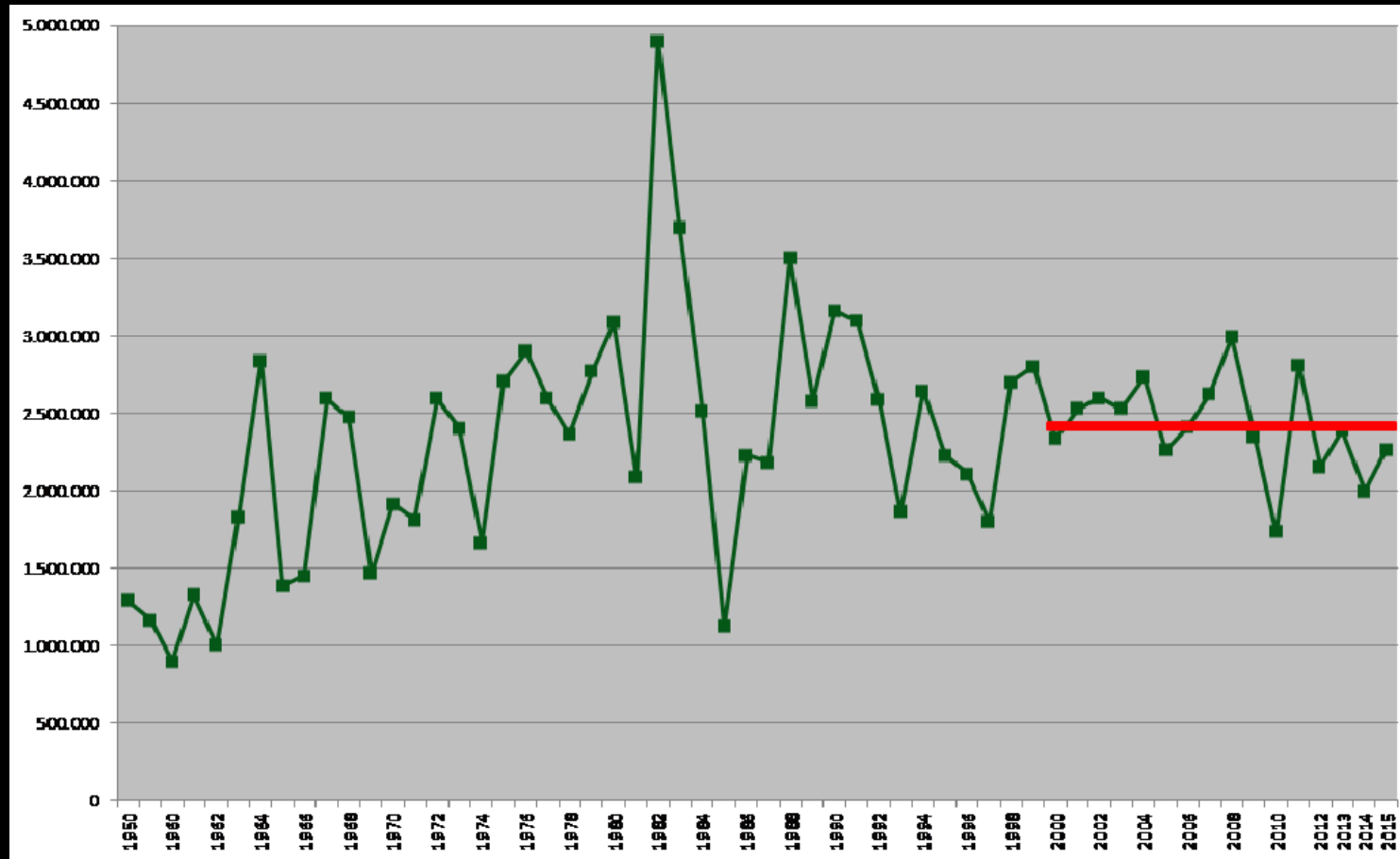
Austria:	45.780 ha
Niederösterreich:	27.128 ha
Burgenland:	13.800 ha
Steiermark:	4.240 ha
Wien:	612 ha

# Austrian Wine: Basic Data

- Production: 250 Mio Liters
- Consumption: 250 Mio Liters
- Import: 50 – 70 Mio Liters
- Export: 50 – 70 Mio Liters



# Austrian Wine Harvests 1950 - 2015



# Austria

20.000 Grape Growers

Average: 2,26 ha

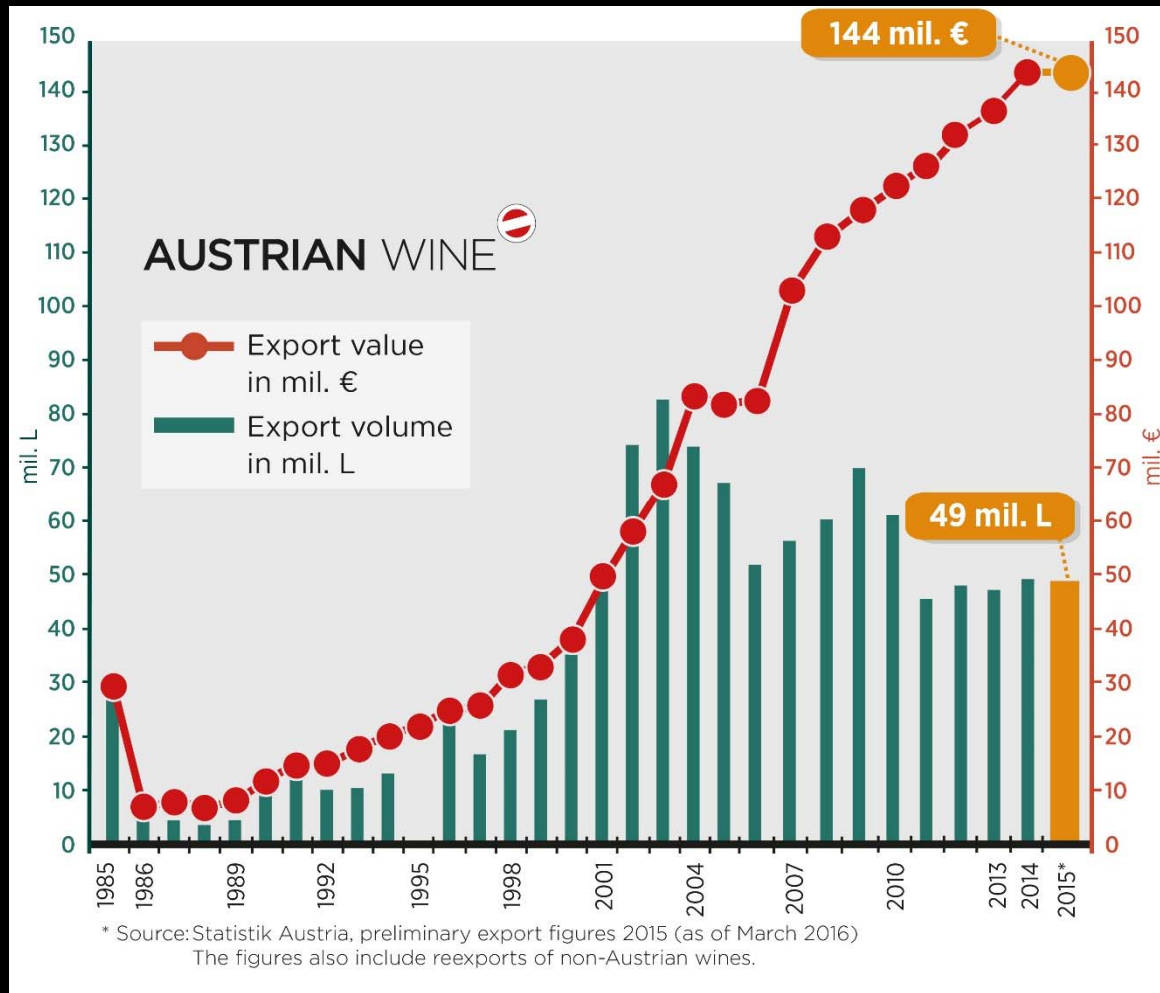
4.500 Bottlers (QW)

# Production Capacity of the Estates

	Estates 2009	Estates 2014	2009/2014 +/-
More than 1 Million Liters	19	17	-2
500.001 – 1 Million Liters	18	33	15
100.001 – 500.000 Liters	159	325	166
50.001 – 100.000 Liters	340	578	238
30.001 – 50.000 Liters	440	658	218
10.001 – 30.000 Liters	1.653	1.788	135
5.001 – 10.000 Liters	3.852	1.148	-2.704

Source: Austrian Wine Control Authority

# Austrian Wine Exports

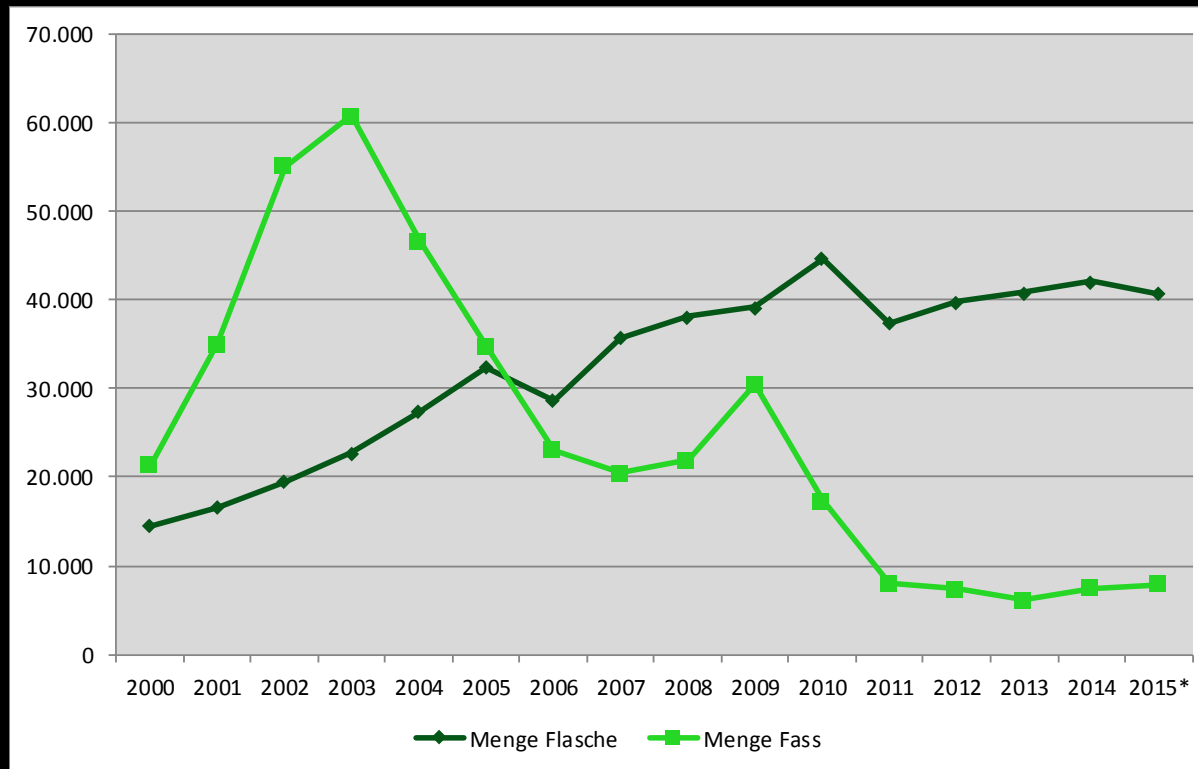


**Value:**  
**144 Mio €**

**Volume:**  
**49 Mio lt**

**Ø Price:**  
**~ 3 €/lt**

# Export in Bottles versus Bulk



# Austria's Top 10 Export Markets

1.	Germany	35.0 ML	75.5 M €
2.	Switzerland	2.7 ML	17.5 M €
3.	USA	2.3 ML	10.7 M €
4.	Netherlands	1.7 ML	6.7 M €
5.	UK	0.8 ML	4.5 M €
6.	Sweden	0.8 ML	3.9 M €
7.	Norway	0.7 ML	3.0 M €
8.	Belgium	0.5 ML	2.5 M €
9.	China	0.3 ML	2.1 M €
10.	Czech Rep.	0.9 ML	2.0 M €

Source: Statistik Austria, preliminary export figures 2015; as of March 2016

# Austria's Top 11 - 15

11. Finland	0,3 ML	1,7 Mio. €
12. Italy	0,5 ML	1,6 Mio. €
13. Denmark	0,2 ML	1,4 Mio. €
14. Japan	0,2 ML	1,2 Mio. €
15. Liechtenstein	0,9 ML	1,0 Mio. €

Source: Statistik Austria, preliminary export figures 2015; as of March 2016

# Moscow





# Oslo



# Zürich



# Frankfurt



# New York



# Austrian Lunch











**INCOMING**

**AUSTRIAN WINE** 





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TASTE CULTURE

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Search

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For Austrian wine producers,  
AWMB-partners and to the gallery.

## Top Info | News from us

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July 0, 2012

### Successful Cooperation with The Institute of Masters of Wine Extended

AWMB Continues its Role as Principal Supporter [Read more](#)

June 5, 2012

### Austrian Wine Marketing Board Welcomes 830 International Top Wine Players to VieVinum

Between the 2nd and 4th of June, Vienna's Hofburg Palace was transformed by the Austrian Wine Marketing Board and VieVinum into an... [Read more](#)

May 18, 2012

### VieVinum 2012: Attraction for wine lovers from all around the world

The VieVinum is Austria's largest and most prestigious wine fair, and is held every second year in the Vienna Hofburg. The biennial wine... [Read more](#)

## Austrian Wine



## Events

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03.09.2012

[SALON Kleinwaisertal](#), Riezlern

06.09.2012

[Austrian Tasting Moscow](#), Moscow

08.09.2012

[Austrian SALON - Wine Tasting](#), Zöbing

10.09.2012

[Austrian Tasting Utrecht](#), Utrecht

11.09.2012 - 12.09.2012

[SALON Salzburg](#), Wals-Siezenheim

## Wine Growing Regions

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# THE 7 ELEMENTS OF UNIQUENESS

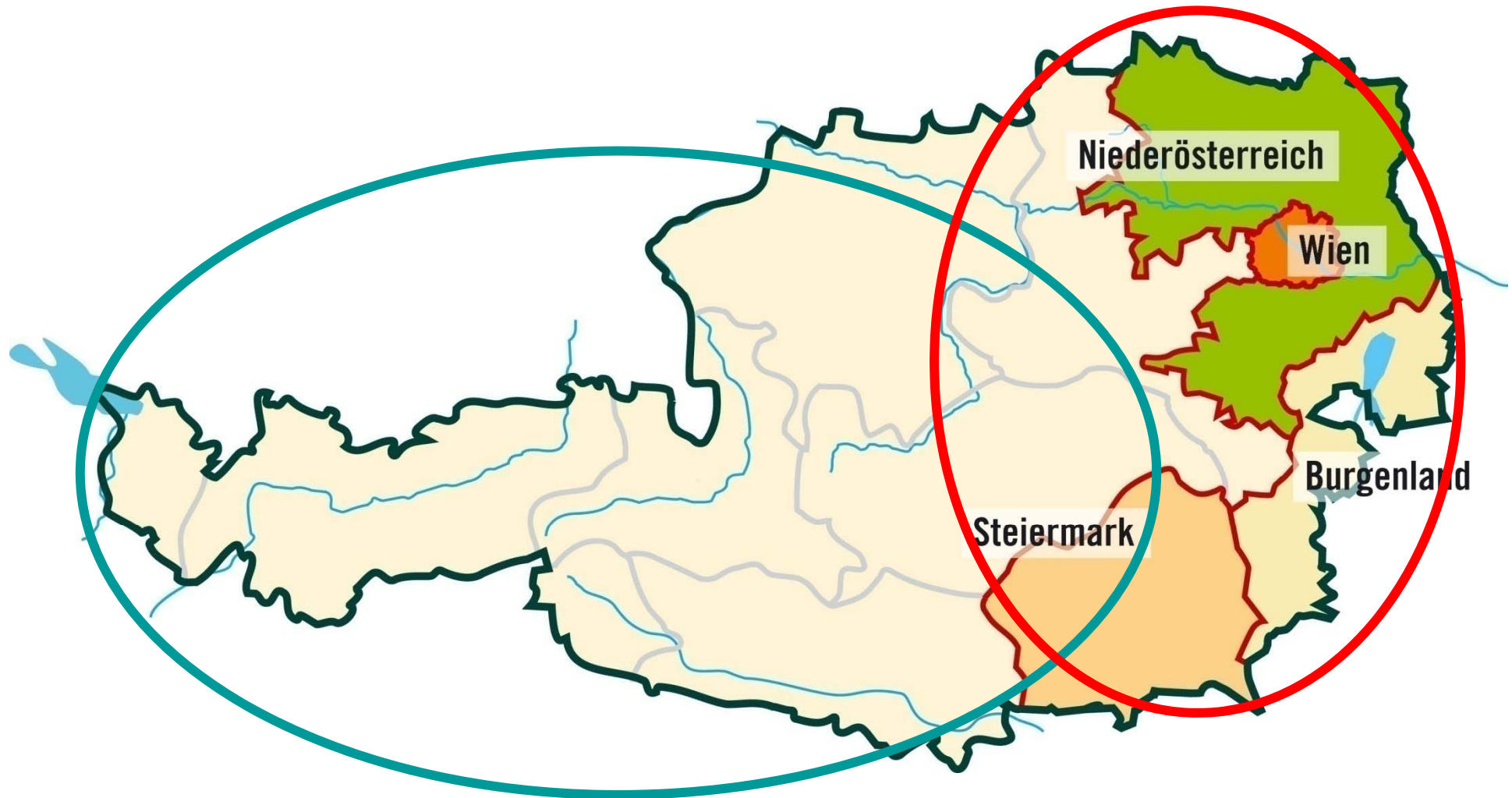
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# THE 7 ELEMENTS OF UNIQUENESS

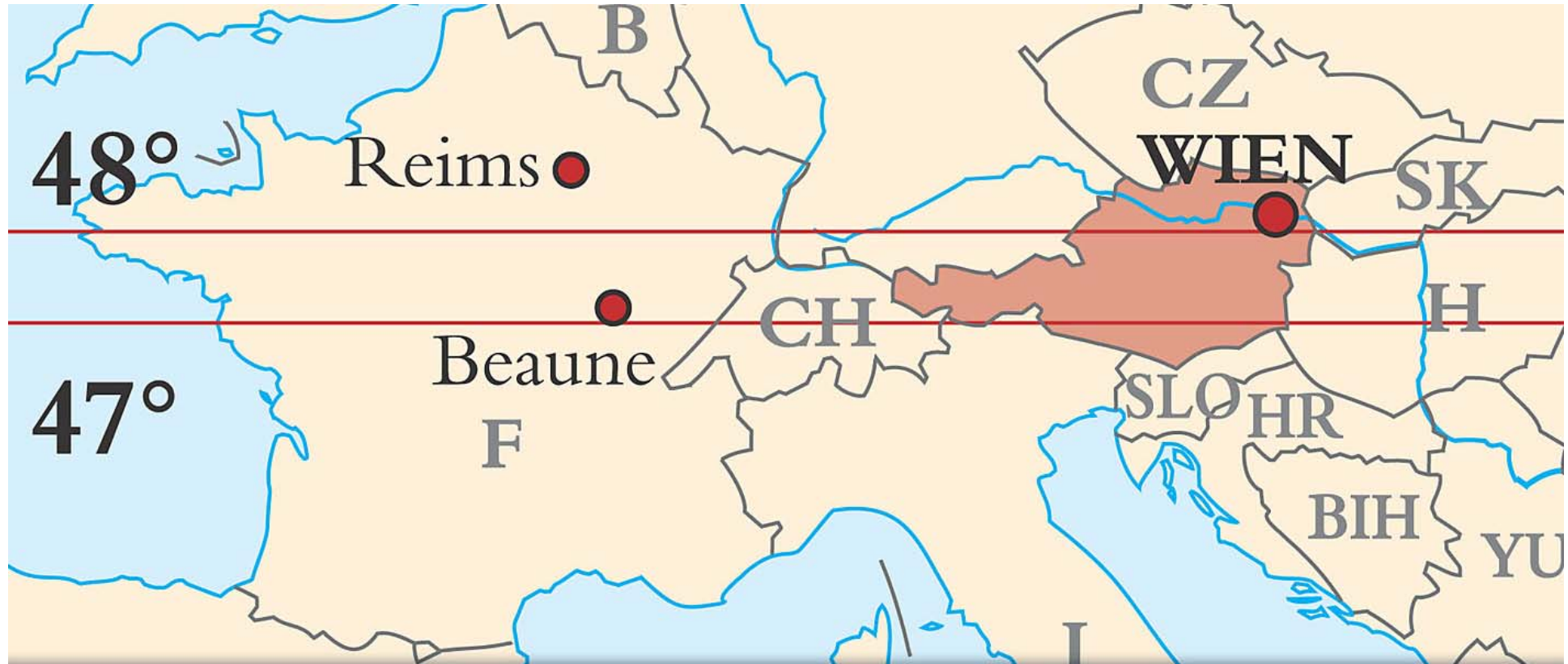
1. THE CLIMATE
2. THE LAND
3. THE GRAPES
4. THE CULTURE
5. THE PEOPLE
6. THE RESPECT FOR NATURE
7. THE FOOD PAIRING

# Skiing in the West – Wine in the East



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# Cool Climate Viticulture



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# Cool Climate Viticulture

- Continental pannonian
- Mediterranean
- Cool Northern Air



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# THE 7 ELEMENTS OF UNIQUENESS

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# Rocky Soils (Gneiss)



# Loess



# Volcanic Soils



Kamptal

Steiermark





# Clay and Sand



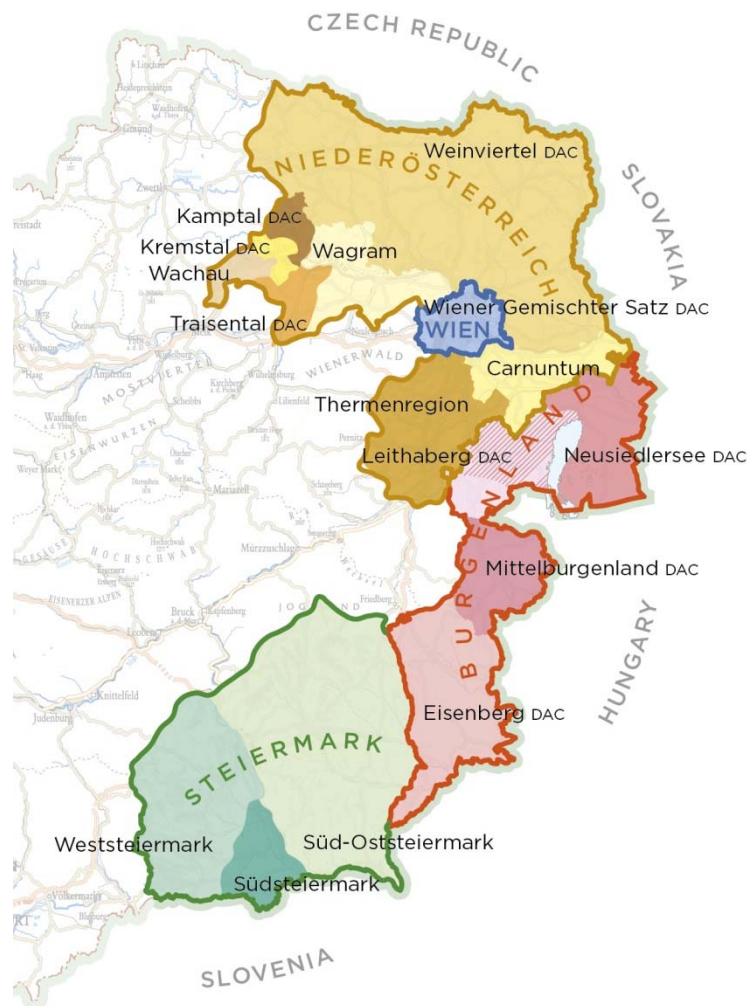
# Limestone



# THE 7 ELEMENTS OF UNIQUENESS

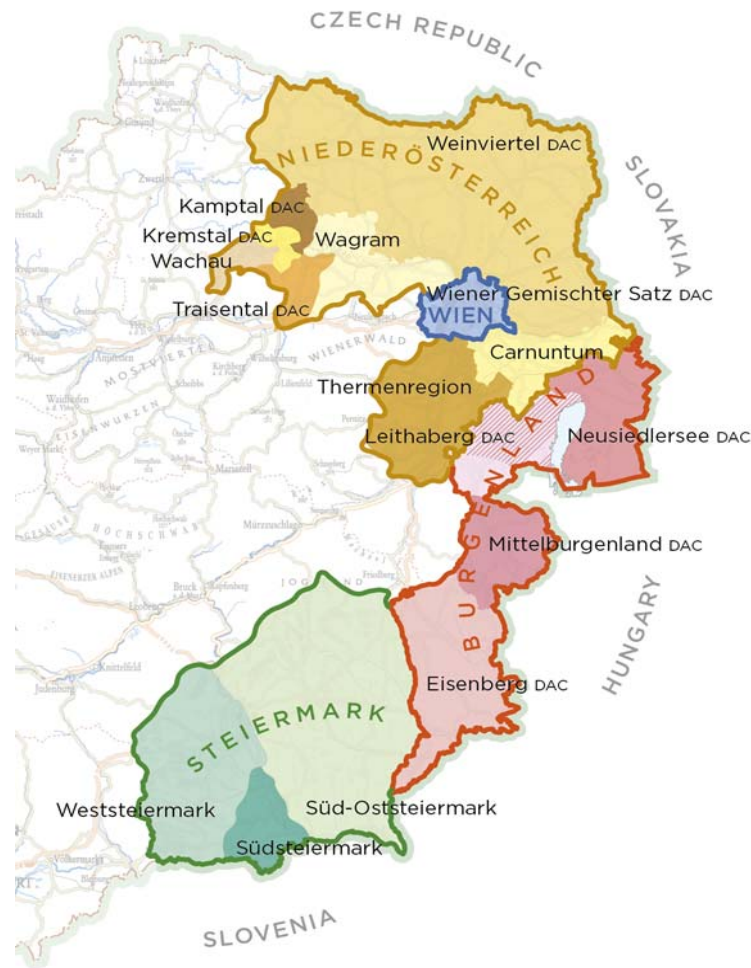
1. THE CLIMATE
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# Terroirs for International Varieties



- Riesling
- Sauvignon Blanc
- Muskateller
- Pinot Blanc
- Chardonnay
- Pinot Noir
- etc.

# Special Indigenous Varieties



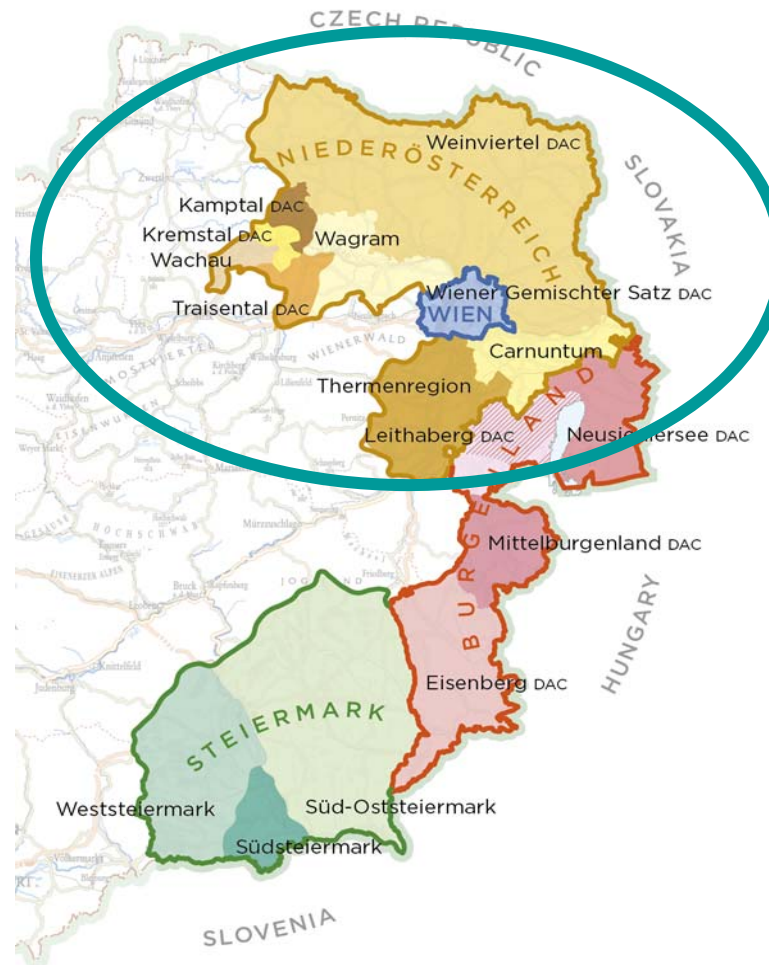
- Grüner Veltliner
- Neuburger
- Zierfandler
- Rotgipfler
- Roter Veltliner
- Zweigelt
- Blaufränkisch
- St. Laurent
- Blauer Wildbacher

# Grüner Veltliner is Austria's Flagship



- 30% of Austria's vineyards are planted with Grüner Veltliner
- Riesling:
  - Austria total: 4%
  - Niederösterreich: 6%
  - Wachau: towards 20%

# Grüner Veltliner & Riesling along the Danube



# Niederösterreich: Wachau





# Niederösterreich: Kremstal DAC



# Niederösterreich: Kamptal DAC



# Niederösterreich: Traisental DAC



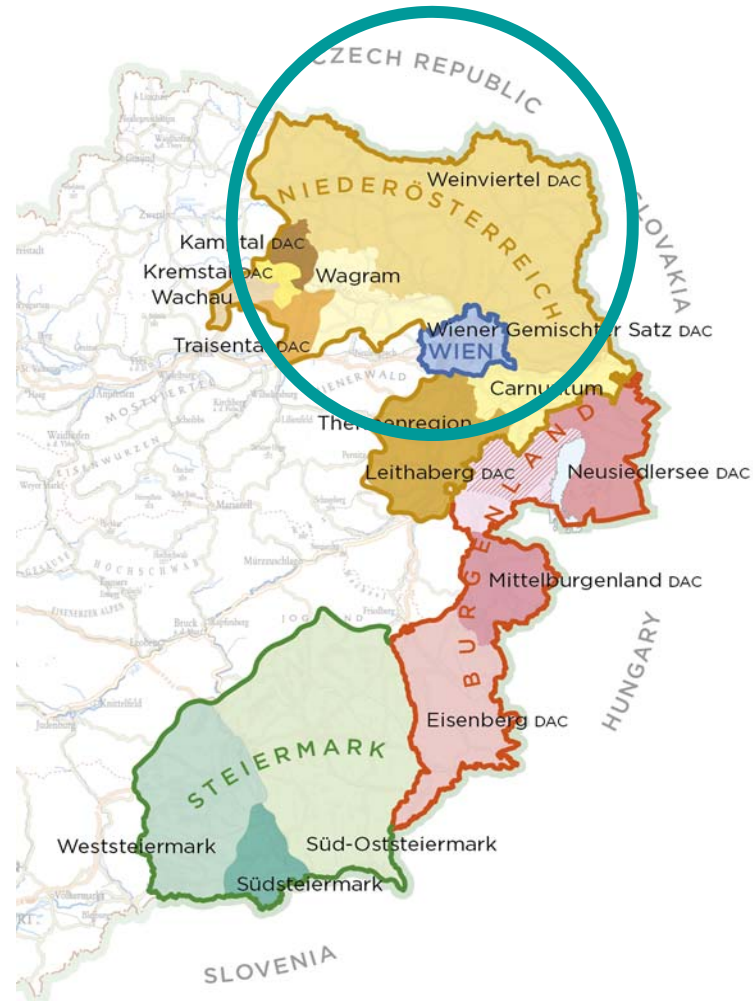
# Niederösterreich: Wagram



# Niederösterreich: Weinviertel DAC



# Full Bodied Whites in the East



# Burgenland: Leithaberg DAC (white)



Weissburgunder



Chardonnay



Grüner Veltliner



Neuburger

# Niederösterreich: Thermenregion



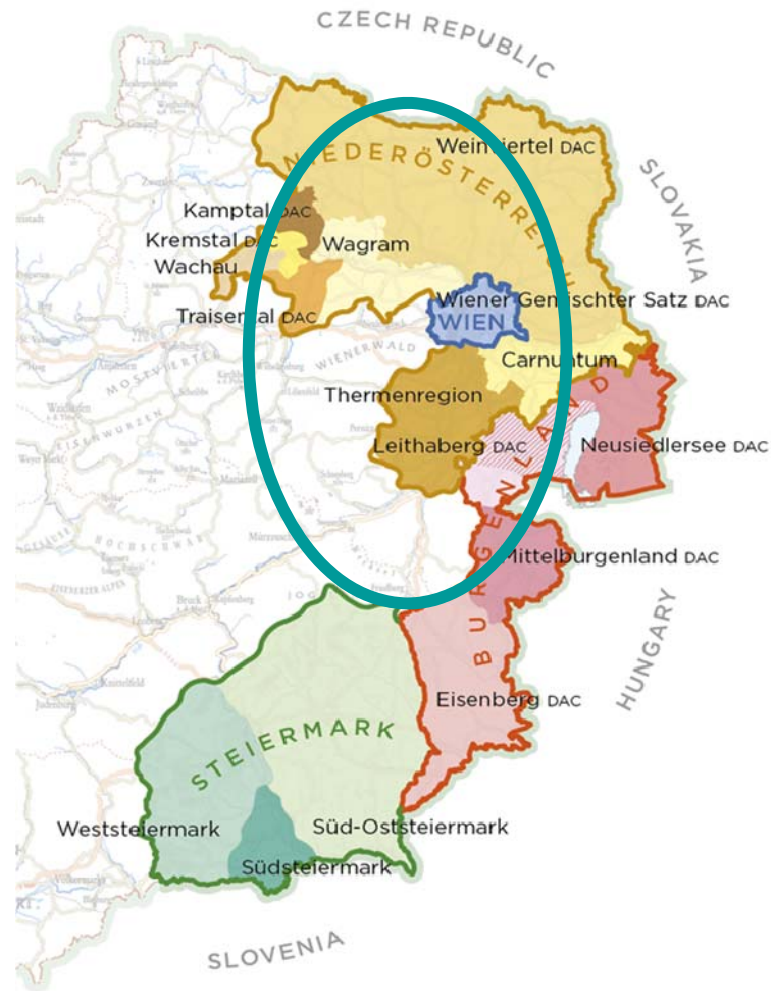
Zierfandler



Rotgipfler



# Austrian Red Wine Focus in the East

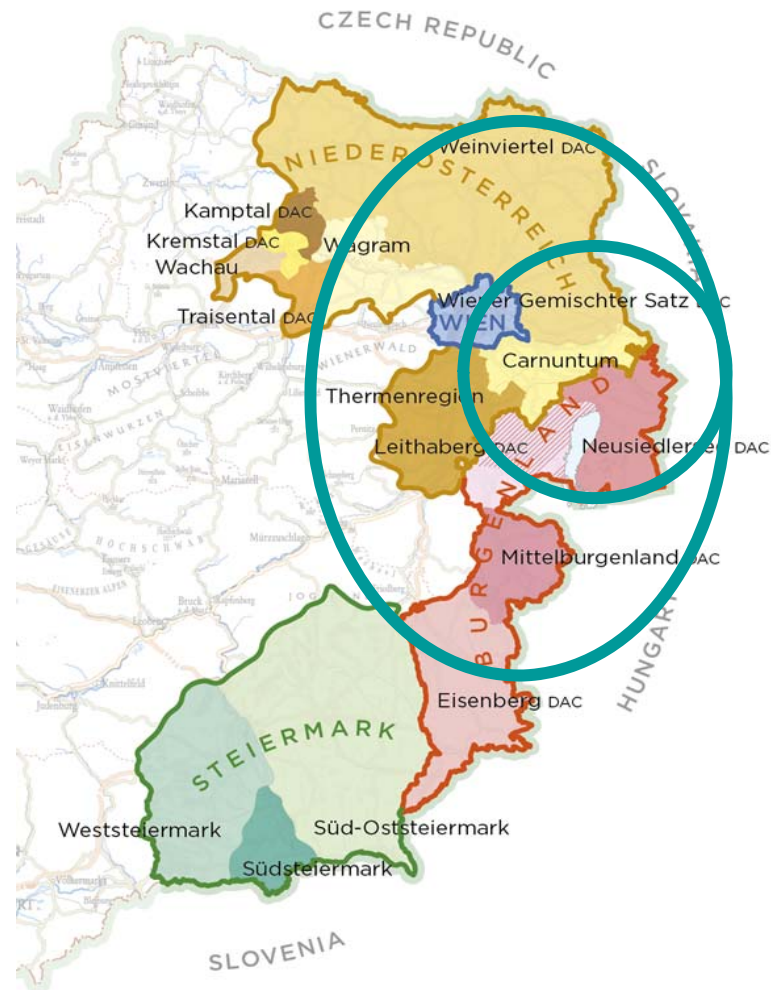


# Blauer Zweigelt



- Blaufränkisch x St.Laurent
- Zweigelt is Austria's most important red grape variety
- 14% of the total production

# Zweigelt Focus Carnuntum and Neusiedlersee



# Niederösterreich: Carnuntum



# Burgenland: Neusiedlersee DAC

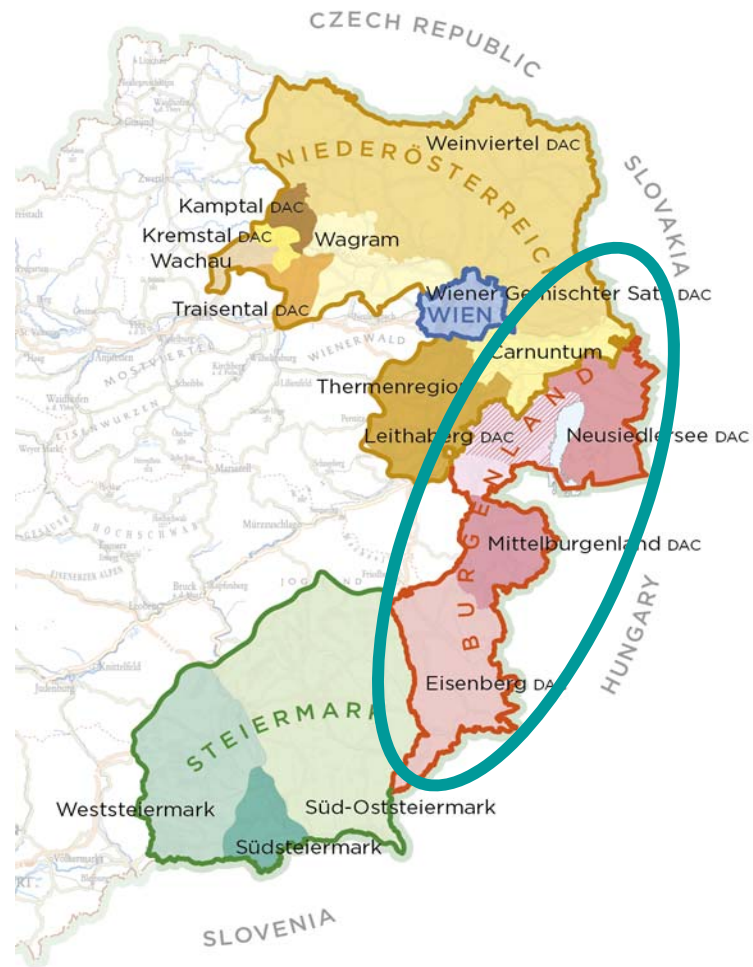


# Blaufränkisch



- Concentration
- Fine Nose
- Racy Acidity
- Aging Potential
- 7%

# Blaufränkisch in Burgenland



# Blaufränkisch



- **Carnuntum**

- Spitzerberg

- **Burgenland**

- Leithaberg DAC

- Mittelburgenland DAC

- Eisenberg DAC



# Burgenland: Leithaberg DAC



# Burgenland: Mittelburgenland DAC



# Burgenland: Eisenberg DAC





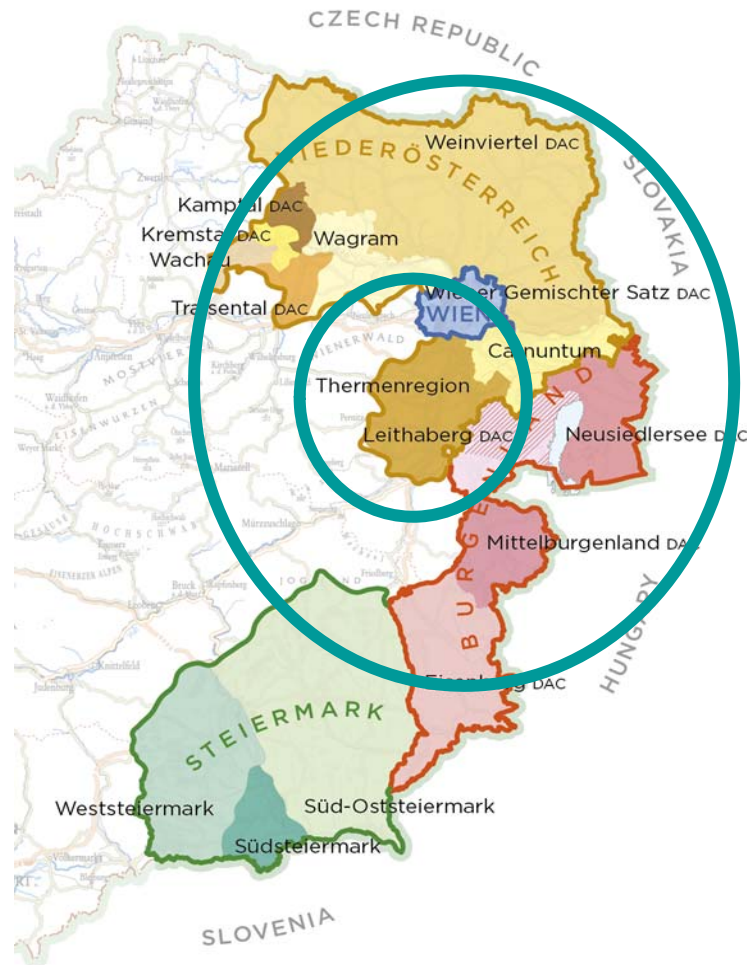
## St. Laurent

- Descendant of Pinot Noir
- Deeper in colour
- Black cherry fruit
- 800 ha (< 2%)

## Pinot Noir

- 650 ha (1,5%)

# St. Laurent & Pinot Noir



# Niederösterreich: Thermenregion



# Red Cuvées



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# Noble Sweet Wines around the Lake

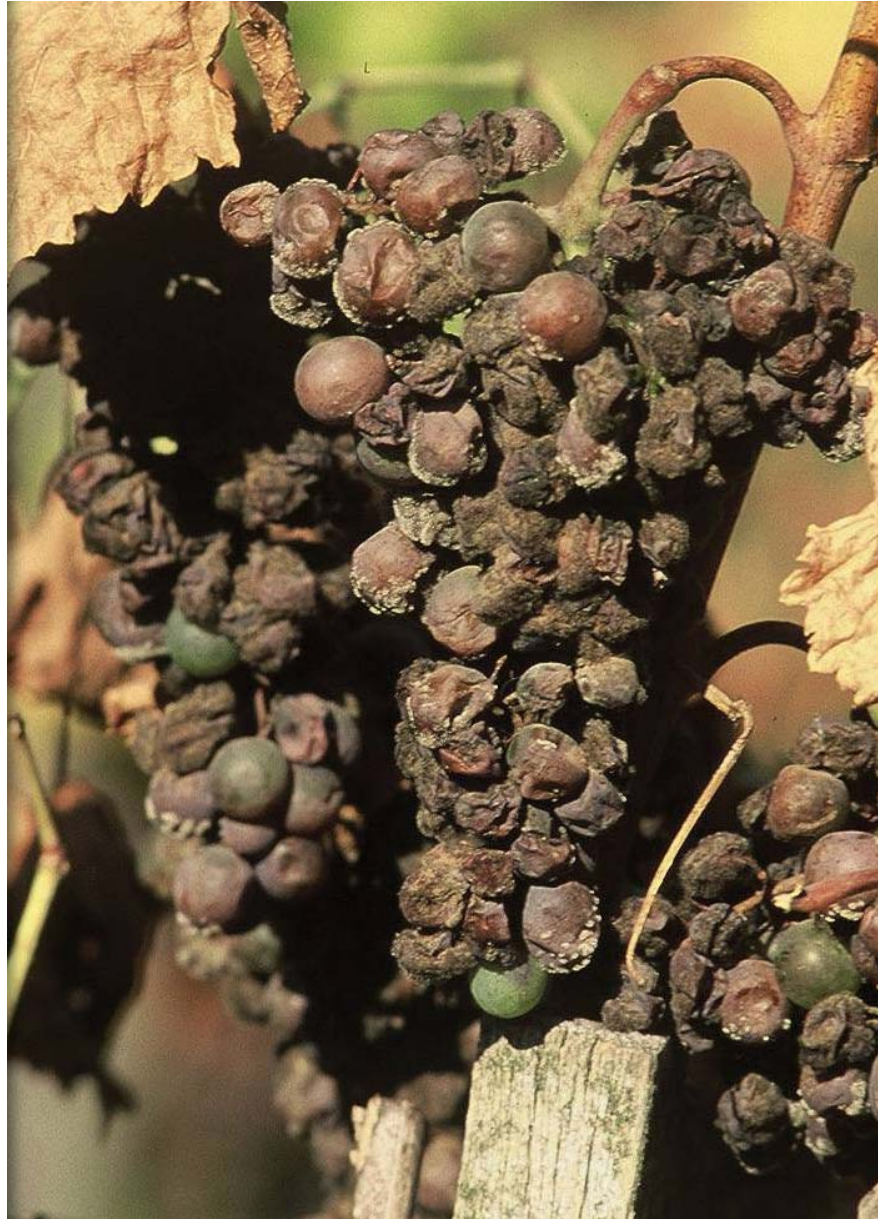




# Burgenland's Great Lake: „Neusiedlersee“



# Botrytis – Noble Rot



# Eiswein



# Austria's Liquid Gold



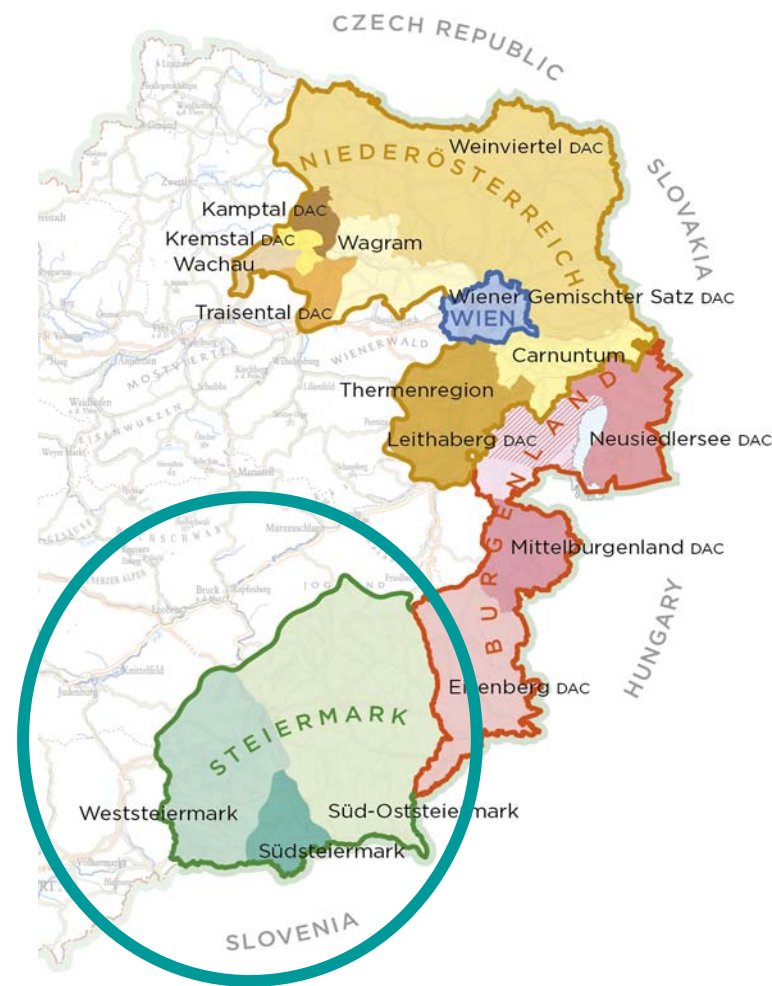
# Welschriesling in the lead



- Chardonnay
- Scheurebe
- Pinot Blanc
- etc.

# Steiermark: Aromatic Precision

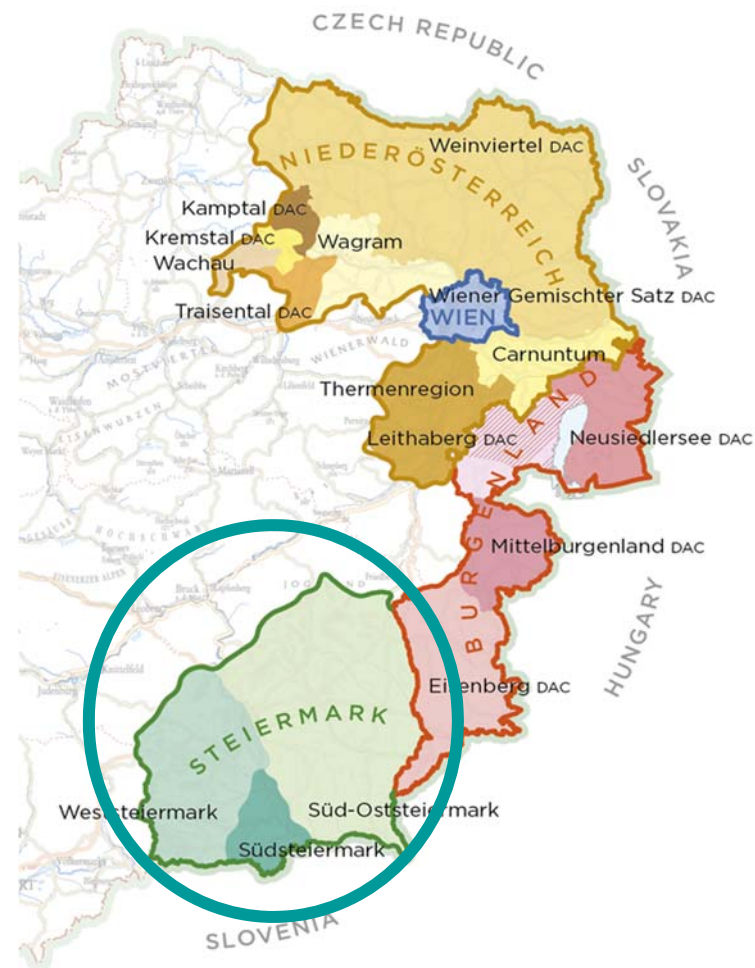
- Welschriesling
- Muskateller
- Traminer
- Weissburgunder
- Morillon
- Blauer Wildbacher



# Steiermark: The Sauvignon Country



- Austria: 933 ha
- Styria: + 500 ha



# Steiermark – World Class Sauvignon





# Vienna – A Capital of Wine



- 612 ha of vineyards
- Field Blend:
- Gemischter Satz
- Wiener Gemischter Satz DAC

# Vienna's Field Blend: „Gemischter Satz“



Grüner Veltliner



Neuburger



Traminer



Riesling



Scheurebe



Zierfandler



Weissburgunder



Rotgipfler



Welschriesling

# Wien: Wiener Gemischter Satz DAC



# THE 7 ELEMENTS OF UNIQUENESS

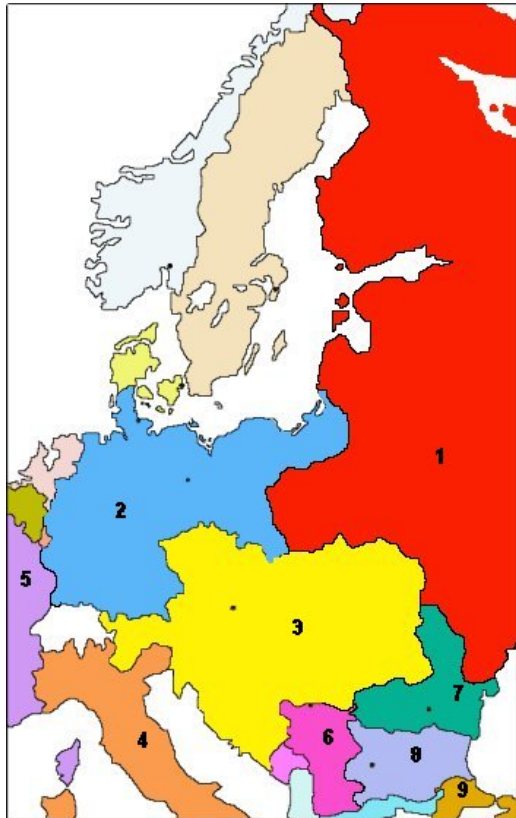
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2. THE LAND
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# Austria is not Australia!!!



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# Once the Habsburg Empire



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# Vienna



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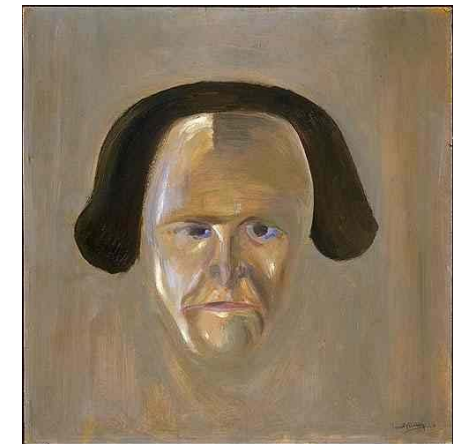
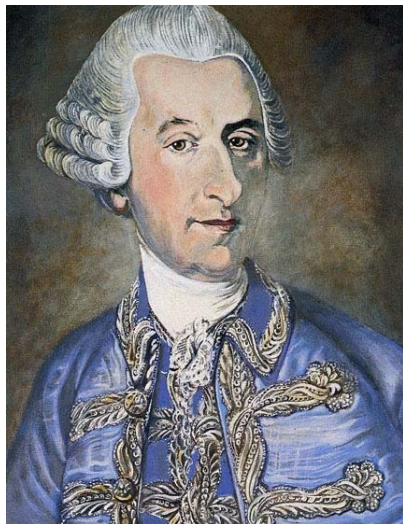
# Salzburg



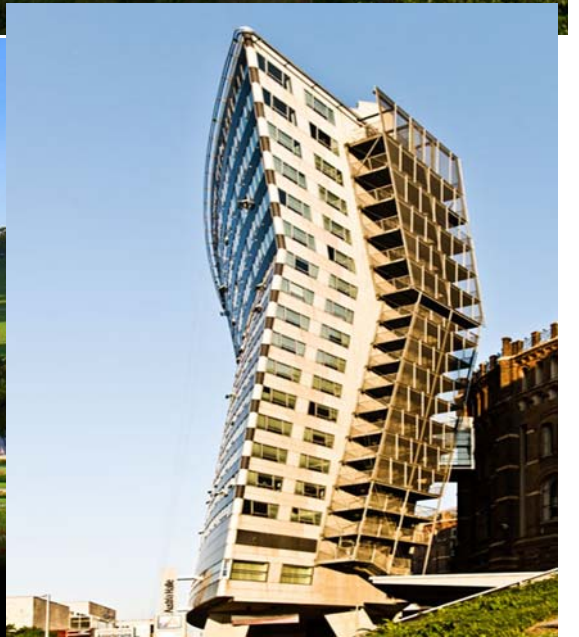
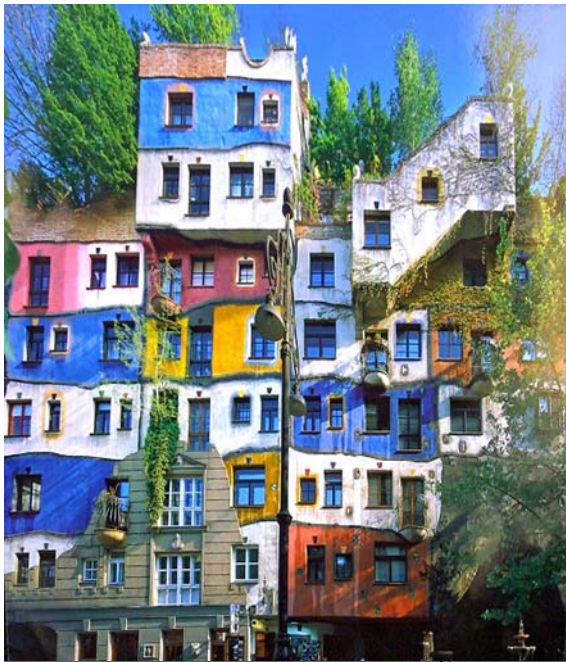
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# Austrians love music



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**Wine is a part of  
Austria's culture!**

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# Tradition



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# Culture



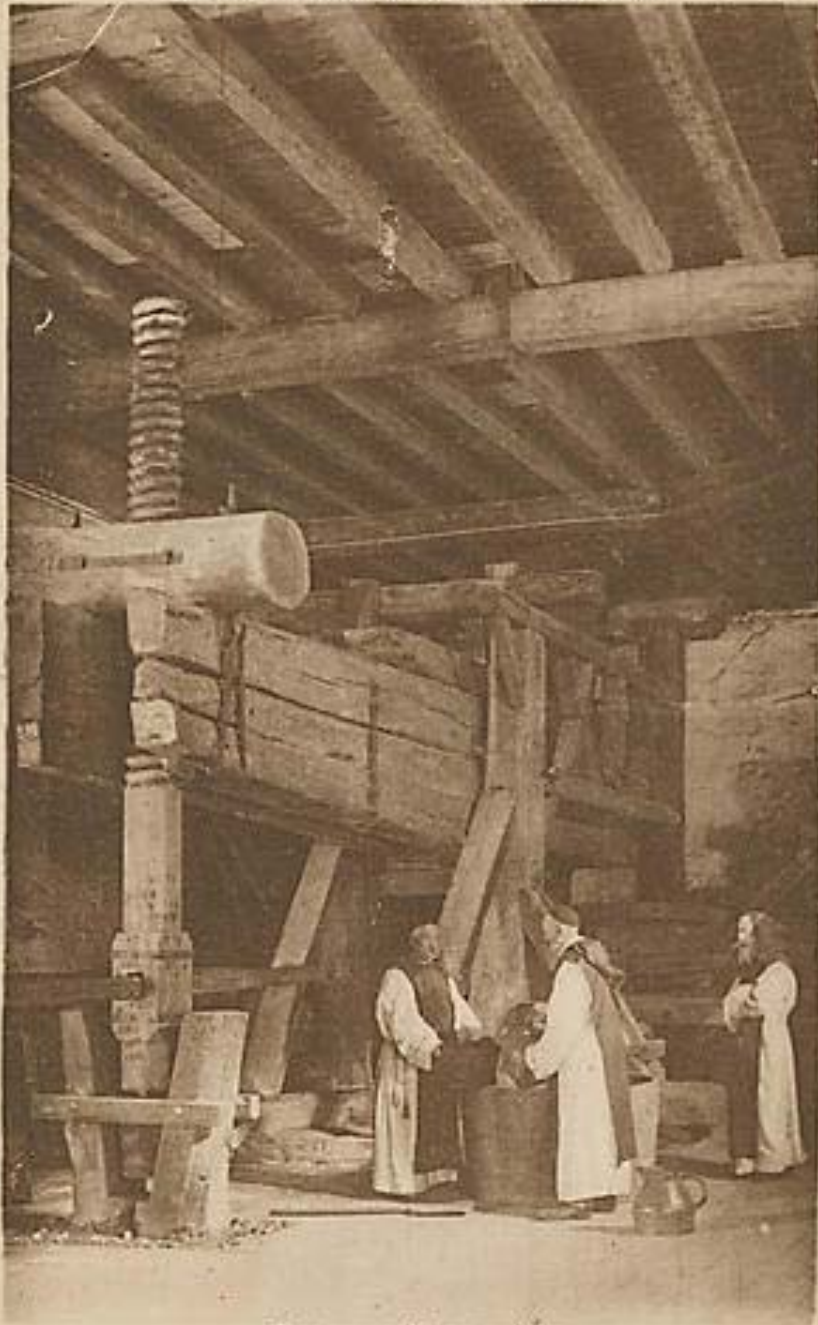
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# Clos de Vougeot



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LE CLOS DE VOUGEOT (BOURGOGNE)



PRESSOIR MOYEN-AGE

## The monks of Citeaux in Burgundy

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# Stift Heiligenkreuz



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# Schloss Gobelsburg



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# Dürnstein



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# Stift Göttweig



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# Popular Wineculture



# Heuriger



# WINE & TOURISM



# WINE & TOURISM



# WINE & TOURISM





# WINE & TOURISM



# WINE & TOURISM

## Travel & Wine

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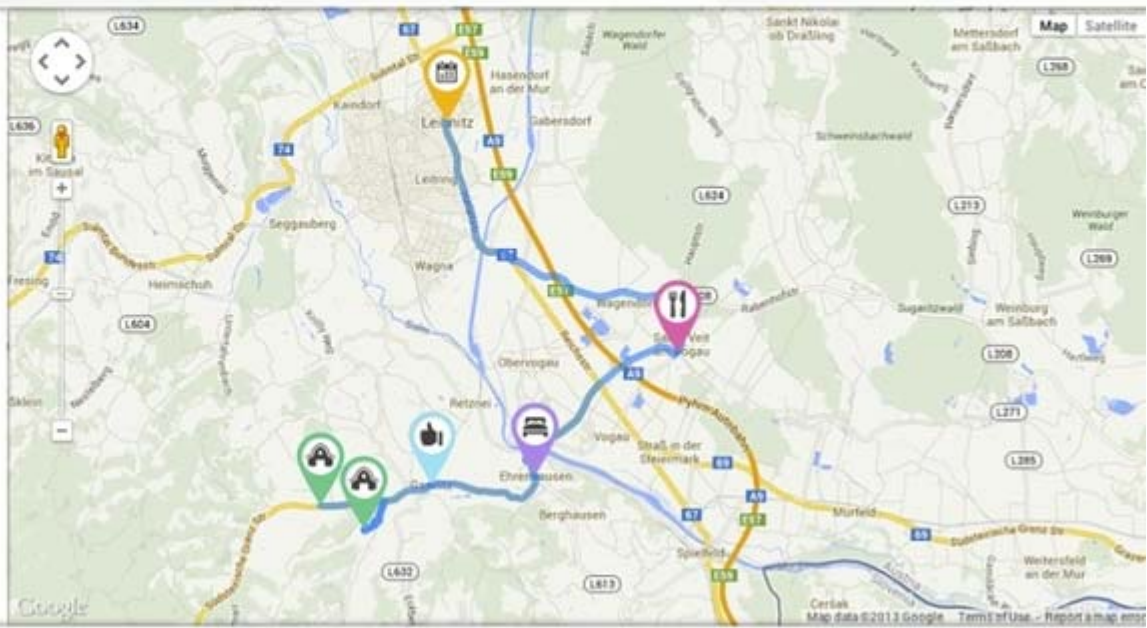
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a pan-European programme to promote  
moderation in wine consumption

FINANZIERT MIT FÖRDERMITTELN  
DER EUROPÄISCHEN UNION UND  
MITTELS DER ÖSTERREICH  
WEIN MARKETING GMBH

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# Austria's NEW Wine Culture

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# THE 7 ELEMENTS OF UNIQUENESS

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# Austrians are fun



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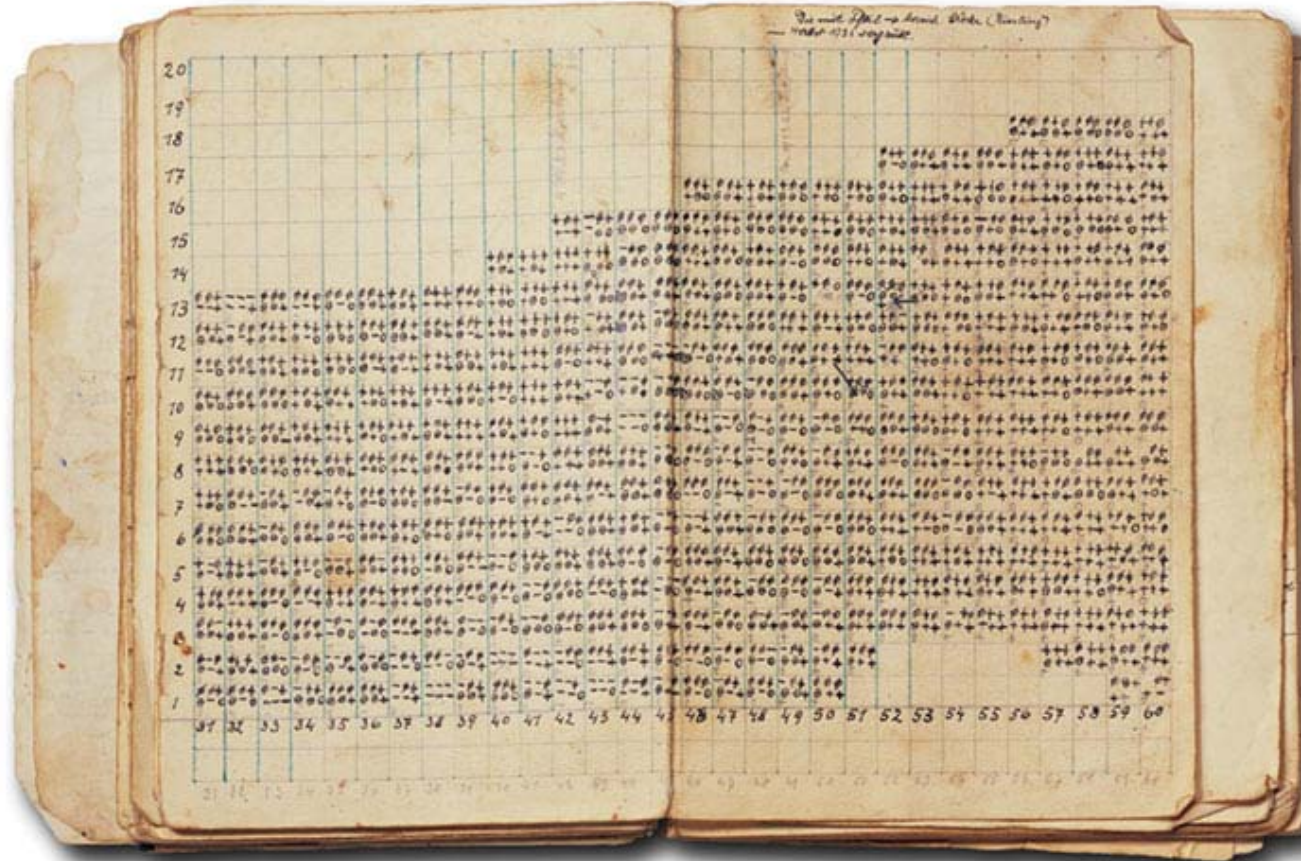
# The Experience of Generations



Quelle: Weingut FX Pichler

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# Experience



Quelle: Weingut FX Pichler

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# Today Austria has great human capital

- Young, innovative wine scene
- High professional level
- Excellent wine schools
- International experience
- New winemakers are good tasters
- Quality boost
- Organic boom & new architecture



# THE 7 ELEMENTS OF UNIQUENESS

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# Sustainability

- Austrian Agriculture: 20% organic
- Organic wine from 3% to nearly 11%
- 679 organic wine producers (av. 7 ha)
- 75% **Integrated Production** (minimum intervention)
- Maximum yield: 67,5 hl/ha = 3,6 tons/acre



**NACHHALTIG  
AUSTRIA**



**SUSTAINABLE  
AUSTRIA**

ÖSTERREICH WEIN 

# Bio Organic, Biodynamic

- Organic Wine in Austria surpasses 10% share
- Growing importance with new candidates 2016



# Natural, Orange, Raw

- A very interesting Natural Wine Scene
- Natural yeasts as a principle
- Skin fermented wines become popular
- Ageing in amphora
- Wines without sulphur

# THE 7 ELEMENTS OF UNIQUENESS

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**Austria has great food!**



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MEDITERRANEAN  
CUISINE





## AUSTRIAN WINE



## Austrian Wine with Asian Cuisine

### Pairs nicely with

When selecting wines for raw fish dishes, it is important to look for those which are young and not too high in alcohol: zippy white wines with light acidity and soft fruity aromas, or young, elegant red wines. Food and wine should complement, but not out-do, each other. White wines with aggressive acidity (Riesling) or with too-dominant individual flavours (full-bodied Traminer) are less suitable. Also, wines with residual sugar or that are barrique-matured (full, firm Chardonnay), and even wines from older vintages, are mostly too intense in taste. Wines which are too weighty tend to obstruct the finesse of the raw fish dishes, making their fine flavours no longer discernable.

## Raw Fish: Sushi, Sashimi, Umami-rich Tuna (as tatar or gently seared)

### Pairs nicely with

► Classic young **Grüner Veltliner** with a maximum of 13 % alcohol and matured in steel tanks: The soft, cool and not quite fully-developed flavours emphasize the clarity and freshness of raw fish. The light acidity enlivens the pure flavours of the dish and lends finesse to it as well. Harmonious and animating.

► **Weissburgunder (Pinot Blanc)**: Discreet fruit and acidity make this elegant varietal a vibrant food companion.



## Vietnamese Spring Rolls (raw) with shrimp and fresh herbs



### Pairs nicely with

► **Grüner Veltliner**: light and racy with subtle fruit; current vintage. The delicate fruit tones fit so wonderfully with shrimp; at the same time, the Grüner Veltliner's spiciness carries the intensity of the fresh herbs.

Certainly other light and fresh white wines match well also - like **Weissburgunder (Pinot Blanc)**, **Un-oaked Chardonnay** and **Riesling**. But they should not give off too much acidity or extreme intensive fruit tones. Robust white wines are a bit too sweet and opulent to harmonize with the fresh herbal flavours.

## Fried Spring Rolls

### Pairs nicely with

► **Medium-bodied Grüner Veltliner**: The distinctive fruit harmonizes so well with the sweetish taste of the spring roll. Crisp, light acidity and the typical Veltliner taste are important counterpoints that provide the final kick.

► **Riesling**: an exciting combination - the crisp acidity and flavours of a dry Riesling provide an interesting contrast to the mild sweetness of the spring roll.

► **Rosé**: The light acidity and fruitiness of the Rosé go perfectly with fried dishes.



Accompanying wines may have a more intensive fruit flavour to support this powerful dish. A bit of acidity and spiciness bring lively elegance and finesse to the dish. Other possibilities: **medium-bodied Sauvignon Blanc**, **Zierfandler** and **Weissburgunder (Pinot Blanc)**.





亚洲  
亚洲美食和红酒



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和食&ワインを楽しむ



Pairing Austrian  
**W**ine  
with Indian food

The limitless flavours of traditional Indian cuisine and the nuances of Austrian wines is a match made in heaven





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**EVERYWHERE AT HOME**



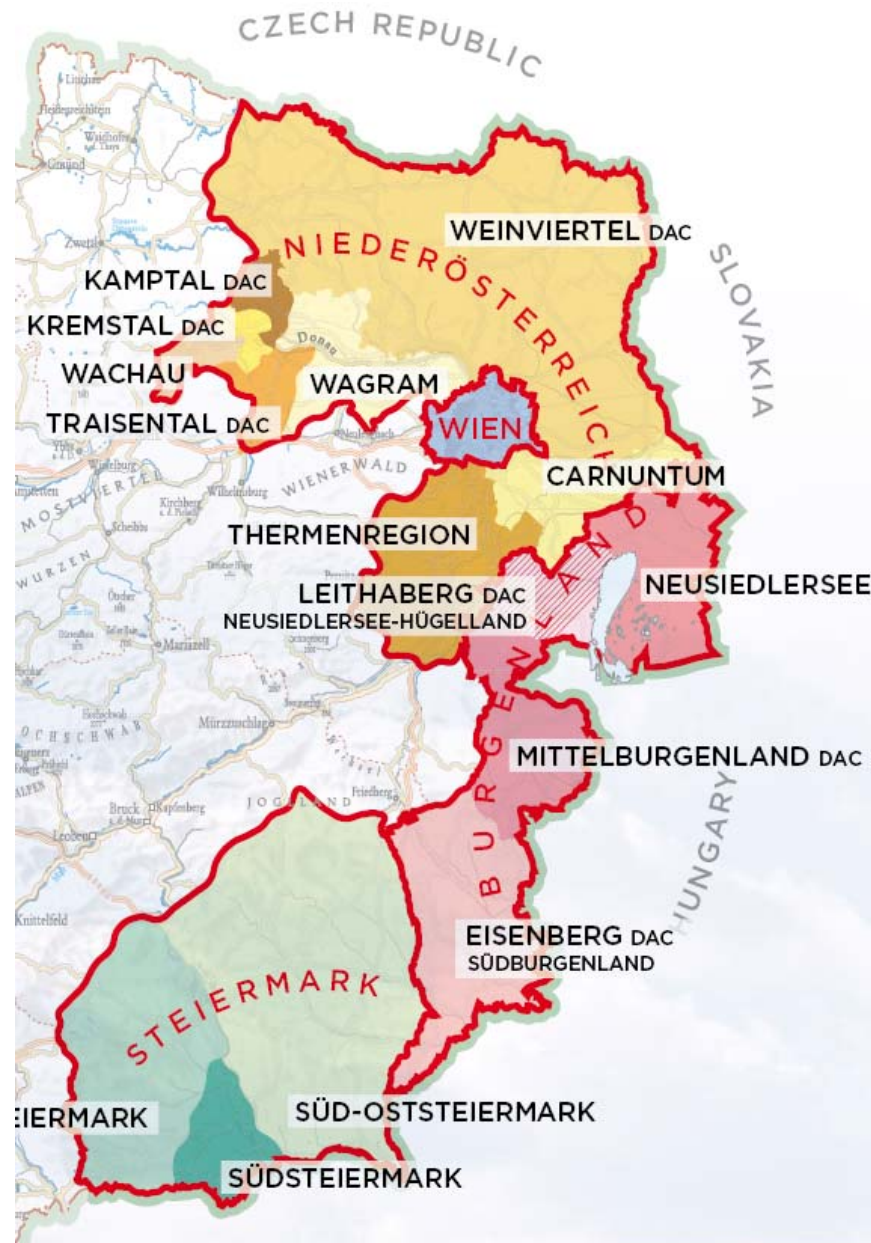
# DESIGNATIONS OF ORIGIN

AUSTRIAN WINE 

# Origin Marketing: Different Levels

- Country: Österreich
- Weinregion: Weinland
- Weinbaugebiet: Niederösterreich
- DAC/Weinbaugebiet: Kamptal <sup>DAC</sup>
- Village: Zöbing
- Vineyard: Ried Heiligenstein
- Producer/Brand: Hirsch

# Austria's Wine Regions



# EU Wine Law

1. Wine without indication of origin

2.  Protected **G**eographical **I**ndication  
(**g**eschützte **g**eografische **A**ngabe)

3.  Protected **D**esignation of **O**rigin  
(**g**eschützte **U**rsprungsbezeichnung)

# Austrian Wine Law adapted

1. Wein

2. Landwein (corresponds to EU's PGI)

3. Qualitätswein (corresponds to EU's PDO)

## Wine without specified origin (formerly Tafelwein)



From 2009: Indication of Variety & vintage can be allowed!

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# Austrian Wine Law adapted

1. Wein

2. Landwein (corresponds to EU's PGI)

3. Qualitätswein (corresponds to EU's PDO)

# Austrian Landwein Origins (P.G.I.'s)



AUSTRIAN WINE 

# Austrian Wine Law adapted

1. Wein

2. Landwein (corresponds to EU's PGI)

3. Qualitätswein (corresponds to EU's PDO)

# Quality Wine – Original Bottlings Seal



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# Qualitätswein

## Qualitätswein (g.U.)

- Qualitätswein from generic regions
- Qualitätswein from specific regions

# Qualitätswein from Generic Regions



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# For Example: Qualitätswein Niederösterreich



White wines

Red wines

Rosé

Prädikatswein



# Qualitätswein

## Qualitätswein (g.U.)

- Qualitätswein from generic regions

- Qualitätswein from specific regions



# Districtus Austriae Controllatus (DAC)

- Quality Wines from **specific** specified regions
- Only the most typical wine(s)
- Classic style (fruit driven, medium bodied)
- Reserve style (full bodied, with ageing potential)
- Non DAC wines labelled with the **generic** appellation

# Existing DAC's:

- Weinviertel DAC
  - since 2002Grüner Veltliner  
Klassik (Reserve from 2009 vintage)
- Mittelburgenland DAC
  - since 2005Blaufränkisch  
Klassik and Reserve
- Traisental DAC
  - since 2006Grüner Veltliner, Riesling  
Klassik and Reserve
- Kremstal DAC
  - since 2007Grüner Veltliner, Riesling  
Klassik and Reserve
- Kamptal DAC
  - since 2008Grüner Veltliner, Riesling  
Klassik and Reserve

# Burgenland DACs implemented in 2010

- **Leithaberg DAC** (first release fall 2009)

White 2009: Pinot Blanc, Chardonnay, Neuburger, GV  
either monovarietal or a blend.

Red 2008: Blaufränkisch

- **Eisenberg DAC** (first release fall 2009)

Blaufränkisch (Klassik 2009, Reserve 2008)

# Burgenland DAC implemented in 2012

- Neusiedlersee DAC (first vintage 2011)

Zweigelt; earliest release March after harvest

- Neusiedlersee DAC Reserve

Zweigelt minimum 60%, Rest. autoctonous varieties

Earliest release: March of second year after harvest

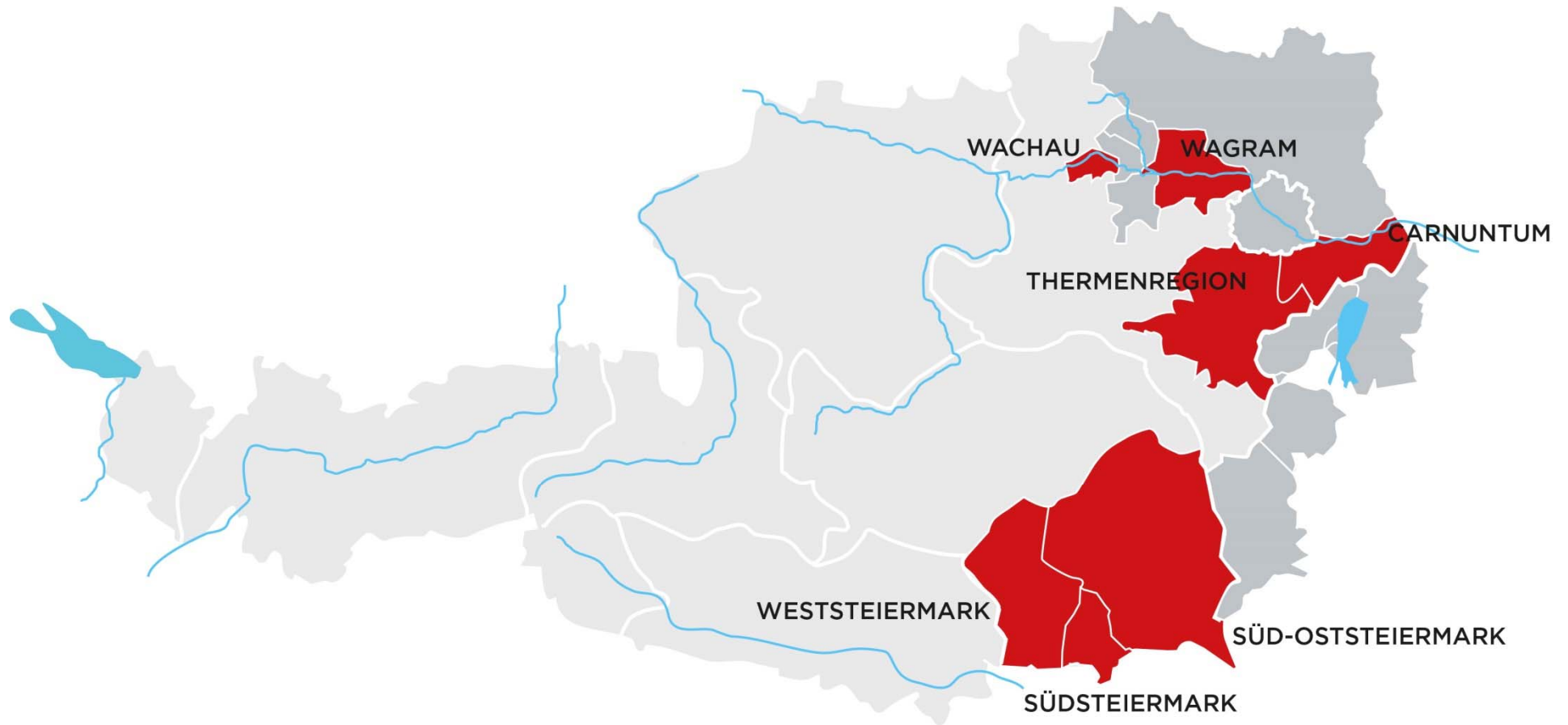
# Wiener Gemischter Satz DAC from 2013

- Minimum: 3 grape varieties in one vineyard
- Leading variety max. 50%, 3rd minimum 10%
- Vineyard must be registered in the vineyard cadastre
  
- a) Alcohol max. 12,5 (label), dry, no wood scents
  
- b) Single Vineyard: min. 12,5% (label)
  - Earliest release date: March 1st
  - Does not have to be dry

# 9 Specific Regions with DAC



# 7 Specific Regions „on the way“



**AUSTRIAN WINE** 

# Austrian Quality Sekt with D.O.P.

## QUALITÄTSPYRAMIDE ÖSTERREICHISCHER SEKT G.U.

Ernte und Pressung der zugrundeliegenden Trauben in einer einzigen Gemeinde, ausschließlich Traditionelle Flaschengärung, mind. 30 Monate auf der Hefe

Große Reserve

Ernte und Pressung der zugrundeliegenden Trauben in einem einzigen Bundesland, ausschließlich Traditionelle Flaschengärung, mind. 18 Monate auf der Hefe

Reserve

Ernte der zugrundeliegenden Trauben in einem Bundesland, alle Methoden zur Sekterzeugung sind erlaubt, mind. 9 Monate auf der Hefe

Klassik

Die einzelnen Stufen umfassen weitere qualitätssichernde Standards. Dazu gehören die Arbeit im Weingarten, Ernte, Handlese, Schütthöhe, Ausbeutesatz sowie die schonende Pressung.

AUSTRIAN WINE 



# AUSTRIAN WINE



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