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设计

# Global Gourmet



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The Austrian Story

奥地利故事

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# *The Austrian Story*

## 奥地利故事

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## Austrian Wine A taste of culture 奥地利葡萄酒 啜饮舌尖文化

by Willi Klinger, Austrian Wine Marketing Board

Generally speaking, the Asian palate, accustomed to rich and flavorful food, tends to prefer red wine over white wine simply because red wine, with its fullness and intensity, suits the Asian taste buds and matches relatively well with diverse Asian cuisines.

Such preference finds its way to Austria, where grape varieties and terroirs, including highly disciplined wine craft are producing the top-level, elegant red wines of international reputation. The Pinot Noir from our small but beautiful country has been awarded twice at prominent international wine competitions. The latest was at the "World's Benchmark for Pinot Noir" in Singapore, counting Austrian red wines amongst the world's bests.

Other than our reds, there is an amazing world of Austrian white wines yet to be discovered by many. And, with our "Austrian Story", we take pleasure and pride in introducing wine lovers, connoisseurs, and professionals in China to our line of outstanding white wines as well! The experience will pave the way for you to another level of joy and a new dimension of appreciation in wine. In fact, you will also discover that our exquisite white wines match perfectly with the rich and flavourful dishes in Asian cuisines and can be your

choice of great aperitifs too!

In this light, I wish to make special mention of our unique grape variety and the legendary flagship for our excellent white wines: "Grüner Veltliner". Wines from this grape have been garnering worldwide respect and reputations. In 2008, the leading experts from China and other Asian countries at the "1st International Congress for Chinese Cuisine and Wine (ICCCW)" awarded our "Grüner Veltliner" (together with Champagne) as the best accompaniment for the many regional cuisines in China.

Austrian white wines, characterized by their smoothness, freshness, and matchless craftsmanship have been making many significant points of differentiation from the rest. Here, our Austrian Story embarks you on a discovery journey into our wine culture that promises to make your pleasures in wine to never be the same again. Cheers!

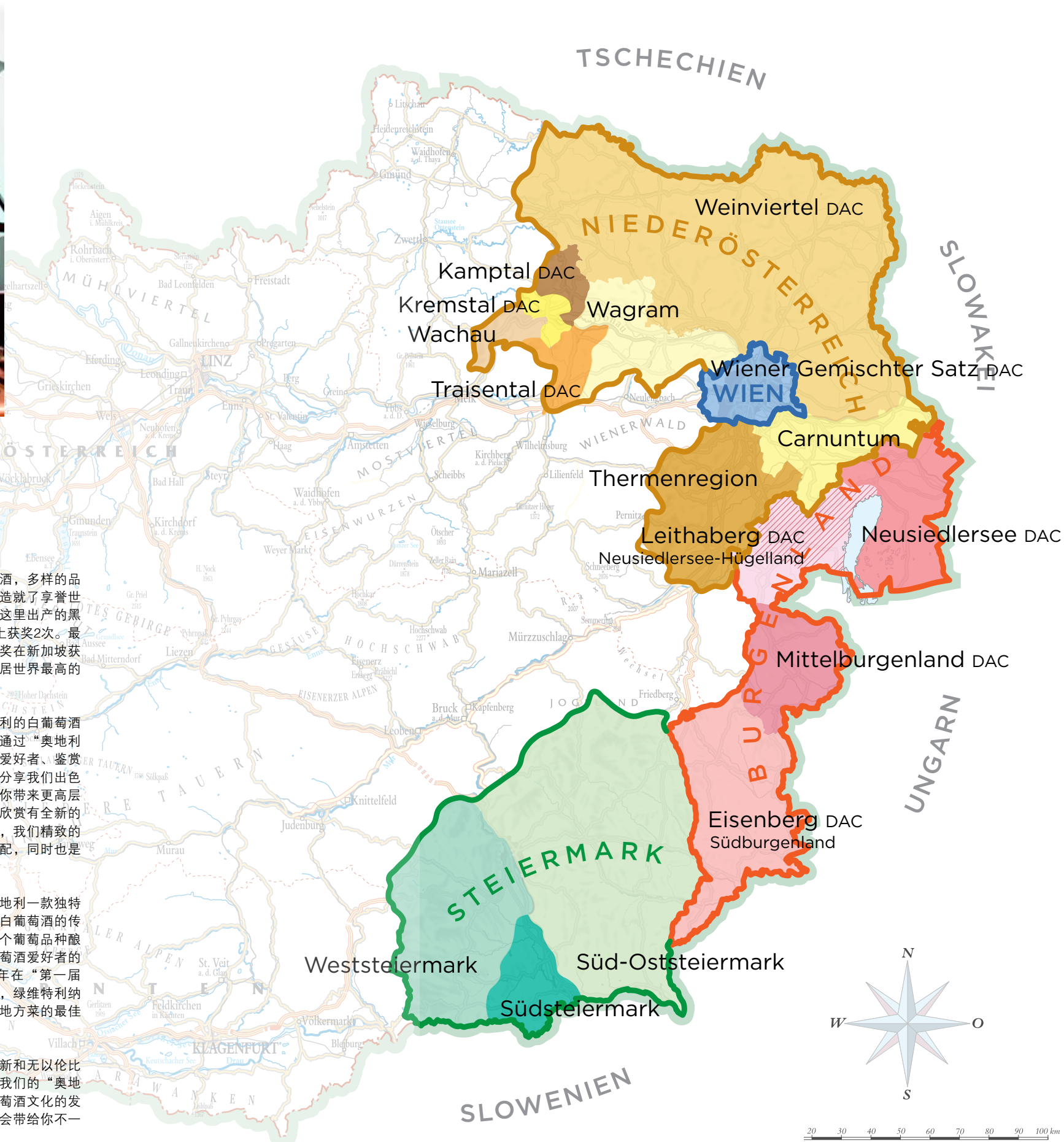
一般而言，亚洲人的味蕾更习惯于味道丰富的食物，喜欢红葡萄酒胜过白葡萄酒，仅仅是因为红葡萄酒更饱满紧致，更适合他们的味蕾，同时也能搭配多样的亚洲美食。

这种偏好正适合奥地利葡萄酒，多样的品种、风土和严格的酿造工艺造就了享誉世界的顶级、高雅的葡萄酒。这里出产的黑皮诺已经在知名的国际比赛中获奖2次。最新的“黑皮诺的世界典范”奖在新加坡获得，使奥地利的红葡萄酒位居世界最高的水准。

除了我们的红葡萄酒，奥地利的白葡萄酒也有很多等待发现的惊喜。通过“奥地利故事”，我们希望与葡萄酒爱好者、鉴赏家以及中国的业内人士一同分享我们出色的白葡萄酒。这个经历会给你带来更高层次的愉悦，让你对葡萄酒的欣赏有全新的理解。事实上，你也会发现，我们精致的白葡萄酒与亚洲美食完美搭配，同时也是不错的开胃酒。

就此机会，我想介绍一下奥地利一款独特的葡萄品种，也是我们优质白葡萄酒的传奇标志——绿维特利纳。这个葡萄品种酿出的酒已经获得世界各地葡萄酒爱好者的认可，并享有盛誉。2008年在“第一届中餐与葡萄酒国际会议”上，绿维特利纳（与香槟）被评为搭配中国地方菜的最佳配酒。

奥地利白葡萄酒以顺滑、清新和无与伦比的酿造工艺而与众不同。让我们的“奥地利故事”带你踏上奥地利葡萄酒文化的发现之旅，相信这里的葡萄酒会带给你不一样的愉悦。





# Austrian Wine

## 7 Significant Points of Differentiation

### 奥地利葡萄酒的七大与众不同



"Small is Beautiful" best describes Austrian wine when placed on a global perspective. There are no run-of-the-mill wines except rare specialities in Austria. Today, Austrian wine is one of the most interesting phenomena unfolding to the world: Found in every good wine list and appreciated by wine experts and acclaimed by wine writers the world over. Seven points contribute to the significance of Austrian wine.

#### THE CLIMATE

While Austria is at the same latitude as Burgundy, the micro-climate and temperature differences are more dramatic. Our hot summer days and cool nights create crisp, aromatic wines with full body and a refined character.

#### THE TERROIR

The exciting diversity of Austria's wines is enhanced by the different types of soils: The rocky Danube terrace; the massive layers of loess in Lower Austria; the calcareous soils in Burgenland and southern Styria; and the volcanic basalt derivatives found in the Kamptal and in south-eastern Styria.

#### THE GRAPES

The truly unique treasures are our indigenous grape varieties of Grüner Veltliner as our legendary flagship of distinction in wine.

#### THE CULTURE

Wine has been a part of Austria's culture for more than two millennia. Even today, there are Roman cellars, medieval villages and Baroque monasteries and estates found throughout our wine regions.

#### RESPECT FOR NATURE

Austrians are true lovers of nature, which is treated with utmost respect in this country. Around 3-quarters of all wineries here participate in a minimum-intervention program (integrated production) supported by the Austrian government and the EU. And even today most of our grapes are hand-picked.

#### FOOD PAIRING

Austrian wines are some of the most food-friendly wines in the world. At the International Congress for Chinese Cuisine and Wine in Beijing and Singapore, Grüner Veltliner & Co from Austria were revealed as some of the best pairing wines

for Chinese and other Asian cuisines.

#### ITS PEOPLE

Austrians love good food, good wine – to have a party. In short, we know how to have a good time. So of course we're demanding when it comes to quality. In Austria, there are very few big wineries. In fact, this is a country of mainly small-scale family wineries – more than 9000 of them – and in many, it has long been common for grandparents, parents and children to work together under the same roof. This has helped to ensure that much skill and passion for winemaking is passed down from generation to generation.

从环球视角来看，“浓缩的即是精华”是对奥地利葡萄酒的最好描述。每一款酒的诞生都经过精挑细选的酿造过程，绝不平庸。如今，奥地利的葡萄酒已成为一种有趣的现象，蔓延在世界各地：酒单上随处可见；受到很多葡萄酒专家和作家的推崇和青睐。奥地利葡萄酒的与众不同主要体

现在7个方面。

#### 气候

尽管奥地利位于和勃艮第相同的纬度，微气候和温度的差异更加明显。炎热的夏日和冷凉的夜晚造就了葡萄酒清脆、芳香、饱满、精致的特点。

#### 风土

不同的土壤结构促进了奥地利葡萄酒惊人的多样性：多瑙河阶地的多岩土壤；下奥地利多层的黄土；布尔根兰和施蒂里尔南部的石灰土；坎普谷和施蒂里尔东南部的火山玄武岩。

#### 葡萄

奥地利最宝贵的财富就是当地的葡萄品种——绿维特利纳，最脱颖而出的旗舰酒款。

#### 文化

葡萄酒作为奥地利文化的一部分已有2000多年的历史。即便是在今天，葡萄酒产区里依然保留着罗马酒窖、中世纪

的村庄和巴洛克式的修道院等建筑遗产。

#### 尊重自然

奥地利人是大自然的忠实拥护者。大约四分之三酒庄都已参加由奥地利政府和欧盟支持的最小化干预计划（整体生产）。如今，这里的葡萄大部分依然靠人工采摘。

#### 美食搭配

奥地利葡萄酒是世界上最具亲和力的葡萄酒。在北京和新加坡举办的中餐和葡萄酒国际会议上，绿维特利纳和香槟被评为最适合搭配中餐和亚洲美食的酒品之选。

#### 人文

奥地利人喜欢美食、美酒，更喜欢派对。简而言之，我们懂得如何享受生活。因此，我们对品质的要求不容妥协。奥地利很少有特别大型的酒庄。事实上，这个国家的大部分酒庄（其中超过9000家）都是小型的家族酒庄，大都历经祖辈、父辈的在同一片土地上的传承，同时也延续着酿酒师们的工艺和对葡萄酒的热情。





# Mittelburgenland 布尔根兰中部

## Racy Red Wines Blaufränkisch with Character 原味风韵 独特的蓝法兰克

At least 300 sunshine days and only 600mm rainfall per year guarantee outstanding grape and wine quality. Mittelburgenland is surrounded by three ridges in the north, south and west and the Pannonian lowlands, which all serve to protect the vineyards and consequently provide an ideal climate, perfect for high class wines, especially for Blaufränkisch.

The topographic and climatic conditions favour viticulture. It was only during the end of the 1970's and early 1980's that the region began producing red wines with any form of regional typicity and character. Blaufränkisch is the variety that started off this red wine boom, despite its origin still being relatively unknown. The specialization on Austria's most important red wine variety gained the region the affectionate nickname "Blaufränkischland". It was only a logical consequence that in May 2006 the Blaufränkisch became official established as the typical regional

wine: "Mittelburgenland DAC", which has a complex bouquet offering aromas of blackberry, dark cherry and blueberry combined with spicy notes of herbs and mint. The rather pronounced fruit is rounded off by the balanced acidity on the palate. Blaufränkisch wines have a distinctive tannin structure, a great mouth feel and a structured edgy finish.

The characteristic soils are mostly heavy, dense and deep loamy layers that absorb and retain water, an asset in dry vintages with little rainfall. Alongside Blaufränkisch, the red wine varieties of Zweigelt, Cabernet Sauvignon and Merlot display a full-body and supple structure, and perform very well as an international blend. Yet in recent years, the Blaufränkisch has achieved notable critical acclaim as a single varietal wine.



"Mittelburgenland DAC" is offering aromas of blackberry, dark cherry and blueberry combined with spicy notes of herbs and mint. ©AWMB / Armin Faber



Blaufränkisch ©AWMB/Armin Faber

Deutschkreutz in the wine-growing region Mittelburgenland ©AWMB/Armin Faber

Two of the region's modern co-operative wineries have already recognised the Blaufränkisch trend, and have focussed their investments and energy into high quality red wine production, aimed at improving their chances of continued success in the domestic and export markets.

Mittelburgenland has also become a popular destination for tourists, particularly those wishing to visit the modern thermal health spas, all having been constructed during the past few years, and this inviting region of Burgenland offers a wide selection of activities.

全年至少300天的艳阳高照，只有600毫米的平均降水量令这里生长的葡萄非常适合酿酒。布尔根兰中部被南、北和东部的三条山脊线环绕，潘诺尼亚低地不仅能保护好葡萄园，还能提供理想的气候条件，尤其适合蓝法兰克的优质酒品。

这里的地形和气候条件都很适合葡萄种植。直到20世纪70年代末到80年代初，这里才开始出产带有地域特征和典型性的红葡萄酒。而蓝法兰克促进了这一潮流的繁荣，尽管它的来源尚未知晓。作为奥地利最重要的红葡萄酒品种，他们亲切地将

它命名为“蓝法兰克”。在2007年的5月，它顺理成章得成为官方指定的典型性酒Mittelburgenland DAC，具有复杂的果香，包括黑莓、车厘子、蓝莓，夹杂着香草和薄荷的辛辣。味蕾之上，显著的果香与平衡的酸度相得益彰。蓝法兰克具有独特的单宁结构，怡人的口感和鲜明立体的回味。

这里土壤大多为厚重、粘稠的肥土，能很好地吸收和保持水分，干燥少水的年份则对葡萄更加有利。除了蓝法兰克，茨威格、赤霞珠和美乐等红葡萄品种也

展现了酒体饱满，结构圆润的风格，国际风格混酿表现亦佳。近期，蓝法兰克的单一品种葡萄酒也颇受好评。

当地的两个现代合作酒庄已看到蓝法兰克的前景，着重投资其高品质红葡萄酒的生产，志在提高国际和国内市场继续成功的机会。

布尔根兰中部也是一个旅游胜地，尤其对想要体验健康的热能水疗的游客。在这里，各种丰富多彩的活动任您选择。

### MITTELBURGENLAND Key Facts

**Region:** Burgenland  
**Vineyard area:** 2.117 ha  
**Principal grape varieties:** Blaufränkisch  
**Soil structure:** deep loam-clay soils  
**Climate:** Pannonian climate influenced by the Neusiedlersee (Lake Neusiedl)  
**Leading viticultural towns:** Neckenmarkt, Horitschon, Deutschkreutz, Lutzmannsburg

### 独特的蓝法兰克 概要

**地区:** 布尔根兰  
**葡萄园:** 2,117公顷  
**主要葡萄品种:** 蓝法兰克  
**土壤结构:** 深层肥土、粘土  
**气候:** 潘诺尼亚气候，受新锡德尔斯湖的影响  
**著名葡萄种植镇:** Neckenmarkt, Horitschon, Deutschkreutz, Lutzmannsburg







The Austrian Business- and Science delegation was joined by the Heinrich red wine in China.



Silvia Heinrich with Vice Chancellor Reinhold Mitterlehner and Mr. Bohua, Guangzhou Goldberg Co. Ltd.

## Heinrich Estate Goes China

### 海瑞士来到中国



It was in November 2011, when the former president of China, Mr. Hu Jintao, visited Austria. At the banquet with the Austrian President Heinz Fischer he was offered the Goldberg Reserve of wine estate Heinrich, a very special wine, vinified from a vineyard planted in 1947. Mr. Hu Jintao was very impressed and compared this wine with the Premier Grand Cru Classé from Bordeaux. This was the beginning of a successful Asian connection of Heinrich wine estate.

#### About Heinrich Wine Estate

A handful of grape varieties, environmentally conscious cultivation, hand-picked grapes and wild yeast fermentation are the main ingredients, responsible for the uncompromising quality bottled by wine estate Heinrich, which is focused completely on red wine.

Approximately 80 percent of the vineyards are planted with the indigenous Blaufränkisch, showing its individuality and great potential in five styles, ranging from elegant and mineral-like to the rich and intensive. The remaining twenty percent is planted with international classic varieties, such as Cabernet Sauvignon, Merlot and Syrah, as well as Zweigelt vines. The treasured and personal favourite of the wine estate is an old block of Pinot Noir, which was once cultivated by the grandparents of Silvia Heinrich.

#### The quality philosophy: "less is more"

The premium wines terra o., elegy and Cupido regularly win international trophies. The top terra o., a blend of Blaufränkisch, Cabernet Sauvignon, Merlot and Syrah

is highly regarded for its depth and spice, coupled with pronounced fruit characters. By the way: the prominent mentor of the terra o. wines is none other than the Austrian President Heinz Fischer!

Cabernet Sauvignon and Merlot provide complex aromas in the "elegy" wine. The flagship "Cupido" is a single-varietal Blaufränkisch, which displays dark fruit characters, smoky spice notes, elegant minerality and supple, silky tannins.

In 2014 Silvia Heinrich was proudly awarded as "wine maker of the year": "I'm now doing what is truly me! I want

people to enjoy my wines, so I make use of the wonderful treasure, that grows on my doorstep. My wines reflect the region, and are a piece of Blaufränkischland".

In the presence of Austrian Vice Chancellor Reinhold Mitterlehner, Minister of Agriculture Andrä Rupprechter, Christoph Leitl, President of the Austrian Chamber of Commerce, who led a big Business- and Science delegation to China, the contract with the Chinese partner Guangzhou Goldberg Co. Ltd. was signed in Grand Hyatt in Beijing. In the future Guangzhou Goldberg Co. Ltd. will take responsibility for the wine import of Heinrich estate as well as for the varieties of the wineries Birgit Eichinger/Strass, Paul Achs/Gols and Robert Keringer/Mönchhof.

"Winemaking is not a job, it's our life." - Silvia Heinrich, Winemaker of the year 2014

“与其说酿酒是一项工作，不如说它是我们的生活。”  
——Silvia Heinrich  
2014年年度酿酒师



2011年11月，中国前任国家主席胡锦涛先生访问了奥地利。奥地利总统海因茨·菲舍尔在宴会上呈现了海瑞士酒庄的Goldberg珍藏葡萄酒，这一特别酒款选用种植于1947年葡萄园的葡萄酿造而成。胡锦涛先生对这款酒印象深刻，甚至拿他与波尔多的一级园相比。这也是海瑞士酒庄与亚洲的成功对接的开始。

#### 海瑞士酒庄

多样的葡萄品种、环保地种植理念、人工采摘和野生酵母发酵是造就海瑞士酒庄高品质葡萄酒的主要原因。这个酒庄完全专注于生产红葡萄酒。

当地的葡萄品种蓝法兰克占据葡萄园的80%，个性独特，表现出的巨大潜力演绎出5种风格，从优雅、矿物质到饱满、紧致。剩余的20%主要种植国际经典的葡萄品种，如赤霞珠、美乐、西拉以及茨威格等。酒庄最珍贵，也最受个人喜好的是一块种植黑皮诺的旧地，由西尔维娅·海因里希的祖母亲自培育。

赤霞珠和美乐在“elegy”酒款中呈现出复杂的香气。旗舰酒款“Cupido”采用单一葡萄品种蓝法兰克酿制，展现出黑色水果的特征、烟熏和香料的气息、高雅的矿物质味道以及柔和丝滑的单宁。

#### 品质哲学：少即是多

优质葡萄酒Elegy和Cupido在国际上获得多项大奖。蓝弗朗克、赤霞珠、梅洛、西拉的混酿早就了它的深度和香料的味，以及水果特性。另外，这一精品系列葡萄酒的酿酒指导正是奥地利总统Heinz Fischer。

赤霞珠和美乐在“elegy”酒款中呈现出复杂的香气。旗舰酒款“Cupido”采用单一葡萄品种蓝法兰克酿制，展现出黑色水果的特征、烟熏和香料的气息、高雅的矿物质味道以及柔和丝滑的单宁。

在2014年，西尔维娅·海因里希被评选为“年度酿酒师”：“我所做的源自我的内心。希望人们喜欢我的葡萄酒。这些上天馈赠的财富，就在我家的门前。我的葡萄酒反映了地区的特色，是Blaufränkischland的一部分。”

在奥地利副总理Reinhold Mitterlehner、农业部长Andrā Rupprechter的见证下，奥地利商会主席Christoph Leitl带领面向中国的商业和科学代表团，与中国合作伙伴广州戈德堡有限公司在北京东方君悦大酒店签订合同。广州戈德堡有限公司将负责未来海瑞士葡萄酒以及Birgit Eichinger/Strass、Paul Achs/Gols 和Robert Keringer/Mönchhof酒庄向中国的进口。

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# Eisenberg/Südburgenland

## 艾森贝格/南布尔根兰

Authentic Blaufränkisch quirky Uhdler

最纯粹的蓝法兰克 最独特的Uhdler

This is probably the most unspoiled wine landscape of Burgenland, stretching from the town of Rechnitz in the north to Güssing in the south. Authentic red wines are produced here, predominantly from Blaufränkisch, that display subtle mineral spicy notes, but there are also vibrant and elegant white wines, along with the unique and quirky wine speciality, the Uhdler.

There are many surprising aspects of Südburgenland, the most common being the structure of the wineries. The majority are hobby winemakers, or supplement their income with another job or profession, and only a small number of the larger producers cultivate the small vineyard area. Much of the wine produced will be sold through the local Buschenschank, wine taverns, and it cannot be disputed that the region regards itself as being a

'Weinidylle', or idyllic for wine.

Especially the Eisenberg hill is historically significant and, together with the vineyard of Deutsch-Schützen, it has become the central point of the region. Crystalline rocks occur on the slopes and in the lowlands silty clays form the basis of the varied loam soils, that give the Blaufränkisch wines an elegant note. The result is a unique and truly unconventional wine, that perfectly reflects its terroir (the vineyard site, soils and climate). The region-typical Blaufränkisch has been authorised to carry the Eisenberg DAC designation from the 2009 vintage (Eisenberg DAC Reserve effective from the 2008 vintage).

Crisp and fruity white wines from the Welschriesling and Weißburgunder

(Pinot Blanc) varieties are produced along the towns of Rechnitz and Moschendorf. A wide variety of interesting wines are furthermore vinified in the idyllic surroundings of the Csaterberg vineyards. In the most southerly point the Uhdler, a particular speciality made from hybrid vines, is cultivated. Its pungent aroma of wild strawberries has resulted in the wine being surprisingly popular.

Südburgenland remains an insider's tip, far from the overcrowded traditional wine-growing towns. However, there is a spirit of optimism amongst the younger generation of winemakers, particularly as the thermal health spa resorts, along with the festivals held in the Burg Güssing castle bring the tourists to the region, without jeopardising the peaceful, idyllic wine landscape.



©AWMB / ARGE Naturpark Eisenberg

这里或许是布尔根兰保存最完好的葡萄酒产地，从北部的Rechnitz小镇一直延伸到南部的Güssing。这里出产着最纯粹的红葡萄酒，以蓝法兰克为主导，展现了精妙的矿物辛香，也不乏活力高雅的白葡萄酒，以及独特而稀有的Uhdler葡萄酒。

布尔根兰南部有许多令人惊喜的地方，最常见的就是酿酒厂的结构。大部分的酿酒厂主人都是业余的葡萄酒爱好者，只有一小部分规模较大的酿酒商在小小的葡萄园里种植葡萄，大多数葡萄酒都通过当地的酒庄、小酒馆出售，所以称其为“葡萄酒之乡”也不为过。

艾森贝格丘陵是一个具有历史意义的所在，与Deutsch-Schützen的葡萄园构成该区域的中心。山坡上的结晶岩与低地的粉质粘土为葡萄生长形成多变的肥沃土壤，给予蓝法兰克葡萄酒优雅的矿物香味。从而酿制出一种独特非凡的葡萄酒，完美展现了这个地区的风土（土壤、葡萄园和气候）。从2009年开始，这种具备区域典型性的蓝法兰克葡萄酒已被认证为Eisenberg

DAC。（Eisenberg DAC珍藏级佳酿于2008年推出）

干净而富于果香的威尔士雷司令和白皮诺白葡萄酒，产自小镇Rechnitz和Moschendorf。Csaterberg葡萄园的周围风景如画，出产更多有趣而多样的葡萄酒。独特的Uhdler葡萄酒产自最南端，用杂交的葡萄品种酿造而成，其迷

人的野莓香气令这款酒意外受欢迎。

布尔根兰南部远离拥挤的传统葡萄酒小镇，依然非常低调。不过，年轻一代的酿酒师非常乐观，因为健康水疗度假村、Güssing城堡举办了一系列节庆活动，一方面吸引旅客的到来，一方面避免葡萄园的恬静氛围受到影响。

### EISENBERG / SÜDBURGENLAND Key Facts

Region: Burgenland

Vineyard area: 498 ha

Principal grape varieties: Blaufränkisch

Soil structure: loam and silty clay

Climate: Pannonian climate

Leading viticultural towns: Eisenberg, Deutsch-Schützen, Rechnitz

### 艾森贝格/南布尔根兰 概要

地区: 布尔根兰

葡萄园: 498公顷

主要葡萄品种: 蓝法兰克

土壤结构: 亚粘土、粉质粘土

气候: 潘诺尼亚

著名葡萄种植镇: Eisenberg, Deutsch-Schützen, Rechnitz



# Leithaberg/Neusiedlersee Hügelland

## 雷德堡/新锡德尔湖丘陵

### Minerality in White Red and Sweet 红白甘甜

The Leithagebirge, or Leitha mountain range, is the region for versatile wine producers, as no other wine-growing region offers such diversity of wine styles. The 3,576 hectares are planted on the west shore of Neusiedlersee (Lake Neusiedl), and include the legendary Ruster Ausbruch, the internationally renowned noble sweet dessert wine, that epitomizes the strong identity of the region.

"The taste of Leithaberg should be unique", emphasize Leithaberg winegrowers. Traditional production methods preserve the region-typical wine style which combines terroir-influenced spiciness, minerality and fruit with freshness and elegance typical for the regional varieties. Leithaberg DAC wines fall in the "Reserve" category and include red and white wines. The Leithaberg DAC

white may be vinified from Grüner Veltliner, Pinot Blanc, Chardonnay or Neuburger. The Leithaberg DAC red is produced from Blaufränkisch. It matures in wooden barrels; yet flavors derived from wood should remain in the background and only emphasize character, elegance and power. There is one feature Leithaberg DAC reds and whites have in common: they display tension and vivacity, are tightly knit and multi-layered.

The winegrowing area Leithaberg ranks among the oldest winegrowing zones in the world. Findings of grape pips as burial object in a Celtic tumulus from the 8th century before Christ represent the oldest evidence of winegrowing in Middle Europe. It encompasses the districts Eisenstadt and its outskirts as well as the communities Jois

and Winden. Around 20 Leithaberg communities line up along the circa 35 km long wine route from Jois in the north to Großhöflein and Zagersdorf in the south. Numerous almond, cherry and peach trees characteristically dot the vineyards which slope towards Lake Neusiedl.

The region has become a real wine Mecca for tourists, with its wealth of quality orientated wineries and dedicated producers. Cultural programmes, including wine, are on offer in Eisenstadt, the federal state capital, with its famous Schloss Esterhazy castle, along with the lakeside musical festivals in Mörbisch, the open air opera in the historic quarry in Sankt Margarethen or the wide variety of wine courses at the Weinakademie (Wine Academy) in Rust.



Lake Neusiedl, Jois ©AWMB / Armin Faber

Leithagebirge山脉或者说Leitha山脉适合种植各种葡萄，更有风格多样的葡萄酒，没有任何一个葡萄生长地区能与其相媲美。3,576公顷的葡萄园位于新锡德尔湖西岸，极富传奇色彩的奥斯伯赫甜酒世界知名，更是这一地区的缩影。

“Leithaberg的味道独一无二。”Leithaberg的葡萄种植者总是这么说。传统的种植酿造方式保留了这一地区典型的葡萄酒风格，综合风土带来的辛辣，地区特色带来的矿物和水果的新鲜，更有本地独有的高雅。Leithaberg的DAC葡萄酒“珍藏”系列包括红葡萄酒和白葡萄酒。DAC白葡萄酒由Grüner Veltliner、白皮诺、霞多丽或纽伯格酿制而成。Leithaberg DAC红葡萄酒采用蓝弗朗克酿造，在橡木桶成熟，口味来自于木桶，但是不喧宾夺主，只增强个性、优雅、力度。不过Leithaberg DAC红葡萄酒和白葡萄酒有一个共同点：都展示了张力和活力，紧密相连，层次重叠。

葡萄种植区Leithaberg世界上最古老的葡萄种植园之一。有发现表明，在这里早在公元前8世纪，葡萄藤作为葬礼用品出现在一个凯尔特人的墓葬中，这也是中欧葡萄种植的最古老证据。Leithaberg包括艾森斯塔特地区及周边，还有Jois和Winden地区。北到大赫弗莱因，南到察格尔斯多夫，在长达约35公里长的葡萄酒区域，分布了将

近20个群体。在朝向新锡德尔湖一面的斜坡上，沿着葡萄园周围点缀着扁桃树、樱桃树、桃树。

对于游客来说，这里已经成为葡萄酒的胜地，出产优质葡萄酒的酒庄、专注的酿酒人、丰富的文化项目、上好的葡萄酒在艾森斯塔特，这座古老的联邦都城都能找到。此外，这里还有著名的Schloss Esterhazy城堡、Mörbisch湖边音乐节、Sankt Margarethen古老采石场的露天歌剧表演，以及Rust葡萄酒学院提供的各种葡萄酒课程。



Storks, a symbol of the city Rust. ©AWMB / Anna Stöcher

#### LEITHABERG / NEUSIEDLERSEE HÜGELLAND

##### Key Facts

Region: Burgenland

Vineyard area: 498 ha

Principal grape varieties: Blaufränkisch

Soil structure: loam and silty clay

Climate: Pannonian climate

Leading viticultural towns: Eisenberg, Deutsch-Schützen, Rechnitz

雷德堡/新锡德尔湖丘陵  
概要

地区：布尔根兰

葡萄园：3,576公顷

主要葡萄品种：白皮诺、霞多丽、蓝弗朗克

土壤结构：白垩岩和石板

气候：潘诺尼亚气候

著名葡萄种植镇：Jois、Winden、Purbach、Donnerskirchen、Schützen、Oggau、Mörbisch、Großhöflein、Rust、Pöttelsdorf





# Neusiedlersee 新锡德尔湖

## The Diversity of Zweigelt - Strong Wines Great Names

### Zweigelt品种的葡萄 – 好听的名字 实用的原料

The Neusiedlersee wine-growing region is situated on the eastern shores of the large, shallow steppe lake, the Neusiedlersee or Lake Neusiedl. Since March 2012, the new Neusiedlersee DAC stands for fruity and harmonious red wines made from the Zweigelt variety, reflecting the region's climate and soil. The wines also are available with the additional designation of "Reserve" either as a pure Zweigelt or as a Zweigelt-dominated cuvée blend.

The white wines with the Burgenland designation of origin, reflect their beautiful body and balance when they come to the market as Qualitätswein (quality wine). The new generation of dynamic winemakers of this region are successful above all with powerful red wines, and the distinctive micro-climate in the Seewinkel

brings with impressive frequency some of the greatest noble sweet wines of the world.

These vines, planted in vast, enclosed vineyards flourish on long hours of sunshine. A drawn out growing period is encouraged by the influence of the Pannonian climate as well as the moderating effects of the large surface area of water from the vast Lake Neusiedl and the countless, shallow, salt lakes found scattered inbetween many of the vineyards. Regular autumn fog and high humidity therefore provide the ideal conditions for the benevolent form of noble rot (*botrytis cinerea*), the basis of high quality dessert wines, such as Beerenauslese (BA) and Trockenbeerenauslese (TBA), especially made from the white wine

variety Welschriesling.

Alongside Welschriesling, the region's leading white variety, a wealth of white wines are produced from Pinot Blanc, Chardonnay and aromatic varieties. The favourite red variety is Blauer Zweigelt, followed by Blaufränkisch, St. Laurent and Pinot Noir, as well as a choice of more recently planted international grape varieties. The red wines from Neusiedlersee come in a wide variety of styles from unoaked, fruit-driven examples, to those matured in oak.

Apart from the culinary attractions, there are many opportunities to burn those calories by cycling, horse riding or various water sporting activities. The Schloss Halbturn also holds regular concerts and cultural exhibitions throughout the year.



Lake Neusiedl ©AWMB/Anna Stöcher

新锡德尔湖wine种植地带位于广阔低浅的平原湖新锡德尔湖和Neusiedl岸边。从2012年3月起，新的新锡德尔湖DAC区域成为Zweigelt品种葡萄的产地，专门生产圆润和谐的红葡萄酒，这也说明了该区域适宜的气候和土壤环境。本地生产的葡萄酒还作为Zweigeltor品牌储备待售，因Zweigelt品种原料葡萄而闻名于世。

白葡萄酒具有布尔根兰州原始风味，体现了布尔根兰的风土和自然平衡，在市场上以Qualitätswein的名称出售，意思是“高品质酒”。这个区域新一代的制酒者最拿手的还是制作高度红葡萄酒。塞温克尔地区独具特色的微气候造就了闻名于世的伟大经典甜葡萄酒的频频问世。

广阔封闭式的葡萄园内的葡萄藤常年享受着充足日光的照射。在潘诺尼亚平原气候和大量Neusiedl湖湖水以及不计其数浅盐湖的滋养下，葡萄藤任性的发挥着它们的生长潜力。秋雾和高湿度仁慈的为灰葡萄孢菌提供着理想的生长环境，孕育出高品质的甜葡萄酒。Beerenauslese(BA)和Trockenbeerenauslese (TBA)就是其中的经典品牌。Welschriesling品种的葡萄是制作白葡萄酒的最佳原料。

与Welschriesling品种齐名，这个区域用于生产白葡萄酒的葡萄品种还有Pinot Blanc、Chardonnay和Aromatic品种。比较受欢迎的红葡萄品种有Blauer

Zweigelt、Blaufränkisch, St. Laurent和Pinot Noir，这些都是最近比较常种的国际人士认可的葡萄品种。新锡德尔湖畔出产的红葡萄酒风格各异，有清纯型、果香型和纯香型。

另外，这里除了独具吸引力的美食外，游客可以通过自行车、马术或各种水上运动来消耗多余的卡路里。在SchlossHalbturn还常年上演音乐会和各种文化节目。



"Eiswein" grapes ©AWMB/Christian Bauer

#### NEUSIEDLERSEE Key Facts

Region: Burgenland

Vineyard area: 7.649 ha

Principal grape varieties: Welschriesling (sweet), Zweigelt

Soil structure: from loess and loam to gravel and sandy sediment

Climate: Pannonian climate

Leading viticultural towns: Gols, Mönchhof, Halbturn, Podersdorf, Frauenkirchen, Illmitz, Apetlon, Andau

#### 新锡德尔湖 概要

地区：布尔根兰州

葡萄园：7.649公顷

主要葡萄品种：Welschriesling (甜)和Zweigelt

土壤结构：黄土、粘土、砾石和沙质沉积物

气候：潘诺尼亚平原气候

著名葡萄种植镇：Gols, Mönchhof, Halbturn, Podersdorf, Frauenkirchen, Illmitz, Apetlon, Andau



## Gangl Wines Sweet as life can be

### Gangl葡萄酒 生活般甜美

The winery GANGL is located in Illmitz, in the heart of the nature reserve "Neusiedlersee-Seewinkel", a western extension of the little Hungarian lowlands. The family Gangl – now in the third generation – has succeeded in combining enjoyment, harmony and as we call it in Austria: LEBENSGEFÜHL or "attitude towards life" in an ideal way.

The characteristic of the white and red wines (with their inviting fruit depth) is formed by the incomparable steppe lake Neusiedlersee. In 1962 the family started to plant the first wines. They recognized very quickly, that the climate and the environmental circumstances gave ideal conditions for producing superior grade wines. With special care Helmut Gangl is producing wines of top quality - above all sweet wines, whose production benefits particularly from the micro climate in the Seewinkel region.

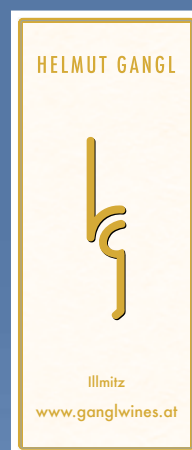
Traditionally all the wines are made using only handcraft: starting with the vineyard care through the harvesting and the bottling. The optimal use of the biological factors and an organic-orientated care for the vineyard and soil are the basis for the high quality. Primarily the sweet wine production, and as a consequence the required cultivation of the mould *Botrytis cinerea* is benefited by the microclimate existing in this area.

"The fog, condensing over the puddles in "Seewinkel", the constantly sweeping light breezes drying our grapes and the specialities of our soil – these are the roots of our success." [Helmut Gangl]

The winery GANGL is using exclusively self-selected pure cultured (natural) yeasts to promote the typical aroma of the wines through the optimal fermentation process. This results

in diverse wines sharing the unique characteristics of the winery.

The wines – including the Beerenauslesen (BAs) and the Trockenbeerenauslesen (TBAs) – are an excellent accompaniment to food, harmonizing with Austrian as well as with international cuisine.



The sensitive care for the vineyard and soil is the basis for the high quality. ©Steve Haider

GANGL酒庄位于奥地利伊尔米茨，在自然保护区“Neusiedlersee - Seewinkel”的中心地带，是小匈牙利低地的西部延伸区域。GANGL酒家现已传承到第三代子孙，他们成功的把愉快和谐的理念以理想的方式融合在一起，奥地利语称之为LEBENSGEFÜHL，意思是“生活的态度”。

GANGL红酒和白酒（以诱人的水果制成）的特色是使用无与伦比的Neusiedlersee草原湖水养育的果树产出的水果作为制酒原料。早在1962年GANGL酒家开始种植原料用水果时，他们就已经发现，这里的气候和环境对于生产制酒用葡萄非常理想。通过特殊的工艺，Helmut Gangl可以生产出顶级的葡萄酒，还有其它果酒，这都受益于奥地利塞温克尔地区的微气候。

传统的制酒工艺都采取手工制酒方式：从葡萄园的采摘和入罐开始。合理的使用生物因素，并对葡萄园土地进行有机护理，是产出高品质葡萄的基础。在制作果酒过程中，需要在固定的流程中培养灰葡萄孢菌，这就有赖于本区域特有的微气候。

“奥地利塞温克尔地区的雾气凝结在土

壤里，微风滋润着我们的葡萄园和我们的土地—这，就是我们成功的根源” [Helmut Gangl]

GANGL酒庄只选用自产天然水果，以提高制酒的香醇度，并优化发酵过程。GANGL酒庄生产的不同果酒都有其独特的酒香。

GANGL酒庄的葡萄酒，包括Beerenauslesen (BAs)和Trockenbeerenauslesen (TBAs)品牌葡萄酒，是宴会上佐食的最佳伴侣，不仅在奥地利是如此，是世界各地的宴会上都是如此。

#### Importer in China:

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## Winery Hautzinger Hautzinger酒庄



Through four generations wine lovers at home and abroad have linked the name Hautzinger with consistent quality production. The perfect combination of established tradition and youthful dynamism gives the winery Hautzinger its special charm.

**"I have the simplest tastes: I am always satisfied with the best!" – Oscar Wilde**

The above statement by the famous dramatist Oscar Wilde exactly describes the philosophy of the winery's junior head Günther Hautzinger in wine marketing: exclusiveness and individuality – wines off the mainstream, simply made for individuals.

**Top.Level.** The unique climate with 2.000 hours of sunshine a year, Lake Neusiedl as climate regulator and the good soil structure form the basic prerequisites for the production of top wines. On the 20 hectares of vineyards in top locations around Gols and Tadtten grow fresh white wines and full-bodied red wines. Reliability, responsibility and a passionate striving for optimal results are the guiding principles, ecologically intact vineyards and the careful processing of the grapes are the decisive factors. Winery Hautzinger is confirmed in its work by top ratings from renowned wine authorities (e.g. Austrian Wine Challenge) and by numerous wine lovers and visitors who like to enjoy the region's diversity in a glass of wine.

In 2001 the region around Lake Neusiedl was appointed UNESCO World Heritage. Most diverse habitats have developed in this region marked by the enormous water surface and lots of sunshine. Surrounded by vineyards, farming land and the nature reserve Tadtten has developed into modern, but still charming and quiet Burgenland community offering a fascinating range of leisure activities for wine lovers, sport enthusiasts and those interested in culture.

**Mainstream was yesterday.**



Hautzinger

历经四代酿酒人的努力，Hautzinger的名字已经与世界优质产品紧密相连。悠久传统和年轻活力的完美结合为Hautzinger酒庄带来了独一无二的魅力。

**“我的品味很简单，最好的总能让让我满足。”**  
——奥斯卡·王尔德

著名剧作家奥斯卡·王尔德的这句话刚好表达了酒庄年轻庄主 Günther Hautzinger 的酿酒哲学：葡萄酒要远离主流，要独一无二、具有个性，只是度身定制。

### 顶级

全年2000小时的日照带来独一无二的气候，新锡德尔湖如同一个天气调节器，加上良好的土壤结构，构成了酿造顶级葡萄酒的先决条件。在20公顷的葡萄园里，围绕高路斯和塔滕的地区，出产清新的白葡萄酒和酒体丰满的红葡萄酒。诚信、责任、不断精益求精的热情是指导原则，生态完好的葡萄园和细心的葡萄收割过程是决定性因素。Winery Hautzinger的葡萄酒不仅受到葡萄酒权威的认可。（如：奥地利葡萄酒挑战赛）。更有无数葡萄酒爱好者和参观者来到这里，品鉴美酒，欣赏好景。

2001年，新锡德尔湖周围的区域被联合国教科文组织列入世界遗产名录。广阔的水域

和充足的日照，这里生活着多民族的居民。周围是葡萄园、农田、以及自然保护地Tadtten。虽然已经发展成为现代化的地区，但是平静的布尔根兰居民依旧为葡萄酒爱好者、体育爱好者、以及文化探索者带来了一系列的休闲活动。

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www.hautzinger.at

**主流不过明日黄花。**





# Carnuntum 卡农顿

## Historic sites Zweigelt with vigor

### 历史遗址 活力无限的茨威格

Carnuntum is one of the smallest wine growing regions in Austria with a long tradition of viticulture stretching back to Celtic times. The name Carnuntum is of Illyrian origin and means stone, cliff or firm place. In former times Carnuntum was the military headquarter of the Pannonian province, the seat of the governor and also the occasional residence of Roman Caesars. The region is rich in Roman remains, including an amphitheatre, roman palace and most famously the: Roman Heidentor (Heathen's Gate). This former four pillar building, which was over 20 metres high, is supposed to have been erected under Emperor Constantine II (337–361) as a victory monument. Today the two remaining massive pillars connected by an archway have become the characteristic symbol of this area.

The modern Carnuntum region which covers an area south east of Vienna and south of the Danube is dominated by viticulture. The vineyards are spread

out over three principal hilltops, these being the Leithagebirge (Leitha mountain ridge), the Arbesthaler Hügelland (hillside around Arbesthal) and the Hainburger Berge (mountain range around Hainburg).

A new generation of local winemakers are producing modern, approachable red wines with precise fruit and elegance, yet have retained their individuality and origin. The soil structures offer perfect conditions for the widely planted indigenous Blauer Zweigelt, along with the international varieties Cabernet Sauvignon and Merlot. Even Blaufränkisch is favoured by producers, with some great wines coming from the Spitzerberg vineyards towards the east of the region. The "Rubin Carnuntum" wine is produced by a selection of the region's dynamic producers. With the image of Heathen's Gate imprinted on its label, it is a recognition of the region's cultural history.

White wines are also playing an increasingly important role here, particularly Grüner Veltliner, Pinot Blanc and Pinot Gris, that excel with their balanced structure and weight.

The wine-growing villages of Carnuntum are well-known for their idyllic Buschenschank offering local wines, which pair so well with the regional cuisine.

卡农顿是奥地利最小的葡萄酒产区之一，葡萄种植的历史悠久，可追溯至凯尔特人时期。卡农顿的名字来源于伊利里亚语，意思是石头、悬崖或支撑点。早期年间，卡农顿曾是潘诺尼亚省的军事总部、政府所在地，也是罗马大帝凯撒偶而的居所。这个地区还留有很多罗马文化遗址，包括圆形剧场、罗马宫殿以及最著名的异教徒之门（Roman Heidentor）。这个由四只柱子支撑起来的建筑高20多米，建于君士坦丁二世（337–361）作为胜利的纪念碑。如今只剩两只巨大的柱子连接一扇拱门，成为这个地区的特色象征。



Roman Heidentor (Heathen's Gate), ©AWMB/Helmreich

现在的卡农顿地区覆盖了维也纳东南部、多瑙河南部的一片区域，主要种植葡萄园，蔓延了3个主要山头：莱塔山脊、阿拜斯塔山脊及Hainburg周围的山脉。

当地新一代的酿酒师正在酿制现代化、平易近人、具精确果味、优雅而又不失个性和区域特色的红酒。这里的土壤结构主要是石质、致密黄土壤或沙及砾石，为红酒的酿制提供了最佳条件，特别是广泛种植土生土长的蓝色弗朗克以及国际品种赤霞珠和美乐都能在此处找到适宜生长的土壤。蓝色弗朗克得到酿制商的青睐，从Spitzerberg葡萄园至东部的葡萄园都

酿制了一些表现卓越的葡萄酒。Rubin Carnuntum葡萄酒由该区域一系列采用生物动力法的酿酒商酿制，葡萄酒的标签均印上Roman Heidentor的图像以向该地区的历史文化致敬。

白葡萄酒扮演的角色也日益重要，特别是绿维特利纳、黑皮诺和灰皮诺这些品种，其均衡的结构和酒体使它们从其他品种中脱颖而出。

卡农顿产酒之乡也因诗情画意的小酒馆而闻名，为到访游客提供当地美酒和特色美食。



Vineyard in Höflein, ©AWMB/Helmreich

#### CARNUNTUM Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 910 ha

Principal grape varieties: Zweigelt, Blaufränkisch

Soil structure: loam, loess and sandy gravels

Climate: Pannonian, continental-like (hot summers, cold winters)

Leading viticultural towns: Göttlesbrunn, Arbesthal, Höflein, Petronell, Prellenkirchen

#### 卡农顿 概要

地区：下奥地利

葡萄园：910公顷

主要葡萄品种：茨威格、蓝色法兰克

土壤结构：亚粘土、黄土和砂砾石

气候：潘诺尼亚地区，大陆性气候（夏日炎热、冬日酷冷）

著名葡萄种植镇：格特勒施布伦、阿伯施塔、霍夫兰、佩特罗内尔、普雷伦基希



# Kamptal 坎普谷

## Millions of years young 青春永驻上百万年

As one of Europe's oldest geological and historical regions Kamptal gets its name from the river Kamp, that flows directly through it. Kamptal belongs to the most successful wine regions in Austria boasting a high proportion of outstanding, quality wine producers.

Highly regarded is the Heiligenstein, a unique geological formation, which is between 250 and 320 million year old, comprising an extrusion of desert sandstone with volcanic and carboniferous conglomerates. This hillside vineyard was first mentioned as "Hellenstein", or hell stone, because it was a mountain on which the sun "burns like hell". Later it was renamed Heiligenstein, or "holy rock".

Kamptal has the effects of the hot, Pannonian plain heat from the east and the cooler region towards the north west. The fine, delicate aromatics and retained naturally vibrant acidity in the grapes, is

due to this unique combination of warm days and cool nights.

Along the steep terraces of the south-facing slopes, that in places are so steep that no layers of loess can form a hold, Riesling vines are planted, producing powerful, mineral wines with exceptional aging potential. Moving southwards towards the Danube the soil structure offers perfect conditions for traditional, but also full-bodied Grüner Veltliner, as well as the red and white Pinot varieties and Zweigelt. From the vintage 2008 the Kamptal DAC defines wines made from Grüner Veltliner or Riesling in two styles, a classic-styled medium-bodied wine and a rich, opulent dry Reserve style.

Culture and tourism also play a significant role. A must-visit attraction for wine enthusiasts is the "Loisium" wine experience, with its futuristic visitors' centre overground, leading



Heiligenstein ©AWMB Herbert Lehmann

to an underground labyrinth of several hundred year old wine cellars with a light and sound wine experience.



Langenlois at night ©AWMB Komitee Kamptal

作为欧洲最古老的地质和历史区域，坎普谷以贯穿其中的坎普河而命名。这里也是奥地利最成功的葡萄酒产区，拥有最高比例的优质和杰出的葡萄酒商。

最受瞩目的酒庄是Heiligenstein，其独特的地质构成由沙漠砾岩与火山岩和石灰层挤压而成，可追溯至25,000至32,000万年之间。从山上看来，太阳燃烧犹如炼狱，因此位于这个山坡之上的酒庄最早被称为“Hellenstein”或“地狱之石”。后来又被重新命名为Heiligenstein或“神圣之石”。

白天，坎普谷受到来自东部潘诺尼亚平原的热流影响，晚上则受到西北较冷地区的影响。昼夜的温差形成了葡萄中细致优雅、芳香浓郁而又充满自然活力的酸度。

在朝南山坡的阶地上，某些区域过于陡峭而无法形成稳固的黄土结构，这里种植的雷司令表现更强劲，更具矿物质特征和陈年潜力。出产的绿维特利纳、皮诺系的红白葡萄品种以及茨威格也都酒体饱满。从2008年份开始，坎普谷DAC将绿维特利纳或雷司令酿出的葡萄酒定义为两个风格，即中等酒体的经典风格和饱满浓郁的干型珍藏风格。

文化和旅游也是很重要的方面。葡萄酒爱好者最不容错过的葡萄酒体验来自“Loisium”，这个未来主义风格的游览中心，地上的入口通向地下迷宫，让你一览已有数百年历史的酒窖，结合灯光与音响的效果，让你感受视觉与听觉的双重体验。

### KAMPTAL Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 3.802 ha

Principal grape varieties: Grüner Veltliner, Riesling

Soil structure: loess, gravel, crystalline sites, red feldspathic sandstones and conglomerates

Climate: hot and dry microclimate

Leading Langenlois, Zöbing, Gobelsburg, Kammern, Strass

坎普谷  
概要

地区：下奥地利

葡萄园：3.802公顷

主要葡萄品种：绿维特利纳、雷司令

土壤结构：黄土、砂砾、晶状体、长石质砂岩、砾岩

气候：燥热的微型气候

著名葡萄种植镇：Langenlois、Zöbing、Gobelsburg、Kammern、Strass





## A Beacon for Austrian Wine

### 奥地利葡萄酒的明灯



Willi Bründlmayer has become a leading figure in the domestic fine wine scene and a "beacon for Austrian wine" (Jancis Robinson) for those cruising the global "wine seas". In Austria the name of Bründlmayer has become synonymous with absolutely reliable top quality: "Almost every wine, from the lightest Grüner Veltliner to the red wine and the sparkling wine has what it takes to be the best of the vintage in its category." (Peter Moser, Falstaff, in: "The Ultimate Austrian Wines Guide 2014/2015")

Vineyards in the best sites around Langenlois, about one hour to the west of Vienna, are solid capital. Names like Heiligenstein, Steinmassel and Lamm feature in wine lists around the world.

Considering ecology as a guiding principle, Willi Bründlmayer utilizes green cover crops and natural fertilizers. Vines are pruned following the Lyra (Lyre) training system. All grapes are hand-picked into small bins. The cellar

offers numerous possibilities for controlled winemaking, although Willi Bründlmayer's goal is certainly not a "high-tech" wine.

Willi Bründlmayer is also one of the renowned producers of elegant red wines in Lower Austria.

Supplementing the Bründlmayer collection are the bottle fermented "Bründlmayer Brut", which set new standards in Austrian Sekt culture, and the amazingly delicate sweet wines.

Recently, the family made their restaurant Heurigenhof Bründlmayer a hub for lovers of wine and food (TripAdvisor Certificate of Excellence and Gault Millau 15/20 p.). During the summer this wonderfully preserved Renaissance vintner's house enchants visitors with its charming, timeless courtyard. If the weather is cool, an open fireplace radiates warmth and comfort. All current release wines and a

selection of aged bottles are available by the glass and can be purchased 'at cellar price'. For opening hours look at: [www.heurigenhof.at](http://www.heurigenhof.at)

At the turn of the millennium, the magazine Decanter chose Bründlmayer as a member of the splendid group of 50 people worldwide to change the face of wine within the coming decades. Tim Atkin MW then added him to the list of 10 movers and shakers of the "Austrian wine wonder". In 2007 the winery was selected as Best Austrian Winery in the last 25 years by US Wine & Spirits Magazine. Willi is a member of the Academie Internationale du Vin.

A fine selection of Bründlmayer wines is available in Mainland China, Hong Kong and Macao by ASC Fine Wines: [www.asc-wines.com](http://www.asc-wines.com), in Singapore by UNIQUE Food And Wines Pte: [www.wineleo.com](http://www.wineleo.com). [sales@uniquefoodandwine.com](mailto:sales@uniquefoodandwine.com) More info at [www.brueundlmayer.at](http://www.brueundlmayer.at)

Willi Bründlmayer已成为奥地利本国优质葡萄酒的领航者，更是奥地利葡萄酒在世界葡萄酒市场的指路明灯。在奥地利，Bründlmayer已成为顶级品质的代名词。“几乎所有的葡萄酒，从最轻盈的绿维特利纳到红葡萄酒、起泡酒，都具备了最好年份的表现。”

位于Langenlois周围位置最佳地带的葡萄园是它雄厚的资本，从维也纳向西只需一小时车程。而诸如Heiligenstein、Steinmassel和Lamm这样的名号在世界葡萄酒单上都占据重要的位置。

以生态学为指导原则，Willi Bründlmayer使用绿化用地覆盖作物，并采用天然肥料。葡萄藤的修剪按照“Lyra”的培养体系。所有葡萄经过人工采摘，装入小箱。尽管Willi Bründlmayer的宗旨不在于酿造“高科技”葡萄酒，而酒窖却为可控的酿造工艺提供了多种发展可能。

Bründlmayer系列的相关葡萄酒为瓶装发酵Bründlmayer Brut，此为奥地利起泡葡萄酒文化以及可口的甜酒设定了全新的标准。

近日，Bründlmayer家族开设了他们的新餐厅Heurigenhof Bründlmayer，为葡萄酒和美食爱好者提供了又一新去处。（道道网、Gault Millau 15/20P）。在夏季，这里文艺复兴时期保留下的葡萄酒屋以迷人风景和漫山遍野的葡萄园吸引着游客的到



Riddling racks for Sparklings at Weingut Bründlmayer. ©Weingut Bründlmayer

来。如果天气较凉爽，开放式壁炉会带来温暖和舒适。酒庄所有已经推出的葡萄酒和陈年酒在这里可以品尝，也能按照“酒窖价格”出售。营业时间，请查询：[www.heurigenhof.at](http://www.heurigenhof.at)

千禧年之际，《醇鉴》杂志选择Bründlmayer为十年内全球50位改变葡萄酒面貌的人士之一。Tim Atkin MW将他评选为“奥地利葡萄酒”最有影响力的十大人物之一。2007年，酒庄美国Wine & Spirits杂志被评为25年来最佳奥

地利酒庄。Willi是Academie Internationale du Vin的成员之一。

在中国大陆、香港、澳门的ASC精品葡萄酒都能买到Bründlmayer葡萄酒：  
[www.asc-wines.com](http://www.asc-wines.com)  
新加坡UNIQUE Food And Wines Pte：  
[www.wineleo.com](http://www.wineleo.com)  
[sales@uniquefoodandwine.com](mailto:sales@uniquefoodandwine.com)  
更多详情，请查询 [www.brueundlmayer.at](http://www.brueundlmayer.at)



Willi und Vincent Bründlmayer on Heiligenstein. ©Weingut Bründlmayer, Photo by Monika Saulich



# Kremstal 克雷姆斯谷

## The High Culture of Wine 高雅的葡萄酒文化

The cellars of many wineries in the Kremstal Valley evidence the tradition of great wines over decades.

The culturally rich and historic town of Krems has always had an affinity with wine production with a long and traditional viticultural heritage. With its young and successful winegrowers, an economically very successful cooperative and a state-of-the-art viticultural college, the prospering (wine) city nowadays sets dynamic trends.

The town of Krems, especially the part called "Stein", is geologically similar to the neighbouring Wachau (mostly weathered bedrock soils). It is therefore not surprising that both Grüner Veltliner and Riesling dominate, and wines with these mineral qualities were introduced as Kremstal DAC in 2007, standing for the vibrant and spicy Grüner Veltliner and for delicate, mineral-rich Riesling wines. The structure of the Kremstal DAC wines full of

nuances enables perfect combinations with various dishes, from the classic roasted pork to spring rolls whereby the Grüner Veltliner Reserve perfectly shows off its quality as universal food

companion. Riesling wines from Kremstal on the other side perfectly match regional as well as creative fish dishes.

The vineyards to the east of Krems,



Götweig Abbey ©AWMB/Anna Stöcher



Impressions of the wine region Kremstal ©AWMB/Egon Mark

towards the villages of Rohrendorf and Gedersdorf have a completely different soil structure of deep loess terraces. This not only adds a certain appeal to the landscape, it also produces a softer, more opulent style of Grüner Veltliner. Beyond the southern bank of the Danube are the idyllic wine villages lying beneath the monumental Benedictine Stift Götweig monastery, which was founded in 1072.

Contrary to Krems, there is a real down to earth feeling here, preserved by the quaint 'Heuriger' wine taverns. Mouthwatering and elegant Grüner Veltliner and Riesling wines, but also Weißburgunder and supple, expressive red wines are typical for this historic wine-growing region on the banks of the majestic Danube, that apart from wine, has a great deal of other culinary aspects and winetourism attractions on offer.

在克雷姆斯谷，很多酒庄的酒窖都是历史与传统的证明。

文化丰富的历史小镇——Krems一直与葡萄酒产业息息相关，葡萄种植的传统历史悠久。成功的年轻酿酒师、高效的经济型合作和位于学术前沿的葡萄种植学院，令这里愈加繁荣，成为葡萄酒潮流的设定者。

Krems小镇中被称为“Stein”的部分与相邻的Wachau（大部分风化的基岩土壤）地质相似。因此，这里以绿维特利纳和雷司令为主导也不足为奇。2007年，这种富于矿物质特征的葡萄酒以Kremstal DAC进入公众视野，代表有活力的、辛辣的绿维特利纳以及精致的、矿物质丰富的雷司令。Kremstal DAC出产的葡萄酒结构上有细微差异，适于搭配多种美食，无论是经典的烤乳猪，还是春卷，绿维特利纳珍藏都展现了完美的百搭品质。坎普谷出产的雷司令还适合搭配本土食物和创意的鱼类菜式。

Krems东部的葡萄园面向Rohrendorf和Gedersdorf村，土壤结构完全不同，黄土层深厚。这里不仅风光秀丽，产出的绿维特利纳更温和，风格更丰富。多瑙河南岸之外是田园诗般的葡萄酒村庄，位于不朽的Stift Götweig修道院之下，这个修道院创建于1072年。

与Krems完全不同，出售新酿白葡萄酒的古雅酒馆带我们重回现实。高雅而令人垂涎的绿维特利纳和雷司令，包括白皮诺、柔顺而富有表现力的红葡萄酒都是罗纳河谷沿岸，这一历史葡萄酒产区的典型代表。除了葡萄酒，这里还有很多值得探索的美食和葡萄酒景区。

### KREMSTAL Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 2.243 ha

Principal grape varieties: Grüner Veltliner, Riesling

Soil structure: rocky soils and deep loess

Climate: cool, humid northern breezes colliding with warm, dry eastern winds from the Pannonian plain

Leading viticultural towns: Stein, Krems, Senftenberg, Rohrendorf, Gedersdorf, Furth

克雷姆斯谷  
概要

地区：下奥地利

葡萄园：2.243公顷

主要葡萄品种：绿维特利纳、雷司令

土壤结构：石质土和厚黄土

气候：北方寒冷、潮湿的风与东部潘诺尼亚平原温暖、干燥的风交汇

著名葡萄种植镇：Stein、Krems、Senftenberg、Rohrendorf、Gedersdorf、Furth





Ferdinand Mayr: "Inimitable wines, wines that carry my signature – this is exactly what I strive to achieve!"  
©AWMB

## Ferdinand Mayr – Signature Wines

The major chords of origin  
WINES from KREMSTAL DAC



费迪南·麦尔——署名葡萄酒  
产地的主旋律  
来自克雷姆斯谷的葡萄酒

If there is one wine-producer in Austria, who really proves, that creating wine is very similar to a fascinating composition catching you from the first bar, it's definitively Ferdinand Mayr.

Graduated from the Bruckner Conservatory of Linz with a degree in music Ferdinand Mayr, a teacher of music for 12 years, has been denoted as "Austria's top wine expert" in a competition by the Austrian Wine Marketing Board and Austrian Academy of Wine in 1994.

"Wine has fascinated me for many years. I have accumulated a lot of theoretical and practical knowledge over the last two decades. Alongside my teaching responsibilities at the Austrian

Wine Academy, a position I enjoy tremendously, another dream of mine came to fruition in 2008, when I started to produce my own wines in Austria. Origin and authenticity are central themes for me. They unite in "terroir" and make every wine unique.

This is exactly, what I strive to achieve: inimitable wines – wines that carry my signature."

如果说在奥地利，有一家葡萄酒酿酒商能够证明酿酒好似美妙的旋律一般，从第一个小节就能让你陶醉其中，那绝对是费迪南·麦尔。

毕业于林茨的布鲁克纳音乐学校音乐专业，费迪南·麦尔教授音乐长达12年。

在1994年的一次比赛中，并被奥地利葡萄酒市场推广委员会和奥地利葡萄酒学院认可为“奥地利顶级葡萄酒专家”。

“葡萄酒让我欲罢不能。在过去的20多年间，我积累了许多理论和实践知识。除了在奥地利葡萄酒学院的教育工作外，我也十分享受自己的另一个梦想在2008年成为现实，开始在奥地利酿制自己的葡萄酒。对于我来说，产地和纯正是最重要的因素，他们构成了”风土“，让每一款葡萄酒都独一无二。”

这也是我为之努力的：独一无二的葡萄酒——带有我署名的葡萄酒。”



The wines come from the outstanding vineyards around the town of Senftenberg. The grapes are harvested to produce a small volume of boutique Grüner Veltliner and Riesling Kremstal DAC Reserve under the name "KAISERWETTER".

They are joined by Grüner Veltliner, Zweigelt and Blaufränkisch; classic and uncomplicated wines from indigenous Austrian varieties with a strong individual character. These wines bear the name "NA ALSDANN" from the old Austrian expression used to describe something that's turned out – perhaps unexpectedly – quite well.

The exclusive third line is a blend of indigenous Austrian varieties called "8 notes", using exclusively (!) higher quality grapes and, as with all the other wines, extraordinary quality for a very fair price.

葡萄酒来自森夫滕贝格小镇附近的优秀葡萄园，这里的葡萄用于酿制小产量的精品绿斐特丽娜和克雷姆斯谷雷司令DAC珍藏，他们的统一名字为“KAISERWETTER”。

绿斐特丽娜、茨威格、蓝弗朗克，经典而不复杂的葡萄酒来自于奥地利的不同葡萄种类，每一种葡萄都个性十足。这些葡萄酒都有统一的名号为“NA ALSDANN”，这来自古老的奥地利表达方式，形容某种事物出乎意料的好。

独特的第三类则是奥地利本土葡萄酒的混酿，称为“8 notes”，使用专用的高品质葡萄酿制，质量优秀，价格合理。

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## Winzerhof Rosenberger

Rich in finesse, full of character



### 文赛霍尔 罗森伯格 肥沃的土地，地道的特色

Located at the base of the picturesque mountain Götweig winery Rosenberger is well known for high-quality products for several decades. As many Austrian wineries the family began with mixed agriculture already in 1812. With the increasing interest on top-wines they started with the exclusive vinification of pure, quality wines, which nowadays have a range from fresh, fruity white wines to elegant and full-bodied red ones.

At an area of 9 hectares in the South of Kremstal the wines grow on prime locations such as the vineyards Steinbühel, Höhlgraben, Steinhagen, Hochrain, Steiner Point und Landwied. Taking care of gentle grape processing and strategic fermentation winery Rosenberger stands for wines rich in finesse and full of character. Not only

the main varieties, Grüner Veltliner and Riesling, convince with a lot of nuances, the spectrum ranges from Chardonnay, Muskat-Ottonel, Sauvignon Blanc, Gewürztraminer and Frühroter Veltliner till Zweigelt, Cabernet Sauvignon and Blauer Portugieser.

The quality is also confirmed by a lot of national and international awards. At China Sommelier Wine Challenge 2013 they succeeded for example with one silver medal for the Grüner Veltliner Reserve Ried Steinbühel and three bronze medals for the Zweigelt Eiswein, the Riesling Steinhagen and also the Grüner Veltliner Höhlgraben.

The consistent quality philosophy is not only implemented in the vinification

of wines, but also in the traditional wine-tavern, where the guests can sample delicious regional dishes, seasonal specialities and desserts made from well-kept recipes. The wild game specialities, especially the wild game pate, have achieved a legendary status as one of the best wild game pates in Austria.

*Rosenberger*

坐落在风景如画的Götweig山脉脚下的Rosenberger酒庄几十年如一日地以高品质酒类闻名。与奥地利的很多酒庄一样，Rosenberger酒家早在1812年就开始了他们的混合种植生产。随着客户对高品质酒类的需求日益增加，Rosenberger酒家开始专门生产醇香高品质美酒，种类从新鲜的白果酒一直发展到高档浓郁醇厚的红果酒。

在克莱姆斯谷南部9公顷的土地上，种植着葡萄酒的原料，主要种植地为：Steinbühel葡萄园、Höhlgraben葡萄园、Steinhagen葡萄园、Hochrain葡萄园、Steiner Point葡萄园和Landwied葡萄园。Rosenberger酒家的造酒工艺细腻，菌类培养方法先进，在这片肥沃的土地上，酿造出了独具特色的风味。除了主要的种植品种外，还有Grüner Veltliner和Riesling两个类似的品种。其它造酒的品种还包括：Chardonnay、Muskat-Ottonel、Sauvignon Blanc、Gewürztraminer和Frühroter Veltliner。另外Zweigelt、Cabernet Sauvignon和Blauer Portugieser品种最受欢迎。

Rosenberger酒庄的酿酒品质得到了国家和国际上多个奖项的认可。在2013年中国侍酒师的挑战大赛上，他们的Grüner Veltliner Reserve Ried Steinbühel获得了一项银奖，Zweigelt Eiswein, Riesling Steinhagen

和Grüner Veltliner Höhlgraben三种酒类获得了三项铜奖。

不仅品牌葡萄酒的酿造可以保持始终如一的高品质，就连在路边传统酒馆里出售的散葡萄酒也保持了优良的品质。游客们可以一边品味美酒，一边享用特色食谱精制的各色美味、区域风味和四季小点。奥

地利的野生特产，特别是野味肉酱，在这里一直带着传奇性的色彩。

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# Wachau 瓦豪

## Steep Terraces Noble Grapes Monumental Wines

### 陡峭之中的贵族葡萄

The Wachau is one of Austria's most exciting and fascinating wine regions, a UNESCO world heritage site and region of natural beauty. The varieties Grüner Veltliner and Riesling prevail partly on very steep-inclined terraces. The best vineyard sites produce some of the best white wine in the world with decades of aging potential.

Over millions of years, the Danube has gorged its winding waterway through the consolidated gneiss and amphibolite. The crystalline rock soils on steep terraces produce outstanding Rieslings. During the Ice Age vegetation cover was poor and, prevailing winds carried drifting sand that settled in the lee of the east-facing crystalline hillsides, resulting in layers of loess. This is where great, opulent

and expressive Grüner Veltliner is cultivated.

The climate also plays a vital role. Beside the fact, that the two major climatic influences interlock with each other, each single vineyard has its own microclimate, depending of its incline, exposure to the sun, soil terrain, as well as factors as the dry stone walls and cliffsides that absorb the sun's heat during the day.

The effects of the hot, dry summer and the harsh winter are evened out by the influence of the river Danube, and cool evening breezes from the more northerly Waldviertel region increase the diurnal effect of day and night temperatures during the important

months prior to the harvest. It is thanks to this subtle factor that the fine and precise aromatics of grapes can develop, giving the wines a cool flavour with subtle tropical fruit notes.

In the mid-1980's, a select group of innovative producers in the Wachau created their own codex, aptly called the Vinea Wachau, where dry white wines are divided into three categories, based on their natural alcohol content by volume. Aromatic, light-bodied wines up to 11.5% are called 'Steinfeder' (named after the tall, feather-like grass *stipa pennata*). The most common category is the 'Federspiel', with 11.5% to 12.5% alcohol by volume, and the late-harvest, rich and powerful, dry wines carry the term 'Smaragd'.



Single vineyard Achleiten, Weissenkirchen ©AWMB/Gregor Semrad



The varieties Grüner Veltliner and Riesling prevail partly on very steep-inclined terraces. ©AWMB/Anna Stöber

#### WACHAU Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 1.350 ha

Principal grape varieties: Grüner Veltliner, Riesling

Soil structure: crystalline rock soils, layers of loess

Climate: Western Atlantic and Eastern Pannonian interlock with each other

Leading viticultural towns: Spitz, Arnsdorf, Wösendorf, Joching, Weißenkirchen, Dürnstein, Loiben, Rossatz, Mautern

#### 瓦豪 概要

地区：下奥地利

葡萄园：1,350公顷

主要葡萄品种：绿维特利纳、雷司令

土壤结构：晶质岩、黄土层

气候：西部为大西洋气候，东部为潘诺尼亚气候

著名葡萄种植镇：Spitz、Arnsdorf、Wösendorf、Joching、Weißenkirchen、Dürnstein、Loiben、Rossatz、Mautern

瓦豪是奥地利最迷人，也最令人兴奋的葡萄酒产区之一。这里风光秀丽，被列入联合国科教文组织的世界文化遗产。部分绿维特利纳和雷司令分布于极其陡峭的阶地，最好的葡萄园出产品质最好的白葡萄酒，并具有几十年的陈年潜力。

经过数百万年的积累，多瑙河蜿蜒的峡谷形成了坚固的片麻岩和角闪岩。陡峭的阶地形成晶质岩，出产卓越的雷司令。冰河世纪时期，植被覆盖贫瘠，盛行风将流沙吹入向东被风的山坡，进而构成黄土层。口感丰富、极具表现力的绿维特利纳就产自这里。

气候的影响也是重要的一面。除了两个主要气候的相互影响，每个单一葡萄园都有自己的微型气候，这取决于它的倾斜面、曝光度、土地地势以及干砌石墙和悬崖边白天所吸收的太阳热量。

炎热干燥的夏日和寒冷的冬日对葡萄的影响都被多瑙河缓和。在收获之前的重要月份，晚上来自北方Waldviertel地区的冷风增强了白天和晚上的温度影响。正是由于这个因素，葡萄才能发展出细腻而精准的香味，令葡萄酒展现热带水果风味的同时又带来一丝清凉。

20世纪80年代中期，瓦豪地区一些创新的酒庄创建了自己的委员会，名为“Vinea Wachau”。他们按照天然酒精含量（按体积算）将白葡萄酒分为三类。芳香、轻酒体，酒精含量到达11.5%的被称为“Steinfeder”（以一种长而像羽毛的革命命名）。最常见的种类是“Federspiel”，酒精含量在11.5%到12.5%。而晚收的、饱满而有力量感的干型酒被称为“Smaragd”。



Dürnstein with the Burgberg and the castle ruins ©AWMB/Egon Mark



# Wagram 瓦格拉姆

## Grüner Veltliner Graves Loess

### 黄土孕育的绿维特利纳

The wine-growing region of Wagram received its new name in 2007, previously being known as Donauland. The northern, actual Wagram part, is a massive terrain that stretches some 30km along the northern bank of the Danube, and the areas towards the south, encompasses the quaint villages around the Tullnerfeld region as well as the historic wine town of Klosterneuburg, just outside Vienna.

The extensive geological features coupled with consistent weather and climatic patterns offer the prerequisites for producing full-bodied wines rich in aroma and flavour. Layers of loess formed in the Ice Age cover the substrate of marine deposits and river gravels (the name Wagram comes from "Wogenrain" meaning "shore") and shape the landscape. The Grüner Veltliner in

particular, benefits with maturing hearty and spicy wines, with substance and drinking pleasure in the classic and dry styles, as well as the rich, characterful Reserves.

Roter Veltliner is a little-known variety with a slightly pale red skin colour, that featured heavily as a mainstream wine in Wagram before Grüner Veltliner became the prized catch. This local speciality provides long lasting wines and underlines the unique qualities of the region and its genuine natural resources. Leading producers will also cultivate some of the most opulent, full-bodied red wines in Niederösterreich, especially from the Zweigelt and Pinot Noir varieties, and the environmentally conscious commune of Grossriedenthal rounds off the range of wines with

some outstanding Eiswein (ice wines).

#### Klosterneuburg: Wine, enjoyment and culture

As the biggest private wine estate in the country, the abbey Stift Klosterneuburg has played a formative role in Austrian wine for the last 900 years. With a modern management and a contemporary technological infrastructure, this example will be used as a role model for the future, along with the Bundeslehranstalt für Wein und Obstbau (Federal institute for viticulture and pomology), the world's first viticultural and oenology school (founded in 1860), which today is a leading wine institution with internationally recognised standards for future winemaking generations.



Vineyards in the wine region Wagram ©AWMB/Lehmann

瓦格拉姆产区2007年被重新命名，之前被称为多瑙流域。北部地区从多瑙河北部沿岸延伸30千米，向南包括Tullnerfeld地区周围古雅的村庄以及维也纳之外的历史葡萄酒小镇Klosterneuburg。

广大的地质特征与一贯的气候模式提供了生产酒体饱满、芳香浓郁葡萄酒的必要条件。冰河世纪时期形成的黄土覆盖海洋沉积土和河砾石（“Wagram”的名字来自“Wogenrain”，意为海岸），构成了靓丽的自然风光。受益的绿维特利纳表现为成熟饱满而不乏辛辣，经典的干型风格带来无尽愉悦，而珍藏级更加浓郁，富有代表性。

红维特利纳是一种较为小众的葡萄品种，颜色呈淡红色，在绿维特利纳深得人心之前占据主导地位。这一当地独有的葡萄品种能酿出回味较长的葡萄酒，更体现了地域特色和本真的自然资源。主要的酿酒商也会在下奥地利种植一些最受欢迎、酒体饱满的红葡萄酒，包括茨威格、黑皮诺，Grossriedenthal还盛产冰酒。

#### 享受葡萄酒的乐趣和文化

作为奥地利最大的私人酒庄，Stift Klosterneuburg修道院在去年的900年中对奥地利葡萄酒的发展举足轻重。采用现代的管理技术和先进的科技设施，它已成为诸多酒庄未来的榜样。



Guests enjoy wine at a Heuriger ©AWMB/Lehmann

#### WAGRAM

##### Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 2.451 ha

Principal grape varieties: Grüner Veltliner, Riesling, Roter Veltliner

Soil structure: sandy, deep loess soils with crushed shells and crustaceans

Climate: Danube and Pannonian climate, rather mild

Leading viticultural towns: Feuersbrunn, Fels, Grossriedenthal, Gösing, Kirchberg, Großweikersdorf, Klosterneuburg

#### 瓦格拉姆

##### 概要

地区：下奥地利

葡萄园：2,451公顷

主要葡萄品种：绿维特利纳、雷司令、红维特利纳

土壤结构：沙地，深厚黄土中含有碎贝壳、甲壳

气候：多瑙河和潘诺尼亚气候，非常温和

著名葡萄种植镇：Feuersbrunn、Fels、Grossriedenthal、Gösing、Kirchberg、Großweikersdorf、Klosterneuburg



Klosterneuburg Monastery ©www.stift-klosterneuburg.at



# Traisental 特莱森谷

## Aromatic Grüner Veltliner With Backbone and Finesse

### 细腻立体的绿维特利纳

Traisental is the most recent addition to the viticultural map of Austria, and with a mere 790 hectares amongst the smallest wine-growing regions. Big however, are the wines, particularly Grüner Veltliner, representing the greatest proportion of planted varieties with a share of 60 percent, more than any other Austrian wine-growing region. Riesling is also a significant speciality of Traisental. The wines are predominantly planted on narrow terraces with soils, giving them a quite unique tasting profile, with a full body and compact structure.

Their mineral finesse and subtle spiciness make wines from Traisental a perfect companion to a modern regional cuisine serving classical or creative fish or poultry dishes, Mediterranean or Asian recipes, particularly with raw fish (Sushi, Sashimi) or crustaceans with a touch of spiciness. The mineral structure supports the flavour and vibrant acidity, giving the wines a long aging potential.

A new generation of dynamic winemakers recognise the importance

of Traisental DAC, introduced from the 2006 vintage for fruity Grüner Veltliner and impressive Riesling as the signature wines for the region. These wineries play a vital role in making this matchless style famous beyond the boundaries of Austria, into new export markets and introducing it to international wine critics and discerning journalists.

The whole region is also a popular destination for wine enthusiasts, hikers, cyclists and those interested in culture. It is here that evidence of grape pips,



Grüner Veltliner ©AWMB/Armin Faber



View over Nußdorf in the wine region Traisental ©AWMB/Armin Faber

dating back as early as the Bronze Age, well before any Roman influence, were discovered and confirm an ancient form of viticulture. Furthermore, the nearby town of St. Pölten (capital of the federal state of Niederösterreich) offers a wealth of modern cultural entertainment, and from this most southerly point of Traisental, there is a countless number of picturesque roads leading to idyllic wine and 'Heuriger' villages, which still contain the long-established tradition of Buschenschanken wine taverns.

特莱森谷是奥地利葡萄酒的地图的新增版块，只有790公顷的面积，也是奥地利最小的葡萄酒产区。然而，产量却不少，尤其是绿维特利纳，占据种植面积高达60%的比重，高于奥地利任何产区。雷司令同样是这里的一个代表性品种。这里的葡萄主要种植在狭窄的阶地，展现了独特的口感轮廓、饱满的酒体和紧致的结构。

精致的矿物质特征和微妙的辛辣口感使来自这个产区的酒成为现代地域美食的完美搭配，无论是经典还是创意的鱼类、家禽类菜式，还是地中海风格、亚洲风格的菜品，尤其和生鱼片（刺身、寿司）或有点

辣味的甲壳类海鲜对味。矿物质结构为风味和酸度提供支撑，也赋予其很好的陈年潜力。

新一代的动力法酿酒师认识到Traisental DAC的重要性，从2006年将果香浓郁的绿维特利纳和雷司令作为这个地区的标志性酒品。这些酒庄致力于酿造出最无可比拟的风格，将自己的酒带出奥地利，进入国际市场，面向世界的葡萄酒

评论家和有眼光的记者。

这一地区也是最受葡萄酒爱好者、背包客、骑行者青睐的旅游目的地。这里也是最古老葡萄籽的发现地，可追溯到受罗马影响之前的铜器时代。附近的圣波尔滕还为您提供一系列的文化娱乐项目，从特莱森谷的最南端起，无数的田园之路通向美丽幽静的葡萄园、酒庄，还有那历史古典的葡萄酒旅馆。

#### TRAISENTAL Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 790 ha

Principal grape varieties: Grüner Veltliner, Riesling

Soil structure: arid, very calcareous gravel soils

Climate: Pannonian plain influences meet the cool breezes from the Alps

Leading viticultural towns: Nusssdorf, Reichersdorf, Inzersdorf, Traismauer, Herzogenburg

#### 特莱森谷 概要

地区：下奥地利

葡萄园：790公顷

主要葡萄品种：绿维特利纳、雷司令

土壤结构：干旱、钙质砂砾土

气候：潘诺尼亚平原气候，受到阿尔卑斯山的冷风影响

著名葡萄种植镇：Nusssdorf、Reichersdorf、Inzersdorf、Traismauer、Herzogenburg



# Thermenregion 温泉区

## Wines with a History Wines with a Future 着眼历史 放眼未来

The cultivation of wine in this climatically favourable region south of Vienna reaches back to over 2,000 years. Roman legionnaires stationed in Carnuntum and Vindobona (in today's Vienna) introduced viticulture into the Pannonian region and cultivated wines brought from their own countries. The Thermenregion takes its name from the thermal, sulphuric water springs from 'Thermae Pannonicae', or today's Baden. The Cistercian monks revitalised viticulture during the Middle Ages, and the design of the vineyard sites, as well as the character of the villages, visibly resemble the Citeaux Abbey of the Cistercians in Burgundy.

The Cistercian monks were viticultural experts in their own right, and recognised

and made use of the region's unique terroir. The wines benefit from the effects of climate with hot summer and dry autumns, and an average of 1,800 hours of sunshine during the year. During the autumn, there is a continuous circulation of air in the grape vines, rapidly drying the berries after dew or rain.

The region is home to white grape varieties rarely found elsewhere, and the Zierfandler (Spätrot) and Rotgipfler varieties can be vinified individually or as the legendary blend known as Spätrot-Rotgipfler. Other traditionally cultivated varieties include the Blauer Portugieser (or Vöslauer) along with Neuburger, and more modern wines

are cultivated using the Pinot varieties, St. Laurent and Zweigelt, as well as Merlot and Cabernet Sauvignon.

The combination of nature and culture offer a wide selection of excursions and activities, including a visit to the Freigut Thallern, (founded by the Cistercian monks of Heiligenkreuz Abbey, and being one of the oldest wineries in Austria). Or perhaps a cultural visit to the spa-town of Baden, with its theatres, operettas, health spas (with grape treatment on offer as well) to a drive along the romantic 'Weinstrasse', the road that meanders through the vineyards, making a stop at one of the many cosy 'Heuriger' wine taverns ...



Castle Gumpoldskirchen ©AWMB/Armin Faber

在维也纳南部这个气候宜人的地区，葡萄酒种植的历史可追溯至2000年以前。罗马兵团曾在卡农顿和今天的维也纳驻扎，进而将葡萄种植的技术从自己的国家引入潘诺尼亚地区。温泉区的名字也来源于当地“Thermae Pannonicae”（今天的巴登）热能的、含有硫磺的温泉。中世纪时期，西多会的修士将葡萄种植术复兴，从葡萄园的设计到村庄特色，都与勃艮第的西多会修道院十分相像。

在葡萄种植方面，西多会的修士是专家，他们认识到并充分利用了这个地区的“风土”。炎热的夏日、干燥的秋季和年均1800小时的日照为葡萄酒的酿造提供了优越的气候条件。秋季里，持续流通的空气可以快速风干经过露水或雨水洗刷的葡萄果实。

这个地区也是少有的白葡萄品种的家乡，仙粉黛和红基夫娜既可以单独酿造，也可以组合成传奇的混酿。其他传统的葡萄品种有蓝波特基斯、纽伯格，以及现代常用的皮诺系、圣劳伦特、茨威格、美乐和赤霞珠。

自然与文化的结合为您的旅行提供了多种选择，您可以参观下Freigut Thallern（由西多会修士创建的Heiligenkreuz修道院，也是奥地利最古老的酒庄），或到水疗小镇巴登来一个文化之旅，游览剧院，感受天然的健康水疗（还有葡萄酒水疗可选），或只是行驶在浪漫的“葡萄酒之路”，领略沿途质朴的葡萄园，找个惬意的酒馆喝酒聊天。



Rotgipfler, ©AWMB / Armin Faber

### THERMENREGION

#### Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 2.196 ha

Principal grape varieties: Zierfandler, Rotgipfler, St. Laurent, Pinot Noir

Soil structure: loamy soil, gravel and sand with a high carbonate content and fossil remains

Climate: Pannonian climate

Leading viticultural towns: Gumpoldskirchen, Traiskirchen, Pfaffstätten, Baden, Sooß, Bad Vöslau, Tattendorf

#### 温泉区 概要

地区：下奥地利

葡萄园：2,196公顷

主要葡萄品种：仙粉黛、红基夫娜、圣莱伦特、黑皮诺

土壤结构：壤土、砾石、高碳酸盐和化石遗留的沙土

气候：潘诺尼亚

著名葡萄种植镇：Gumpoldskirchen、Traiskirchen、Pfaffstätten、Baden、Sooß、Bad Vöslau、Tattendorf



# Weinviertel 威菲尔特

## Where the "Pfefferl" Grows Pfefferl的生产地

Despite a wide range of grape varieties Grüner Veltliner remains the unchallenged leading character of the Weinviertel wine scene: approximately 6.200 hectares do not only represent half of Austria's total area under Grüner Veltliner, but also almost half of the quantity worldwide. Nevertheless – and even taking into account all various soil types and great distances between the wine villages – the Weinviertel type of Grüner Veltliner is recognizable from its spicy "peppery" flavor. The association with green, white and, due to higher ripeness also black pepper is complimented by a fruit-driven bouquet and crisp acidity. This characteristic trio made up for the definition of the region-typical Weinviertel DAC from the vintage 2002 on, the first controlled designation of origin in Austria. From the vintage 2009 on, the powerful Weinviertel DAC Reserve exists beside

this classic-dry, fresh type.

Yet Weinviertel is not just about Grüner Veltliner, there are a wealth of other grape varieties. A highlight of the western part of Weinviertel is the area around the historic wine-trading town of Retz, with its labyrinth of underground wine cellars. The dry micro-climate here always has favoured red wine making as well. In the Pulkautal and in the extensive Mailberg basin area, fruit-toned Zweigelt and Blauer Portugieser are thriving.

The winemakers in the northeastern part, around Poysdorf, focus especially on spicy Veltliners, fresh Welschrieslings and weighty Burgundy wines. Along the edge of the Marchfeld the effects of the warm Pannonian

climate in combination with the Morava river (in Austrian called: 'March') offer optimal growing conditions for Grüner Veltliner, Riesling, the Pinot varieties, as well as the aromatic Traminer, from dry to luscious dessert wines. Great Rieslings with pronounced aromas also grow close to Vienna, on the steep inclines of the Bisamberg hillsides.

### Culinary tip

The Weinviertel DAC is the ideal wine to match various dishes of the Austrian cuisine, from the cold meat varieties served in wine taverns to "Schinkenfleckerln" (pasta with ham) to the Wiener Schnitzel. Equally it is an excellent food companion to classical bistro dishes and Mediterranean treats. Reserve wines however perfectly match sophisticated creative dishes and spicy recipes of the Asian cuisine.



Castle Falkenstein ©AWMB/Gerhard Trumler



Wine trail in Retz ©Regionales Weinkomitee Weinviertel/Robert Herberich



Weinviertel DAC ©Regionales Weinkomitee Weinviertel

GrünerVeltliner品种的葡萄一直是威菲尔特葡萄酒产区主要种植的特色品种，大约6200公顷的土地上不只种植了奥地利一半的GrünerVeltliner品种，这也是全球近乎一半的GrünerVeltliner品种的种植地。就算您将所有奥地利土地上的葡萄品种和各酒庄的葡萄都加起来，都找不到与威菲尔特GrünerVeltliner品种一样具有“辛辣”风味的珍品。GrünerVeltliner品种制出的葡萄酒由于不同的成熟度，分别具有绿、白、黑胡椒的辛辣味道和清脆酸度。

这三种辛辣味道一直是威菲尔特葡萄酒产区主要的区域特色，从2002年起已经成为源自奥地利的特有品牌，三种味道分别控制加工出产。从2009年开始，除了继续经营这个经典干鲜类型的葡萄酒品外，本地区又开发了高度数的威菲尔特葡萄酒特供。

威菲尔特葡萄酒产区种植的葡萄品种还不只GrünerVeltliner，还有其它珍贵的葡萄品种。威菲尔特区的西部围绕着一座传统的贩酒小镇Retz而建，这里的地下酒窖就有如地下迷宫一般。在这里，干燥的微气候非常适宜制酒。在广阔的Mailberg盆地上，Pulkautaland地区的Zweigelt和Blauer Portugieser品种的葡萄生长旺盛。

位于东北部的葡萄酒生产者集中在波伊斯多夫地区，主要种生产辣味Veltliners葡萄酒、

新鲜Welschrieslings葡萄酒和浓厚的勃艮第葡萄酒。在马希费尔德边缘地区，温暖的潘诺尼亚平原气候与摩拉瓦河（奥地利称之为：“March”）汇合，特别适宜种植用于生产甘美甜酒的Riesling、Pinot varieties、和芳香Traminer葡萄品种。香气浓郁的GreatRieslings葡萄品种也在维也纳附近种植，沿Bisamberg山脉的陡峭山坡生长。

### 搭配技巧

威菲尔特葡萄酒是奥地利各种佳肴的最佳佐食品，不论是酒馆里的冷肉下酒菜，还是高档餐厅中的维也纳炸肉排和火腿通粉。威菲尔特葡萄酒可以随时搭配经典的小酒馆菜肴和地中海小吃，而储备的葡萄酒则特别适合于搭配精良的创意菜和辛辣的亚洲美食食谱。

### WEINVIERTEL

#### Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 13.356 ha

Principal grape varieties: Grüner Veltliner

Soil structure: mainly loess, granite, limestone, sandstone

Climate: from dry micro-climate to warm Pannonian climate

Leading viticultural towns: Rössitz, Retz, Haugsdorf, Falkenstein, Poysdorf, Herrnbaumgarten, Wolkersdorf, Mannersdorf

### 威菲尔特

#### 概要

地区: Niederösterreich / 奥地利低地势区域

葡萄园: 13,356公顷

主要葡萄品种: GrünerVeltliner

土壤结构: 主要是黄土、花岗岩、石灰石、砂岩

气候: 从干燥的微气候到温暖的潘诺尼亚平原气候

著名葡萄种植镇: Rössitz、Retz、Haugsdorf、Falkenstein、Poysdorf、Herrnbaumgarten、Wolkersdorf、Mannersdorf





Andrea and Martin Hirtl rely on the rich experience of wine-making and simultaneously setting new quality standards. ©Steve Haider

## Winery Hirtl A Commitment To Quality, Typical Weinviertel

### Hirtl酒厂 致力于生产高品质的经典威菲尔特葡萄酒



The family's wine-making tradition dates back to 1729. 300 years of tradition, a strong commitment to quality and the spirit of modern bon-vivant-culture make this winery one of Weinviertel's certificated "leading estates".

And it is exactly this experience combined with modern know-how that Martin and Andrea, who took over the winery in 2001, rely on the rich experience of wine-making and simultaneously setting new quality standards in their 20 hectares of vineyards.

These quality standards aim at providing optimal conditions for the grapes and the vines through reducing the harvest quantity by pruning and thinning out, controlled fermentation and barrique ripening of the red wines.

**Quality comes from the vineyard**  
"Bacchus amatcolles" – Bacchus loves the

hills, the old Romans said and this still holds true today. The respect for the soil characteristics gives the wines an individual expression and personality.

In the cellar Martin Hirtl favours processing methods that bring out the unique taste of the individual varieties and pursues the philosophy that wines must give expression to the character of their place of origin and the grapes from which they are made.

The grapes of the white wines are processed immediately after harvesting to avoid oxydation and then are stored in stainless-steel tanks for resting and maturing. The grapes of the red wines are fermented directly with the must to let the colour of the skins diffuse in the fermented juice. The red wines then ripen and mature in big wooden casks and new French oak barriques.

Since the strongest expression of Weinviertel origin is the Grüner Veltliner under the appellation Weinviertel DAC, the Winery Hirtl offers such a broad spectrum of peppery Veltliners, as only a few wineries between the hill Manhartsberg and river March do.

Their enthusiasm and commitment to wine, their philosophy of linking tradition and modern standards and last but not least the character of the soils around Poysdorf form the basis for the outstanding wines of the family.

The commitment to quality is proved by a list of national and international awards. This is the best sign for the vinophile passion of family Hirtl.

**Hirtl means tradition.**

Hirtl酒家的制酒传统可以追溯到1729年。整整300年的制酒传统，Hirtl酒家十分重视酒品的质量，并且可以针对不同地区不同的口味来生产不同的葡萄酒，所以，Hirtl酒厂已经成为威菲尔特地区经正式认证的“龙头产业”。

这个特殊的经历使Martin和Andrea对该酒厂的继承产生了兴趣，2001年他们接手了这家酒厂，他们结合现代技术，依靠酒厂丰富的制酒经验，为20公顷的葡萄园制定了新的质量标准。

葡萄园新的质量标准是以为葡萄提供更好的生长环境为目的的，通过整枝间苗，虽然降低了葡萄的收成产量，但却提高了葡萄的质量。他们控制葡萄在橡木桶中的发酵过程，以生产令人满意的红葡萄酒。

#### 高质量的葡萄酒源自本地的葡萄园

"Bacchus amatcolles"的意思是"Bacchus热爱山脉"。这位古老的罗马人曾经这样说，而现今的葡萄种植者也这样想的。土壤的特性赋予了葡萄酒独有的个性表达和特点。

在酒窖里，Martin Hirtl尤其喜爱具有品种风味特点的葡萄酒。他的品酒理念是，好的葡萄酒应该能够散发出原产地的气息，并且具有不同葡萄品种所特有的风味。

白葡萄酒是在采摘后立即进行加工，以避免氧化，然后储存在不锈钢罐中静置至成熟。红葡萄酒则是直接进行发酵，使葡萄皮的颜色溶入到发酵的汁液中。红葡萄酒

在大木桶或新的法国橡木桶中静置至成熟。

威菲尔特原产地最具代表性的葡萄酒是法定产区生产的Grüner Veltliner葡萄酒，Hirtl酒厂可以生产大量的胡椒味Grüner Veltliner葡萄酒，能做到这点的酒厂在Manhartsberg山脉和March河流域寥寥无几。

Hirtl酒厂对造酒的热爱、对葡萄酒的热忱，以及他们对传统葡萄酒的理念和现代标准的研发，还有波伊斯多夫当地适

宜的土壤环境，都是他们成为杰出的制酒世家的基础。

Hirtl酒厂生产的酒品质量已得到国家和国际多项奖励的认可，这是对Hirtl世家造酒热忱的最大肯定。

#### Hirtl即是传统。

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In the cellar Martin Hirtl favours processing methods that bring out the unique taste of the individual varieties. ©Steve Haider



Enjoy the wines in the traditional tasting room. Cheers!





## Winery Fautschek-Hofinger

A double pack of charm and quality



### Fautschek-Hofinger酒庄 品质与魅力兼修

Weingut Fautschek-Hofinger is a family-owned winery with about 20 hectares of vineyards in the picturesque wine village of Retz/Weinviertel. Based on the tradition and knowhow of the wellknown winery Fautschek, the youngsters Katrin and Florian have started to establish their own philosophy of vinification with the harvest in 2013.

Florian Hofinger: "Even a traditional winery needs to be updated frequently taking into account the significant experiences and the own knowledge in a sensitive harmony."

With our fresh ideas and a modern way of thinking we succeeded in bringing the

vineyard into a new era."

The fertile soils with a lot of humus allow a wide range of various wine maturation in this area. The wines are variety-typical, full of extracts and have a range from fresh-fruity to full-bodied rich wines with charm and character.

The particular strength of the winery lies in their variations of Grüner Veltliner, but also Riesling, Welschriesling, Weissburgunder and Sauvignon Blanc show their full potential. The red wine field is dominated by Zweigelt, Blauer Portugieser and Blauburger and international varieties like Cabernet Franc, Merlot and Shiraz. A new

speciality is the Zweigelt Weiss, a red variety created as a white wine.

From the very outset the winery has strived for the highest quality combined with continuous attention to the needs of nature.

With a lot of motivation and – of course – fun Katrin and Florian have set themselves the main goal to vindicate authentic wines with their own style representing the fascinating character of the region.



Fautschek-Hofinger是一个家族酒庄，位于风景如画的葡萄酒小镇——雷茨，葡萄园占地20公顷。在著名的Fautschek酒庄基础上延续传统，年轻的Katrin和Florian开创了自己的酿酒哲学，在2013年收获第一批葡萄。

Florian Hofinger说：“即使是传统酒庄，也需要不断更新，敏锐地结合宝贵的经验和掌握的知识，达到另一种和谐。我们融入了自己新的想法和一些现代的思维模式，将葡萄园带入一个全新时代。”

肥沃土壤中富含腐殖土，适合这个地区各种葡萄的成熟。这里出产的葡萄酒具有典型的品种特征，从清新果香到饱满复杂，风格多样，各有千秋。

酒庄的最大特点在于绿维特利纳的多样性，同时雷司令、威尔士雷司令、慕斯卡得和长相思都展现出独特的潜力。红葡萄品种主要有茨威格、蓝波特基斯、蓝布尔格和国际葡萄品种赤霞珠、美乐、西拉等。

创建之初，酒庄就一直致力于追求最高的品质，同时满足自然的持续性需求。

出于这种动力以及对葡萄酒的热爱，Katrin和Florian的主要目标是酿造出最能代表当地迷人风土的本真佳酿，同时也是自己风格的代表。

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# Wien / Vienna 维也纳

## The New Interpretation of a Long Wine Tradition

### 悠久葡萄酒传统的新概念

Wine growing in a metropolis? In some parts of the world, vines are planted just for show, a mere tourist attraction. But Vienna is different. The vineyards play a significant economical role, provide a sustainable amount of greenery around the city, and form the basis for high quality wines.

Until recently, wines from Vienna, Austria's capital city, were regarded as being simple 'Heuriger', or wine tavern wines. Nowadays, they enjoy cult status and are listed in gourmet restaurants. This paradigm shift is thanks to a small number of forward thinking producers, who revived the traditional Viennese wine blend, the 'Wiener Gemischte Satz', which is now internationally acknowledged as being a truly Austrian wine with DAC (Districtus Austriae Controllatus) status since the 2013 vintage.

Right up until the late Middle Ages, vineyards also flourished within the inner city walls of Vienna, yet nowadays, vines are cultivated in the outer districts of Vienna. Wine producers from the northern wine-growing villages also have vineyards planted on the Bisamberg, north of the Danube, with its favourable conditions for the Pinot varieties.

Virtually all Viennese producers cultivate a vineyard with the traditional 'Gemischter Satz' varieties. This definition refers to the wine from any one vineyard, that is planted out with a number of different varieties, which are harvested, pressed and vinified at the same time. The regulations for the Wiener Gemischter Satz specify that at least three white quality grape

varieties should be planted together in one Viennese vineyard and must be listed in the vineyard land registry as Wiener Gemischter Satz. In earlier times, this form of viticulture was often a precaution against irregular yields and variable harvests, yet today, this style of wine has become extremely popular, either as an easy drinking, medium-bodied style, or as a powerful Reserve wine with aging ability.

The attraction of the traditional Viennese 'Heuriger' wine taverns is undiminished, and popular with local and tourists alike. There is no distinction between the larger, more prestigious examples with large buffets, that are open all year round, or the smaller, 'Buschenschank' versions, hidden amidst the vineyards and only serving food and wine for a few weeks per year; they are always full.



Neuwaldegg ©AWMB/Armin Faber

大城市里有种植葡萄的地方吗？世界上有只为观赏而种植的葡萄吗？有的，在维也纳有这样的旅游胜地。葡萄园在这里是一项重要的经济收入，它不仅可以绿化城市，还可以酿造高品质葡萄酒。

维也纳，这个奥地利的首都城市，到目前为止，只出产供酒馆和餐馆饮用的本地葡萄酒。但饮用葡萄酒已成为本地美食餐厅的习俗，维也纳人也习惯在就餐时饮用本地葡萄酒。这多亏了目光长远的葡萄酒制造者，他们将葡萄酒的生产与传统工艺相结合，生产出国际人士认可的'Wiener GemischteSatz'葡萄酒。从2013年开始，'Wiener GemischteSatz'葡萄酒正式成为奥地利法定产区系统允许生产的酒类。

直到中世纪晚期，葡萄藤还在维也纳城的内墙上肆意攀爬。但今天，葡萄藤迁移到了维也纳城的城郊。北部葡萄酒生产商还在多瑙河北部的Bisamberg区域种植葡萄，这个区域的气候对于黑比诺葡萄品种的生长最为合适。

实际上，所有的维也纳制酒商都使用传统的'GemischterSatz'葡萄。'GemischterSatz'葡萄并非是指一个葡萄的品种，而是说不论什么品种的葡萄，只要收获、挤压和酿造一气呵成，便可称之为'GemischterSatz'葡萄。Wiener GemischterSatz葡萄酒的酿造是将三种不同品种的高品质白葡萄混种在一片葡萄园内，等其混合生长之后，统一称之为

Wiener GemischterSatz葡萄。在早些时候，这种葡萄栽培方式通常是为了防止不规则的产量和变化较大的收成，但在今天，以这种方式种植制酒原料非常受欢迎，产出的酒水适合饮用、酒体适中，且高度数酒品适于长期储存。

传统维也纳'Heuriger'酒馆的魅力有增无减，深受游客和当地人的喜爱。无论是大型高档酒店，还是常年开放的自助餐厅，或者是隐藏在深深绿藤之内的'Buschenschank'酒馆，虽然有些一年中只开放几周，但是，也总是高朋满座，客满为患。



Nussberg ©AWMB/Gerhard Elze

#### WIEN / VIENNA Key Facts

Region: Vienna

Vineyard area: 612 ha

Principal grape varieties: Gemischter Satz

Soil structure: highly calcareous, brown and black earth soils

Climate: a transition of oceanic climate and humid continental climate

Leading viticultural towns: Bisamberg, Nussberg, Kahlenberg, Georgenberg

#### 维也纳 概要

地区：维也纳

葡萄园：612公顷

主要葡萄品种：GemischterSatz

土壤结构：高钙质棕色和黑色的土壤

气候：海洋气候和大陆性湿润气候的过渡气候

著名葡萄种植镇：Bisamberg、Nussberg、Kahlenberg、Georgenberg



# Vulkanland Steiermark (Süd-Oststeiermark)

## 施泰尔马克洲 (Süd-Oststeiermark)



### Volcanic Slopes Spicy Wines

#### 火山坡度大 葡萄酒度数高

It is the pockets of vineyards, planted on the rich and fertile slopes with remarkable deposits of the long extinct volcanos, that give the wine landscape of the Vulkanland Steiermark its magical touch. The vines are cultivated compactly around the wine-growing towns of Klöch, St. Anna am Aigen and Straden. The Traminer, with its enticing, highly aromatic bouquet is a regional speciality, and the majority of the wines are sold through the Buschenschank wine taverns or cellar doors.

For many centuries, the region was the centre of an ongoing borderland dispute, hence the presence of imposing castles and fortified towns sitting proudly on basalt clifftops. Of course the borders are open nowadays, and the former castles of Riegersburg, Schloss Kapfenstein

and other venues offer an attractive ambience for an array of cultural and culinary events, with the local wines also playing a role.

A remarkable variety of wines are cultivated in the Vulkanland Steiermark, ranging from Welschriesling, Morillon, Weißburgunder, Grauburgunder (Pinot Blanc, Gris and Chardonnay respectively), Gelber Muskateller, all kinds of Traminer, Sauvignon Blanc and even small parcels of Riesling, along with a wealth of red wine varieties, especially Zweigelt. All the wines display a delicate mineral spice, an asset of the unique local geological conditions.

Four main wine roads link the picturesque hills and dales, and a

good port of call is the vinotheque in St. Anna am Aigen, that stocks virtually all of the region's wines. There is also a wide selection of tourist attractions, including the thermal health spa resorts, located along the volcanic fault. In the north of the region, the Ringkogel vineyards near Hartberg reach a peak of 650 metres above sea level, amongst Austria's highest cultivated vines.

The Styrian Vulkanland is one of Austria's most unspoilt tourist destinations. Its delightful, perfectly signposted themed hiking routes, guide visitors through the magical landscape, to then perhaps make a stop at a friendly Buschenschank, to taste the local wines and regional specialities, especially the homemade Styrian pumpkin seed oil.



Vineyards in Kapfenstein ©AWMB/Gerhard Elze

施泰尔马克洲的葡萄种植园，分布在死火山山坡肥沃的土壤上，死火山丰富的土壤质地为葡萄的生长提供了充足的养分。葡萄藤密布于Klöch、St. Anna am Aigen和Straden葡萄种植地。Traminer品种，是本地特有的葡萄品种，其香气四溢、果实饱满。本地葡萄酒的主要出售地点是酒馆和酒窖。

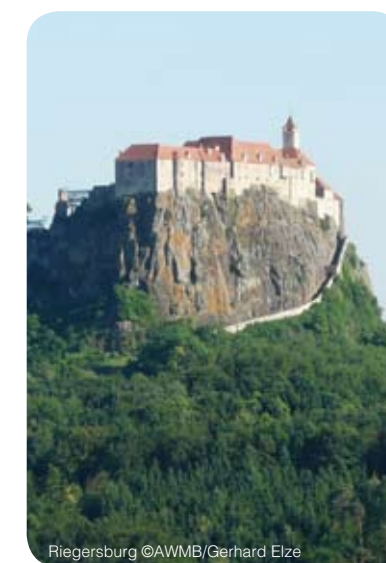
几个世纪以来，本地区一直受到边境争端的困扰，因此，很多城镇都加强了武装，一些加强了戒备的城堡背靠玄武岩悬崖而建。当然，如今的边境已经开放，以前的里格斯堡城堡和SchlossKapfenstein城堡以及其它场馆已经成了文化和美食活动的游览胜地，而当地的酒文化则兴旺发达起来。

施泰尔马克洲培育出了多种高品质的葡萄品种，包括Welschriesling、Morillon、Weißburgunder、Grauburgunder (细分为Pinot Blanc、Gris和Chardonnay)、GelberMuskateller、Traminer、Sauvignon Blanc，还有小粒品种：Riesling，这些都是生产红葡萄酒的好原料，尤其是Zweigelt品种。所有本地葡萄酒都散发着特有的矿物香味，这是当地独特的地理条件赋予葡萄酒的独特特质。

四条主要的酒品运输道路连接着多个风景如画的山峰和山谷。vinotheque港位于St. Anna am Aigen，港口常年备有本地区出产的各种酒类。这里还有多处旅游景点可

供选择，其中温泉浴是火山断层形成，成为了本地休闲度假的旅游胜地之一。在本地区的北部，Ringkogel葡萄园临近Hartberg，坐落在海拔高达650米的地方，是奥地利最高的葡萄藤培育基地。

StyrianVulkanland是奥地利保存最完好的旅游景点之一。它节奏明快，路标清晰，适合进行徒步旅行，旅行者可以尽享沿路奇妙的风光，并可在当地热情的Buschenschank酒馆稍事休息，品尝特产酒品与美味，特别是酒家自制的施蒂里亚南瓜籽油。



Riegersburg ©AWMB/Gerhard Elze

#### VULKANLAND STEIERMARK

##### Key Facts

Region: Steiermark

Vineyard area: 1.400 ha

Principal grape varieties: Traminer, Weißburgunder, Morillon

Soil structure: soils of volcanic tuffs, basalt, sand, loam

Climate: Illyric climate (Pannonian meets Continental climate)

Leading viticultural towns: Hartberg, Fürstenfeld, Kapfenstein, St. Anna am Aigen, Klöch, Straden, Bad Gleichenberg

##### 施泰尔马克洲

##### 概要

地区：施泰尔马克洲

葡萄园：1,400公顷

主要葡萄品种：Traminer、Weißburgunder、Morillon

土壤结构：火山凝灰岩、玄武岩、砂、粘土

气候：潘诺尼亚大陆性气候

著名葡萄种植镇：Hartberg、Fürstenfeld、Kapfenstein、St. Anna am Aigen、Klöch、Straden、Bad Gleichenberg



# Weststeiermark 西施泰尔马克

## Home of the Schilcher Schilcher葡萄酒的家乡

The Weststeiermark is the home of Schilcher, or to call it by its correct name, the Blauer Wildbacher. The local winemaking families surprisingly produce a wide range of styles, from the racy Schilcher rosé with its crisp acidity, to deeply coloured red wines with gripping tannins as well as charming sparkling wines. There is very little known about its origin, yet it has become an internationally recognised regional speciality.

Despite being the smallest wine-growing region in the Steiermark, there is evidence that the Weststeiermark was once home to viticulture as early as the ancient Illyrian Celts, and later by the Romans. The vineyards stretch up the steep inclines in a long and narrow tier, some vines growing at a height of 600 metres above sea level, from the foothills of the Koralpe

and the Reinischkogel mountains to the border with Slovenia in the south.

The undulating shape of the terrain help to protect the vineyards against prevailing winds. The direct path between Ligist in the north, via St. Stefan ob Stainz and down towards Deutschlandsberg and Eibiswald in the south is depicted by deep valleys, steep inclines, and countless quaint and picturesque 'Kellerstöckeln', referring to the small cellar huts dotted in between the vineyards. A drive through the pretty wine-growing villages offers great views and tasty wines.

The individual style of the local wines is omnipresent in the region as the Schilcher. The source for this quirky

and increasingly popular rosé wine is the Blauer Wildbacher, an ancient grape variety that was originally regarded as a rather rustic peasant wine, with harsh and aggressive acidity. Talented winemakers have slowly brought the best out of the Schilcher, which ranges from a wonderfully fruity, refreshing aperitif to a refined, lingering dessert wine. The red wines should also not be disregarded, and despite their rarity, these individual style of wines help to enrich Austria's wide selection of terroir wines.

The Schilcher is a magnet for wine tourists, and this unmistakable character of wine is a genuine ambassador for one of Europe's most unspoilt and picturesque wine landscapes.



Stainz ©AWMB/Gernard Trumler



Castle Deutschlandsberg ©AWMB/Armin Faber

西施泰尔马克地区是Schilcher葡萄酒的故乡，其本土原名为BlauerWildbacher葡萄酒。当地的葡萄酒生产者神奇的制造出了多种多样口感的葡萄酒，从酸度干爽的racySchilcherrosé葡萄酒到醉人的深红色葡萄酒，还有令人着迷的起泡葡萄酒。这些酒的起源已经无从得知了，但是，却一直流传至今，成为了国际人士认可的地区特色酒品。

虽然西施泰尔马克是本区域最小的酒品加工地，但是，这里曾经是伊利亚人古老的酿酒圣地，罗马人也曾经在此研制酒品。葡萄藤沿着狭长陡峭的地层攀岩而上，有些竟生长在海拔600米的高度，从Koralpe和Reinischkogel山脉的山麓丘陵一直延伸到南方斯洛文尼亚边境。

起伏的地形有助于保护葡萄藤免受大风的侵扰。起于北部利吉斯特，经过St. Stefan obStainz，通向南部德意志兰茨贝格和艾比斯瓦尔德的道路两边都是深深的峡谷和陡峭的斜坡，上面爬满了郁郁葱葱的Kellerstöckeln葡萄藤。风景如画的葡萄园中点缀着一个个小酒窖。旅客在生长葡萄藤的村庄内穿梭，可以一边品尝美酒，一边欣赏如画般的风景。

本地桃红葡萄酒的独特风格称之为Schilcher。Schilcher美酒在本地区随处可见。这种快速风靡的葡萄酒的原料是Blauer Wildbacher品种的葡萄，这种葡萄是个古老的品种，最早乡村农民用它酿造自己家

用的酒水，造出的酒水酸度很高。经过时间的磨练，智慧的制酒师发现了Schilcher特有的优势，酿出了具有奇妙果香并开胃爽口的酒品，其精致的香气挥之不去。本地还出产红葡萄酒，虽然产量不大，但是其独特的风格也为奥地利众多的葡萄酒品种增添了一种不错的选择。

Schilcher桃红葡萄酒是吸引旅客前往这里的主要诱惑力，也是欧洲风景如画的土地上保护最完好的珍贵地区特色酒品。



Blauer Wildbacher ©AWMB/Armin Faber

### WESTSTEIERMARK Key Facts

Region: Steiermark

Vineyard area: 500 ha

Principal grape varieties: Blauer Wildbacher

Soil structure: old gneiss and mica schists

Climate: Illyric climate

Leading viticultural towns: Stainz, St. Stefan ob Stainz, Deutschlandsberg

### 西施泰尔马克 概要

地区：西施泰尔马克

葡萄园：500公顷

主要葡萄品种：Blauer Wildbacher

土壤结构：古老的片麻岩和云母片岩

气候：伊利里亚气候

著名葡萄种植镇：Stainz, St. Stefan obStainz, Deutschlandsberg



# Südsteiermark 施泰尔马克

## Zesty Sauvignon Blanc From Lush, Romantic Hillsides

### 山坡之上的长相思

The Südsteiermark is synonymous with delicately fresh white wines with fine aromatic elements. The grape varieties in this region range from Welschriesling to Chardonnay (in this area known as: Morillon) and Gelber Muskateller to Traminer. Sauvignon Blanc in particular, has achieved consistently high marks in recent years, and today, the Südsteiermark's signature variety enjoys critical acclaim through the world. The best producers want to keep it this way, and many are open-minded, exchanging knowledge and techniques, making a point of regularly visiting other international wine-growing regions, or taking work experience placements at wineries all over the world.

The varied styles of wines allow producers to prove their versatility, starting with the 'Junker', a registered trademark for the first wines of the new vintage, famous for the light-bodied, fruit-driven taste, but also for its logo showing a man

wearing the typically Styrian hat with a distinctive feather. The aromatic 'Klassik' wines demonstrate true varietal character, and finally the very-ripe, opulent 'Lagen' or reserve style of wines, that usually come from special allocations in single vineyard sites, are an expression of Europe's finest viticulture.

The Archduke Johann of Austria, who originally pioneered and actively promoted viticulture in the region, was well ahead of his time with his European, forward thinking vision – he would have been certainly proud of "his" wine producers today. With its charming scenery, yet the Südsteiermark also includes some of the hardest and most challenging terrain, because most of the vineyards are planted on extremely steep inclines.

Particularly during the autumn months

a gentle drive on the signposted wine roads, either along the Styrian–Slovenian border, or up towards the Sausal region, will lead you through traditional, idyllic towns and give you an impression of some single-vineyard sites, such as Czamillonberg, Grassnitzberg, Kittenberg, Nussberg, Obegg, Sernauberg, Kranachberg or Zieregg, famous for the fascinating wines of this area.



'Junker': registered trademark for the first wine of the new vintage, but also synonymous with a young man in Styria ©MG Steirischer Wein



Impressions of the wine region Südsteiermark ©AWMB/Egon Mark



Vineyards in Ratsch in the wine region Südsteiermark ©AWMB/Gerhard Elze

Südsteiermark已成为精致新鲜、果香浓郁的白葡萄酒的代名词。这个地区的葡萄品种包括威尔士雷司令、霞多丽（在这个地区称为“莫瑞龙”）、黄慕斯卡特拉和琼瑶浆。其中，长相思一直表现卓越，而作为这个地区的招牌品种，也在世界享有盛誉。最好的生产商想要保持它一贯的特色，但也会定期参观世界上其它的葡萄酒产区，交流知识和技术，开阔眼界，积累经验。

葡萄酒的多重风格为生产商提供了发挥的空间，以“Junker”为例，这是一个已注册的商标，代表新年份的新酒，以轻酒体、浓果香而著名，logo设计也别具一格，是一位男士头戴插着羽毛的施第里尔特色帽子。芳香的“Klassik”葡萄酒展现了最纯的品种特性，而成熟度高的“Lagen”或珍藏级葡萄酒通常来自于特殊的单一葡萄园，代表了欧洲最精细的葡萄种植技术。

奥地利皇太子Johann是促进这个地区葡萄种植的先驱，在那个年代便具有前瞻思维和眼界，想必他如果能见到这里今日的繁荣，也会为自己感到自豪。除了迷人的景色，这个地区也有最艰难和挑战的地形，因为大部分葡萄园都种植在极其陡峭的山坡。

尤其是在秋季，开车行驶在设有路标的葡萄酒之路上，无论是沿着施第里尔和



Klapotetz – typical wind wheel in the wine region Südsteiermark ©AWMB/Egon Mark

匈牙利边境还是向上行驶至Sausal地区，你都能领略到如诗如画的传统小镇，一览单一葡萄园的美景，包括Czamillonberg、Grassnitzberg、Kittenberg、Nussberg、Obegg、Sernauberg、Kranachberg和Zieregg，都以出产优质美酒而享有盛名。

#### SÜDSTEIERMARK

##### Key Facts

Region: Niederösterreich / Lower Austria

Vineyard area: 2.340 ha

Principal grape varieties: Sauvignon Blanc, Muskateller

Soil structure: sandstone, slate, marl and limestone

Climate: warm and humid Mediterranean climate

Leading viticultural towns: Gamlitz, Ratsch, Berghausen, Spielfeld, Leutschach, Kitzeck

#### 施泰尔马克

##### 概要

地区：施泰尔马克/施第里尔

葡萄园：2,340公顷

主要葡萄品种：长相思、慕斯卡特拉

土壤结构：砂岩、板岩、泥灰岩和石灰岩

气候：温暖潮湿的地中海气候

著名葡萄种植镇：Gamlitz、Ratsch、Berghausen、Spielfeld、Leutschach、Kitzeck



## Georgiberg 乔治品赫



The special landscape of Southern Styria with its soft hills and abundance of fresh water in the valleys is home to a tradition of wine cultivation since it was brought to this region 2000 years ago by legionnaires of the Roman Empire.

Given the long history of winegrowing in the region, we at Weingut Georgiberg embrace the tradition very seriously and are proud that the first vineyard erected on our premises dates back to 1777.

For over 200 years our wines have been resting and maturing beneath the protection of our cellar's arches which creates and cultures perfect ambient conditions for our wines.

In our vineyard, quality counts more than quantity. The particular low hectare yield of our 40 to 45 year old grapevines generates wines with excellent taste and body. For instance our red grapevines for Merlot and Cabernet Sauvignon which were imported from Italy in 1960 are the solid foundation for our award winning wines. These red wines along with our

exquisite white wines have repeatedly won gold and silver medals.

We at Georgiberg say that the wine making process starts in the vineyard long before the grapes are being harvested. Our careful approach to handcraft and respect to the treatment of nature are prerequisites for the harmonious taste of our wines.

With the highest scrutiny, we select the right location and chose the right way of cultivation for the different grapevines. The soils of each location are analyzed carefully, to give our wonderful old grapevines the treatment they need to yield the best grapes for our wines. We do not use any herbicides or pesticides during the cultivation process in order to maintain the natural taste of our grapes.

For the creation of the perfect wine, time matters. We give our grapes the time they need to mature and we give our wines time to rest. Depending on the wine they are either stored in stainless steel tanks or in barriques to

develop their splendid taste.

Our variety of different grapes combined with the different applied ways of development of wines result in a wide portfolio of wines to meet the different tastes and preferences of everyone. What all of our wines have in common and what gives them a special feature is their low acidity which allows them to fit perfectly with Asian food, all kinds of meat as well as seafood dishes.

Despite our love for tradition and the long history of our vineyard, we keep up with the times. We built a brand new wine cellar in 2013 that reflects our strive for perfection. Behind the old traditional walls of stones you will find state of the art technology that allows us to renounce the usage of chemical additives by applying a highly sophisticated refrigeration technology.

We would be happy to welcome you at our vineyard and show you around the gardens and cellars of Weingut Georgiberg at your earliest convenience.

南施泰尔马克州有着得天独厚的地理环境。丘陵遍布，流水潺潺。该地区所世代相传的葡萄种植和葡萄酒酿造传统，是由可追溯至两千年前的罗马帝国军团引入的。

鉴于在该地区悠久的葡萄酒酿造历史，我们乔治品赫酒庄相当珍视这项传统并对1777年所建立的第一代葡萄庄园引以为傲。

两百多年来，在传统酒窖所创造的完美环境条件下，我们的葡萄酒一直能够在完好贮藏的同时，得到最佳的成熟和醇化。

我们一直秉承将葡萄酒的质量而不是数量放在首位的原则。有些葡萄树有着40到45年的树龄，其出产的葡萄酒有着绝佳的口感和酒体。例如，1960年自意大利引进的美乐和赤霞珠这两个葡萄品种所酿造的红酒，和我们其他精致细腻的白葡萄酒一起，屡屡斩获各类葡萄酒比赛的桂冠。

在我们乔治品赫酒庄，酿酒的工序早在葡萄收获之前就已经开始了。葡萄酒和谐的口感正是我们的纯手工艺和对大自然的尊重所缔造的。经过最审慎的考量，我们为不同的葡萄品种选择最适合的栽培地点和方式。为了使珍贵的古老葡萄植株得到最细心的呵护，使之能够产出适于酒的最

佳葡萄果实，我们对每片土地的土质都会进行分析。为保证葡萄的自然风味，在葡萄种植全程中我们绝不使用任何除草剂或杀虫剂。

时间对于酿造出一款完美的葡萄酒而言至关重要。我们给予葡萄足够的时间去成熟，给予葡萄酒充分的时间陈酿。我们根据不同的葡萄酒种类，分别把它们存储在不锈钢罐或橡木桶中，使其发展出绝妙的口味。不同种类的葡萄搭配不一样的酿造方式所呈现出的各种葡萄酒可以满足不同口味和偏好的消费者。我们葡萄酒具有的一个共性就是低酸度，使得不论是亚洲佳肴，还是各式肉类和海鲜来说，都能与它们完美搭配。

除了我们对传统的偏爱和我们葡萄园悠

久的历史之外，我们也紧跟时代步伐。在2013年我们建造了一个全新的酒窖，体现了我们精益求精的作风。18世纪的古老石墙和21世纪的先进技术在我们的酒庄和谐共存，通过采用高度精密的制冷保鲜技术而完全摒弃了在酒内使用任何种类的化学添加剂。

衷心欢迎您随时莅临我们的葡萄庄园，来领略乔治品赫酒庄的花园和酒窖的风采。

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## Phenomenon HEURIGER 奇迹小酒馆

They are as famous as the Giant Ferris Wheel, Schönbrunn Palace, the Vienna Boys Choir or the Lipizzaner: the real Viennese "Heurige" or wine taverns. On 17 August 1784 Austrian Emperor Joseph II issued the decree that permitted all residents to open establishments to sell and serve self-produced wine, juices and other food. Today, of course, Heurige are regulated by Austrian Federal Countries' Laws, but still remained a place to feel good – a place, where everyone is warmly welcome.

A Heuriger has certain limitations compared to a restaurant. Only its own wine is served, and it offers a limited selection of food, generally local, homemade products. Many places still provide only small dishes, for example Liptauer spread, various meat or sausage and Semmel (bread roll) dishes or cheese selections. Additionally, a Heuriger is only open for a limited time, usually 2 or 3 weeks, although may reopen again later in the season when more wine has been produced. Until the 20th century, it was customary for guests to bring along their

own food to go with the wine they drank at the Heuriger.

However, the word "Heuriger" does not just describe the tavern itself, but also the wine from the current vintage, which (in accordance with tradition) may be so-called until 11 November (St Martin's Day). And sometimes, with a little luck, "live music" can even be heard in the secluded gardens or homely parlours...

### WIENERLIED / VIENNESE SONG

The Heuriger in Austria is not only famous for its fine selection of food and wine, these taverns are also very popular for the unique music performed there. Any form of pre-recorded background music is strictly taboo at Heuriger! Music is provided live by normally two Heurigensingers accompanying themselves on (often double-necked) guitar and accordion. Walking from table to table and expecting tips, they will perform on request any songs from their repertoire of "Wienerlieder" and renderings of

"Schrammelmusik" for the benefit of all guests present.

The Wienerlied is a unique musical and socio-cultural phenomenon, a psychograph of the Viennese way of life; a mix between idealism, joie de vivre and desperation. There are approximately 60.000 to 70.000 Wienerlieder, of which only a few hundred are still sung today.

The name Schrammelmusik comes from two of the most popular and influential performers in Schrammelmusik's history, brothers Johann and Josef Schrammel, who helped to bring the music to the middle- and upper-class Viennese, as well as people from surrounding areas in the 19th century.

A distinguishing feature of many Wienerlieder and Schrammelmusik is their chromatic and harmonic variety. The themes of these songs invariably revolve around the quality of the wine, the act of wine-drinking and its consequences, Vienna's beauty, a nostalgic longing for the past, the transitoriness of life, the

inevitability of suffering and death at God's will, and, to a somewhat lesser degree, romantic love.

The Wienerlied has a more complicated musical structure than other well-known music genres such as blues, rock, folk or Alpine folk music. It is therefore quite unusual that Wienerlieder became so popular, yet it is often the case that many songs become established as traditional folk songs in Vienna.

同奥地利摩天轮、美泉宫、维也纳童声合唱团、利皮扎马一样，真正的维也纳“小酒馆”或者说葡萄酒馆也一样历史悠久，享誉世界各地。1784年8月17日，奥地利国王约瑟夫二世颁布法令，允许所有居民开设店铺销售或者提供自酿葡萄酒、果汁、以及其它食品。今天，往日的“小酒馆”接受奥地利联邦法案管辖，但是依旧一处品尝美食的好去处，无论是谁，都会有宾至如归之感。

与普通餐厅相比，Heuriger有很多局限之处。如只提供自酿的葡萄酒，食物的选择也有限，大多来自当地，或是自制。许多地方仍旧只提供小食，如利普陶软干酪、各种肉类、香肠、面包卷或其它各种奶酪等。另外，Heuriger的营业时间也比较有限，通常是2-3周。虽然下一季的晚些时候，当更多的葡萄酒酿出时，可能会再营业。直到20世纪，这已经成为了一种习惯，客人们带着自己的食物前往

Heuriger，搭配那里的葡萄酒。

不过，Heuriger这个词不仅仅是形容小酒馆本身，也指当前年份的葡萄酒（依据传统，这个时间段一直到11月11日（圣·马丁日）。偶尔如果运气好的话，可以在酒馆的花园和客厅看到现场音乐表演。

### WIENERLIED / 维也纳之歌

奥地利的Heuriger不仅因为精致的餐酒搭配而闻名，同时也因为独特的音乐表演而著称。这里禁止任何形式的预录背景音乐，通常表演者为两位酒馆自己的人演奏，演奏乐器主要是吉他和手风琴。

从一张餐桌到另一张餐桌，会收到小费，他们演奏的歌曲来自于Wienerlieder和Schrammelmusik。Wienerlieder是一种独一无二的音乐和社会文化现象，是威尼斯生活方式的缩影，也是理想主义、生活乐趣、绝望境地的混合。目前总计共有60,000到70,000位Wienerlieder，其中仅有数百位直到今天依旧还在歌唱。Schrammelmusik则来自Schrammelmusik历史上最受欢迎和最有力量的两位表演者Johann Schrammel和Josef Schrammel兄弟，是他们在19世纪将这种音乐带入维也纳的中层和上层社会，以及周围的人群。

Wienerlieder和Schrammelmusik最重要的特色之一他们半音和声的多样化。

这些歌曲的总是围绕葡萄酒的品质、饮酒极其后果、美丽的维也纳、对过去的怀旧渴望、生命的短暂、死亡的不可避免，当然还有一些浪漫的爱情。

相对于其它知名的音乐类型，如布鲁斯、摇滚、乡村、阿尔卑斯民俗音乐等，Wienerlied有着更为复杂的音乐结构。因此，Wienerlieder如此受欢迎也是十分常见的，因此其中许多的歌曲也被作为传统民俗歌曲在维也纳传唱。

ERICH ZIB  
HEURIGENDUO RADIO WIENERLIED  
Enjoy an unforgettable evening with typical atmosphere of Austrian Heuriger!  
Erich Zib is a high class musician, composer, author, texter and radio editor, who has dedicated his life to the typical Wienerlied and Heurigenmusic. Within 17 years as a profi he had over 5000 events all over the world (Japan, Hongkong, Singapore, Australia, Saudi Arabia, Soutafrica, Canada, India, Brasil, Kenya, Syria and Europe). Since 2003 Erich Zib has his own radio broadcast, which can also be listened via Internet: [www.radiowienerlied.at](http://www.radiowienerlied.at)  
DATE: 2015-03-26 to 2015-03-28  
VENUE: The Westin Bund Center Shanghai, Bund Center, 88 Henan Central Road, Shanghai 200002  
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ERICH ZIB  
HEURIGENDUO电台  
在奥地利Heuriger的氛围里度过一个难忘的夜晚吧!  
Erich Zib是一位资深音乐人、作曲家、作家、广告撰稿人、电台编辑，17年的时间里，他在世界各地举办了超过5000场活动（包括日本、香港、新加坡、澳大利亚、沙特阿拉伯、加拿大、印度、巴西、肯尼亚、叙利亚、欧洲）。2003年，Erich Zib拥有自己的无线广播电台，在线也可以收听：  
[www.radiowienerlied.at](http://www.radiowienerlied.at)  
DATE: 2015-03-26 to 2015-03-28  
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CONTACT: [info@gomarin.de](mailto:info@gomarin.de)



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## Perfect pairing Asian Cuisine with Austrian Wines

### 完美搭配 亚洲美食与奥地利葡萄酒

Whether modern pan-Asian fusion cuisine or classic dishes: Austria has the right wines for every dish!

The firm, robust Grüner Veltliner is clearly the most universal food companion. With its full, balanced body and its power and finesse, Grüner Veltliner is the ideal companion for an array of Asian dishes prepared in a variety of ways. Whether fish or meat, fish appetizers or even classic Dim Sum and spring rolls – there is perfect harmony. This wine stands up so well to sharp flavours and, with its well-integrated acidity, is incredibly refreshing on the palate.

This is also true for some of Austria's regional stars like Zierfandler, Rotgipfler, Roter Veltliner, Weissburgunder (Pinot Blanc) or Neuburger, when vinified in the same style as Grüner Veltliner.

Fruit-accented wines like Riesling and Sauvignon Blanc go especially well with appetizers. And sometimes, a touch of residual sweetness can be a harmonious advantage. Of course, barrique-matured Chardonnays can be matched wonderfully with powerful meat and fish dishes. In addition to these fabulous white wines, more and more Austrian red wines are demonstrating how they enhance Oriental menus as well – especially because intensely spicy dishes demand more fruit, but light tannins. Moreover, luscious sweet wines from Austria make impeccable partners for an array of eastern foods.

无论是当代的泛亚洲融合美食，或是传统的经典菜肴，总有一款奥地利酒能与它完美搭配。

紧致而强劲的绿维特利纳显然是最百搭

的佐餐之选。无论是哪种方法烹制的亚洲美食，酒体饱满、平衡细致的绿维特利纳都是理想的配酒。从鱼类、肉类开胃菜到传统的点心、春卷，都能展现出美妙的和谐。这种酒以自然协调的酸度持续提味，令味蕾异常清爽。

如果采用与绿维特利纳相同的酿造方法，奥地利本土的一些明星葡萄品种表现也同样出色，如仙粉黛、红基夫娜、红维特利纳、白皮诺和纽伯格等。

果香较重的葡萄酒如雷司令和长相思，尤其适合搭配前菜。回味的一丝微甜可以促成更加和谐的搭配口感。当然，橡木桶陈酿的霞多丽可以与味道更重的肉类、鱼类完美搭配。除了可口的白葡萄酒，越来越多的奥地利红葡萄酒也在与东方菜单的和谐搭配上证明着自己的实力，尤其是辛辣口重的菜式，往往需要果香更浓、单宁更柔和的佐餐酒。不仅如此，奥地利甘美的甜酒也是搭配一系列东方美食的最佳选择。



## Fine combined - pairing examples for your kitchen: 精选搭配建议

### Raw fish 生鱼片

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.

► Grüner Veltliner: classic, young 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.

搭配生鱼片时，最好选择年轻的，酒精度不太高的葡萄酒；具有淡淡酸度、柔和果香的活泼白葡萄酒或年轻、高雅的红葡萄酒。食物与酒应该相互互补，但不要盖过彼此。



绿维特利纳：经典、年轻，酒精度最高为13%，在钢罐中成熟。柔和、清爽而没有完全成熟的风味突出了生鱼的新鲜和清脆。淡淡的酸度令鱼味更显精细纯

粹。整体搭配和谐而富有活力。

白皮诺：含蓄的果香和酸度令这个高雅的葡萄品种成为理想的配餐之选。

### Fried Spring Rolls 炸春卷

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.

► 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

Other possibilities: medium-bodied Sauvignon Blanc, Zierfandler and Weissburgunder (Pinot Blanc).

搭配这个口味较重的菜可能需要更紧致、果香更浓的酒。一点酸度和辛辣为菜品增添一丝高雅和新鲜。



中等酒体的绿维特利纳：与众不同的果香与春卷的甜味十分搭配。干脆、清淡的酸度和典型的胡椒味与菜品的对味尤其出彩。

成有趣的对比。

桃红：桃红酒清新的酸度和果香与油炸食品完美搭配。

雷司令：一个令人激动的组合。干型雷司令的酸度和味道与春卷淡淡的甜味形

其他搭配选择：中等酒体的长相思、仙粉黛和白皮诺。



### Fried Egg Rice / Fried Rice with vegetables or chicken 鸡蛋炒饭/蔬菜鸡肉炒饭

► This mild dish harmonizes perfectly with medium-bodied Neuburger, and is accentuated – but not dominated – by the wine's subtle nut flavours.

► Also a classic, but not too light Grüner Veltliner (classic DACs, Federspiel, Kabinett) creates a perfect combination. Its fine flavours are an exciting contrast to the mildness of the dish.

► When flavoured with sharp, fresh chilli pepper, the fried rice is wonderfully complemented by a robust young Riesling. The intense, ripe fruit adds charming flavour, and the play between acidity and sugar skilfully carries the sharpness of the chilli.

这道较为清淡的菜式尤其适合搭配中等酒体的纽伯格，葡萄酒微妙的坚果风味增强了菜的味道，又不喧宾夺主。

同样，一款典型的、酒体适中的绿维特利



纳也是完美的搭配组合。它细腻的口感与菜品清淡的风味形成惊艳的对比。

当炒米饭选用鲜辣椒、胡椒调味后，适合搭配活力年轻的雷司令。紧致而成熟的果香增加愉悦的口感，酸甜之中辣度恰到好处。

### Spicy Prawns from the Wok 辣味虾

► What could fit better than the typical pepper tones and ripe fruit aromas of a robust Grüner Veltliner. The salty, mineral notes give an additional kick.

► Spicy prawns with a complex Chardonnay is a very harmonious combination. Smooth creaminess caresses the sharp peppery notes perfectly.

► Of course, the prominent currant notes of a full-bodied Sauvignon Blanc complement the fine sweetness of the white prawn meat.

强劲的绿维特利纳是最适合的搭配，带有典型的胡椒香味和成熟的果香。咸味与矿物质风味带来另一番滋味。

辣味虾搭配一款复杂的霞多丽也不失为一个和谐组合。顺滑的奶油质感完美柔化了刺激的胡椒味。

当然，黑醋栗风味较浓、酒体饱满的赤霞珠也能与白虾肉精细的微甜形成互补。



### Tofu, Chicken or Pork in the Wok 炒豆腐、鸡肉或猪肉

► Full-bodied Grüner Veltliner: A safe choice – the Wok dish is characterized by the sweet and salty flavours of the sauces, which are reflected in the Veltliner. The ingredients actually play a secondary role. The more abundantly the soya and oyster sauce are used, the more robust and pronounced the wine has to be. Look out for high acidity, which doesn't carry the sweetness of the oyster sauce.

酒体饱满的绿维特利纳：一个保险的选择——炒菜以甜咸风味为特色，与维特利纳的风格相近。食材是次要的，酱汁中用的酱油和蚝油越多，越需要强劲而浓郁的酒来搭配。注意，高酸度的酒不能带出蚝油的甜味。



### Steamed Fish, also Lobster or Jumbo Prawns with spring onions and ginger 蒸鱼、龙虾或珍宝

► Medium-bodied to robust Grüner Veltliner (Smaragd, Spätlese): from primary rock sites (e. g. Wachau, Kamptal, Kremstal) which give mineral notes to the wine. This, combined with fine acidity, is key for elegance and refinement. Ripe fruit aromas and flavours, sweetness and the typical peppery notes round out the taste. All of these components can also be found in the dish. A wonderful connection! Steamed fish also tastes excellent also with a medium-bodied Riesling.

► Medium-bodied Burgundy varietals – Grauburgunder (Pinot Gris), Weissburgunder (Pinot Blanc), Chardonnay: matured in large casks or small oaked barrels. Not ideal with fish because of too powerful and intense characteristics; but absolutely classic with steamed seafood dishes. The aromas and flavours meld wonderfully, and the smooth, velvety texture charms the palate.

► Medium-bodied Traminer: The typical flavour of roses can be adventurous – and exciting! – with lobster or jumbo prawns. However, it does not suit fish very well. The Traminer should not be too sweet or heavy – otherwise the floral tones will be overly dominant. Unconventional and daring.

► Medium-bodied Sauvignon Blanc: The flavours of ripe mangos, papayas and passion fruit in combination with steamed fish or seafood with ginger is exotic and pleasurable.

而典型的胡椒味充满口腔。餐与酒拥有一致的丰富味道。美妙的搭配！蒸鱼与中等酒体的雷司令搭配也堪称完美。

中等酒体至强劲的绿维特利纳（蜥蜴级、晚收型）：原始岩为酒品带来矿物质特质，结合细腻的酸度，形成高雅、精致的风格。成熟的果香、口感、微甜

中等酒体的勃艮第葡萄品种——灰皮诺、白皮诺、霞多丽：在大木桶或小橡木桶中陈年。不适合搭配鱼类，因为太过强劲紧致，但是很适合搭配蒸海鲜。香气与味道都完美融合，丝滑、柔顺的质感给味蕾带来愉悦。





## Vegetables (with soya and chilli-oyster sauce) 蔬菜 (配酱油和辣味蚝油酱)

Light- to medium-bodied Weissburgunder (Pinot Blanc): The characteristic soft, nutty taste of the Weissburgunder harmonizes with the salty tones of the soya sauce.

Weissburgunder matured in large or small wooden barrels fits wonderfully to strongly seasoned dishes.

► Pinot Noir or Zweigelt Cuvée: Chicken or pork can, with appropriate preparation (carefully roasted and strongly seasoned) go extremely well with light red wine.

轻酒体至中等酒体的白皮诺：白皮诺的柔和、坚果风味能与酱油的咸味和谐对味。在橡木桶中陈年的白皮诺可搭配味道较重的菜品。

黑皮诺或茨威格特酿：鸡肉或猪肉经过适当的烹调处理（烘烤或调味）适合搭配酒体较轻的红葡萄酒。



## Beef Dishes – Szechuan Beef, Chili Beef 牛肉——川味牛肉、辣炒牛肉

► Full-bodied Blaufränkisch or a Blaufränkisch Cuvée: A Blaufränkisch matured in large or small barrels is strong enough to stand up to the sharpness and intensity of chili dishes. But it also has enough acidity and light tannins to provide interesting accents. The distinctive fruit rounds out the flavours – and charms the palate.

► Cabernet, Merlot or a blend: concentrated power with multi-layered aromas and flavours. The distinct tannins are an important adversary to sharpness. Cabernet Sauvignon is also characterized by a intense black currant fruit character, which is maintained even with the generous use of chilli.

► Zweigelt Reserve or St.Laurent Reserve: These wines from good sites are convincing not so much through power as through finesse. They lend a kind of lightness and playful elegance to moderately sharp chilli dishes. An exceptionally animating match.

WHITE WINES: The sharpness of the chilli makes pairing with white wines extremely difficult – but not impossible! White wines that are robust, a bit aged and with vwell-integrated acidity – for example, Grüner Veltliner in Reserve or Smaragd quality levels – fit very well. Be careful



only of high acidity (for example, with Riesling).

酒体饱满的蓝法兰克或特酿蓝法兰克：经过橡木桶陈年的蓝法兰克能够支撑辣味的刺激和强劲。同时，足够的酸度和较轻的单宁有趣提味，让独特的果香充满口腔，愉悦味蕾。

赤霞珠、美乐或混酿：浓缩紧致，具有多层次的香味和口感。显著的单宁对抗辛辣的刺激。赤霞珠同时带有浓郁的黑醋栗

香味，搭配辣味更重的菜式也不是问题。

茨威格特珍藏或圣劳伦特珍藏：这些选自最佳地点的佳酿以精细博得芳心而非强劲。为微辣的菜式带来一抹清新和优雅，是一个生气活力的搭配组合。

白葡萄酒：明显的辣味与白葡萄酒搭配难度较大，但却不是不可能的。经过陈年的，酸度适中的白葡萄酒也可搭配，比如珍藏级或蜥蜴级的绿维特利纳。最好别搭配酸度过高的葡萄酒，如雷司令。

## Dim Sum (steamed) 点心

The steaming method brings out the flavours of the filling – which would help determine the selection of the wine. Ideally, the wine selected would cover a broad flavour spectrum.

► Medium-bodied, fruity white wine with moderate acidity; non-barrique: Grüner Veltliner (Federspiel or Kabinett), medium-bodied Weissburgunder (Pinot Blanc), Grauburgunder (Pinot Gris), Neuburger or Gemischter Satz.

The more taste-intensive the filling (for example, smoked pork), and the saltier or sharper the sauce (soy, chilli), then the more powerful the accompanying wine should be.

蒸制的烹调方法更好地展现了馅料的风味，明白了这点更有利于选酒。理想说来，酒款的选择最好具有相对百搭的特性。

中等酒体、果香浓郁、酸度适中的白葡萄酒，未经过橡木桶：绿维特利纳（芳草级或



猎鹰级)、中等酒体白皮诺、灰皮诺、

纽伯格或混酿。

馅料的口感越紧致（例如烟熏猪肉），调味越咸或越重（酱油、辣椒），则需要搭配越强劲的酒。

## Crispy Duck, Peking Duck 烤鸭

► Medium-bodied Zweigelt from a good vineyard site: the pronounced fruit, low acidity and light tannins match superbly with the components of the food – a completely harmonious combination.

► Pinot Noir or St.Laurent: The fine berry fruit notes of a red Burgundy harmonize perfectly with the juicy meat. The soft bitter tones give a piquant refinement to the duck. A noble match! Be careful with sauces which are too powerful or dominating.

► Medium-bodied white Burgundy: Chardonnay, Weissburgunder (Pinot Blanc) and Grauburgunder (Pinot Gris): even with red meat, these full white wines with remarkable flavours make excellent companions. The ripe fruit harmonizes so well with the light sweetness of the sauce. Especially a slightly mature wine of these kind with only a touch of barrique flavour (firm vanilla and banana tones) complete the crispy duck just wonderfully.

► Gemischter Satz, Grüner Veltliner: Especially robust representatives – with acidity that's not too pronounced – provide outstanding harmony.

产自优质葡萄园的中等酒体的茨威格：鲜明的果香、低酸和高单宁的特点与食物的组合

完美搭配，和谐美味。

黑皮诺或圣劳伦特：勃艮第红葡萄酒品种中精致的莓果香味与多汁的鸭肉和谐对味。微微的苦味给鸭肉带来一丝精致的活力。这是一组高雅的搭配。需注意味道过重的酱汁。

中等酒体的白勃艮第：霞多丽、白皮诺、灰皮诺，即使是搭配红肉，这些酒体饱满、风味独特的白葡萄酒也能成为完美的搭配之选。成熟的果香与酱汁的

微甜和谐对味，尤其是这种带有一丝木桶香味的白葡萄酒，搭配香脆的外皮相得益彰。

混酿、绿维特利纳：尤其是酸度适中、强劲的代表性酒款，天作之合。

