



# DOCUMENTATION AUSTRIAN WINE

SEPTEMBER 2002 EDITION

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# 1 Austria – The Wine Country

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## 1.1 Austria's Wine-growing Areas and Regions

For the first time since Austria's accession to the European Union, Austria was required by the Regulation (ECC) No. 357/79 of the Council of the European Community to conduct a survey of the area under vines with a reference date of 31 August 1999. Also for the first time, data from the existing viticultural land registers of the wine-producing provinces – Burgenland, Niederösterreich (Lower Austria), Steiermark (Styria) and Wien (Vienna) – were included and analysed as secondary statistics. The data of the other provinces were obtained by the Austrian Central Statistical Office by conducting a written survey of the vineyard owners.

Austria was determined to have a vineyard area of c. 48,500 ha. This was about 8,400 ha less than in 1992 at the time of the last vineyard survey, which was conducted as a primary census. The area devoted to white wines had fallen since 1992 by around 17.1% to 36,140 ha; there was a smaller decline in the area devoted to red wine, which fell by 7.3% to 12,350 ha.

Among the reasons for the decrease in the area under vines were grubbing and land set-asides due to EU grubbing and national set-aside campaigns as well as frost damage.

The 1999 amendment to the Wine Law created a new wine-growing region called "Weinland Austria". The advantage lies in the fact that wines from Niederösterreich and Burgenland, a large area even by European standards, can now be used for the production of a vin de pays called "Weinland Austria". The 2002 amendment the wine region Steiermark is now called "Steirerland".

There are currently 4 wine regions and 19 wine areas defined in Austria.

The four wine regions are defined as Weinland Österreich (the provinces of Lower Austria and Burgenland), Steirerland (the province of Styria), Wien (Vienna), and Bergland Österreich (the provinces Upper Austria, Salzburg, Corinthia, Tyrol, and Vorarlberg).

The wine areas are:

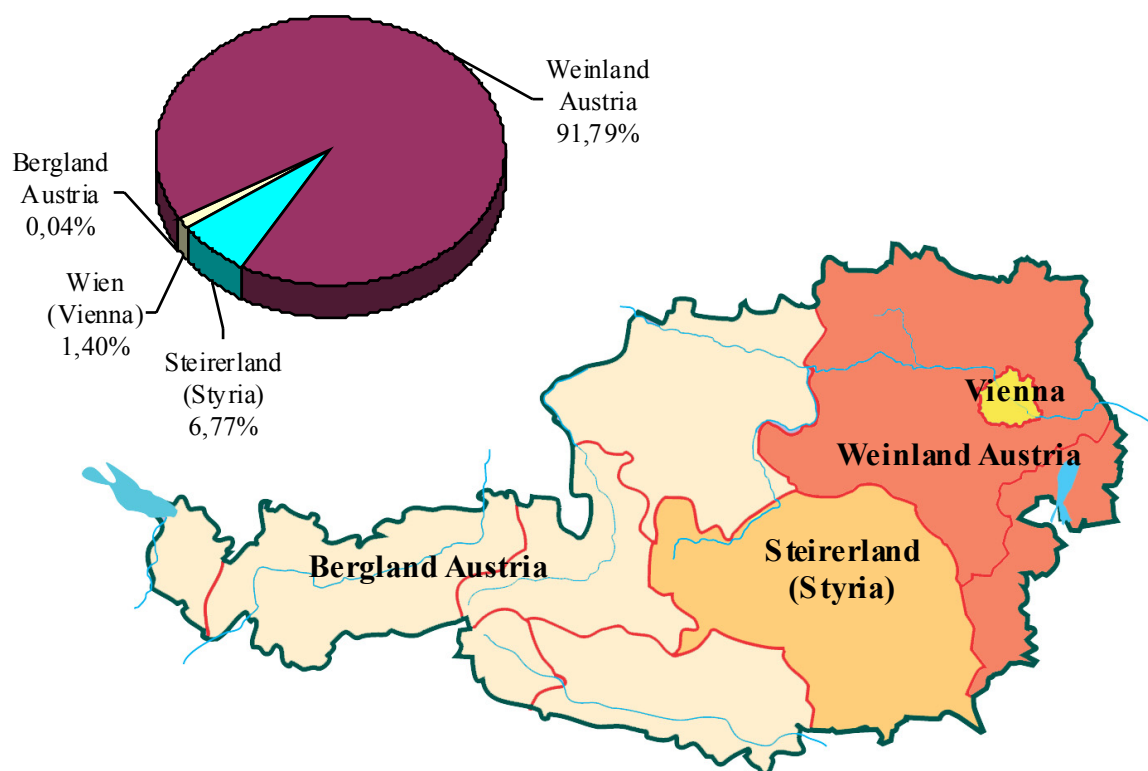
Niederösterreich (the province of Lower Austria), which geographically includes the wine areas Weinviertel, Wachau, Kremstal, Kamptal, Traisental, Donauland, Carnuntum, and Thermenregion;

Burgenland, which geographically includes the wine areas Neusiedlersee, Neusiedlersee-Hügelland, Mittelburgenland, and Südburgenland;

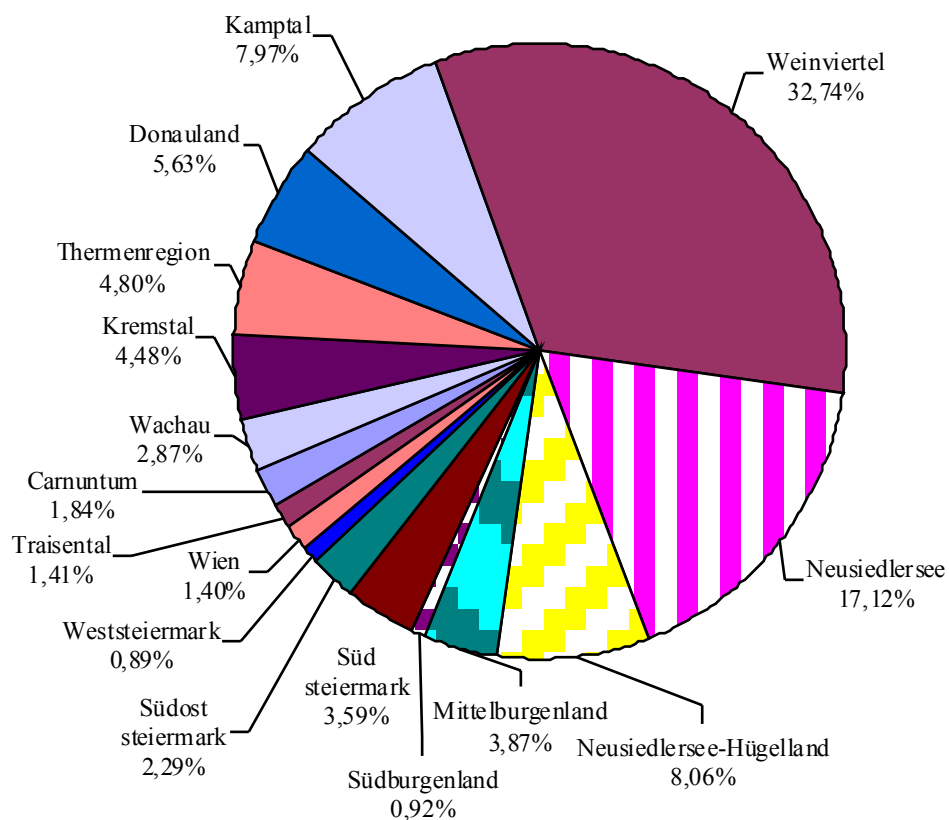
Steiermark, which geographically includes the wine areas Südoststeiermark, Südsteiermark, Weststeiermark;

and Wien.

## The Wine-growing Regions



## The Wine-growing Areas



Wine-growing Area Lower Austria: 61.8 %  
 Wine-growing Area Lower Burgenland: 29.9 %

Lower Austria without wine growing-area: 0.08 %  
 Styria without wine growing-area: 0.0005 %  
 other federal states: 0.04 %

Vineyard Areas 1999

Final Results (areas in hectares)

Name	Total Vineyards		Vineyard Area by Potential Yield				
			Productive		Not Yet Productive		Total Planted Area
	holdings	area	white wine	red wine	white wine	red wine	
<b>AUSTRIA</b>	<b>32,044</b>	<b>48,557.67</b>	<b>34,851.23</b>	<b>11,636.88</b>	<b>1,293.27</b>	<b>714.75</b>	<b>48,496.13</b>
<b>Wine-growing regions:</b>							
Weinland	27,692	44,567.53	32,003.99	10,688.52	1,133.67	687.95	44,514.15
Steiermark	3,821	3,290.83	2,291.44	846.81	129.15	15.27	3,282.67
Wien	497	678.30	545.27	93.42	29.19	10.42	678.30
Bergland	34	21.01	10.53	8.12	1.25	1.11	21.01
<b>BURGENLAND</b>	<b>9,654</b>	<b>14,563.62</b>	<b>8,958.03</b>	<b>4,935.28</b>	<b>298.64</b>	<b>347.54</b>	<b>14,539.49</b>
<b>Wine-growing areas:</b>							
Neusiedlersee	3,268	8,326.34	5,974.32	1,890.30	230.63	209.61	8,304.85
Neusiedlersee-Hügelland	3,652	3,911.55	2,404.32	1,396.66	50.53	59.68	3,911.18
Mittelburgenland	1,098	1,877.24	334.15	1,471.56	7.44	61.82	1,874.97
Südburgenland	1,636	448.49	245.25	176.76	10.04	16.44	448.49
<b>NIEDERÖSTERREICH</b>	<b>18,038</b>	<b>30,003.91</b>	<b>23,045.96</b>	<b>5,753.25</b>	<b>835.04</b>	<b>340.41</b>	<b>29,974.66</b>
<b>Wine-growing areas:</b>							
Thermenregion	1,282	2,332.30	1,379.47	861.70	46.08	38.32	2,325.57
Kremstal	1,397	2,175.87	1,809.05	285.86	56.94	18.92	2,170.77
Kamptal	1,491	3,868.87	3,151.77	561.63	111.69	41.92	3,867.00
Donauland	1,710	2,731.96	2,221.60	428.01	51.39	29.65	2,730.65
Traisental	706	682.54	570.07	89.37	16.22	6.46	682.12
Carnuntum	745	891.53	554.43	264.32	30.46	42.32	891.53
Wachau	867	1,390.33	1,193.46	151.46	39.92	5.38	1,390.23
Weinviertel	9,774	15,892.24	12,131.02	3,107.72	482.34	157.44	15,878.52
Outside wine-growing area	66	38.26	35.08	3.18	-	-	38.26
<b>STEIERMARK</b>	<b>3,821</b>	<b>3,290.83</b>	<b>2,291.44</b>	<b>846.81</b>	<b>129.15</b>	<b>15.27</b>	<b>3,282.67</b>
<b>Wine-growing areas:</b>							
Südsteiermark	1,066	1,741.04	1,355.67	276.99	98.45	7.84	1,738.95
Weststeiermark	491	432.85	55.33	371.90	3.10	1.53	431.85
Südoststeiermark	2,254	1,115.16	879.46	197.27	27.46	5.90	1,110.09
Outside wine-growing area	10	1.78	0.98	0.64	0.15	-	1.78
<b>WIEN</b>	<b>497</b>	<b>678.30</b>	<b>545.27</b>	<b>93.42</b>	<b>29.19</b>	<b>10.42</b>	<b>678.30</b>
<b>other provinces</b>	<b>34</b>	<b>21.01</b>	<b>10.53</b>	<b>8.12</b>	<b>1.25</b>	<b>1.11</b>	<b>21.01</b>

Analysis of the viticultural land register of the wine-producing provinces  
 Minor discrepancies are due to rounding

Source: Statistics Austria

Area under vines 1999

Final Result (area in hectares)

Name	Planted Vineyard Area by Age of Vines				Nurseries <sup>1)</sup>
	Under 3 years	3 to 9 years	10 to 19 years	20 years old and older	
<b>AUSTRIA</b>	<b>2,008.02</b>	<b>7,096.28</b>	<b>13,955.24</b>	<b>25,436.59</b>	<b>61.54</b>
<b>Wine-growing regions:</b>					
Weinland	1,821.63	6,129.78	12,641.18	23,921.57	53.38
Steiermark	144.43	779.87	1,149.49	1,208.89	8.16
Wien	39.61	179.33	156.81	302.55	-
Bergland	2.36	7.30	7.76	3.59	-
<b>BURGENLAND</b>	<b>646.18</b>	<b>2,146.41</b>	<b>4,549.89</b>	<b>7,197.01</b>	<b>24.13</b>
<b>Wine-growing areas:</b>					
Neusiedlersee	440.24	1,283.85	2,814.65	3,766.11	21.49
Neusiedlersee-Hügelland	110.21	549.93	1,230.04	2,021.00	0.37
Mittelburgenland	69.26	270.76	408.39	1,126.56	2.27
Südburgenland	26.48	41.86	96.82	283.33	-
<b>NIEDERÖSTERREICH</b>	<b>1,175.45</b>	<b>3,983.36</b>	<b>8,091.29</b>	<b>16,724.56</b>	<b>29.25</b>
<b>Wine-growing areas:</b>					
Thermenregion	84.40	370.00	740.90	1,130.28	6.73
Kremstal	75.86	272.80	456.38	1,365.73	5.10
Kamptal	153.60	530.84	739.09	2,443.46	1.87
Donauland	81.04	265.00	430.59	1,954.02	1.31
Traisental	22.67	52.47	72.32	534.65	0.42
Carnuntum	72.78	153.13	261.02	404.60	-
Wachau	45.30	147.95	156.70	1,040.28	0.10
Weinviertel	639.78	2,189.12	5,227.47	7,822.15	13.72
Outside wine-growing areas	-	2.04	6.83	29.39	-
<b>STEIERMARK</b>	<b>144.43</b>	<b>779.87</b>	<b>1,149.49</b>	<b>1,208.89</b>	<b>8.16</b>
<b>Wine-growing areas:</b>					
Südsteiermark	106.29	429.51	601.22	601.94	2.09
Weststeiermark	4.62	126.69	174.11	126.43	1.00
Südoststeiermark	33.37	223.68	373.39	479.66	5.07
Outside wine-growing areas	0.15	-	0.77	0.86	-
<b>Wine-growing area WIEN</b>	<b>39.61</b>	<b>179.33</b>	<b>156.81</b>	<b>302.55</b>	<b>-</b>
<b>other provinces</b>	<b>2.36</b>	<b>7.30</b>	<b>7.76</b>	<b>3.59</b>	<b>-</b>

Analysis of the viticultural land register of the wine-producing provinces

<sup>1)</sup> Federal Ministry for Agriculture and Forestry, Environment and Water Management

Minor discrepancies are due to rounding.

Source: Statistics Austria

Grape Varieties by Provinces (areas in hectares)

Name	Austria	Burgenland	Nieder- österreich	Steiermark	Wien	Other provinces
<b>white wine:</b>						
Bouvier	364.93	336.79	25.14	1.87	1.13	-
Frühroter Veltliner (Malvasier)	625.78	67.17	551.58	0.03	7.01	-
Furmint	1.16	0.81	0.35	-	-	-
Goldburger	308.55	205.42	44.14	51.92	7.07	-
Grauer Burgunder (Pinot Gris, Ruländer)	292.57	174.73	45.36	65.94	6.41	0.13
Grüner Veltliner (Weissgipfler)	17,479.30	2,735.82	14,538.44	5.49	197.86	1.68
Jubiläumsrebe	30.28	25.08	5.19	-	-	-
Müller-Thurgau (Riesling x Sylvaner, Rivaner)	3,289.27	796.80	2,115.70	350.73	24.14	1.91
Muskateller (Gelber Muskateller, Roter Muskateller)	143.29	12.21	41.30	85.74	3.04	1.00
Muskat-Ottonel	418.17	322.76	87.70	4.67	3.04	-
Neuburger	1,093.85	440.15	637.42	0.26	16.01	-
Roter Veltliner	257.67	3.18	253.02	-	1.47	-
Rotgipfler	118.42	1.80	114.03	-	2.59	-
Sauvignon Blanc (Muskat-Sylvaner)	314.39	54.77	73.17	177.84	8.54	0.08
Scheurebe (Seedling 88)	529.46	290.58	57.28	180.07	1.53	-
Sylvaner (Grüner Sylvaner)	52.61	4.48	33.63	10.53	3.96	-
Traminer (Gewürztraminer, Roter Traminer)	362.87	187.76	94.72	72.24	7.83	0.32
Weisser Burgunder (Weissburgunder, Pinot Blanc, Klevner) and Chardonnay (Feinburgunder, Morillon)	2,935.53	1,043.47	1,235.51	567.22	84.86	4.48
Weisser Riesling (Riesling, Rhine Riesling)	1,642.99	162.85	1,317.80	73.91	88.17	0.26
Welschriesling	4,323.05	1,973.89	1,619.29	696.28	32.06	1.53
Zierfandler (Spätrot)	98.24	0.68	96.58	-	0.98	-
Other white wine varieties	91.22	23.50	33.47	31.07	3.01	0.16
<i>Gemischter Satz (mixed grapes from the same vineyard)</i>	1,370.91	391.99	860.17	44.77	73.75	0.23
<b>total</b>	<b>36,144.50</b>	<b>9,256.67</b>	<b>23,881.00</b>	<b>2,420.59</b>	<b>574.46</b>	<b>11.78</b>
<b>red wine</b>						
Blauburger	883.95	178.36	672.13	21.96	10.91	0.59
Blauer Burgunder (Blauer Spätburgunder, Blauburgunder, Pinot Noir)	408.93	181.17	207.57	5.35	12.39	2.45
Blauer Portugieser	2,358.18	43.66	2,297.68	4.93	11.10	0.82
Blauer Wildbacher (Schilcher)	464.11	3.12	0.20	460.72	0.07	-
Blaufränkisch	2,640.61	2,493.22	124.24	17.32	5.13	0.69
Cabernet Franc	27.11	17.73	8.46	0.48	0.45	-
Cabernet Sauvignon	311.65	189.23	105.78	6.72	9.13	0.80
Merlot	111.76	45.97	61.19	1.06	3.49	0.05
St. Laurent	415.07	184.56	216.60	5.63	7.48	0.79
Zweigelt (Blauer Zweigelt, Rotburger)	4,349.73	1,875.22	2,104.55	330.62	38.20	1.13
Other red wine varieties	22.43	13.70	0.77	7.28	-	0.68
<i>Gemischter Satz (mixed grapes from the same vineyard)</i>	358.10	56.87	294.49	0.02	5.49	1.23
<b>total</b>	<b>12,351.63</b>	<b>5,282.82</b>	<b>6,093.66</b>	<b>862.08</b>	<b>103.84</b>	<b>9.23</b>

Analysis of the viticultural land register of the wine-producing provinces  
 Minor discrepancies are due to rounding

Source: Statistics Austria

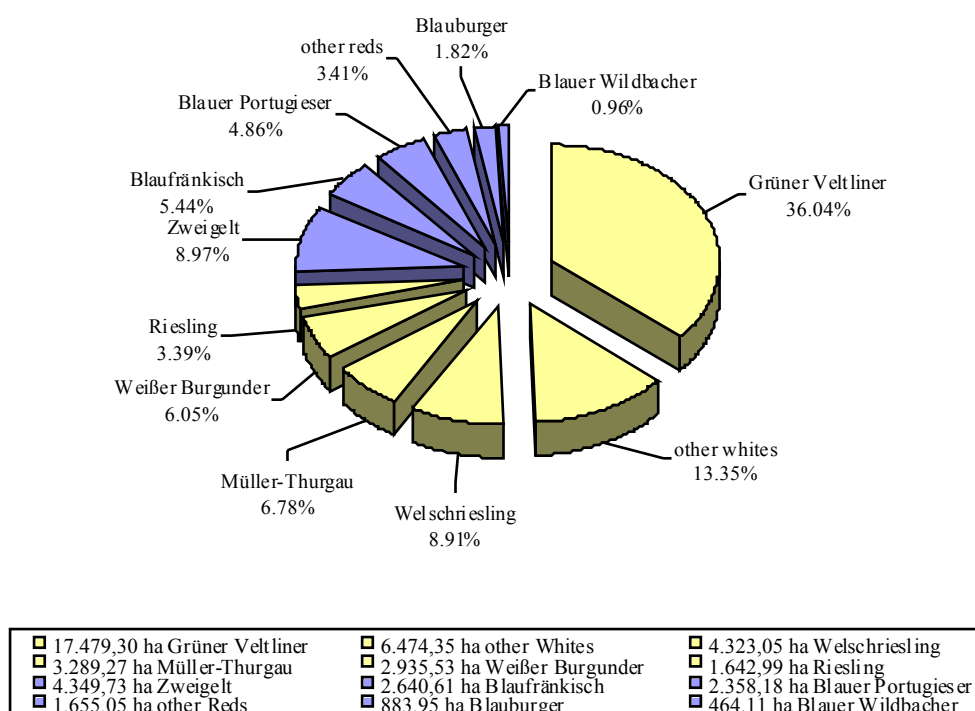


## 1.2 Grape Varieties in Austria

### 1.2.1. Breakdown by Share of Area in Percent

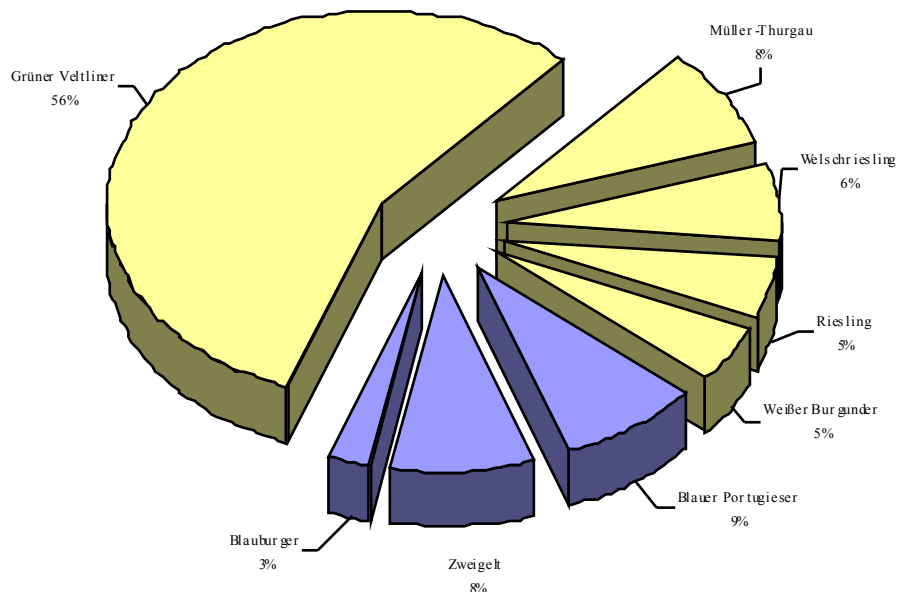
#### Austrian Totals

#### Vineyard Area measured in hectares sorted by grape variety



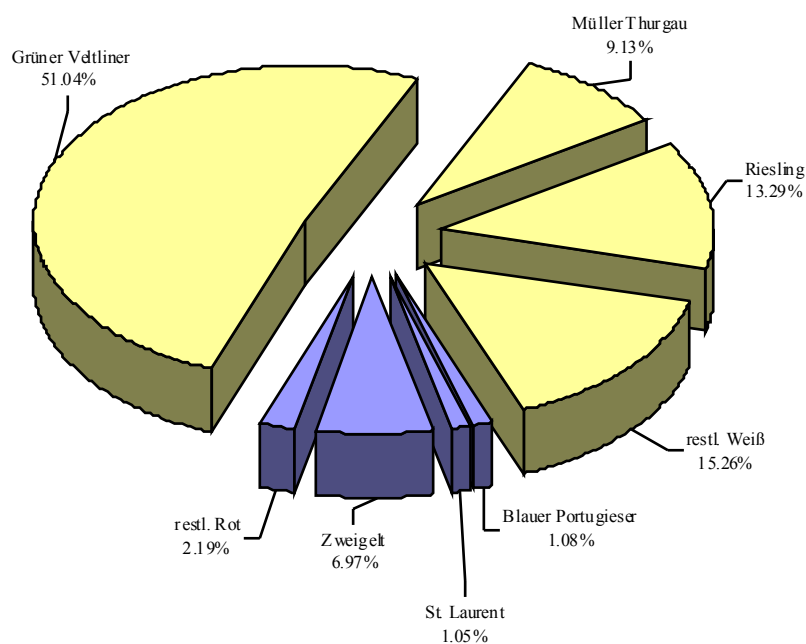
Wine growing area Niederösterreich**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>24,264.11</u>	<u>Total black grape area</u>	<u>6,151.07</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	14,800.83	Blauer Portugieser	2,303.90
Müller-Thurgau	2,132.50	Zweigelt	2,134.55
Welschriesling	1,681.51	Blauburger	686.92
Riesling	1,326.35	Gemischter Satz	295.29
Weißer Burgunder	1,251.10	St. Laurent	217.68
Gemischter Satz	867.89	Blauer Burgunder	209.76
Neuburger	631.77	Blaufränkisch	124.50
Frühroter Veltliner	558.75	Cabernet Sauvignon	107.41
Roter Veltliner	253.06	Merlot	61.62
Rotgipfler	113.13	Cabernet Franc	8.46
Traminer	97.53	Schilcher	0.20
Zierfandler	96.14	others	0.77
Muskat-Ottonel	89.69		
Sauvignon blanc	73.44		
Scheurebe	60.07		
Grauer Burgunder	45.35		
Goldburger	45.12		
Muskateller	41.93		
Sylvaner	33.62		
others	34.23		

**The major grape varieties according to area**

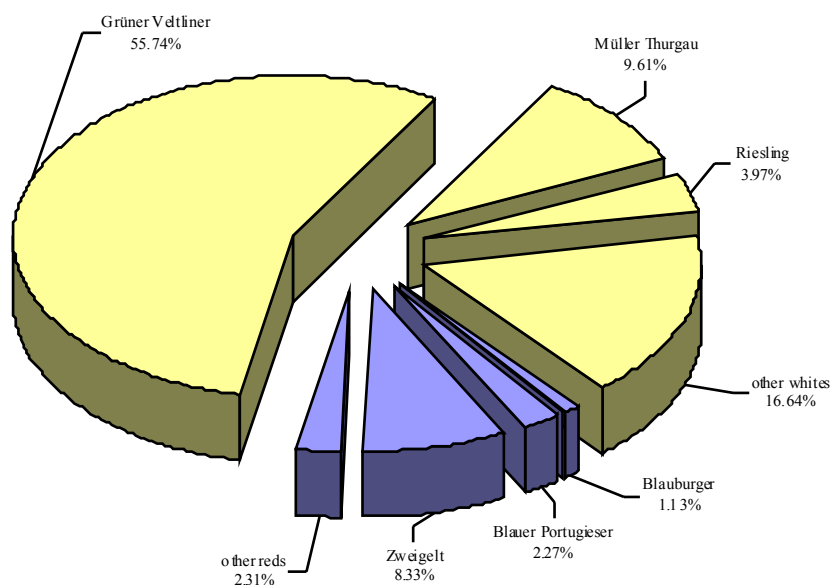
Wine growing area Wachau**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>1,233.38</u>	<u>Total black grape area</u>	<u>156.84</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	709.56	Zweigelt	96.85
Riesling	184.70	Blauer Portugieser	14.96
Müller-Thurgau	126.94	St. Laurent	14.61
Neuburger	80.50	Blauburger	11.27
Weißer Burgunder	64.41	Gemischter Satz	10.66
Gemischter Satz	28.75	Blauer Burgunder	5.36
Frühroter Veltliner	20.04	Blaufränkisch	1.56
Muskateller	5.72	Cabernet Sauvignon	0.88
Muskat-Ottonel	3.50	Merlot	0.53
Sauvignon blanc	2.13	Schilcher	0.00
Grauer Burgunder	2.05	Cabernet Franc	0.00
Traminer	1.92	others	0.16
Roter Veltliner	1.52		
Sylvaner	0.77		
Jubiläumsrebe	0.27		
Bouvier	0.25		
Goldburger	0.10		
Zierfandler	0.09		
Rotgipfler	0.06		
Welschriesling	0.04		
others	0.05		

**The major grape varieties according to area**

Wine growing area Kremstal**Vineyard Area measured in hectares sorted by grape variety**

<b><u>Total white grape area</u></b>	<b><u>1,865.99</u></b>	<b><u>Total black grape area</u></b>	<b><u>304.78</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	1,209.96	Zweigelt	180.84
Müller-Thurgau	208.52	Blauer Portugieser	49.24
Riesling	186.19	Blauburger	24.58
Weißer Burgunder	68.38	Blauer Burgunder	15.15
Neuburger	55.80	Gemischter Satz	13.62
Gemischter Satz	38.97	St. Laurent	11.84
Frühroter Veltliner	36.03	Cabernet Sauvignon	4.45
Roter Veltliner	19.52	Merlot	2.88
Welschriesling	11.74	Cabernet Franc	1.51
Muskat-Ottonel	7.92	Blaufränkisch	0.68
Sauvignon blanc	6.87	Schilcher	0.00
Muskateller	4.82	others	0.00
Traminer	2.32		
Sylvaner	2.11		
Bouvier	1.78		
Goldburger	1.50		
Grauer Burgunder	1.48		
Scheurebe	0.85		
Zierfandler	0.34		
Rotgipfler	0.17		
Jubiläumsrebe	0.13		
others	0.58		

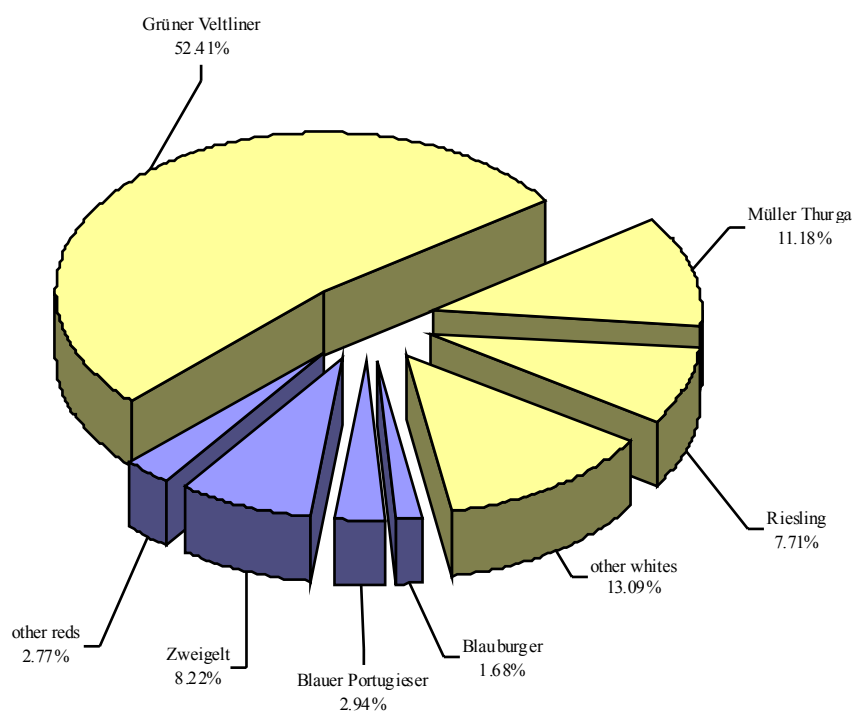
**The major grape varieties according to area**

### Wine growing area Kamptal

Vineyard Area measured in hectares sorted by grape variety

<b><u>Total white grape area</u></b>	<b><u>3,263.46</u></b>	<b><u>Total black grape area</u></b>	<b><u>603.54</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2,026.63	Zweigelt	317.77
Müller-Thurgau	432.50	Blauer Portugieser	113.73
Riesling	297.96	Blauburger	64.98
Weißer Burgunder	144.62	St. Laurent	36.43
Frühroter Veltliner	81.08	Blauer Burgunder	30.67
Welschriesling	76.28	Gemischter Satz	20.69
Gemischter Satz	54.23	Cabernet Sauvignon	8.78
Neuburger	44.70	Merlot	6.69
Roter Veltliner	33.09	Blaufränkisch	2.99
Sauvignon blanc	22.64	Cabernet Franc	0.81
Muskat-Ottonel	9.64	Schilcher	0.00
Scheurebe	8.00	others	0.00
Muskateller	6.80		
Traminer	6.80		
Grauer Burgunder	6.53		
Sylvaner	4.91		
Bouvier	4.34		
Goldburger	0.73		
Rotgipfler	0.45		
Zierfandler	0.34		
Jubiläumsrebe	0.17		
others	1.01		

### The major grape varieties according to area

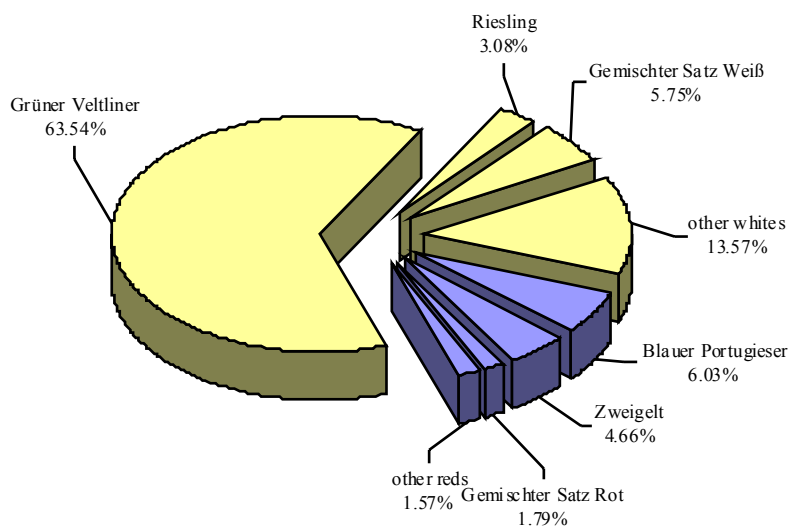


### Wine growing area Traisental

Vineyard Area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>586.29</u>	<u>Total black grape area</u>	<u>95.83</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	433.45	Blauer Portugieser	41.15
Gemischter Satz	39.23	Zweigelt	31.81
Müller-Thurgau	33.40	Gemischter Satz	12.19
Riesling	21.04	Blauburger	4.87
Neuburger	14.50	St. Laurent	2.84
Weißer Burgunder	12.55	Blauer Burgunder	1.56
Frühroter Veltliner	11.96	Blaufränkisch	0.65
Roter Veltliner	4.64	Cabernet Sauvignon	0.55
Sauvignon blanc	3.41	Merlot	0.17
Sylvaner	2.24	Cabernet Franc	0.03
Welschriesling	1.88	Schilcher	0.00
Bouvier	1.85	others	0.00
Muskat-Ottonel	1.83		
Muskateller	1.27		
Traminer	1.26		
Grauer Burgunder	1.20		
Rotgipfler	0.18		
Scheurebe	0.14		
Zierfandler	0.11		
Goldburger	0.10		
Furmint	0.00		
Jubiläumsrebe	0.00		
others	0.05		

### The major grape varieties according to area

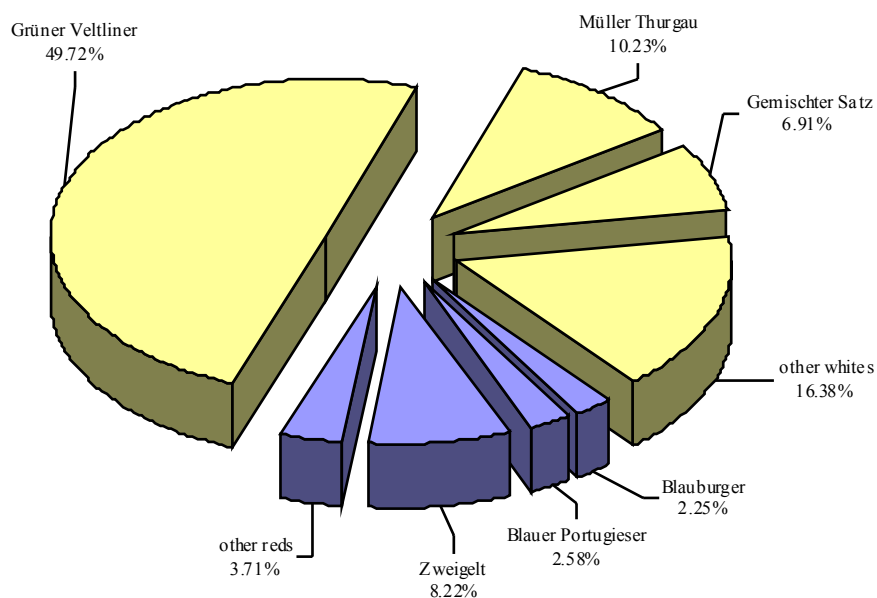


### Wine growing area Donauland

Vineyard Area measured in hectares sorted by grape variety

<b><u>Total white grape area</u></b>	<b><u>2,272.99</u></b>	<b><u>Total black grape area</u></b>	<b><u>457.66</u></b>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Grüner Veltliner	1,357.67	Zweigelt	224.58
Müller-Thurgau	279.40	Blauer Portugieser	70.38
Gemischter Satz	188.61	Blauburger	61.47
Weißer Burgunder	97.59	Gemischter Satz	57.26
Frühroter Veltliner	97.58	Blauer Burgunder	22.64
Riesling	85.03	St. Laurent	8.97
Roter Veltliner	82.38	Cabernet Sauvignon	6.25
Welschriesling	23.53	Blaufränkisch	2.79
Traminer	12.24	Merlot	2.68
Zierfandler	8.33	Cabernet Franc	0.48
Neuburger	7.26	Schilcher	0.05
Muskat-Ottonel	6.23	others	0.10
Sylvaner	5.36		
Scheurebe	5.13		
Sauvignon blanc	4.21		
Bouvier	3.18		
Muskateller	3.17		
Goldburger	2.41		
Grauer Burgunder	2.05		
Rotgipfler	0.35		
Jubiläumsrebe	0.28		
Furmint	0.00		
others	1.00		

### The major grape varieties according to area

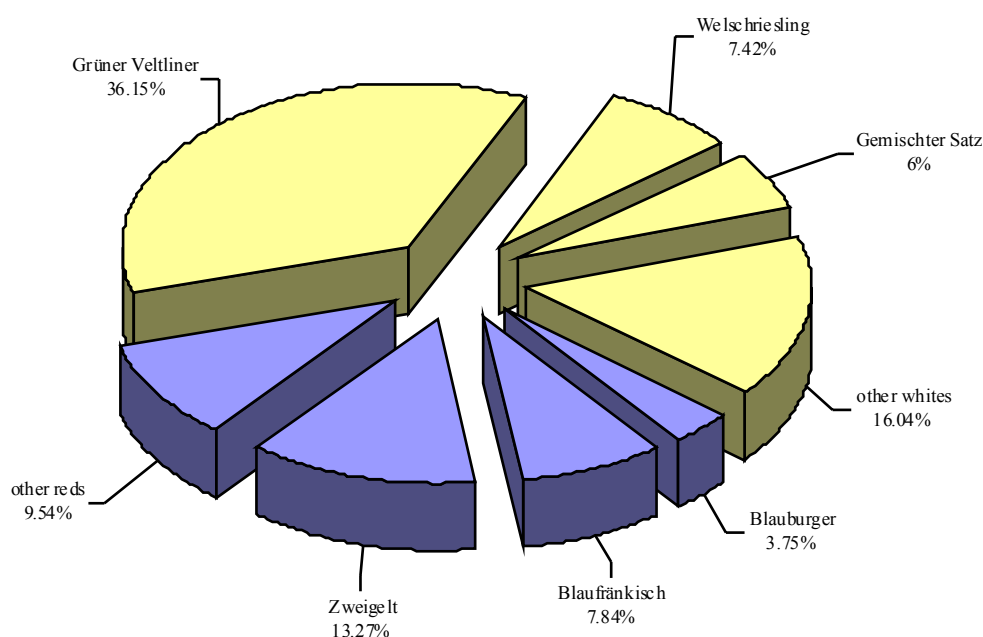


### Wine growing area Carnuntum

Vineyard Area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>584.89</u>	<u>Total black grape area</u>	<u>306.64</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	322.27	Zweigelt	118.31
Welschriesling	66.12	Blaufränkisch	69.88
Gemischter Satz	53.48	Blauburger	33.43
Weißer Burgunder	49.26	Blauer Portugieser	27.01
Müller-Thurgau	26.27	Gemischter Satz	20.10
Riesling	19.58	Cabernet Sauvignon	13.96
Neuburger	7.27	St. Laurent	10.86
Goldburger	5.15	Merlot	7.00
Sauvignon blanc	4.10	Blauer Burgunder	5.47
Muskat-Ottonel	4.02	Cabernet Franc	0.62
Scheurebe	2.97	Schilcher	0.00
Frühroter Veltliner	2.79	others	0.00
Traminer	2.51		
Roter Veltliner	1.69		
Muskateller	1.16		
Bouvier	0.74		
Rotgipfler	0.63		
Grauer Burgunder	0.53		
Sylvaner	0.27		
Furmint	0.00		
Jubiläumsrebe	0.00		
Zierfandler	0.00		
others	14.09		

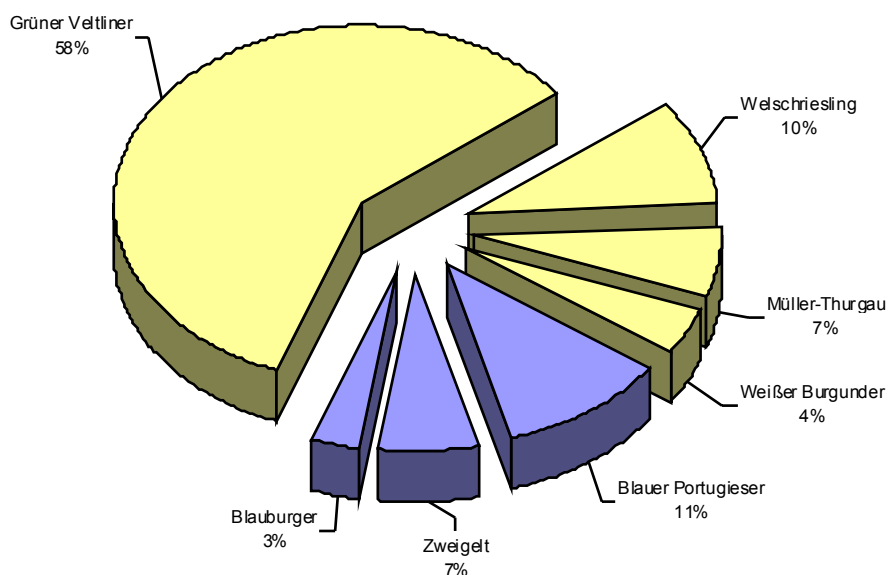
### The major grape varieties according to area





Wine growing area Weinviertel**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>13,033.29</u>	<u>Total black grape area</u>	<u>3,325.76</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	8,543.30	Blauer Portugieser	1,606.46
Welschriesling	1,413.61	Zweigelt	975.15
Müller-Thurgau	964.77	Blauburger	430.98
Weißer Burgunder	606.56	Gemischter Satz	136.40
Riesling	439.97	Blauer Burgunder	47.55
Gemischter Satz	404.09	St. Laurent	44.90
Frühroter Veltliner	266.84	Cabernet Sauvignon	35.71
Roter Veltliner	108.37	Merlot	25.76
Neuburger	66.17	Blafränkisch	21.31
Scheurebe	40.55	Cabernet Franc	1.03
Traminer	35.62	Schilcher	0.00
Muskat-Ottonel	31.85	others	0.51
Sauvignon blanc	23.96		
Goldburger	22.21		
Grauer Burgunder	16.15		
Muskateller	14.09		
Bouvier	8.99		
Sylvaner	8.80		
Jubiläumsrebe	2.63		
Zierfandler	1.90		
Rotgipfler	1.59		
Furmint	0.35		
others	9.94		

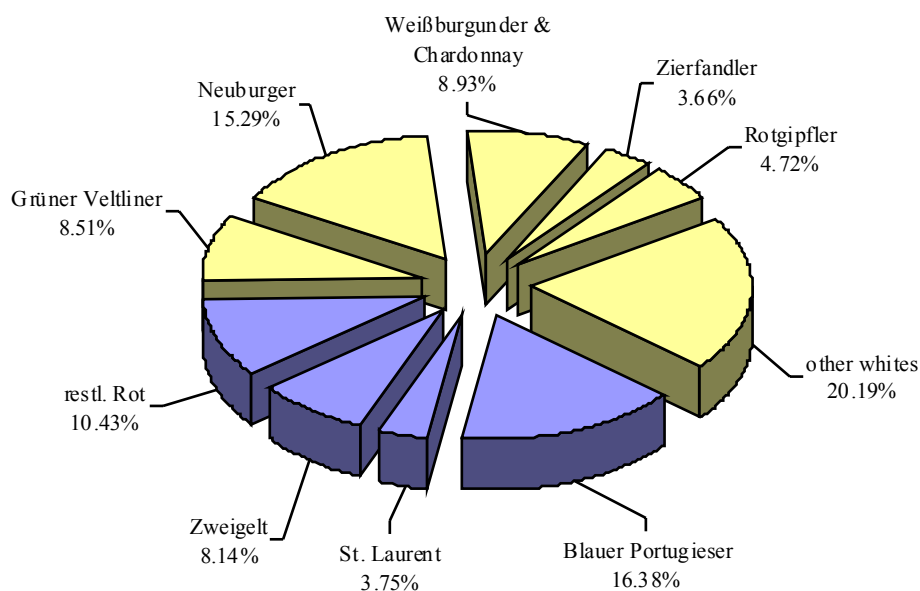
**The major grape varieties according to area**

### Wine growing area Thermenregion

## Vineyard Area measured in hectares sorted by grape variety

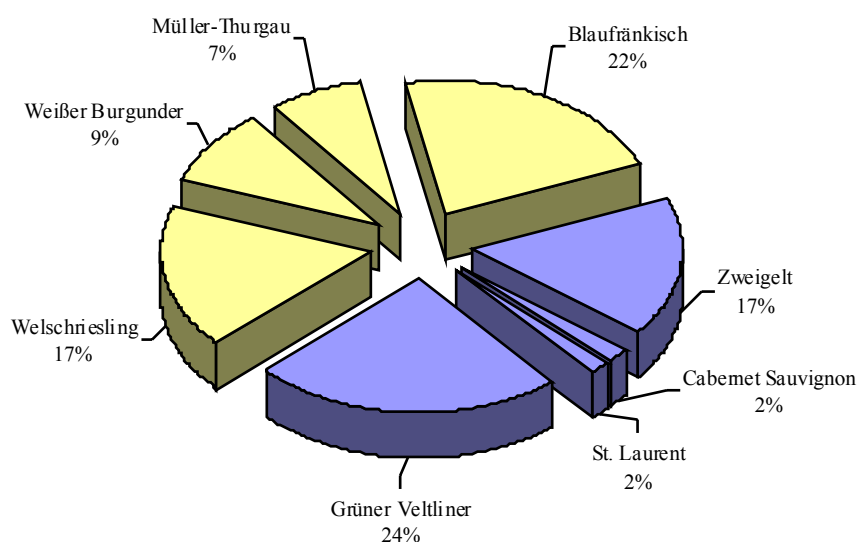
<u>Total white grape area</u>	<u>1,425.55</u>	<u>Total black grape area</u>	<u>900.02</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Neuburger	355.57	Blauer Portugieser	380.97
Weißer Burgunder	207.73	Zweigelt	189.24
Grüner Veltliner	197.99	St. Laurent	87.23
Rotgipfler	109.70	Blauer Burgunder	81.36
Riesling	91.88	Blauburger	55.34
Welschriesling	88.31	Cabernet Sauvignon	36.83
Zierfandler	85.03	Blaufränkisch	24.64
Müller-Thurgau	60.70	Gemischter Satz	24.37
Gemischter Satz	60.53	Merlot	15.91
Frühroter Veltliner	42.43	Cabernet Franc	3.98
Traminer	34.86	Schilcher	0.15
Muskat-Ottonel	24.70	others	0.00
Grauer Burgunder	15.36		
Goldburger	12.92		
Sylvaner	9.16		
Sauvignon blanc	6.12		
Muskateller	4.90		
Bouvier	4.17		
Scheurebe	2.43		
Roter Veltliner	1.85		
Jubiläumsrebe	1.71		
Furmint	0.00		
others	7.51		

## The major grape varieties according to area



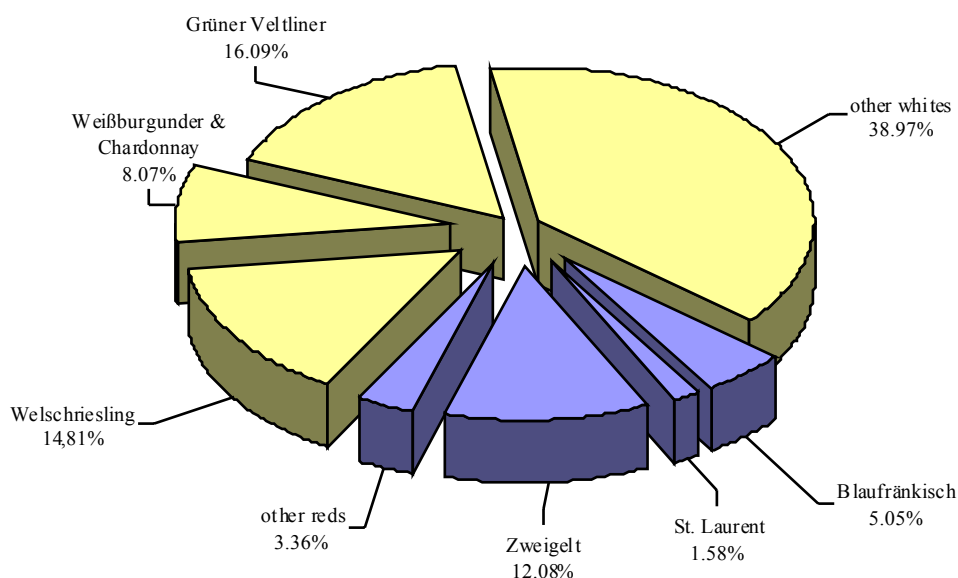
Wine growing area Burgenland**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>9,256.67</u>	<u>Total black grape area</u>	<u>5,282.82</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2,735.81	Blafränkisch	2,493.23
Welschriesling	1,973.88	Zweigelt	1,875.22
Weißer Burgunder	1,043.47	Cabernet Sauvignon	189.23
Müller-Thurgau	796.8	St. Laurent	184.56
Neuburger	440.16	Blauer Burgunder	181.18
Gemischter Satz	391.99	Blauburger	178.37
Bouvier	336.78	Gemischter Satz	56.88
Muskat-Ottonel	322.75	Merlot	45.98
Scheurebe	290.58	Blauer Portugieser	43.65
Goldburger	205.42	Cabernet Franc	17.72
Traminer	187.76	Schilcher	3.13
Grauer Burgunder	174.74	others	13.69
Riesling	162.85		
Frühroter Veltliner	67.17		
Sauvignon blanc	54.77		
Jubiläumsrebe	25.09		
Muskateller	12.2		
Sylvaner	4.48		
Roter Veltliner	3.18		
Rotgipfler	1.8		
Furmint	0.81		
Zierfandler	0.68		
others	23.49		

**The major grape varieties according to area**

Wine growing area Neusiedlersee**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>6,204.95</u>	<u>Total black grape area</u>	<u>2,099.90</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Grüner Veltliner	1,531.01	Zweigelt	1,149.36
Welschriesling	1,409.06	Blaufränkisch	480.42
Weißer Burgunder	768.27	St. Laurent	150.69
Müller-Thurgau	511.90	Blauburger	105.68
Neuburger	338.42	Blauer Burgunder	88.97
Bouvier	308.12	Cabernet Sauvignon	83.60
Scheurebe	264.63	Merlot	18.26
Muskat-Ottonel	247.59	Gemischter Satz	7.88
Grauer Burgunder	164.23	Cabernet Franc	3.83
Traminer	143.31	Blauer Portugieser	3.45
Goldburger	139.34	Schilcher	3.09
Gemischter Satz	131.12	others	4.68
Riesling	114.08		
Frühroter Veltliner	52.87		
Sauvignon blanc	34.40		
Jubiläumsrebe	22.54		
Muskateller	8.50		
Sylvaner	2.46		
Roter Veltliner	2.19		
Rotgipfler	1.67		
Zierfandler	0.68		
Furmint	0.55		
others	7.99		

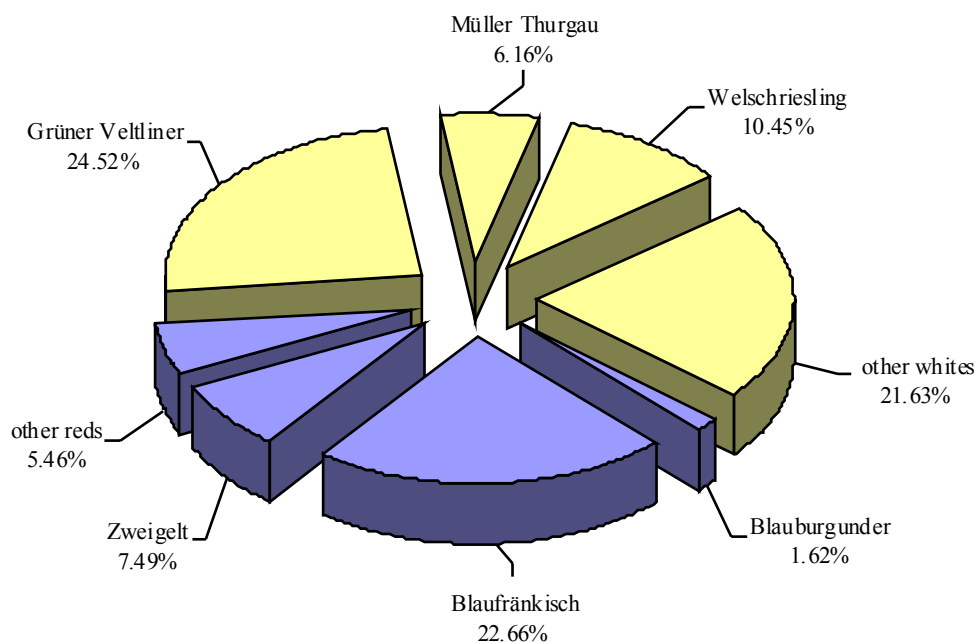
**The major grape varieties according to area**

### Wine growing area Neusiedlersee-Hügelland

#### **Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>2,454.84</u>	<u>Total black grape area</u>	<u>1,456.34</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	958.94	Blaufränkisch	886.44
Welschriesling	408.89	Zweigelt	292.94
Müller-Thurgau	240.87	Blauer Burgunder	63.54
Weißer Burgunder	233.84	Cabernet Sauvignon	52.96
Gemischter Satz	209.06	Blauburger	44.28
Neuburger	100.80	Gemischter Satz	37.36
Muskat-Ottonel	71.88	Blauer Portugieser	33.16
Goldburger	56.22	St. Laurent	21.73
Traminer	42.31	Cabernet Franc	12.15
Bouvier	27.75	Merlot	10.15
Riesling	27.68	Schilcher	0.00
Scheurebe	20.21	others	1.62
Sauvignon blanc	16.45		
Frühroter Veltliner	14.30		
Grauer Burgunder	9.53		
Muskateller	3.35		
Jubiläumsrebe	2.55		
Sylvaner	1.59		
Roter Veltliner	0.78		
Furmint	0.26		
Rotgipfler	0.13		
Zierfandler	0.00		
others	7.46		

#### **The major grape varieties according to area**

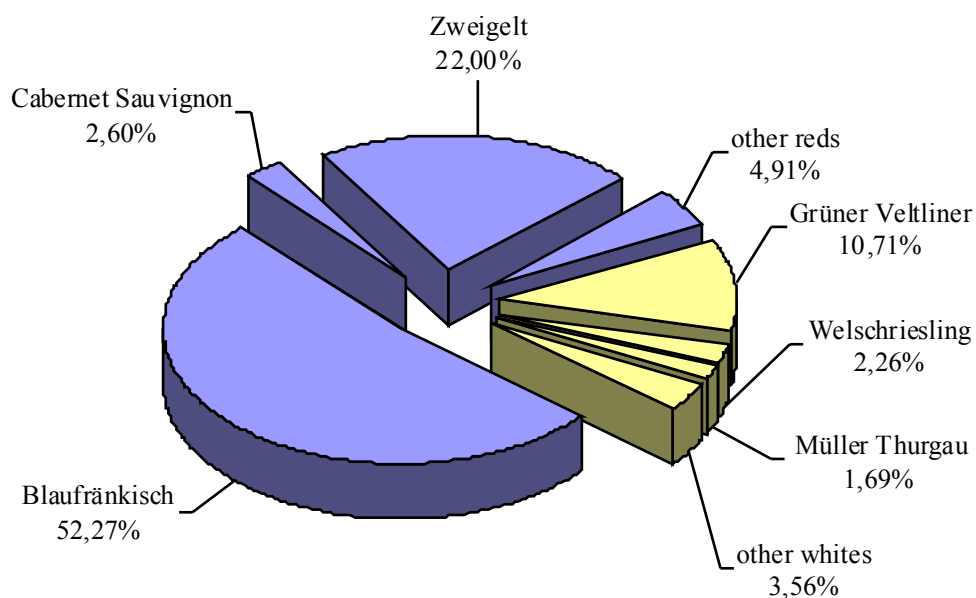


### Wine growing area Mittelburgenland

#### **Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>341.59</u>	<u>Total black grape area</u>	<u>1,533.38</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	200.72	Blaufränkisch	980.07
Welschriesling	42.46	Zweigelt	412.47
Müller-Thurgau	31.72	Cabernet Sauvignon	48.74
Weißer Burgunder	29.93	Blauburger	23.25
Gemischter Satz	11.45	Blauer Burgunder	22.16
Riesling	7.68	Merlot	16.00
Goldburger	4.47	St. Laurent	11.84
Sauvignon blanc	3.40	Gemischter Satz	5.10
Scheurebe	3.39	Blauer Portugieser	4.85
Muskat-Ottonel	2.96	Cabernet Franc	1.53
Traminer	0.91	Schilcher	0.00
Grauer Burgunder	0.66	others	7.39
Bouvier	0.40		
Neuburger	0.38		
Roter Veltliner	0.21		
Muskateller	0.12		
Sylvaner	0.09		
Frühroter Veltliner	0.00		
Furmint	0.00		
Jubiläumsrebe	0.00		
Rotgipfler	0.00		
Zierfandler	0.00		
others	0.65		

#### **The major grape varieties according to area**

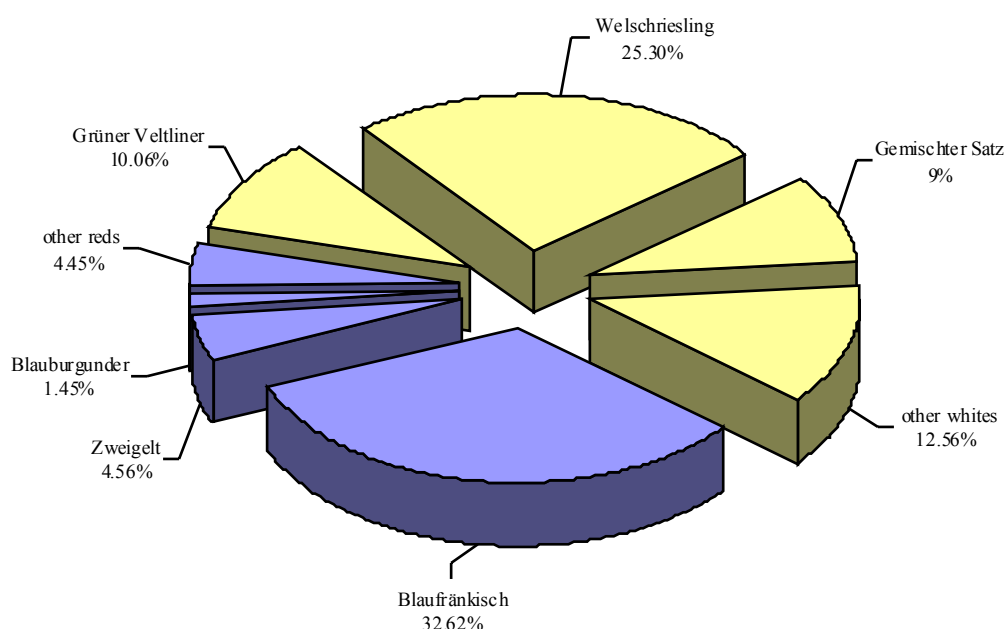


### Wine growing area Südburgenland

#### **Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>255.29</u>	<u>Total black grape area</u>	<u>193.20</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Welschriesling	113.47	Blaufränkisch	146.30
Grüner Veltliner	45.14	Zweigelt	20.45
Gemischter Satz	40.36	Gemischter Satz	6.54
Riesling	13.41	Blauer Burgunder	6.51
Müller-Thurgau	12.31	Blauburger	5.16
Weißer Burgunder	11.43	Cabernet Sauvignon	3.93
Goldburger	5.39	Blauer Portugieser	2.19
Scheurebe	2.35	Merlot	1.57
Traminer	1.23	St. Laurent	0.30
Neuburger	0.56	Cabernet Franc	0.21
Sauvignon blanc	0.52	Schilcher	0.04
Bouvier	0.51	others	0.00
Sylvaner	0.34		
Muskat-Ottonel	0.32		
Grauer Burgunder	0.32		
Muskateller	0.23		
Frühroter Veltliner	0.00		
Furmint	0.00		
Jubiläumsrebe	0.00		
Roter Veltliner	0.00		
Rotgipfler	0.00		
Zierfandler	0.00		
others	7.39		

#### **The major grape varieties according to area**

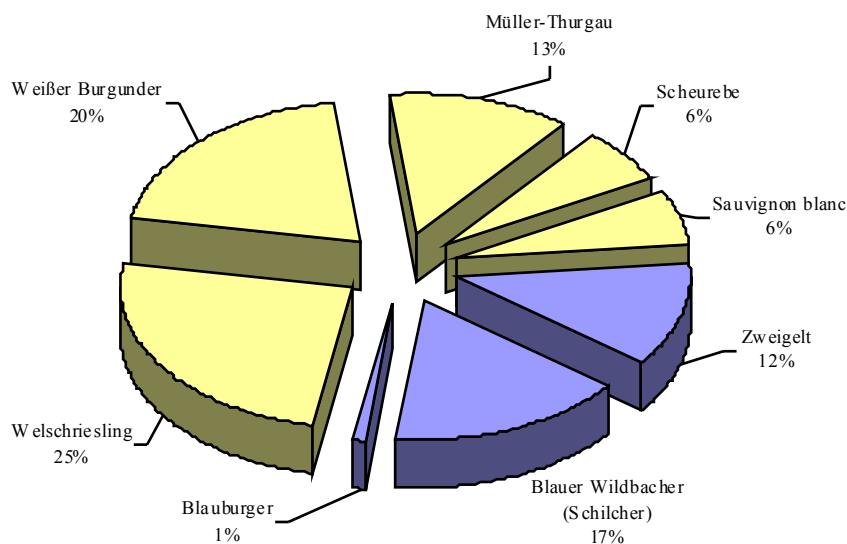


### Wine growing area Steiermark

#### **Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>2,419.46</u>	<u>Total black grape area</u>	<u>861.45</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Welschriesling	695.91	Blauer Wildbacher (Schilcher)	460.72
Weißer Burgunder	567.15	Zweigelt	330.62
Müller-Thurgau	350.73	Blauburger	21.95
Scheurebe	180.07	Blaufränkisch	16.7
Sauvignon blanc	177.83	Cabernet Sauvignon	6.72
Muskateller	85.74	St. Laurent	5.64
Riesling	73.92	Blauer Burgunder	5.35
Traminer	72.25	Blauer Portugieser	4.92
Grauer Burgunder	65.94	Merlot	1.06
Goldburger	51.92	Cabernet Franc	0.48
Gemischter Satz	44.67	Gemischter Satz	0
Sylvaner	10.53	others	7.29
Grüner Veltliner	5.02		
Muskat-Ottonel	4.59		
Bouvier	1.87		
Neuburger	0.26		
Frühroter Veltliner	0		
Furmint	0		
Jubiläumsrebe	0		
Roter Veltliner	0		
Rotgipfler	0		
Zierfandler	0		
others	31.07		

#### **The major grape varieties according to area**



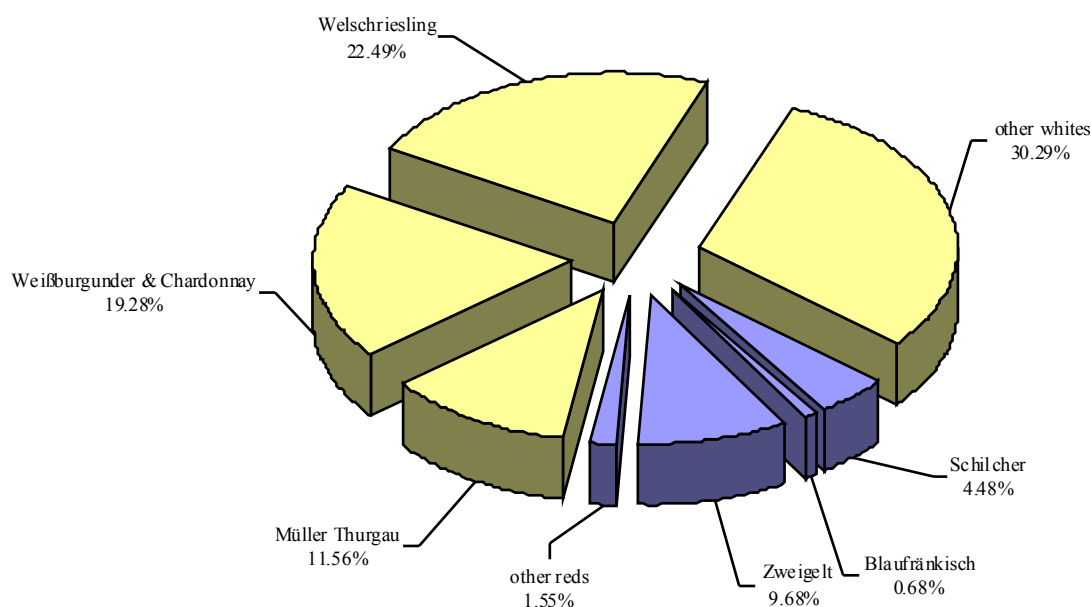


### Wine growing area Südsteiermark

#### **Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>1,454.11</u>	<u>Total black grape area</u>	<u>284.84</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Welschriesling	391.10	Zweigelt	168.32
Weißer Burgunder	335.33	Blauer Wildbacher (Schilcher)	77.89
Müller-Thurgau	201.01	Blaufränkisch	11.76
Sauvignon blanc	147.43	Blauburger	8.02
Scheurebe	107.35	St. Laurent	4.88
Muskateller	78.94	Blauer Portugieser	4.21
Riesling	46.07	Cabernet Sauvignon	4.05
Grauer Burgunder	43.13	Blauer Burgunder	3.03
Traminer	40.36	Cabernet Franc	0.39
Gemischter Satz	26.88	Merlot	0.00
Sylvaner	8.27	Gemischter Satz	0.00
Goldburger	5.54	others	2.28
Muskat-Ottonel	2.77		
Grüner Veltliner	1.98		
Bouvier	0.95		
Frühroter Veltliner	0.00		
Furmint	0.00		
Jubiläumsrebe	0.00		
Neuburger	0.00		
Roter Veltliner	0.00		
Rotgipfler	0.00		
Zierfandler	0.00		
others	17.01		

#### **The major grape varieties according to area**

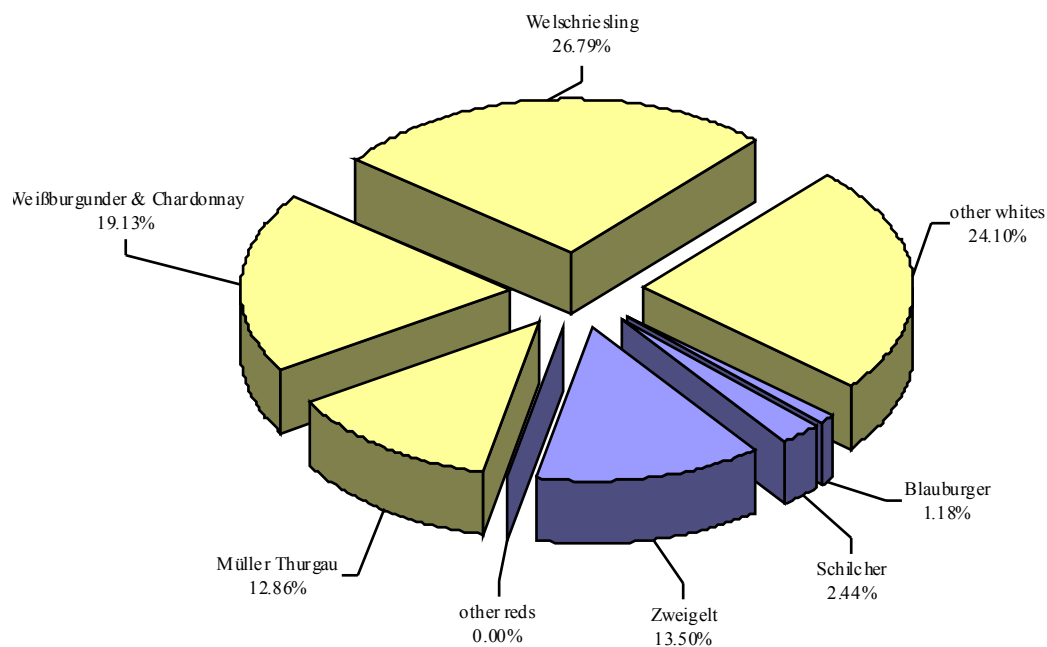


### Wine growing area Südoststeiermark

#### **Vineyard Area measured in hectares sorted by grape variety**

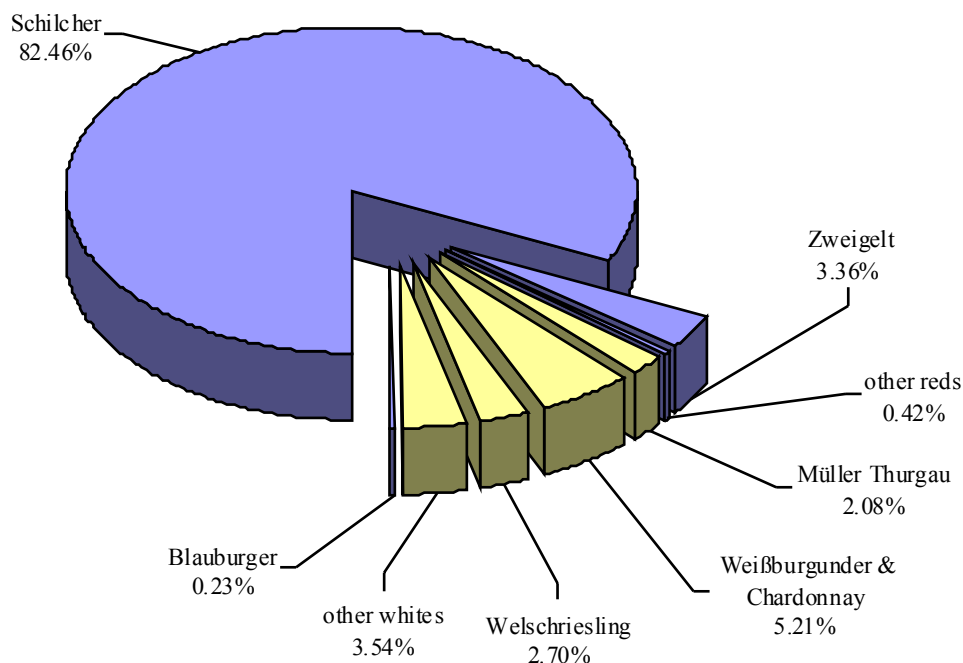
<u>Total white grape area</u>	<u>906.92</u>	<u>Total black grape area</u>	<u>203.18</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Welschriesling	293.14	Zweigelt	147.78
Weißer Burgunder	209.31	Blauer Wildbacher (Schilcher)	26.73
Müller-Thurgau	140.74	Blauburger	12.95
Scheurebe	71.29	Blaufränkisch	4.11
Goldburger	44.70	Cabernet Sauvignon	2.67
Traminer	31.20	Blauer Burgunder	2.18
Sauvignon blanc	26.68	Merlot	1.06
Riesling	26.00	St. Laurent	0.76
Grauer Burgunder	20.26	Cabernet Franc	0.09
Gemischter Satz	15.80	Blauer Portugieser	0.06
Muskateller	6.65	Gemischter Satz	0.00
Grüner Veltliner	2.97	others	4.80
Muskat-Ottonel	1.82		
Sylvaner	1.33		
Bouvier	0.92		
Neuburger	0.26		
Frühroter Veltliner	0.00		
Furmint	0.00		
Jubiläumsrebe	0.00		
Roter Veltliner	0.00		
Rotgipfler	0.00		
Zierfandler	0.00		
others	13.84		

#### **The major grape varieties according to area**



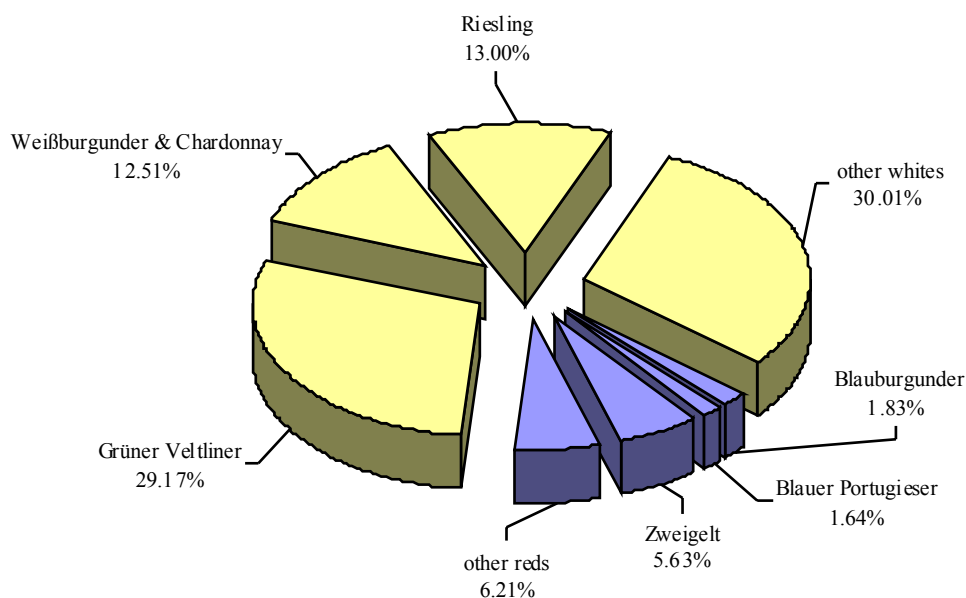
Wine growing area Weststeiermark**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>58.43</u>	<u>Total black grape area</u>	<u>373.43</u>
<b><u>Varieties :</u></b>		<b><u>Varieties :</u></b>	
Weißer Burgunder	22.51	Blauer Wildbacher (Schilcher)	356.10
Welschriesling	11.67	Zweigelt	14.52
Müller-Thurgau	8.98	Blauburger	0.98
Sauvignon blanc	3.72	Blaufränkisch	0.83
Grauer Burgunder	2.55	Blauer Portugieser	0.65
Gemischter Satz	1.99	Blauer Burgunder	0.14
Riesling	1.85	Cabernet Franc	0.00
Goldburger	1.68	Cabernet Sauvignon	0.00
Scheurebe	1.43	Merlot	0.00
Sylvaner	0.93	St. Laurent	0.00
Traminer	0.69	Gemischter Satz	0.00
Muskateller	0.15	others	0.21
Grüner Veltliner	0.07		
Bouvier	0.00		
Frühroter Veltliner	0.00		
Furmint	0.00		
Jubiläumsrebe	0.00		
Muskat-Ottonel	0.00		
Neuburger	0.00		
Roter Veltliner	0.00		
Rotgipfler	0.00		
Zierfandler	0.00		
others	0.22		

**The major grape varieties according to area**

Wine growing area Wien**Vineyard Area measured in hectares sorted by grape variety**

<u>Total white grape area</u>	<u>574.46</u>	<u>Total black grape area</u>	<u>103.84</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	197.86	Zweigelt	38.20
Riesling	88.17	Blauer Burgunder	12.39
Weißer Burgunder	84.86	Blauer Portugieser	11.10
Gemischter Satz	73.75	Blauburger	10.91
Welschriesling	32.06	Cabernet Sauvignon	9.13
Müller-Thurgau	24.14	St. Laurent	7.48
Neuburger	16.01	Gemischter Satz	5.49
Sauvignon blanc	8.54	Blaufränkisch	5.13
Traminer	7.83	Merlot	3.49
Goldburger	7.07	Cabernet Franc	0.45
Frühroter Veltliner	7.01	Schilcher	0.07
Grauer Burgunder	6.41	others	0.00
Sylvaner	3.96		
Muskat-Ottonel	3.04		
Muskateller	3.04		
Rotgipfler	2.59		
Scheurebe	1.53		
Roter Veltliner	1.47		
Bouvier	1.13		
Zierfandler	0.98		
Furmint	0.00		
Jubiläumsrebe	0.00		
others	3.01		

**The major grape varieties according to area**

## 1.2.2 Grape Varieties – Brief Description

Variety	Cultivated Area (in %)	Important Growing Areas in Austria
<b>White Wine</b>		
<b>Grüner Veltliner</b>	<b>17,479 ha</b>	36.04
Niederösterreich, Burgenland, Wien		
Peppery spice, fruity, usually dry. With a share of about a third of Austria's total viticultural area, the Grüner Veltliner is the most important variety grown in Austria. The quality spectrum of the Grüner Veltliner is sweeping, extending from light, effervescent wines that are best drunk young – as "Heuriger" – to <i>Spätlese</i> wines that are rich in extracts and alcohol and thus age particularly well.		
<b>Welschriesling</b>	<b>4,323 ha</b>	8.91
Burgenland, Steiermark, Eastern Weinviertel		
Spicy in a refined way, refreshing, fruity. The Welschriesling, which has long been found in Austria's vineyards, is not related to the Riesling (Rhine Riesling). For the most part Welschriesling wines are fresh, fruity and best enjoyed in their youth; but the variety can also produce an outstanding <i>sweet wine</i> with lasting bouquet and raciness.		
<b>Müller-Thurgau (Rivaner)</b>	<b>3,289 ha</b>	6.78
In all wine-growing areas		
Slight Muscat flavour, round, soft. This variety owes its name to the Swiss botanist Hermann Müller from the canton of Thurgau. Müller-Thurgau wines are generally low in acidity and round with a slightly Muscat-like bouquet and mild taste. Apart from <i>Prädikat</i> wine, the Müller-Thurgau should preferably be drunk as new wine (vins de primeur).		
<b>Weissburgunder &amp; Chardonnay</b>	<b>2,936 ha</b>	6.05
In all wine-growing areas		
Weissburgunder: fine combination of fragrances, powerful, racy. If the grapes have attained full maturity, the Austrian Weissburgunder is a white wine rich in extracts with a fine almond-like taste and piquant acidity. The grape variety known internationally as Pinot Blanc usually develops very well in the bottle. Because of its discreet character it is suitable for blending with other varieties and for ageing in new, small oak barrels ( <i>en barrique</i> ).		
Chardonnay: juicy fruit, concentrated, piquant. In Steiermark, where it results in very fresh, slightly flowery wines, it is known as the Morillon. But it is increasingly being grown in Niederösterreich, Burgenland and Wien. Its fragrance is reminiscent of white bread. Its wines are very powerful and rich in extracts and retain a pleasant acidity even after long maturation; it improves further with bottle ageing.		
<b>Riesling</b>	<b>1,643 ha</b>	3.39
Danube (Wachau, Wien and other River Valleys)		
Elegant fragrance, fine nuances, raciness. In good vintage years the noble Riesling from Austria's best-situated vineyards produces one of the world's finest wines of this variety. Its attractive bouquet usually has delicate notes of peaches, apricots and citrus fruits. Because of its piquant acidity, the Riesling is very racy and long on the palate; it constantly develops and thus ages very well; this applies in particular to the rare <i>Spätlese</i> and <i>Auslese</i> wines (or the <i>Wachauer Smaragdwein</i> ).		
<b>Neuburger</b>	<b>1,094 ha</b>	2.26
Thermenregion, Wachau, Neusiedlersee and Neusiedlersee-Hügelland, Wien		
Nutty, full-bodied, mild. According to tradition, the Danube gave Austria this special variety, exclusive to this country. Legend would have it that in 1850 an unknown type of vine was washed ashore. It was planted by the winegrowers and given the name Neuburger. The Neuburger grape produces elegantly reserved white wines, sometimes somewhat neutral in fragrance and of powerful but mild manner; its fine, nutty taste is characteristic.		
<b>Muskat-Ottonel</b>	<b>418 ha</b>	0.86
Neusiedlersee and Neusiedlersee-Hügelland		
Intensive bouquet, grapey, mild. Depending on the degree of maturity of the grapes, the Muscat bouquet is more or less pronounced; because of its low acidity the Muskat-Ottonel is very mild and supple. Dry types, which should be drunk young, make a good apéritif; the sweet <i>Prädikat</i> wine – which ages well – is suitable with dessert. There are very promising vineyard areas around Lake Neusiedl (Neusiedlersee).		
<b>Traminer</b>	<b>363 ha</b>	0.75
in all wine-growing areas		
Intensive aroma, full-bodied, soft. This highly aromatic white wine is easy to recognise by its intensive fragrance of roses and dried fruit. There are three varieties of Traminer in Austria: the clearly predominant Roter Traminer, the especially spicy Gewürztraminer and the almost extinct Gelber Traminer. Despite its low acidity, the Traminer ripens reliably, and thus produces an interesting <i>Prädikat</i> wine.		
<b>Zierfandler (Spätrot) and Rotgipfler</b>	<b>217 ha</b>	0.45
Thermenregion		
Nutty spice, robust, elegant. Even in mediocre vintage years this grape variety quickly attains qualities from <i>Spätlese</i> upwards. Typical are the bouquet of almonds and pistachios as well as the fullness and elegance on the palate. Because of its powerful acidity the Zierfandler also has a relatively long maturation period; this applies all the more to <i>Prädikat</i> wine. With its regional counterpart, the Rotgipfler, it is often blended and is then known as the Spätrot-Rotgipfler.		

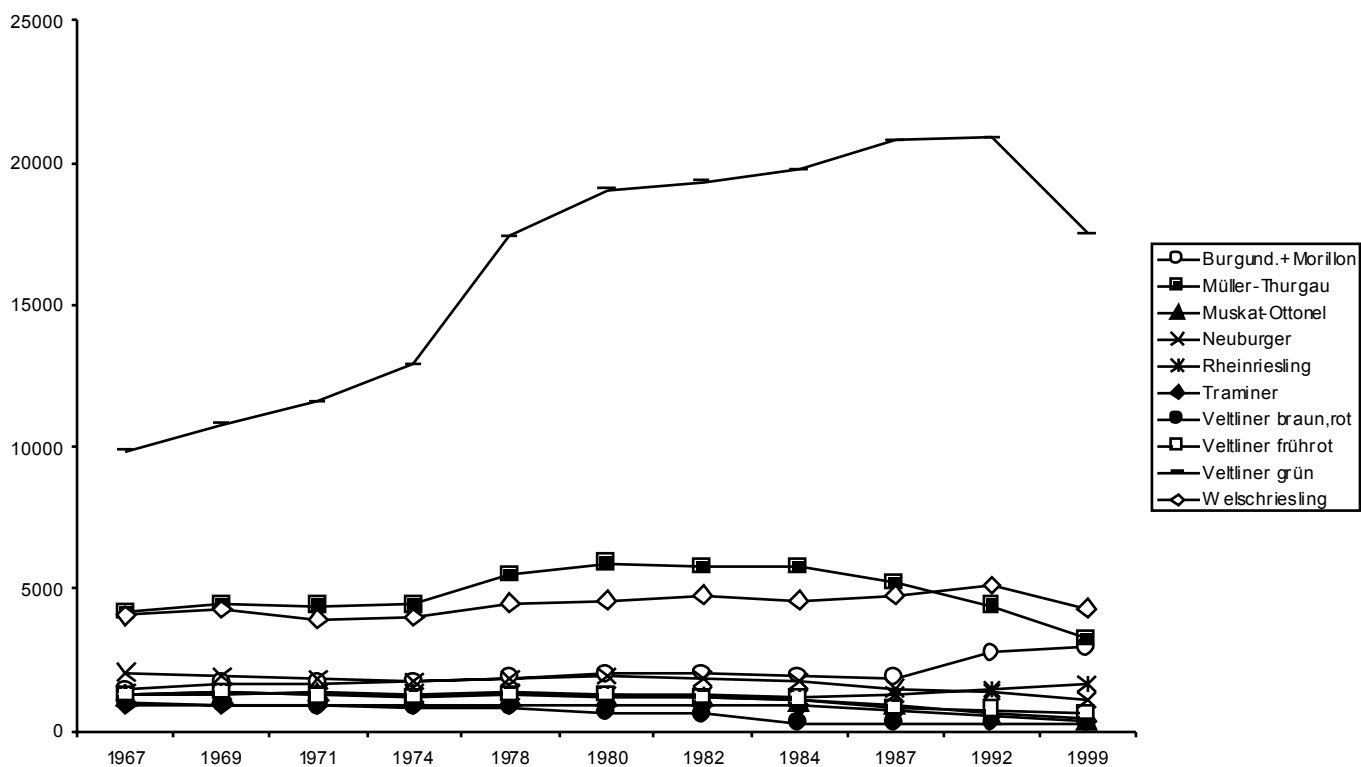
<b>Sauvignon Blanc (Muskat-Sylvaner)</b>	<b>314 ha</b>	0.65	Südsteiermark and Neusiedlersee
Paprika spice, vivacious, piquant. With the current wave of new plantings it is easy to forget that this grape variety was planted in Austria more than a hundred years ago. Its paprika-like spice is replaced over a long period of ageing by aromas of asparagus and black currants. Very fresh and stimulating with a racy acidity structure, the Sauvignon is an elegant, fruity wine of unmistakable character that also ages well in the medium term.			
<b>Frühroter Veltliner (Malvasier)</b>	<b>626 ha</b>	1.29	Niederösterreich
Very delicate, almost neutral bouquet, remotely reminiscent of marzipan or candyfloss. This early-ripening variety, which by the way is not related to the Grüner Veltliner, is grown in areas north of the Danube and in the Thermenregion, where it produces very early-ripening, round and soft wines with a delicate spicy veil. Because of its rather low acidity, the Frühroter Veltliner is very well suited to producing new wines ( <i>vins de primeur</i> ), best enjoyed in their youth. Other variations are the more or less dry <i>Spätlese</i> and <i>Auslese</i> wines, in which the relatively high alcohol content provides the appropriate support.			
<b>Goldburger</b>	<b>309 ha</b>	0.64	Burgenland
After an initial wave of planting, this new strain from the oenology school in Klosterneuburg has not met with the expected acceptance. In general its bouquet is grapey to neutral, reminiscent at its best of the citrus spice of the parent Orangetraube. The other partner in this cross was the late-ripening Welschriesling. Because of its early ripening this grape variety is now used primarily for the production of finer <i>Prädikat</i> wine.			
<b>Bouvier</b>	<b>365 ha</b>	0.75	Burgenland
Discreetly grapey with delicate Muscat aromas, this extremely early ripening grape variety is used primarily for the production of fresh fruit juice ( <i>Most</i> ) and young wine in full fermentation ( <i>Sturm</i> ) in the wine-growing area of Neusiedlersee. Although its importance has declined in recent years, it is still used for making <i>Prädikat</i> wine of high and even outstanding quality, in which its fine spice notes provide polish. It is particularly well suited for making blended dessert wines.			
<b>Grüner Sylvaner</b>	<b>53 ha</b>	0.11	In all wine-growing areas
Retentive fruity notes with echoes of pears, sometimes with rather leathery or nutty spice notes. This grape variety, which is very popular in the German wine-growing areas of Franconia (Franken) and Rhineland (Rheinland) has lost much of its popularity in Austria in recent years. If this trend continues, this variety will continue to fall into oblivion and soon be considered a rarity. It is occasionally grown in most Austrian wine-growing areas from Südsteiermark to northern Weinviertel, where in good vintage years it produces discreet wines with more herbal spice than primary fruit aromas.			
<b>Ruländer (Grauburgunder, Pinot Gris)</b>	<b>293 ha</b>	0.60	Niederösterreich, Burgenland
Rather dark yellow-gold, sometimes with a clear coppery light; bouquet reminiscent of caramelised sugar and white bread, at best with peach and apricot fruit as well. Despite its merits this grape variety from the Burgundy family – and perhaps even its oldest “ancestor” – has failed to become fully established in Austria. Particularly with long ageing, Ruländer wines have an impressively rich body and supple, almost oily fullness, sometimes combined with rusty-smoky components. In hot vintage years the acidity of the Ruländer can be somewhat low, allowing the alcohol to gain the upper hand. The high-quality wines age outstandingly well, preserving their concentrated character for a long time. Along the Lake Neusiedl (Neusiedlersee) first-class dessert wines are made from the Pinot Gris grape. Due to its high sensitivity to noble rot it is convincing both as a pure variety and as a component in a sweet white-wine blend.			
Veltliner Rot	258 ha	0.53	Niederösterreich
Other high-quality varieties	2,166 ha	4.47	In all wine-growing areas

Red Wine			
<b>Blauer Zweigelt</b>	<b>4,350 ha</b>	8.97	In all wine-growing areas
Cherry fruit, attractive, velvety. This variety was named for the Austrian plant-breeder Prof. Fritz Zweigelt, who created this successful cross of Blaufränkisch and St. Laurent. As new wine the Zweigelt has a pronounced fruity bouquet that becomes rounder and finer with ageing. It ranges in quality from a light table wine to be enjoyed in its youth to powerful wines for ageing. The sturdy Zweigelt vine produces good results in all of the domestic red-wine areas and is thus considered Austria's great red-wine prospect.			
<b>Blaufränkisch</b>	<b>2,641 ha</b>	5.45	Burgenland
Dark berry notes, astringent-spicy, medium tannin levels. The name Blaufränkisch (literally "blue Franconian") probably dates from the time of Charlemagne, when all high-quality varieties were classified as "Franconian" ( <i>fränkisch</i> ) while those of lesser value were called "Hunnic" ( <i>heunisch</i> ) and eliminated. In its youth this Austrian speciality is an impetuous, deeply fruity red wine, which with ageing becomes more velvety and supple, gaining additional facets.			
<b>Blauer Portugieser</b>	<b>2,358 ha</b>	4.86	Niederösterreich and Burgenland
Grapey, mild, low in tannins. The Blauer Portugieser is said to have been brought by a wine merchant from Porto to Niederösterreich, more specifically to Bad Vöslau. Because this grape variety develops very quickly, it should generally be drunk in its youth. In good years the Thermenregion in particular produces mild and juicy red wines with soft tannins and the pleasant aroma of violets. But grapey and harmonious Portugieser grapes also grow on the "red-wine islands" of the Weinviertel.			
<b>Blauer Burgunder (Pinot Noir)</b>	<b>409 ha</b>	0.84	Niederösterreich and Burgenland
Discreet bouquet, elegant, soft tannins. Despite some new vineyard planting, this grape variety, which made the red wines of Burgundy famous, is still under-represented in Austria. The Pinot Noir has a very fine bouquet that is difficult to describe, best perhaps as reminiscent of raspberries or almonds. Its taste has lots of fruity charm and elegance. Despite its delicate structure it ages better than many wine-lovers assume. In good – and especially in dry – vintage years it will produce remarkably fine wines in Austria as well, for example in the Thermenregion or in Vienna (Wien).			
<b>St. Laurent</b>	<b>415 ha</b>	0.86	Niederösterreich and Burgenland
Fine, unmistakable aromas of amarelle cherries and dark berries distinguish this indigenous Austrian red-wine variety. Because of several unpleasant qualities, such as its susceptibility to blossom drop and <i>Botrytis</i> , this grape variety is rightfully considered to be difficult and has fallen into disfavour in recent years. Particularly in dry years, this grape produces very noble and supple wines in the wine-growing areas of northern Burgenland and in the Thermenregion. To a certain extent it resembles a more powerful variant of the Pinot Noir and thus is undergoing a certain renaissance at the moment. With its delicate tannins, the St. Laurent can give red-wine blends added flair.			
<b>Blauer Wildbacher (Schilcher)</b>	<b>464 ha</b>	0.96	Weststeiermark
Grassy, piquant spice, very pronounced acidity. Perhaps the most independent and certainly the most original rosé wine of Central Europe is planted almost exclusively in the wine-growing area of Weststeiermark. Only on the slate soils at the foot of the Koralpe does it reveal its inimitable bouquet of grassy, herbal spice. Racy acidity is predominant in the taste. The extremely effervescent wines made from Wildbacher grapes should be drunk very young in any case. The Schilcher owes its name to its shimmering ( <i>Schillern</i> ) in an extremely wide variety of nuances, which extend from a pale grey-rosé to a powerful strawberry red. The Schilcher is particularly fine as an apéritif or accompaniment to a hearty snack.			
Other high-quality varieties	1,715 ha	3.53	In all wine-growing areas

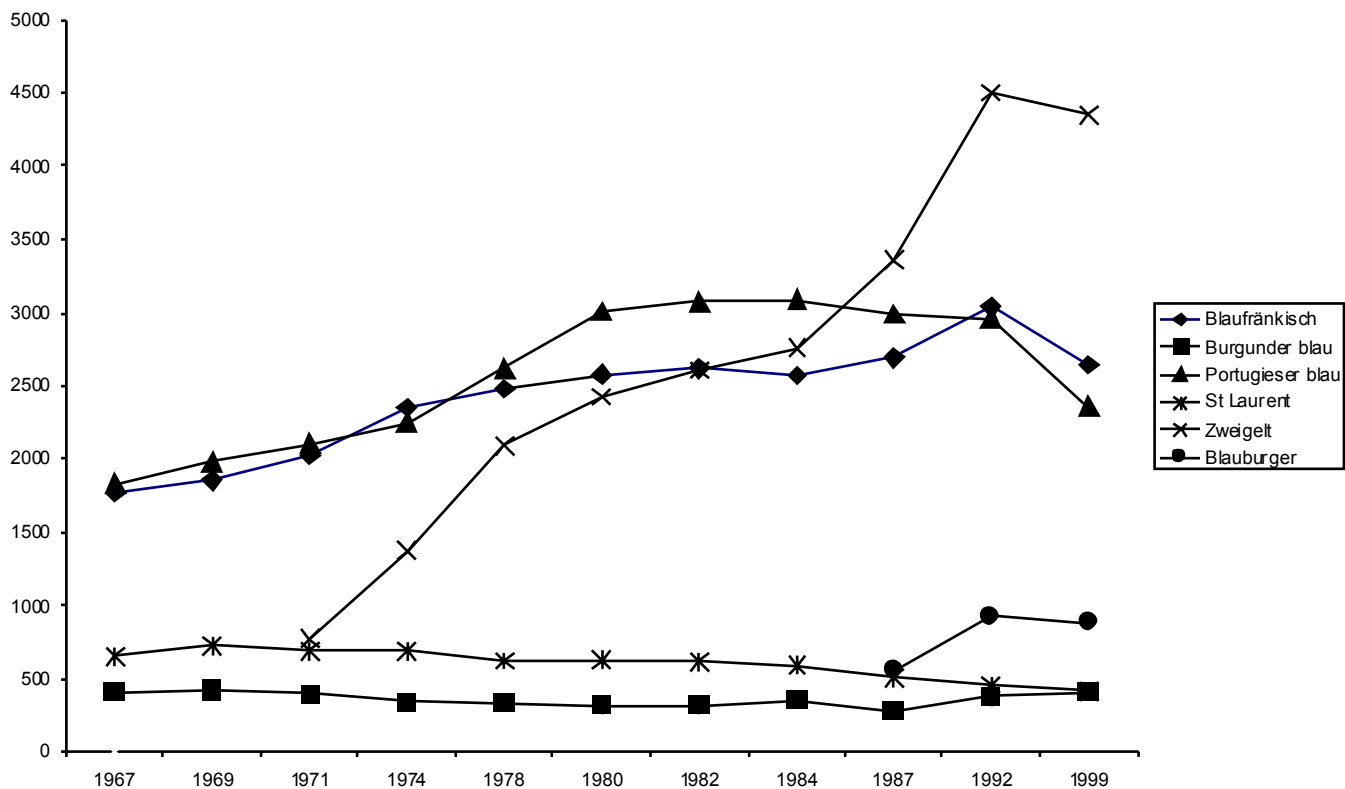
Source: Statistics Austria

### 1.2.3 Development of the Area under Cultivation until 1999

#### White Wine Varieties in Austria



#### Red wine Varieties in Austria



Source: Statistics Austria

Charts: HBLA and BA Klosterneuburg



### 1.3 The Grape Varieties and their Origin

From the article “Information Worth Knowing about Our Grape Varieties” (“Wissenswertes über unsere Rebsorten”) by **Dr. Ferdinand Regner**, Federal College of Viticulture and Pomology, Klosterneuburg, Vine Breeding Department. From: *The Wine Grower (Der Winzer)* 11/99

The classical grape varieties that we have been cultivating in our vineyards for centuries all carry the secrets of their origins in their DNA. The history of their development becomes comprehensible only by analysing the DNA of each variety and then comparing their genetic profiles. In this manner relationships can be discovered, origins reconstructed and the leading varieties recognised. A comprehensive analysis of the grape varieties is like a journey to bygone times but remains relevant to the viticulture of today. The basis for this analysis of our grape varieties is provided by the methods of molecular biology. For those interested in viticulture, better knowledge of the origins of our grape varieties represents a considerable expansion of our understanding.

The catalogue of Austrian grapes has been treated in extensive studies, so that much is already known about the familiar varieties. The origins of several of them can now be explained using information about the parent varieties, or at least one of them. Distinctions based on grape colour are quite irrelevant in a genetic context, as illustrated by the Burgundy grape, and will be disregarded here. Analyses of a wide variety of Burgundy clones have demonstrated that the differences between individual clones, e.g. of the Pinot Noir grape, are greater than between the colour types.

#### Bianca:

New Hungarian strain: because of the genetic profile, its origin as Bouvier x SV 12375 is beyond a doubt.

#### Blauburger:

This variety resulted from a Blauer Portugieser x Blaufränkisch cross, in accordance with information provided by its breeder, Prof. Fritz Zweigelt.

#### Blauer Burgunder (Pinot Noir):

The Burgunder variety derives from a Schwarzriesling x Traminer cross. Even previously, the Schwarzriesling was considered a Burgunder mutant, but the differences in appearance and in the genetic makeup preclude a clone mutation. The three various grape colours are thus genetically based.

#### Blaufränkisch:

The derivation of this variety from a Heunisch cross appears to be clear, but the second parent is unclear. Because of the great similarity, however, the Blauer Grober, Blauer Zierfandler as well as an unknown variety could be the second parent.

#### Bouvier:

Derives from a seedling crossed by Mr. Bouvier in Bad Radkersburg. One parent was a Burgunder; the second has not yet been determined.

Grauer Burgunder, Weisser Burgunder (Pinot Blanc):

The varieties are genetically identical with the Blauer Burgunder. The various grape colours can be explained as a cross between varieties, resulting in the blue grape colour (Schwarzriesling) or grey or white grape colour (Traminer).

Chardonnay:

Although the German synonym Feinburgunder is inappropriate, the Chardonnay variety derives from a Burgunder x Heunisch cross. Morillon is a variety of its own and is also a Burgunder cross, although the second parent has not been determined. Most Morillon clones, however, are genuine Chardonnays and are only called Morillon in error. But since the name Morillon is older than the name Chardonnay it may be assumed that the distinction was made very late. Thus the differentiation of Burgunder based on individual clones creates problems even today.

Cabernet Franc:

This variety still bears traces of the wild grape and probably derives from it, although there are recognisable signs of a cross with *Vitis vinifera*.

Cabernet Sauvignon:

As indicated by the name, this variety derives from a Cabernet Franc x Sauvignon cross.

Frühroter Veltliner:

The origin of this variety is a Roter Veltliner x Silvaner cross. The synonym Malvasier is a problematic name because there are numerous other Malvasier varieties that have nothing to do genetically with this variety. In addition, the name Malvasia is applied in Italy very generally to many grape varieties, often coupled with a regional name e.g. del Lazio. Finally the Malvasia Rose du Po was recognised as being identical with the Frühroter Veltliner. But since both the Silvaner and the Roter Veltliner are very typically Austrian, domestic origins can be assumed for the Frühroter Veltliner.

Furmint:

The Furmint has been recognised as a Heunisch cross; the second parent must have borne a similarity to other Hungarian varieties.

Goldburger:

Tests confirm the information from the breeder that this variety derived from an Orangetraube x Welschriesling cross.

Jubiläumsrebe:

The origins of this variety do not correspond with the original information that it was a Blauer Portugieser x Blaufränkisch cross. Rather it derives from "Cross 48" conducted by Prof. Fritz Zweigelt between a Grauer Portugieser and Frühroter Veltliner.

Kadarka blanc:

This is identical with the variety Martinsriesling but is not directly related to the Blauer Kadarka.

Merlot:

Like Cabernet Sauvignon, this variety also derives from a Cabernet Franc cross; the second parent has not yet been determined.

Müller-Thurgau:

Bred by Prof. Hermann Müller from Thurgau, it derives from a Riesling x Madeleine Royale cross.

Comprehensive analysis has revealed that there is a high degree of correspondence between the varieties Madeleine Royale and Chasselas de Courtilier, but it has not been possible to prove them identical, as was earlier believed to be the case.

Muskat-Ottonel:

This seedling grown in France corresponds to a Gutedel x Muscat cross, although the Muskat variety could not be clearly defined.

Gelber Muskateller:

The family of Muscat varieties is extremely large and has been researched too little thus far to be clearly defined. The fact is that the Muscat varieties are all genetically related to one another, although not all of the immediate crosses can be defined by their derivation. Certain allelomorphs (genetic forms) may be found in most Muscat varieties.

Neuburger:

According to legend, this variety was fished from the Danube; it corresponds to a Roter Veltliner x Silvaner cross.

Riesling:

This descendant of a Heunisch cross with a so-called Franconian variety (Traminer seedling) may be assumed to be the origin of the Riesling variety.

Rotgipfler:

Derives from a Traminer x Roter Veltliner cross.

Sauvignon Blanc:

Also derives from a Traminer cross but must have mutated from a preliminary stage e.g. Sauvignon Rose.

Scheurebe:

The variety does not derive, as previously asserted, from a Riesling x Silvaner cross. The Riesling has been confirmed as one parent variety, but Silvaner is not a parent, nor has any other tested variety been deemed appropriate. Prof. Scheu has worked very intensively with wild grape varieties, and it is believed that one of them is the second parent. Unfortunately most of this collection of wild grape varieties has been lost in the course of time, and a final clarification now seems unlikely.

St. Laurent:

The name “Pinot St. Laurent” as a synonym for this variety is completely correct, since the St. Laurent is a Burgunder seedling.

Silvaner:

The Silvaner has been recognised as a domestic grape variety, a derivation of Traminer x Österreichisch Weiss. Its broader genetic background is the same as numerous classical varieties of Heunisch x Fränkisch. Österreichisch Weiss is a Heunisch seedling.

Traminer:

The Traminer may be considered to be a cross that developed from wild grape varieties. The most closely related grape is *Vitis silvestris* Gmelin.

Grüner Veltliner:

As mentioned earlier, the Grüner Veltliner is a Traminer descendant with genetic traces of the Veltliner.

Roter Veltliner:

This variety also corresponds to the types Veltliner Weiss, Silberweiss, Braun and Gelbling

Blauer Wildbacher:

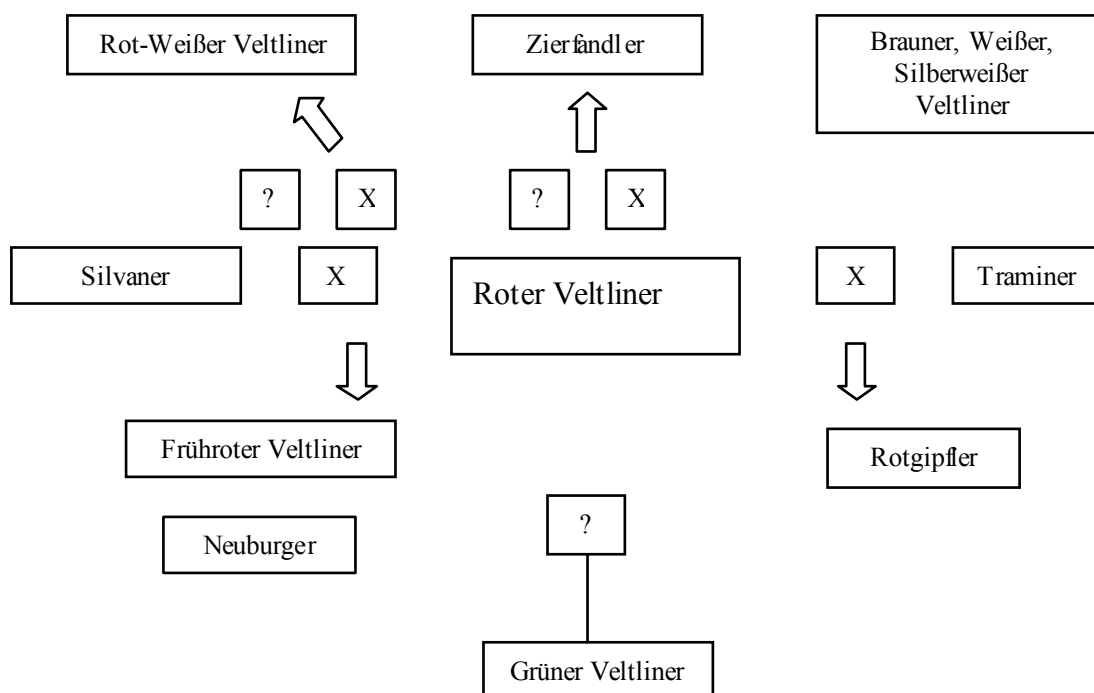
Also derived from a cross; the Heunisch has been identified as a parent.

Zierfandler:

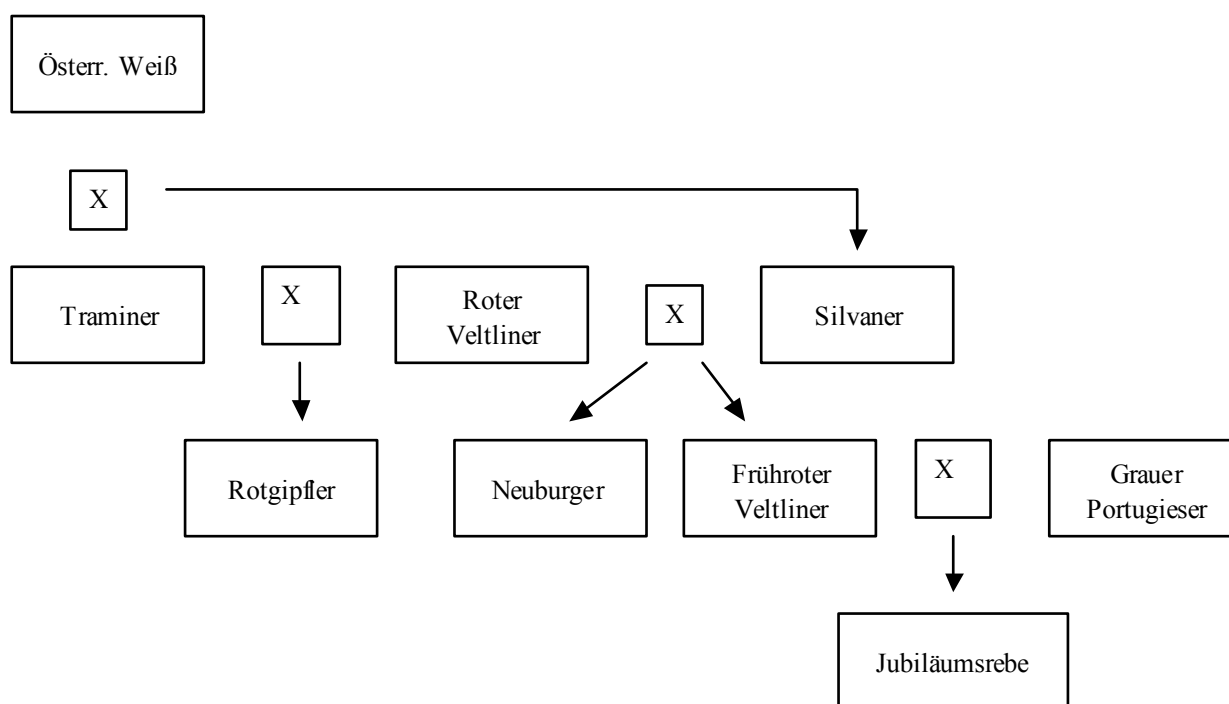
This variety is also derived from the Roter Veltliner. The second parent remains unknown so far but strongly resembles the Traminer.

Zweigelt:

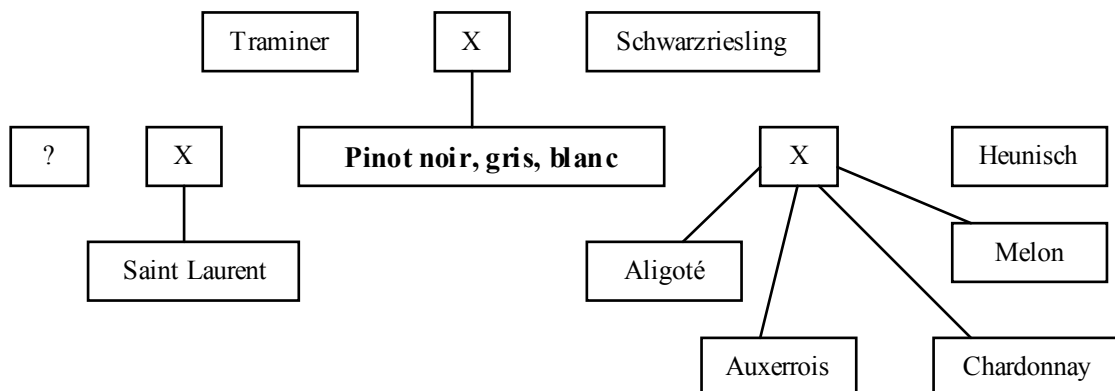
The derivation of the variety Zweigelt corresponds to the breeding record of a Blaufränkisch x St. Laurent cross.



**Illustration 1:** The **Veltliner family**: the genetic relationships within the family of the Veltliner variety attribute a central role to the Roter Veltliner. A link to the Grüner Veltliner has not yet been discovered.



**Illustration 2:** Analysis of the varieties Silvaner and Frühroter Veltliner have identified the Traminer variety as an important ancestor.

Pinot pedigreeIllustration 3: The Burgundy Family:

With genetic analysis using simple sequence repeat (SSR) markers, several grape varieties of the burgundy family have been described and the relationships among them explained. It has not been possible up to now to distinguish between Blauburgunder (Pinot Noir), Grauburgunder (Pinot Gris) and Weissburgunder (Pinot Blanc); it can thus be assumed that the three colour variations come from the same genotype. The varieties Frühburgunder and Blauer Arbst also show the same SSR profile and are thus also of the burgundy type. The varieties Schwarzriesling (= Müllerrebe) and Farbklevner show a mutually identical profile and are clearly different from the burgundies. Samtrot has been recognised as a mutant of the Schwarzriesling grape. The profile of Schwarzriesling is very similar to that of the Pinot group, and it may be assumed that Traminer and Schwarzriesling are the parent varieties of that group. Numerous other Pinot relatives have been identified as descendants: St. Laurent is a Pinot offspring crossed with an unknown partner; Aligoté, Auxerrois, Melon and Chardonnay are white descendants of the Pinot grape. Based on its profile, a possible partner might be Heunisch, a very ancient variety.

## 1.4 Wine-growers in Austria - A current overall view

Basic survey of the area under vines (1999) (areas in hectares)

The following survey criteria were established by Statistics Austria for its agricultural-structure survey of wine:

- area under agricultural cultivation of at least 1 ha
- vineyard area of at least 2,500 m<sup>2</sup>

	Wineries with a vineyard area of ...									
	< 0,10 ha		0,10 to < 0,25 ha		0,25 to < 1 ha		1 to < 2 ha		2 to < 3 ha	
	number	area	number	area	number	area	number	area	number	area
<b>Wine-growing area</b>										
Neusiedlersee	1	0	38	7	858	460	528	754	290	715
Neusiedlersee-Hügelland	18	1	93	17	1 276	647	438	620	179	445
Mittelburgenland	6	0	22	4	446	248	192	277	94	226
Südburgenland	209	12	211	33	318	153	52	71	13	31
Thermenregion	7	0	44	7	309	165	188	270	119	292
Kremstal	3	0	23	4	476	245	148	213	74	184
Kamptal	2	0	10	2	477	257	178	254	114	281
Donauland	19	1	93	15	645	336	206	286	94	230
Traisental	7	0	83	14	290	156	101	144	25	62
Camuntum	6	0	32	6	275	142	129	182	51	120
Wachau	7	1	43	7	278	148	117	165	77	191
Weinviertel	73	5	445	75	3 491	1 915	1 280	1 814	696	1 704
Südsteiermark	29	2	67	11	367	198	184	260	108	268
Weststeiermark	17	1	43	7	220	119	106	144	25	62
Süd-Oststeiermark	326	19	549	87	798	404	192	265	86	208
Wien (Vienna)	-	-	3	1	90	46	43	65	22	53
without classified wine-growing area	15	0	24	4	52	26	14	19	4	9
<b>Federal States</b>										
Burgenland	234	14	364	61	2 898	1 508	1 210	1 721	576	1 417
Niederösterreich (Lower Austria)	129	9	785	134	6 279	3 384	2 354	3 338	1 252	3 070
Steiermark (Styria)	375	22	662	105	1 387	721	482	669	219	539
Wien (Vienna)	-	-	3	1	90	46	43	65	22	53
others	7	0	9	2	12	6	7	9	2	4

	Wineries with a vineyard area of ...							
	3 to < 4 ha		4 to < 5 ha		5 ha and more		total	
	number	area	number	area	number	area	number	area
<b>Wine-growing area</b>								
Neusiedlersee	230	793	181	812	570	4 856	2 696	8 398
Neusiedlersee-Hügelland	143	490	103	457	245	2 124	2 495	4 800
Mittelburgenland	40	136	27	122	85	814	912	1 826
Südburgenland	3	10	2	9	7	43	815	362
Thermenregion	96	328	69	305	148	1 232	980	2 601
Kremstal	49	171	36	160	155	1 371	964	2 349
Kamptal	77	270	63	284	260	2 723	1 181	4 070
Donauland	64	220	57	254	149	1 343	1 327	2 686
Traisental	21	71	12	54	30	213	569	715
Camuntum	23	80	22	97	37	254	575	881
Wachau	48	164	38	169	73	527	681	1 373
Weinviertel	461	1 604	334	1 495	941	8 094	7 721	16 707
Südsteiermark	68	235	58	260	77	699	958	1 932
Weststeiermark	13	44	6	27	10	128	440	532
Süd-Oststeiermark	29	99	17	74	15	126	2 012	1 283
Wien	16	54	8	36	35	367	217	621
without classifed Wine growing area	4	14	1	5	-	-	114	77
<b>Federal States</b>								
Burgenland	416	1 429	313	1 399	907	7 837	6 918	15 386
Niederösterreich (Lower Austria)	841	2 914	631	2 818	1 793	15 759	14 064	31 425
Steiermark (Styria)	110	378	81	362	102	953	3 418	3 749
Wien (Vienna)	16	54	8	36	35	367	217	621
others	2	7	1	5	-	-	40	32

Again, the survey criteria were established by Statistics Austria for its agricultural-structure survey of wine:

- area under agricultural cultivation of at least 1 ha
- vineyard area of at least 2,500 m<sup>2</sup>

Source: Statistics Austria



## 1.5 The 2001 Vintage Year

**A total vineyard area of 46,200 hectare (-1%) brought a total of 2,530,600 hl (+8%) wine for the 2001 vintage. This result is 5% above the yearly average of 2,418,000 hl. 1.759,200 hl meant a 6% increase for white wines and 771,400 hl and increase of 14% for reds.**

A dry winter which was so mild that it hardly deserved to be called winter at all was followed in most wine-growing areas by a spring that was dry and pleasant, allowing the vines to develop normally. The hot and summery weather in May even brought to mind the heat records of 2000. After a good blossoming period right up to mid-June a cool and rainy July finally brought the much-needed precipitation and a chance for the plants to recuperate. August was so hot and sunny that an early harvest date seemed in the cards. The general conditions even seemed to be better than those in 1999 and 2000.

Just in time for the school year the weather changed. September came with never-ending rain: Vienna, for example, saw only four clear days in four weeks. The last weekend of September brought a change for the better, which, with the exception of some persistent fog, lasted throughout October. The grapes, which had absorbed a good deal of water during the rains, were able to stabilize again and most varieties could fend off the danger of rot.

Under these conditions very conscientious work in the vineyards during the summer was an absolute precondition for a good harvest. Only a light foliage and a considerable reduction in yields could protect the grapes right up to the end of the vegetation period. These difficult conditions also brought with them a very work-intensive harvest sorting out the healthy grapes from others, and a correspondingly very high financial outlay for the producers. The fermentation of the must was mostly allowed to happen slowly and using the cool outside temperatures. Two frosty periods in December, finally, allowed an ice wine harvest.

The first tastings show that the majority of the 2001 whites are fruit-driven and spicy, with good varietal character and a textbook expression of the fine acidity, which is so much loved by Austrian wine lovers. Fruit extracts seem high and will therefore be able to balance the wines. Only the lighter wines harvested during the rainy period are much lighter.

Like the whites with their clarity and deep fruit, the 2001 reds show great fruit sweetness and elegance. If the previous vintage brought more powerful wines, the wines from 2001 will be able to make up for their lacking punch with their great charm. It will be seen to be better than 1995, 1996, and 1998, and can be expected to evolve a little more quickly than 1999 and 2000.

September was ideal for botrytis and guaranteed a slow and continuous spread of the noble rot. Especially in Burgenland we may look forward to an attractive vintage of dessert wines. The Seewinkel district in the north of the area managed to harvest significant quantities as well as good quality.

2001 was not the century vintage that many hoped it might be, and there are producers who rate it as a missed chance. In retrospect, however, the good late autumn has saved the vintage and wine lovers can look forward to wines with excellent balance and fruit. The range of qualities, however, is much larger in a year as capricious as this one, a year which demands much more from the winemaker than previous vintages did. In the hands of masters, however, these will be exceptional wines.

## 1.6 Brief Characterisation of the Vintages 1999 to 1960

### 2000

With 2.34 million hl, the 2000 harvest lay 3% below the yearly average of 2.4 million hl and 17% below the previous year. This decrease was due to the weather, which was sunny with high temperatures and very dry. The winter was wet, but not too cold. A warm dry spring brought ideal vegetation conditions. April and May brought summer-like temperatures encouraging an early flowering. Cool, damp weather brought vines the needed precipitation for development. Because of the extremely hot August, the gape berries were small and the amount of juice low. The harvest was up to three weeks earlier than usual in many regions, making it the earliest harvest since 1794.

The white wine vintage 2000 didn't have the fruit charm and extract of the 1999 vintage, but it definitely did not have the character of an exceedingly hot year either. Since neither the spring nor summer was extreme, the developed grape berries were able to ripen under relatively good conditions. The red wines are deep-coloured, compact, and exceptionally fruity; one may speak of a centennial vintage. Because of the resistant appearance of botrytis, noble sweet wines were produced in small quantities only.

### 1999

The 1999 wine harvest of almost 28 million hl was 4% higher than that of the previous year. The reason for this increase was the absence of serious frost damage in the main growing areas as well as an adequate supply of water during the vegetative period. Flowering lasted from the middle to the end of June. It resulted in excellent setting without serious coulur. The warm, rainy summer promoted good development of the leaves. However, there was hail damage in both Lower Austria and Styria over an area of about 1000 ha. A variable August was followed by an unusually mild, sunny September, which promoted ripening and created the conditions for an excellent vintage. Optimal weather conditions in October with mild, sunny days and cool nights promoted the formation of aroma in the grapes. The long vegetative period produced grapes rich in extracts, and powerful, well-structured white and red wines were the result. Clear fruit typical of the variety and character typical of the region were other logical consequences of an entirely successful vintage year. This also applies to Austria's famous sweet-wine regions, such as Seewinkel and Rust. The noble rot caused by *Botrytis cinerea* created optimally concentrated grapes at the right time.

### 1998

In 1998 Austria harvested c. 2,700,000 hl of grapes. Compared with the previous year this was an increase of more than 900,000 hl (+50%). This can be attributed to the smaller losses due to frost damage in comparison to the previous year and the favourable climatic conditions during the summer months. Flowering lasted from early to mid-June and was completed about 14 days earlier than in an average year. The grapes set very well without significant losses due to blossom drop. The rainy but warm July encouraged good foliage development. It was followed by a hot, sunny August, which favoured ripening, and expectations were extremely high. Following several rainy days at the beginning of September the early varieties were harvested right on time during a spell of fine weather. After that the weather was variable and, despite a fairly long sunny spell in all the wine-growing areas and good harvest conditions, growers found it difficult to find healthy grapes ready for harvesting. Both the white and red grapes profited from gains in maturity made during the hot weather of August. In November extremely sweet grapes for *Prädikatswein* were still being harvested, making 1998 a great year for such sweet wines, reminiscent of the '89, '91 and '95 vintages.

## 1997

In 1997 Austria harvested 1,801,747 hl of grapes. The winter was marked by extreme temperatures as low as -30 C. Following late budding and average flowering, the first vegetative phase – and July in particular – was marked by heavy precipitation (120-240 mm of rain). Any delay in vegetative development, however, was quickly corrected by magnificent weather in August (260-300 hours of sunshine). The health of the foliage and grapes was above average. In September the unusual period of fine weather continued, permitting the main harvest to start in Burgenland by the end of the month. Beginning in mid-October, concentrated *Spätlese* wines were harvested. Apart from sweet wines (e.g. *Eiswein*) the harvest was over by the end of November. Throughout Austria, quality was very high. The 1997 vintage is not only considerably better than the previous year, it is considered one of the finest years for dry white wine. The share of completely ripe grapes was above average. The wines are particularly pure and typical of the variety. Naturally, acidity levels are lower than in the previous year, for example, but in most cases they are considered satisfactory to adequate. There were ideal conditions for great red wines. But the highest levels of *Prädikatswein*, especially *Beerenauslese* and *Trockenbeerenauslese*, were lacking because the autumn was very dry and there was no *Botrytis* infection to speak of. Only a very short time span was available for harvesting *Eiswein*.

## 1996

At 2,110,000 hl the grape harvest was considerably lower than the long-standing average (2,609,000 hl). White wines accounted for 73% of the total, while red and rosé wines accounted for 27%. The average harvest per hectare was 4,348 litres. Wien (Vienna) was highest with 5,226 l/ha, followed by Niederösterreich (Lower Austria) at 4,784 l/ha and Steiermark (Styria) at 3,870 l/ha. Burgenland was the lowest at 3,559 l/ha. Wine inventory dropped again.

Shoots and buds appeared several weeks later than normal, but this vegetative deficit was soon corrected. Flowering began very early and in many areas was optimal; it was generally complete within only a few days. The weather in the summer months remained within the long-term average; there was grape must by mid-August. At the end of August and in September it was rainy and unseasonably cool. The vegetative advantage lessened; in the case of sensitive varieties, corrective foliage treatment and early harvest were essential. The quality was largely dependent upon the winegrowers' skills, dedication and willingness to take risks. Where these were present, a magnificent vintage was the result.

The spectrum ranges from *Tafelwein* to *Trockenbeerenauslese*, with an emphasis on *Qualitätswein*. Red wines did not attain the greatness and power of the preceding vintages.

## 1995

Following a mild winter and late budding, the vegetation quickly got back on schedule. The setting of flower clusters was only slightly poorer than in the previous year, but in all wine-growing areas flowering was considerably less favourable. In July there was a prolonged hot period with well-spaced precipitation, but August saw unfavourable weather conditions and there were problems with the powdery mildew. The cold and wet weather period in the first half of September led to widespread grape rot. The harvest size was about 30% smaller than in the previous year. Nevertheless, the sugar content developed well and there were also good values for acidity. At the beginning of October, when there was a sufficient primary infection with *Botrytis cinerea*, followed by a period of dry, warm weather. The fine, long "Indian summer" again produced *Beerenauslese*, *Trockenbeerenauslese* and *Ausbruch* wines. There were great differences between the

regions. A report by the Austrian Central Statistical Office (Statistik Austria) judged the musts to be of average quality. The generally excellent levels of acidity gave the wines firmness, and all the areas produced wines of rather good quality. In Lower Austria (Niederösterreich) the Grüner Veltliner was fruity with refreshing effervescence. The grapes grown in Burgenland were often of high sugar content and suitable for making *Prädikatswein*. In Styria (Steiermark) the magnificent, almost cloudless October compensated to a large extent for earlier problems. Volume was extremely low (about 30 to 40% less than in the previous year), but quality was high with fine, fragrant bouquets, lots of fruit and good acidity. At 2,228,000 hl the 1995 harvest was 15.8% lower than that of the previous year. Of the total, 81% was white wine (1,809,000 hl) and 19% red wine or rosé (419,000 hl). This led to a further decline in the total storage inventory of 3,953,000 hl. All in all, the 1995 vintage can be considered an outstanding vintage year for *Prädikatswein*.

### 1994

The vines wintered well and budding began at the normal time. Following favourable early summer rains, flowering occurred under advantageous conditions, resulting in outstanding pollination. The hot summer would have resulted in a very early harvest had drought not come into play. In the early days of autumn there was a bit of precipitation, allowing the vines to make up for lost time. Sugar levels quickly rose, but acidity dropped, often to quite low levels. The vintage made great demands on the wine-makers; there were many *Kabinett* wines. The quality of the vintage was high. These are wines with lots of fruit, elegance and a fine finish. In particular, white wines with a dominant primary bouquet can be outstanding. The depth of colour of the red wines is good; they are fragrant and velvety.

### 1993

The vintage year 1993, and thus its wines, were marked by the extreme weather, which for the most part was favourable for wine. Initially a prolonged winter retarded vegetation, which quickly caught up, however, when the weather rapidly improved in April. This resulted in strong vine growth. A dry May favoured early flowering. July was cool with only a few sunny days. There were more, however, in the wine-growing areas of eastern Austria than in the rest of Western Europe. At the end of August a short period of rain arrived just in time. Grape maturity was about 14 days ahead of normal, and harvesting could legally begin in Lower Austria (Niederösterreich) and Burgenland. In Styria (Steiermark) the harvest began on 4 September. In contrast to the previous year there was high-quality *Prädikatswein*. Compared with the powerful '92 vintage, which was low in acidity and high in alcohol, the new wine had more fruit than power, more elegance than substance, accompanied by a harmonious acidity. Red wines showed similarities to their counterparts of the unusual '92 vintage. At 1,865,000 hl the harvest was some 723,000 hl lower than in the previous year. With 1,438,00 hl, white wine accounted for 77% of the total harvest and red wine (428,000 hl) for 23%.

### 1992

Following a mild winter, early budding and good flowering, the summer was extremely hot and dry. Expectations for the harvest dropped, the must weights were generally above average. Due to a lack of *Botrytis*, grapes for fine *Beerenauslese* and *Trockenbeerenauslese* wines could not be harvested. The harvested volume was not quite 2.6 million hl. Towards the end of the year there were ideal conditions for *Eiswein* production. Wonderfully high quality sometimes contrasted with low volume.

**1991**

The good quality of the harvest was similar to the previous year, while quantities were only a bit smaller. Volume and quality were in fairly good balance in all the wine-growing areas.

**1990**

Favourable weather conditions resulted for the most part in a good grape harvest in terms of both quantity and quality. While there were often large differences, the wines had harmonious acidity and pleasant fruit. The red wines were dense and of intense colour.

**1989**

Early budding, delayed flowering and a rather rainy summer was followed by a cool, early autumn and finally a magnificent Indian summer. The weather was full of contrasts. Despite a generally mediocre primary ripening there were piquant and healthy wines and quite remarkable *Prädikat* wines.

**1988**

A mild winter, a dry hot summer with heavy rainfall towards the end, as well as a dry, warm autumn permitted many winegrowers to bring in a generous and fine grape harvest. There were also many *Prädikat* wines.

**1987**

Severe winter frost damage early on decimated the expected harvest yield. In the first half of the vegetative period the weather was not optimal. But a warm, wet July and a fine autumn helped produce a good and fruity vintage with pronounced acidity. The volume was low.

**1986**

An outstanding vintage with optimal acidity, marked varietal bouquet and high extract levels. One of the greatest red-wine vintages; there was also great *Eiswein*. The volume remained below average.

**1985**

This was the smallest harvest for decades as a result of many factors: winter frost, poor blossoming and regional hail. Nevertheless, the wines were full-bodied, fruity and of pronounced varietal character.

**1984**

Following a number of good vintage years the vineyards were exhausted. The vegetative period got underway late and slowly. This was followed by a cool and dry summer. Both in terms of quantity and quality, the vintage was barely average.

**1983**

Vegetative progress was affected by a mild winter, early budding and a hot, dry summer. The wines were very full-bodied, rather mild, but still fruity with a pronounced bouquet. This was a year with many, great *Prädikat* wines, but fruit acids were often lacking.

**1982**

With 490 million litres of wine this year saw the biggest volume in Austria's history. There were no great wines, but some perfectly drinkable ones.

**1981**

There was severe winter frost damage resulting from poor vine maturity and very low temperatures. A cold weather front moving in at Easter froze the young shoots in some areas. Thus harvest volume was low even though most grapes attained excellent maturity. There were fine red and *Prädikat* wines, but because of the low acidity, white wines were often only mediocre.

**1980**

Unfavourable weather conditions in the spring caused late budding and severely retarded flowering. This was not a good vintage year, resulting for the most part in wines of only modest quality. But an early frost permitted production of *Eiswein*. After relatively long ageing, some wines were of surprisingly high quality thanks to the excellent acidity structure.

**1979**

Fairly long periods of cold weather and a spring that was wetter than average resulted in late vegetative development. But a prolonged period of fine weather with high temperatures in early summer resulted in very rapid and powerful budding. Very favourable for the grapes were also the above-average warm and dry months of September and October. The 1979 vintage had outstanding qualities.

**1978**

Because of good vine maturity, the vineyards wintered without any substantial frost damage. Budding was late. Because of cool weather, flowering was also delayed. The grapes were general healthy, but the Styrian harvest suffered from severe hail damage. The main harvest was very late and resulted in particularly high yields. Because of the generally low ripeness of the grapes, 1978 was a small vintage year despite the big crop.

**1977**

The vines wintered without damage. Because of a period of very warm weather in March, conditions were favourable for budding. A sudden onset of cold weather at the end of April caused considerable damage to the young shoots. In May and June the prevailing weather was sunny and warm, encouraging rapid growth and excellent flowering. The grapes were particularly healthy, must weight was above average, and *Botrytis* did not develop. This vintage produced fruity, fully ripe and harmonious wines with pronounced varietal character.

**1976**

Wintering was good as a result of a generally mild winter. Because of cool weather at the beginning of May budding was delayed, but afterwards growth quick and powerful. Favourable weather conditions resulted in good flowering, but severe drought retarded the development of the berries. Changeable weather impaired the ripening of the grapes but favoured *Botrytis*; resulting in the production of *Prädikat* wines over wide areas. This vintage was quite variable in quality, ranging from thin to elegant and expressive wines.

**1975**

Because of the extremely mild winter, the sap began to rise early. Budding was good and uniform. After a fairly long period of inclement weather, a short fine spell led to good flowering. Frequent hail damaged the harvest in Styria. Because of the wet and foggy weather, the volume of *Beerenauslese* and *Trockenbeerenauslese* wines was smaller than

in good vintage years. In general, the wines were of average quality, fruity and with an intensive bouquet.

### 1974

Because of the mild winter, vegetation developed about three weeks earlier than normal, but this lead was lost due to the abnormally dry weather in April and May. Wet and cool weather followed after flowering and delayed development of the grapes. A period of fine weather in August and September allowed the vegetation to partially make up the deficit. Because of the unfavourable weather, 1974 was a vintage of small and often immature wines.

### 1973

The vineyards wintered well, fruit setting was good, and flowering also proceeded satisfactorily. Because of favourable weather, the harvest was earlier than in normal years. Continuous, heavy precipitation resulted in a massive *Botrytis* infection. The 1973 vintage was excellent to outstanding with full-bodied wines rich in extracts. In addition to top-quality *Prädikatswein* in Burgenland, there were also outstanding *Spätlese* and *Auslese* wines in the Wachau and Gumpoldskirchen.

### 1972

After wintering well, the vineyards produced a good budding. Both fruit setting and flowering were good. The ripening of the grapes was delayed by the unfavourable weather in the summer. The main harvest did not begin until mid-October and, because of the heavy early frost, there was considerable loss of quality. A weak vintage with small and often thin wines, low in extracts.

### 1971

Winter frost caused light damage several times. The weather remained dry all summer, resulting in poor grape formation with low juice. Not until the end of September was there significant precipitation to make the grapes somewhat juicier. The wines were rich in extracts and were marked by a high degree of maturity and great harmony.

### 1970

Because of wet and cold winter weather, budding was delayed. Flowering was also later than normal but proceeded satisfactorily. A period of inclement weather with a significant drop in temperatures also substantially delayed ripening of the grapes. Cool weather also continued during the harvest, and in mid-October there was an early frost. The wines of this harvest were for the most part of only mediocre quality.

### 1969

A long winter, which delayed the development of the vegetation, was followed by a very hot May, which led to good budding and setting of the fruit. Very summery, dry weather led to heat damage in some areas. Following a rather prolonged rainy period, fine weather set in, permitting a smooth grape harvest. The 1969 vintage produced wines of very high quality. The *Prädikat* wines were particularly outstanding, both in volume and quality, with a sugar content as high as 50° KMW.

### 1968

In January there was severe frost damage, but by February there were springlike temperatures that accelerated vine pruning. The spring was relatively dry and warm. In the

summer and autumn, however, it was very cool and damp, leading to a *Botrytis* infection of the early varieties. The harvest was of varying quality. Because of the varied crop, this vintage produced a number of downright top-quality wines as well as others that were somewhat problematic.

### 1967

Budding was good and uniform, and flowering also occurred without problems. In July and August, however, hail damaged the vines, especially in Styria. In the months of August and September there was damage due to dry weather. From mid to late September there was lots of rain, causing severe rotting of the grapes and prompting an early start to the harvest. In Burgenland this decay often developed into noble rot, producing must readings between 45° and 50° KMW.

### 1966

Very early spring weather followed a short winter and favoured development in the vineyards. Fine weather prevailed into early summer with occasional light rain. In the months of July to August extremely high precipitation in conjunction with cold temperatures delayed development. But with few exceptions, the grapes harvested at the beginning of October were in outstanding condition. This vintage had generally high sugar content, but the low acidity had a detrimental effect. The vintage year must be considered only mediocre.

### 1965

Because of a prolonged winter, budding and flowering were delayed. In some places the poor weather conditions caused *Peronospora* (downy mildew) infection, while in Styria there was damage caused by hail. The beginning of dry weather in October resulted in a certain ripening of the grapes. This vintage produced immature, small and thin wines and was one of the worst vintages in terms of quality.

### 1964

There was no winter damage. Flowering was favourable without losses due to blossom drop. Fruit setting was above average, raising expectations of a large crop. The harvest, however, was impaired by constant rain. The harvest was the biggest in Austrian history, and despite the large volume, the wines for the most part were of high quality and suitable for ageing.

### 1963

The winter began early and was severe and very long. This led to severe damage to the vines. Pruning did not get underway until the end of April, but by the end of May grape development was very advanced. A prolonged dry spell began in July. At the end of August there was sufficient rain for the berries to develop noticeably, but there was grape rot in some areas. Because the harvest was begun late and the weather was fine, the volume was large and the quality high. In some cases the must readings were as high as 42° KMW. This was a good to excellent vintage with outstanding *Prädikat* wines, especially in Burgenland.

### 1962

Encouraged by the weather, vegetation and budding began early. But because of very wet and cold weather from Easter to mid-July, flowering was late with heavy losses due to blossom drop. A dry spell followed with occasional thunderstorms that caused severe



damage due to hail and flooding. The harvest began very late. Apart from the Wachau, this vintage was of only mediocre quality.

### 1961

Because of mild winter weather, pruning began early. Budding was excellent. Very cold and rainy weather began in May and lasted for some time, causing part of the fruit to atrophy. In addition there was severe rain damage. In August a dry spell began, which lasted throughout the harvest. Because of the drought, the vines could not take advantage of the late autumn sun. In general the wines were of low acidity.

### 1960

The winter was without frost damage. Budding, however, was very uneven. Because of the favourable weather, flowering was generally good. In several areas disease and pests resulted in an early harvest. The fine and frost-free autumn provided opportunities for improving quality. A particular problem was a plague of starlings. The year 1960 produced wines of mediocre to average quality.

## 1.7 Assessment of the 2001-1991 Vintages

Year		Wachau, Kremstal, Traisental	Kamptal, Donauland	Weinviertel	Carnuntum, Thermen- region	Burgenland	Steiermark	Wien
2001	white	17,5	17,5	16,5	17	16	17	16,5
	red	-	-	-	16	16,5	-	-
	sweet	-	-	-	16,5	17	-	-
2000	white	18	17,5	17	18	16,5	18	16,5
	red	-	-	17	19,5	19,5	-	-
	sweet	-	-	-	-	-	-	-
1999	white	19	18	17	17,5	16,5	17,5	17
	red	-	-	16	17	17,5	-	-
	sweet	-	-	-	17,5	18	-	-
1998	white	17	17	16	16	16	16,5	16
	red	-	-	14,5	16	15,5	-	-
	sweet	-	-	-	17	17,5	-	-
1997	white	19	18	16,5	16	17	19	16,5
	red	-	-	16,5	17,5	18	-	-
	sweet	-	-	-	- **	- **	-	-
1996	white	14,5	15	14	15	15	15	14
	red	-	-	13	16	14,5	-	-
	sweet	-	-	-	16	16,5	-	-
1995	white	18	18	16,5	16,5	17	16,5	16
	red	-	-	14	15	15	-	-
	sweet	19 *	-	-	19,5	20	-	-
1994	white	16	16	15	14,5	15	16	16,5
	red	-	-	15,5	16,5	17,5	-	-
	sweet	-	-	-	- **	15	-	-
1993	white	17,5	17,5	16,5	16,5	16	18	17,5
	red	-	-	15	16,5	18	-	-
	sweet	-	-	-	17,5	18	-	-
1992	white	16,5	16,5	15	16	15,5	17	16
	red	-	-	16	16,5	17,5	-	-
	sweet	-	-	-	16	15,5	-	-
1991	white	15	15	14	14,5	15	13,5	15
	red	-	-	13	13	13,5	-	-
	sweet	-	-	-	17,5	17,5	-	-

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**Key**

\* Sweet-wine vintage in a wine-growing area that is otherwise of no importance in this sector.

\*\* No sweet wines from this vintage in quantities worth mentioning

**Bold figures** **Not yet developed, still ageing.**

Normal figures Drink now or continue to age.

*Italic figures* *Drink soon, perhaps already past its prime.*

*Source: A Guide to Austrian Wines (Österreichischer Weinführer) by Dr. Viktor Siegl and Dr. Rudolf Steurer, revised by V. Siegl, 2002*

## 2. The Austrian Wine Industry

### 2.1 Economic Importance of the Wine Industry in Austria

The total income in 2001 for the land and forestry industry increased once again. The development analysis has been divided into sectors with plant production increase in 2001 at 70 million Euros and a total of 1.367 billion Euros and similar result to 1999. The gross yield of wine production made up 293 million Euro of this total; a 10% increase over the previous year. The increased value development appears to continue its positive trend. The total gross yield from the land and forestry production in 2001 lies at an estimated 4.79 billion Euros.

#### Gross Yields of Agriculture and Forestry (by product groups excl. VAT)

	1997	1998	1999	2000	2001*
Plant production	1,244	1,333	1,358	1,297	1,367
<b>(Wine industry share)</b>	<b>(211)</b>	<b>(292)</b>	<b>(307)</b>	<b>(268)</b>	<b>(293)</b>
Animal production	2,398	2,268	2,204	2,364	2,509
Final output agriculture	3,642	3,601	3,562	3,661	3,876
Final output forestry	978	982	987	901	913
<b>Final output agriculture and forestry</b>	<b>4,620</b>	<b>4,583</b>	<b>4,549</b>	<b>4,562</b>	<b>4,789</b>

(Figures in millions of EUR)

\* preliminary figures

#### Total Wine Production Development over the past Decade

1992	EUR	230.3	million
1993	EUR	186.4	million
1994	EUR	262.8	million
1995	EUR	228.9	million
1996	EUR	230.6	million
1997	EUR	211.1	million
1998	EUR	292.2	million
1999	EUR	307.0	million
2000	EUR	262.5	million
2001	EUR	293.4	million (preliminary)

Source: WIFO; Land and Forestry Economic Statistics, 2002

## 2.2 Grape Harvests 1960-2001

<b>Grape Harvest 1960-2001</b>						
<b>Year</b>	<b>Total</b>	<b>Average</b>	<b>NÖ</b>	<b>BGLD</b>	<b>STMK</b>	<b>WIEN</b>
	<b>in hl</b>	<b>in hl/ha*</b>	<b>in hl</b>	<b>in hl</b>	<b>in hl</b>	<b>in hl</b>
1960	897,500	29.1	no figure	no figure	no figure	no figure
1970	3,096,100	74.0	no figure	no figure	no figure	no figure
1978	3,366,278	69.2	1,851,104	1,390,224	91,268	33,682
1979	2,773,006	57.0	1,773,316	875,799	89,469	34,395
1980	3,086,422	57.2	1,984,465	967,130	101,795	33,032
1981	2,085,168	38.0	1,093,085	903,104	67,107	21,872
1982	4,905,651	88.1	3,050,837	1,663,511	143,979	47,324
1983	3,697,925	66.4	2,316,795	1,248,601	98,039	34,490
1984	2,518,918	45.6	1,461,392	927,553	109,057	20,916
1985	1,125,655	21.0	438,409	603,623	68,018	15,605
1986	2,229,845	40.8	1,144,972	936,186	124,925	23,709
1987	2,183,623	40.6	1,131,654	748,259	98,965	22,659
1988	3,502,457	65.1	1,967,369	1,398,647	110,289	25,936
1989	2,580,861	47.7	1,520,179	930,467	109,652	20,395
1990	3,166,290	57.6	1,717,299	1,291,974	133,571	23,230
1991	3,093,259	56.2	1,858,737	1,070,231	135,127	28,967
1992	2,588,215	48.3	1,599,132	842,682	125,865	20,087
1993	1,865,479	37.0	1,238,341	452,249	150,668	23,909
1994	2,646,635	53.0	1,665,645	800,098	150,211	23,089
1995	2,228,969	45.9	1,359,105	739,084	111,077	19,056
1996	2,110,332	43.5	1,394,962	547,433	133,481	28,377
1997	1,801,430	37.8	921,032	713,351	148,546	18,501
1998	2,703,170	56.4	1,609,853	932,430	137,238	23,268
1999	2,803,383	58.5	1,865,223	781,120	139,361	17,281
2000	2,338,410	44.1	1,491,605	678,372	156,250	11,478
2001	2,530,576	54.8	1,545,328	777,925	186,025	20,584

Source: Statistic Austria, Federal Ministry for Land and Forestry, Environment, and Technology (BMLFUW), Fast Report 2002

\* calculated on the basis of the productive vineyard area in ha

The following is a comparison of harvest development since 1960:

<b>Share in % *</b>	<b>1960</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>1994</b>
<b>White wine</b>	87.1	88.0	84.1	80.9	81.4
<b>Red wine</b>	9.2	11.2	15.8	19.1	18.6

<b>Share in % *</b>	<b>1997</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>White wine</b>	70.9	74.7	71.2	69.5
<b>Red wine</b>	28.5	25.3	28.8	30.5

\* rounded

Source: Statistics Austria and BMLFUW, Green Report 2002

Grape Harvest 2001

Federal State	Number of wine-growers	Productive Vineyard Area in ha	Tafelwein		Landwein		Qualitäts- and Prädikatswein		Other products *)		total	
			white	red	white	red	white	red	white	red	white	red
Burgenland	7,652	13,485	53,772	21,571	15,741	6,779	336,972	325,013	14,708	3,370	421,193	356,733
Lower Austria	17,237	28,350	205,675	13,873	92,822	22,124	871,827	321,127	15,096	2,783	1,185,420	359,907
Styria	3,310	3,990	7,770	2,614	12,890	4,773	113,372	42,577	1,211	818	135,243	50,782
Vienna	281	335	1,400	226	2,671	422	12,856	2,986	10	13	16,937	3,647
Carinthia	6	1	8	3	3	5	11	8			22	16
Upper Austria	6	4	-	16	7	2	35	8			42	26
Tyrol	3	7	-	-	-	-	161	220			161	220
Vorarlberg	7	12	15	13	4	3	135	57			154	73
Salzburg	-	-	-	-	-	-	-	-			-	-
total	28,502	46,184	268,640	38,316	124,138	34,108	1,335,369	691,996	31,025	6,984	1,759,172	771,404
			306,956		158,246		2,027,365		38,009		<b>2,530,576</b>	

\*) incl. Grape must concentrate, rectified

Source: BMLFUW and Statistics Austria; fast report February 2002

The 2,530,576 hl grape harvest of 2001 is approximately 5% over the annual average of 2.4 million hl and 8% above the previous year. White grapes made up 1,759,172 hl (69.5%) and black grapes 771,404 hl (30.5%) of the total harvest.

The black grape share has seen a steady increase in each of the provinces over the last years. This increase has been particularly significant in Burgenland where the black grape harvest reached 45.9% (2000:43%, 1999: 38%). The black grape harvest now makes up 23.3% of the total in Lower Austria (2000 23%, 1999:20%). In Styria and Vienna the Red wine production remains constant at 27% and 18% respectively. 61% of the total harvest came from Lower Austria, 31% from Burgenland, 7% from Styria, and 1% from Vienna (see graphic).

## 2.3 Qualitätswein in Austria 2001

### Statistics – State Inspection Numbers (1/2001 – 12/2001)

Number of state inspection numbers issued:	30,393	30,568
Number of rejections, refusals, reversals:	5,794	4,781
Number of withdrawals:	19	20
Number of applications in 2001:	35,913	35,370
Growth rate of applications (basis 1.1.2000-31.12.2001):	1.54 %	15.63%
Number of wine-growers making application:	6.059	
Cost of inspection according to tariff (in ATS):	27,647,900.20	
Inspection costs passed on (in ATS):	14,475,626.14	52.35 %

### Breakdown of State Inspection Numbers by Volume (in hl)

In the 2001 calendar year state inspection numbers were issued for a total of 1,148,268 hl of wine. White wine accounted for 723,818 hl (63 %), red wine for 405,133 hl (35.3 %) and rosé wine for 19,317 hl (1.7%).

### Breakdown according to Wine-growing Regions and Wine-growing Areas

	Volume hl 2001	% *) 2001	Volume in hl 2000
<b>Weinland</b>	<b>1,043,574</b>	<b>90.88</b>	<b>1,112,549</b>
Burgenland	172,899	15.06	159,950
Mittelburgenland	53,011	4.62	73,716
Neusiedlersee	89,084	7.76	123,853
Neusiedlersee-Hügelland	37,732	3.29	56,573
Südburgenland	6,577	0.57	6,359
Niederösterreich	112,436	9.79	112,179
Carnuntum	12,579	1.10	12,768
Donauland	43,818	3.82	46,257
Kamptal	62,930	5.48	74,753
Kremstal	84,354	7.35	84,750
Thermenregion	27,195	2.37	28,474
Traisental	9,227	0.80	8,787
Wachau	54,949	4.79	61,876
Weinviertel	276,783	24.10	262,254
<b>Steiermark</b>	<b>97,989</b>	<b>8.53</b>	<b>76,672</b>
Südoststeiermark	24,139	2.10	17,829
Südsteiermark	62,137	5.41	49,848
Weststeiermark	11,713	1.02	8,995
<b>Wien</b>	<b>6,492</b>	<b>0.57</b>	<b>7,184</b>
<b>Bergland</b>	<b>156</b>	<b>0.01</b>	<b>102</b>
others	57	0.00	46
<b>Total in hl</b>	<b>1,148,268</b>		<b>1,196,553</b>

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2002

Breakdown by Quality Levels

	<b>2000</b>		<b>2001</b>	
	<b>Volume in hl</b>	<b>% *)</b>	<b>Volume in hl</b>	<b>% *)</b>
Qualitätswein	1,069,627	89.39	1,022,198	89.02
Kabinettwein	86,854	7.26	88,581	7.71
Prädikatswein				
Spätlese	23,782	1.99	27,780	2.42
Auslese	7,695	0.64	4,754	0.41
Beerenauslese	2,919	0.24	2,019	0.18
Ausbruch	740	0.06	518	0.05
Eiswein	2,304	0.19	1,003	0.09
Strohwein	77	0.00	104	0.01
Trockenbeerenauslese	2,564	0.21	1,321	0.12

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2002

Breakdown by Variety

<b>Grape varieties</b>	<b>%</b>
Grüner Veltliner	34.8
Blauer Zweigelt	16.9
Blaufränkisch	8.0
Welschriesling	6.7
Riesling	3.7
Weisser Burgunder	3.4
Chardonnay	2.9
Blauer Portugieser	2.4
Müller-Thurgau	2.4
other varieties	18.8

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2002

## 2.4 Austria's Wine Supply and Storage Capacity 2001

Total wine stock in Austria remains nearly the same in 2001 as in the previous year at around 2.838 million hl (2000: 2.822 million hl). The proportions saw a slight shift with a reduction in table and land wine and an increase of 200,000 hl in quality wine. The storage capacity has reached a constant level of 7 million.

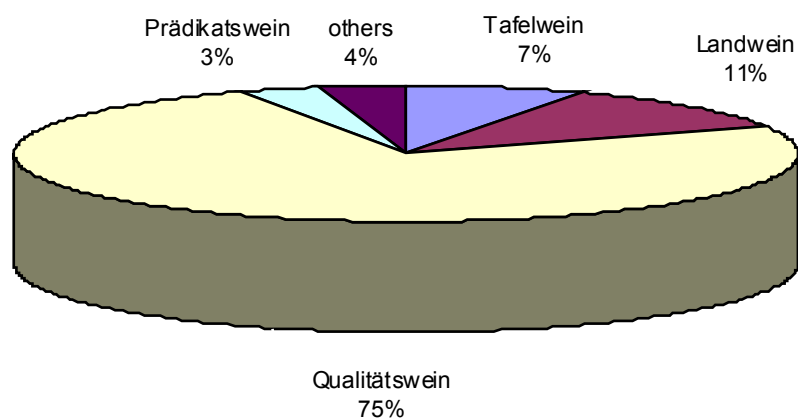
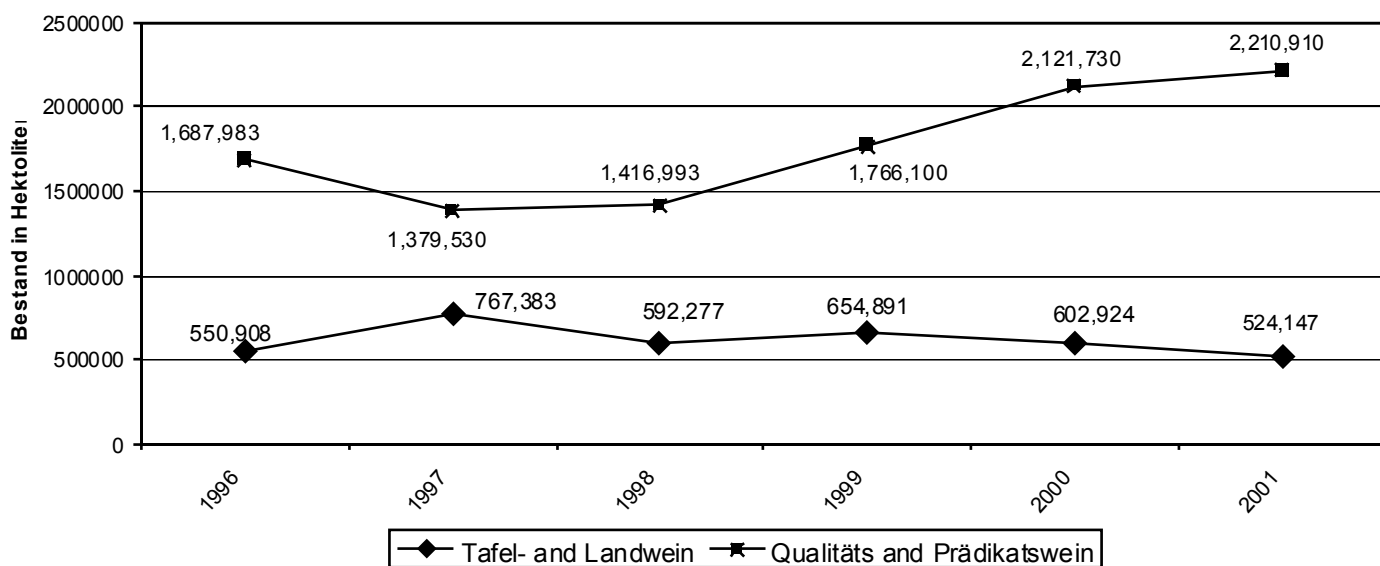
Federal States	Tafelwein	Landwein	Qualitäts- wein	Prädikats- wein	Schaum- wein	Grape must concentrated
	in hectolitres					
Burgenland	22,308	45,291	449,352	49,928	2,814	478
Carinthia	2	82	188	5	58	-
Lower Austria	159,438	215,119	1,465,537	40,156	15,805	1,073
Upper Austria	2,377	2,037	13,261	391	4,114	-
Salzburg	44	227	1,394	30	83	-
Styria	11,520	35,884	116,659	-	8,318	32
Tyrol	3,789	4,627	21,222	130	163	-
Vorarlberg	3,170	4,243	8,603	4	132	-
Vienna	6,800	7,188	42,904	1,147	31,748	15
<b>Austria 2001</b>	<b>209,449</b>	<b>314,698</b>	<b>2,119,119</b>	<b>91,791</b>	<b>63,235</b>	<b>1,598</b>
Austria 2000	253,467	349,457	1,914,421	207,309	58,613	1,908

Federal States	Grape must concentrated,, rectified <sup>1)</sup>	other products	Third- country wine	total	storage capacity in barrels, tanks und vats
	in hectolitres				
Burgenland	141	3,398	919	574,628	2,185,079
Carinthia	-	90	1	426	44
Lower Austria	329	14,581	3,135	1,915,173	4,216,417
Upper Austria	-	864	11	23,055	7,788
Salzburg	-	106	3	1,887	-
Styria	-	2,271	646	175,328	413,000
Tyrol	-	2,361	2,468	34,760	44,074
Vorarlberg	5	1,094	163	17,414	28,003
Vienna	6	4,053	1,558	95,420	134,644
<b>Austria 2001</b>	<b>481</b>	<b>28,818</b>	<b>8,903</b>	<b>2,838,093</b>	<b>7,029,050</b>
Austria 2000	779	29,150	7,279	2,822,384	7,020,721

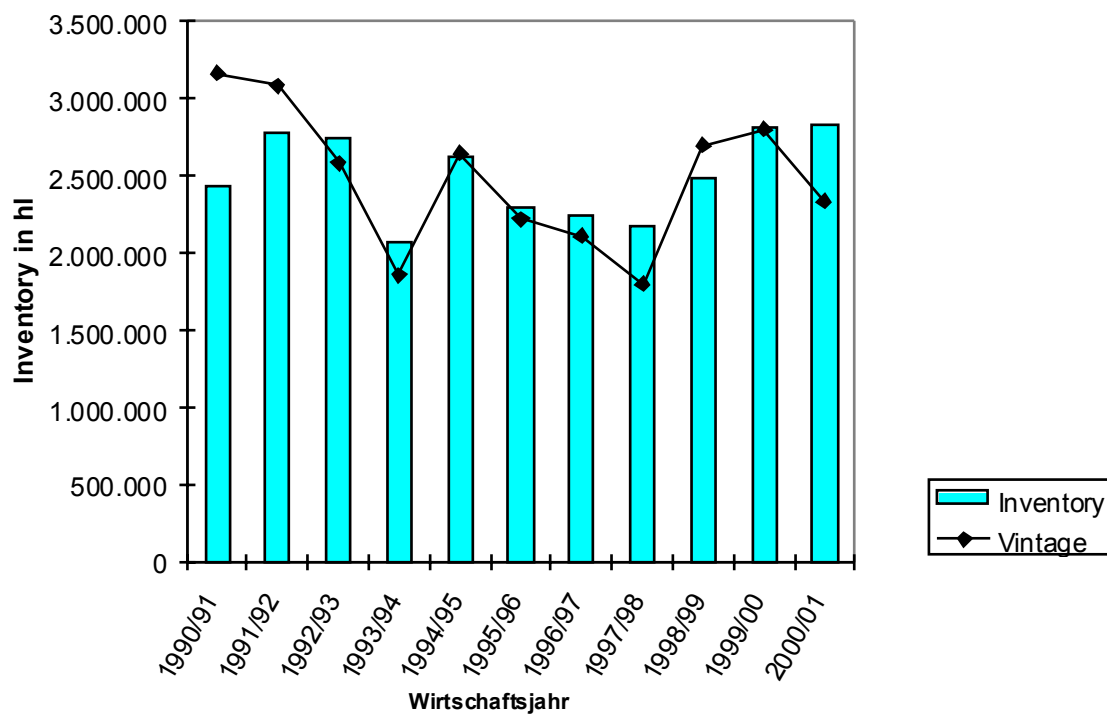
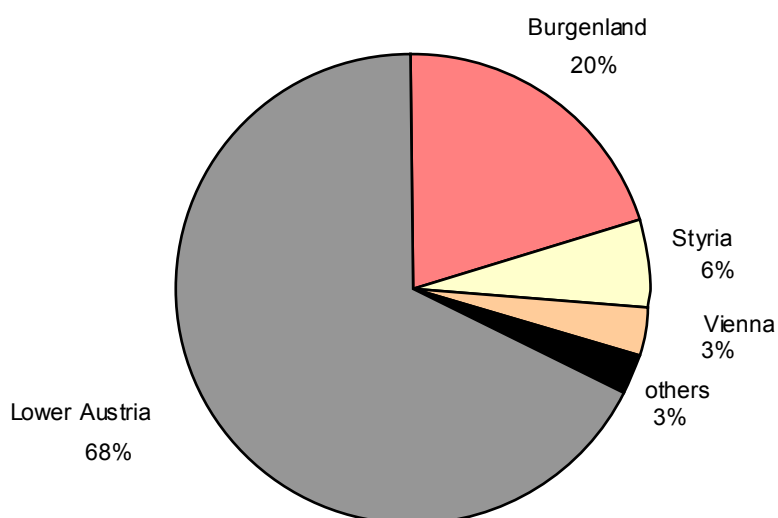
Minordiscrepancies are due to rounding.

source: Wine Inventory Report of the Provincial Governments (key date: 31/7/2001)



Share of products in the wine inventory 2001Inventory development of Tafel/Landwein and Qualitäts/Prädikatswein 1996 - 2001 in hl

## Inventory in hl 1991-2001 compared to Vintage 1990-2000

Inventory 2001 relative breakdown by Federal States

## 2.5 Development of Grape and Wine Prices

There is presently an unchanged situation on the Austrian barrel-wine market relative to the previous months. White wines in barrels are mainly exported to the east – high-quality red wines in barrels are sold out, and in the case of Burgenland no red wines at all remain available.

	1996		1997		1998		1999		2000	
	Price in € *	Index 1995 = 100	Price in € *	Index 1996 = 100	Price in € *	Index 1997 = 100	Price in € *	Index 1998 = 100	Price in € *	Index 1999 = 100
Grapes, white, mixed**; kg	0,3481	139,7	0,4513	129,6	0,2980	66,0	0,2282	76,6	0,2529	110,8
Grapes, red, mixed**; kg	0,3910	161,6	0,5349	136,8	0,3634	67,9	0,2558	70,4	0,3648	142,6
Barrel wine, white, mixed**; litre	0,5559	137,3	0,6475	116,5	0,6155	95,1	0,3466	56,3	0,2863	82,6
Barrel wine, red, mixed**; litre	0,6475	140,8	0,7761	119,9	0,7580	97,7	0,4382	57,8	0,4869	111,1
Barrel: <i>Qualitätswein</i> , white	**) )		**) )		**) )		0,4041		0,3503	86,7
Barrel: <i>Qualitätswein</i> , red	**) )		**) )		**) )		0,5312		0,6061	114,1
2-litre bottle, white, mixed**; litre	1,4084	101,6	1,4585	103,6	1,5298	104,8	1,6569	108,3	1,6555	99,9
2-litre bottle, red, mixed**; litre	1,4469	102,8	1,4949	103,3	1,5312	102,4	1,7122	111,8	1,7267	100,9
Bottles, white; 0.75 litre	2,6765	104,6	2,8684	107,2	2,8793	100,4	2,9374	102,0	3,0370	103,4
Bottles, red; 0.75 litre	2,7965	103,7	2,8691	102,6	2,9585	103,1	2,9062	98,2	3,1053	106,9

\*) in EUR excluding VAT

\*\*) mixed grapes from the same vineyard

\*\*) no data available

source: Statistics Austria

### Current data - Austrian wine market

Average prices – barrel-wine (from August 2002)

Land	price per litre (net) *	comment
NIEDERÖSTERREICH		
Qualitätswein (white)	0,18– 0,20	At the time of documentation the bulk wine market situation after the flooding of 2002 remained unchanged. The supply of white cask wines before the 2002 harvest remains larger than the demand. The price per litre rarely reaches over € 0.20.
Qualitätswein (red)	0,30 – 0,72	
BURGENLAND		
Qualitätswein (white)	0,18 – 0,20	
Qualitätswein (red)	0,30 – 0,80	

Source: Der Winzer 8/2002

\* in Euro

## 2.7 General regulations for wine production

### Austria's Wine Industry – Structural Change

In the last 20 years the small world of Austrian wine has markedly changed and opened. Various wines and origins have differing images, not only in Austria, but also abroad (see Nielsen Brand Tracking Statistics).

According to structural statistics from 1999 there are currently 32,000 farms with vineyards in Austria. Only around 2,500 of these grape growers have 5 ha of vineyards or more. The advantages and disadvantages of this incremented structure will be analysed later. A small-structured wine grape production can generally be documented in the entire EU although the acquisition of data through market organizations varies among the different countries.

On a ten-year average, Austria's annual production has been 2.5 million hl of wine grown on an area of approximately 48,000 ha. The quantity produced in the years 1995, 1996 and 1997 was far below this average. The 1998 and 1999 harvests were significantly larger than the yearly average. The 2001 harvest was just under the average.

A comparison with the EU clearly illustrates Austria's position: within the Community there are approximately 3.5 million ha of active vineyards, resulting in an average annual production of 170 million hl of wine. The position of the biggest producers in the Community – France (914,000 ha, average annual production 60 million hl) and Italy (909,000 ha, 58 million hl) – is best described as “world-market dominance”. While Spain has the largest viticultural area in the Community (1.18 million ha), because of its low average yield per ha it produces “only” around 33 million hl of wine annually (source: OIV, 1999).

At present, Austria's vineyards are planted with c. 75% white-wine vines and c. 25% red-wine varieties, although the tendency is towards a higher percentage of red-wine vines. Austrian red wines attained a level that holds up to comparison with the finest international wines. The Zweigelt has attained a definite position of leadership among the red-wine varieties, while another indigenous variety, the Blaufränkisch, has retained its position.

In the white-wine sector, Styria demonstrated in the 1990's that the Sauvignon Blanc grape is perfect for this wine-growing area. Because of this, its success is expected to spread to the other Austrian regions as Chardonnay slowly subsides.

Among the trend-setting wine-growers, production of the white “Burgundy family” is being accelerated in Burgenland, while Niederösterreich (Lower Austria) continues to produce more Grüner Veltliner and Riesling.

Among the ca. 6,500 wine-growers who bottle their wines, a society of several classes has become established on the Austrian market. Roughly speaking, it can be divided into a “three-class society”. In the “upper class” as it were are the top wine-growers who consistently win awards at the numerous wine competitions and good marks in the various wine guides. They can easily sell their products even in average vintage years. Within this elite, marketing has become diversified. Some of the top producers have gradually halted the practice of direct marketing, which used to predominate. In addition, several wine-growers from the “middle class” have managed to move up – often via the “Salon of Austrian Wine”. This “middle

class” is composed of producers who consistently market their own wines but nevertheless also (have to) sell some of them in one- or two-litre bottles.

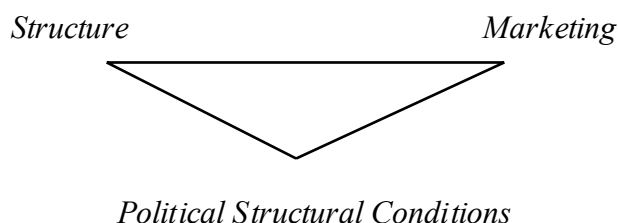
The “lower class” is composed of producers, who sell wine almost exclusively in two-litre bottles and (part of) their production in bulk. Things have become difficult since the 1998 harvest for those wine-growers who sell exclusively in bulk and for grape vendors who have no wineries of their own. Both groups saw new confirmation of the necessity for a close and permanent relationship with wine co-operatives or the wine trade in order to obtain reasonable prices in the long term. A brief commentary on the trend for Austrian barrel-wine prices follows.

The small harvests of 1995, 1996 and 1997 led to a supply shortage and loss of market share for Austrian wine on the domestic market. In the spring of 1998 the barrel-wine prices were around EUR 0.73 for white wine and EUR 1.1 for red.

The following normal harvests of 1998, 1999, 2000 and 2001 resulted in a decline in barrel-wine prices. For lower levels of white *Qualitätswein*, *Landwein* and *Tafelwein* this situation has still not changed – the lowest prices for white wine are around EUR 0.25 and EUR 0.3 (August 2002). But there are possibilities for specialisation even when there is a surplus on the barrel-wine market. Selected *Qualitätswein* of the varieties Rhine Riesling, Sauvignon Blanc, Chardonnay as well as Grüner Veltliner of the best origins can be sold for markedly higher prices. Austrian red wine, even of the simplest quality, fetches prices of more than EUR 0.73.

Alongside the conversion of vineyards supported by the EU (see Variety adjustment programme) and distillation, the only thing that in the long term can improve this situation, which is hardly satisfactory to any of the affected parties, is a clear restructuring of the barrel-wine supply (DAC wine, *Qualitätswein* with designated origin, *Landwein* and *Tafelwein*). This will be a priority responsibility for the regional wine committees.

*The **Bacchus Study 2000**, which is a concrete analysis of the **Austrian wine industry** from the year 1994, clearly depicts the problems of the Austrian wine industry in form of "problem-triangle".*



*Structural deficits are created by:*

- *the low average business size of the wine producers and marketers*
- *the high share of barrel-wine sales without contractual relationships with marketers*
- *the large fluctuation in the size of harvests*

*Marketing weakness is expressed in:*

- *product and producer brands that are lacking in prominence*
- *low access to efficient international sales channels*
- *lack of international companies in the Austrian wine industry*

Source: BACCHUS STUDY 2000, Vienna, 1994

Even though the findings of the Bacchus Study 2000 still retain a certain validity, positive tendencies can be clearly seen in a number of areas.

- Political structural conditions  
The repeal of the tax on alcoholic beverages has to a great extent evened out competitive conditions within the wine industry.
- Structure  
The problems that are found in the structural area of the domestic wine industry can be solved primarily by shifting vineyards to areas less susceptible to frost, shutting down some wineries, merging vineyards, or farming them as a secondary occupation. The Austrian programme of vineyard conversion addresses these problems in a number of ways (see also Chapter 1.3)
- Marketing  
The establishment of regional Wine Committees will permit the definition of common brands for origins. After their establishment, they will help to even out the existing lack of profile with respect to brands for products and producers.

## 2.7 EU Wine Trade Regulations Reform – a Chance for Austria

### Grape Variety Balance

Current reforms of the EU wine trade regulations open opportunities for Austria. Beginning with 2000/2001 Austria is able to take advantage of a subsidizing programme for improving wine cultivation. Financial aid is available to promote measures taken to adjust wine production to fit market demands.

The reformed joint wine trade organization will no longer promote passive intervention methods such as distillation and supply holding to combat the problems of surplus wine, but actively aid in adapting vineyards to produce marketable wines. Although Austria has no structural wine surplus, for the first time ever the wine branch will have the possibility to access EU subsidies for vineyard improvement.

The Agricultural Department has drawn up outlines for planned vineyard conversions in Austria and each grape grower can choose suitable measures to fit his situation. Grape variety conversion, higher vine density (less stress per vine), rationalization of scattered vineyard parcels, shift of vineyards to slopes (less frost danger, better quality grapes), building of terraces and reinforcement of escarpment vineyards (erosion prevention), quality improving irrigation, as well as financial compensation for vine removal are some of the supported options open for wine grape growers.

### Conversion Measures

How large a budget will be put at the dispense of Austria from the European Union until 2005 can only be estimated. Between 45 and 50 million Euro is the current estimate, which is not much higher than the sum of all the applications already received by the Federal Ministry for Agriculture, Forestry, Environment, and Water Supply (BMLFUW) since the beginning of the reform programme.

Statistics of current applications for planned reforms in Austria can thus be analysed as follows:

	Applications	Grape Variety Conversion (ha)	Euro	Vineyard Parcel Rationalization (ha)	Euro	Irrigation (ha)	Euro
Burgenland	2.461	1.948	11.736.723	3	13.536	1.424	4.850.311
Lower Austria	3.699	2.515	10.739.628	52	571.225	271	897.659
Styria	626	535	4.968.036	0	320	19	63.745
Vienna	24	11	68.257	0	0	6	19.376
<i>Austria</i>	<i>6.810</i>	<i>5.009</i>	<i>27.512.645</i>	<i>56</i>	<i>585.081</i>	<i>1.720</i>	<i>5.831.090</i>

	Escarpment Re- inforcement (metre)	Euro	Stone Terraces (m <sup>2</sup> )	Euro	Vine Removal (ha)	Euro	<i>Total Euro</i>
Burgenland	2.361	25.151	1.521	55.271	1.268	2.761.637	19.442.629
Lower Austria	41.225	295.036	49.771	1.775.067	1.697	2.855.856	17.134.471
Styria	37.560	271.434	3.222	109.736	206	322.814	5.736.085
Vienna	0	0	412	14.972	8	12.849	115.454
<i>Austria</i>	<i>81.146</i>	<i>591.621</i>	<i>54.926</i>	<i>1.955.046</i>	<i>3.179</i>	<i>5.953.156</i>	<i>42.428.639</i>

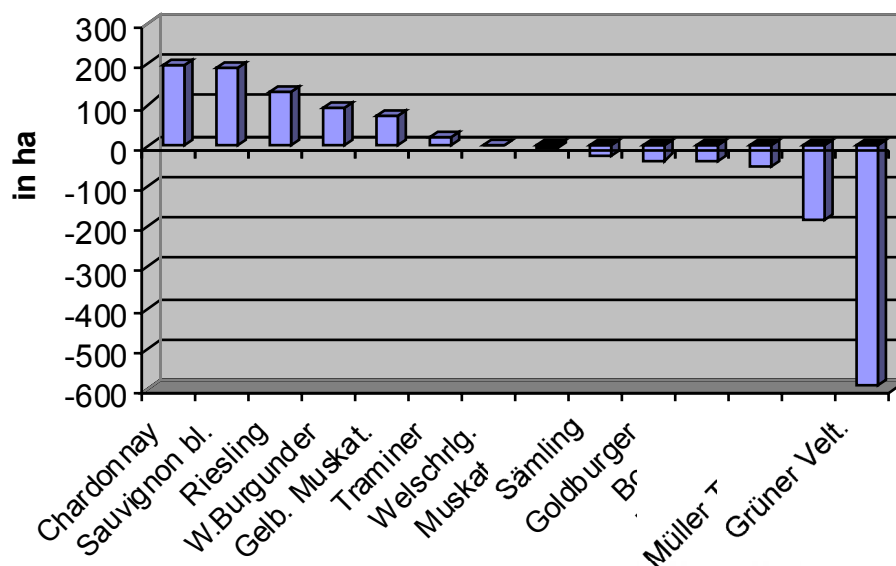
This table shows all the computer data from the Federal Ministry for Agriculture, Forestry, Environment, and Water Supply (BMLFUW) and includes both applications that have already been financed and those that are planned in the future. It can be said without exaggeration that these vineyard adaptations will bring and are already bringing fundamental changes in the Austrian wine industry.

More than 6,000 wine growers presented applications with conversion plans. These plans include 5,000 ha of new vineyards, which is 10% of the country's current total vineyard area. Irrigation to prevent harvest loss and to ensure quality is planned for 1,720 ha. Vineyard escarpment reinforcement will make up 81 km and 55,000 m<sup>2</sup> of stone walls for vineyard terraces will be built or repaired. A vine pulling scheme will cover 3,100 ha. Subsidies of 42.4 million Euros have been committed for all of these measures; 19.6 million Euros have already been paid out.

### Grape Variety Conversion

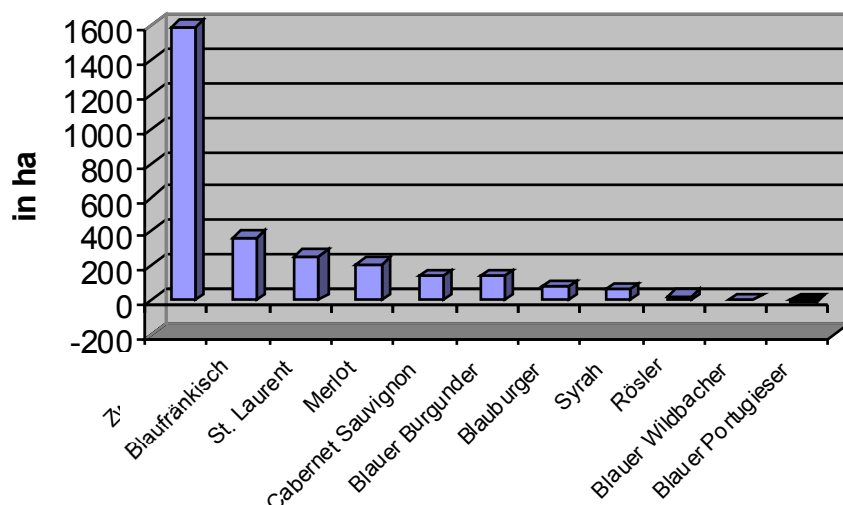
The most interesting aspect of the planned vineyard conversions in Austria is naturally the changes in the selection of grape varieties.

## Variety Proportions WHITE





## Variety Proportions RED



If one takes the current variety proportions minus the planned vine removal and adds the 5,000 ha of new vineyards, the popular new favourite becomes quite apparent. By the end of the planned adaptations there will be a total of 1,597 ha of Zweigelt in Austria. The vineyard area of nearly all the major Austrian red wine varieties will expand, except Blauer Portugieser which will lose 6 ha. Blaufränkisch gains 366 ha, St. Laurent 255 ha, and Merlot 208 ha. All black grape varieties together will increase by 2,865 ha (new vineyards 3,184 ha minus 319 ha pulled vines).

Among the white grape varieties there are winners and losers. Total vineyard area of Chardonnay will increase by 200 ha, Sauvignon Blanc by 191 ha, Riesling by 135 ha, Pinot Blanc by 93 ha, and interestingly the Gelber Muskateller will gain 73 ha. On the other side, Grüner Veltliner will lose 590 ha and Müller Thurgau 179 ha. The reduction of Grüner Veltliner can be seen as relatively small considering a total current area of 19,000 ha of the variety. With total new plantings of white grapes at 1,738 ha and removed vines equalling 1,940 ha, the total white grape area will decrease by 202 ha. In addition 606 ha of mixed variety vineyards will be grubbed up where no specific variety can be designated.

The overview of grape varieties in the various provinces is as would be expected. **Burgenland** polarizes increasingly in the direction of red wine and will have an expansion of 2,522 ha of black grape varieties compared to a decrease of 532 ha in the white grape sector. In the proportion of varieties there are also no great surprises: Zweigelt gains 651 ha and Blaufränkisch gains 341 ha, and all other black grape varieties also increase along with the two white wine varieties Chardonnay (+61 ha) and Sauvignon Blanc (+37 ha). All the other white grape varieties see a decrease including Grüner Veltliner (-277 ha), mixed variety vineyards (-313 ha), and Müller Thurgau (-93 ha).

The difference in changes between black and white grape varieties is not as extreme in **Lower Austria**. The red wine production will also see an increase here with an additional 876 ha Zweigelt and all other black grape varieties expanding a total of 1,254 ha. The shift is much milder in the white grape sector with 1,021 new vines being nearly equal to the removal of 1,074 ha. Riesling increases 129 ha and Chardonnay 74 ha, while decreases are seen with Grüner Veltliner (-213 ha) and Müller Thurgau (-93 ha).

**Styria** remains faithful to white wine. A vineyard area increase of 383 is dedicated primarily to Sauvignon Blanc (+ 111 ha), Welschriesling (+72 ha) and Pinot Blanc (+79 ha). The expansion of 89 hectares in the red wine sector is due nearly completely to the new plantings of Zweigelt (+71 ha). The Schilcher boom appears to have reached its end with only a small increase of 2.9 ha for Blauer Wildbacher.

LOWER AUSTRIA (NIEDERÖSTERREICH – NÖ)							
Black Grape Varieties h a				White Grape Varieties h a			
Variety	New Plantings	Vine Removal	Total	Variety	New Plantings	Vine Removal	Total
Zweigelt	918.2	42.6	875,6	Grüner Veltliner	454.7	767.6	-312.9
St. Laurent	98.9	3.5	95,4	Riesling	150.7	22.2	128.5
Blauer Portugieser	81.1	96.8	-15,7	Welschriesling	116.8	83.1	33.7
Blauburger	73.2	6.8	66,4	Chardonnay	76.7	2.5	74.2
Merlot	71.5		71,5	Weissburgunder	59.9	27.9	32.0
Blauer Burgunder	56.3	3.5	52,8	Sauvignon Blanc	44.0		44.0
Cabernet Sauvignon	54.0		54,0	Gelber Muskateller	35.3		35.3
Blaufränkisch	26.7	1.6	25,1	Müller Thurgau	34.7	127.5	-92.8
Syrah	13.2		13,2	Frühroter Veltliner	18.4	27.5	-9.1
Roesler	10.7		10,7	Traminer	12.2		12.2
Rathay	3.1		3,1	Neuburger	10.1	16.2	-6.1
Cabernet Franc	2.2		2,2	Muskat Ottonell	7.8		7.8
<b>Total</b>	<b>1,409.1</b>	<b>154.8</b>	<b>1.254,3</b>	<b>Total</b>	<b>1,021.3</b>	<b>1,074.5</b>	<b>-53.2</b>

Lower Austria Overview			
Black Grapes	1,409.1	154.8	1,254.3
White grapes	1,021.3	1,074.5	-53.2
Diverse	42.6	45.9	-3.3
Mixed Variety Vineyards		313.6	-313.6
<b>Total</b>	<b>2,473.0</b>	<b>1,588.8</b>	<b>884.2</b>

BURGENLAND (Bgl d)							
Black Grape Varieties h a				White Grape Varieties h a			
Variety	New Plantings	Vine Removal	Total	Variety	New Plantings	Vine Removal	Total
Zweigelt	717.5	66.6	650.9	Chardonnay	79.7	19.1	60.6
Blaufränkisch	415.3	74.4	340.9	Welschriesling	38.6	141.8	-103.2
St. Laurent	160.0		160.0	Sauvignon Blanc	36.7		36.7
Merlot	136.4		136.4	Weissburgunder	26.5	44.8	-18.3
Cabernet Sauvignon	83.8		83.8	Muskat Ottonell	20.9	36.5	-15.6
Blauer Burgunder	69.7		69.7	Grüner Veltliner	17.1	294.5	-277.4
Syrah	45.6		45.6	Riesling	13.8	15.7	-1.9
Blauburger	14.8	4.1	10.7	Gelber Muskateller	5.7		5.7
Cabernet Franc	13.2		13.2	Bouvier		35.9	-35.9
Roesler	10.7		10.7	Goldburger		34.6	-34.6
				Müller Thurgau		84.4	-84.4
				Neuburger		43.2	-43.2
				Sämling 88		20.3	-20.3
<b>Total</b>	<b>1,667.0</b>	<b>145.1</b>	<b>1,521.9</b>	<b>Total</b>	<b>239.0</b>	<b>770.8</b>	<b>-531.8</b>

Burgenland Overview			
Black Grapes	1.667.0	145.1	1,512.9
White grapes	239.0	770.8	-531.8
Diverse	38.9	66.6	-27.7
Mixed Variety Vineyards		213.2	-213.2
<b>Total</b>	<b>1.944.9</b>	<b>1,195.7</b>	<b>740.2</b>

STYRIA (Steiermark - Stmk)							
Black Grape Varieties h a				White Grape Varieties h a			
Varieties	New Plantings	Vine Removal	Total	Variety	New Plantings	Vine Removal	Total
Zweigelt	77.8	7.1	70.7	Sauvignon Blanc	111.9	1.3	110.6
Blauer Wildbacher	15.5	12.6	2.9	Welschriesling	102.9	31.4	71.5
Blauer Portugieser	9.2		9.2	Weissburgunder	87.8	8.8	79.0
Cabernet Sauvignon	5.7		5.7	Chardonnay	65.3		65.3
				Gelber Muskateller	35.8	3.9	31.9
				Müller Thurgau	31.0	33.3	-2.3
				Pinot Gris	13.9		13.9
				Traminer	10.7		10.7
				Sämling 88	9.7	16.1	-6.4
				Riesling	8.6		8.6
<b>Total</b>	<b>108.2</b>	<b>19.7</b>	<b>88.5</b>	<b>Total</b>	<b>477.6</b>	<b>94.8</b>	<b>382.8</b>

Styria Overview			
Black Grapes	108.2	19.7	88.5
White Grapes	477.6	94.4	382.8
Diverse	20.7	23.4	-2.7
Mixed Variety Vineyards		88.9	-88.9
<b>Total</b>	<b>606.5</b>	<b>226.8</b>	<b>379.7</b>

The Federal Ministry for Agriculture, Forestry, Environment, and Water Supply (BMLFUW) is still accepting applications for vineyard conversion plans. Because of the shifting of available EU funds from year to year, no guarantee for financing can be given. According to the present situation it is still advisable to apply for financial aid for necessary vineyard improvements.

As a closing statement it is important to note that the high standard of integrity of all vintners, consultants, and administrators involved has lead to an efficient handling of the vineyard improvement process. This is a significant factor in the continued upward trend of Austrian wine production.

*Source: Dr. Schmid, BMLFUW; 2002*

## **2.9 The Austrian Wine Committees**

The establishment of interprofessional committees has a long tradition in many of the classic wine countries, particularly in France. All sectors of the wine branch in each region work together on a committee for an optimal economic solution. After extensive discussions and assessment procedures, the Austrian Federal Minister for Agriculture, Forestry, Environment, and Water Supply signed the decree for the establishment of interprofessional committees in the wine branch. This decree meets the long-time wish of the Austrian wine branch for the instalment of such organizations

The fundamental level of the organization of interprofessional wine committees is regional.

### **Regional Wine Committees**

Regional wine committees are made up of representatives of the essential sectors of each respective region's wine branch. Not only are the interests of merchants, grape growers, and bulk wine producers represented, but also those of small vintners and large well-marketed wineries. Together it is their responsibility to fulfil the following tasks:

- The primary task is to analyse the specific areas and enhance the coordination of sales. This can include general contract agreements like supply or operational contracts.
- Marketing measures for specific regional needs can be agreed upon with the Austrian Wine Marketing Board. The Austrian Wine Marketing Board's budget has been drastically increased to support regional advertising.
- If a regional committee agrees that it distinguishes the regional identity, D.A.C. specifications can be established for typical quality wines with geographic origins according to federal outlines.

### **National Wine Committee**

The National Wine Committee serves as an administrative filter between the resolutions of Regional Wine Committees and the Federal Ministry for Agriculture, Forestry, Environment, and Water Supply. Specific responsibilities of the national wine committee include:

- The national wine committee must verify that the proportion of the nominated members of each regional committee reflects the market significance of the diverse regional branch sectors.
- The national wine committee must ensure that the regional committees' establishment of D.A.C. wines and other resolutions are in the general interest of the Austrian wine industry.

The national wine committee is appointed by the Federal Minister for five years and consist of:

- Nine members from the wine production sector as nominated by the President Conference of the Agricultural Commerce Chamber, whereby at least two members must be representatives from wine producing cooperatives.
- Nine members of the wine trade sector as nominated by the Federal Chamber of Commerce, whereby at least two members must be representatives from the sparkling wine production.
- In addition there are members with consulting functions without voting rights that advise members and carry out committee resolutions in their various positions. These consulting members consist of one expert from each of the wine producing provinces from the Ministry of Agriculture, one expert each from the Agricultural Commerce Chamber and the Federal Chamber of Commerce, as well as the director of the Austrian Wine Marketing Board Ltd.

It is essential that the National Wine Committee has a balanced membership from all sectors of the wine branch. The committee should serve as a platform for listing and discussing all appropriate options for improving and enhancing the marketing of Austrian wine. Although quality wines are the main focus, Austrian land wine and sparkling base wines are also a responsibility.

The central element of the interprofessional committees remains with the Regional Wine Committees. The Regional Wine Committees play the most significant role in the decision making process and work autonomously. Only resolutions that have legal consequences require the National Wine Committee's approval. Because it is vital for each region to exploit its potential, all competent members of the wine branch have the duty to assist their respective regional committee.

### **Establishment of Regional Wine Committees**

The regulations for the establishment of Regional Wine Committees are anchored a decree from the Federal Minister for Agriculture, Forestry, Environment, and Water Supply on the March 30<sup>th</sup>, 2001. Presently, the following regional wine committees have been designated:

A Regional Wine Committee shall undertake the following specific tasks:

1. Enhance awareness and transparency as regards the production and marketing of *Qualitätswein* with the aim of achieving a better co-ordination of sales.
2. Conduct market research and implement marketing measures in co-operation with the Austrian Wine Marketing Board. These marketing measures must be in keeping with the image of Austrian wines as a whole.
3. Develop procedures and technologies aimed at improving product quality.
4. Draw up standard agreements, such as supply contracts and cultivation agreements.
5. Define the conditions for the production and marketing of regionally typical *Qualitätswein* with a distinctive profile of origin.

The Committees are designated “Regional Wine Committees” combined with the name of their local area of jurisdiction. The goal is to set up one Wine Committee per wine-growing region. This principle may be departed from in justified cases.

The Regional Wine Committees are composed of local representatives of the wine industry in each area. Examples of representatives of the wine industry are:

- Grape growers
- Wine producers
- Wine merchants
- Representatives of co-operatives
- Producers of sparkling wines
- Brokers etc.

The composition of the Regional Wine Committees must at any rate reflect the specific features of their particular area. This means that the number of members comprising local representatives of the wine industry will be weighted according to the amount of wine actually marketed. At the same time, the number of grape growers, wine producers, members of co-operatives, wine merchants etc. must also be taken into account. However, provided that the market participants agree, the above-mentioned weighting may take into consideration not only the current position, but also the possible future situation (i.e. the target) of the market.

A Regional Wine Committee shall consist of at least five members.

The number of members may not exceed the following limits:

In a wine-growing region,

- |  |            |
|--|------------|
| 1. with less than 1,000 ha of vineyards:         | 7 members  |
| 2. with between 1,000 and 5,000 ha of vineyards: | 15 members |
| 3. with more than 5,000 ha of vineyards:         | 21 members |

The members of the Regional Wine Committees are recommended by the Presidential Conference of the Austrian Agricultural Chamber and the Austrian Chamber of Commerce through their respective local and regional organisations and are then appointed by the Federal Minister for Agriculture and Forestry, the Environment and Water Management for a period of five years. This recommendation requires the approval of the National Wine Committee.

Presently, the following regional wine committees have been designated:

1. Carnuntum\*
2. Thermenregion\*
3. Traisental\*
4. Wachau\*
5. Burgenland\*\*
6. Weinviertel\*\*
7. Kremstal\*\*\*
8. Wien\*\*\*

\* National Committee resolution, September 5th, 2001

\*\* National Committee resolution, November 28<sup>th</sup>, 2001

\*\*\* National Committee resolution, March 18<sup>th</sup>, 2002

\*\*\*\* National Committee resolution, June 12<sup>th</sup>, 2002

## 2.10 The Value of Origin

An important goal will be to emphasise the unmistakable quality of Austrian wines, i.e. the creation of a unique identity, independent of price. In the long term, only clearly positioned products (in all price categories) will be able to maintain their edge on both national and international markets in the wake of increasingly fierce competition.

This goal can be achieved only if the consumer is given clear messages and information via the product itself. The best wine in the world is of no value if a potential buyer cannot recognise it clearly and distinctly.

The diversity of Austria's wine landscape, which is characterised by small wine-growing regions, a wide variety of grapes (some of which are hardly known internationally), a large number of quality grades and, above all, a broad range of different types of wine in one and the same region, makes Austrian wines difficult to export on the one hand and, on the other, does not provide much guidance for domestic consumers who do not profess to be wine experts.

Traditionally, Austria's wine industry has always been oriented to origin. It was only in the 1950s that, based on the German model, wines in this country became classified according to grape varieties and quality grades, which in turn were determined by the must sugar content. Based on these considerations, some six years ago the Austrian Wine Marketing Board embarked on discussions aimed at placing a stronger emphasis on origin in Austrian wine legislation. The core of this strategy, in line with the appellation policy that has been used by southern wine-producing countries since time immemorial, is to limit the designation of origin from a wine-growing area to just a few characteristic wine types, while all other varieties or quality grades are sold under the label of the new provincial wine-growing regions such as Niederösterreich und Burgenland (Lower Austria and Burgenland).

In other words: given the structural weaknesses and concomitant price fluctuations prevailing in Austria's wine industry, the range of products should be better segmented. Independent of the names of prominent wine estates, wines with a prominent designation of origin can thus maintain their price levels even when harvests are large.

The specific work undertaken by the Regional Wine Committees should not only ensure that these goals are achieved, but should also serve to strengthen the foundations of the Austrian wine industry in the long term. Based on the market data received, the Wine Committees ascertain how much wine is actually sold under the respective label of origin. For future harvests, the relevant Wine Committee could regulate the amount of regional quality wines offered by introducing additional quality standards to supplement the legal provisions (e.g. selling regional quality wines with inspection numbers by the barrel or by not selling grapes for regional quality wines without first concluding a specific vineyard agreement with the buyer). This should also ensure that wine sold by the barrel maintains reasonable prices. Price fluctuations would then be possible only in the case of *Tafelwein*, *Landwein* and *Qualitätswein-Bundesland*, which would absorb any "surplus".



### 3 The Austrian Market

#### 3.1 Domestic Wine and Sparkling Wine Consumption

##### 3.1.1 Domestic Wine Consumption

Consumption from 1980/81 to 2000/01

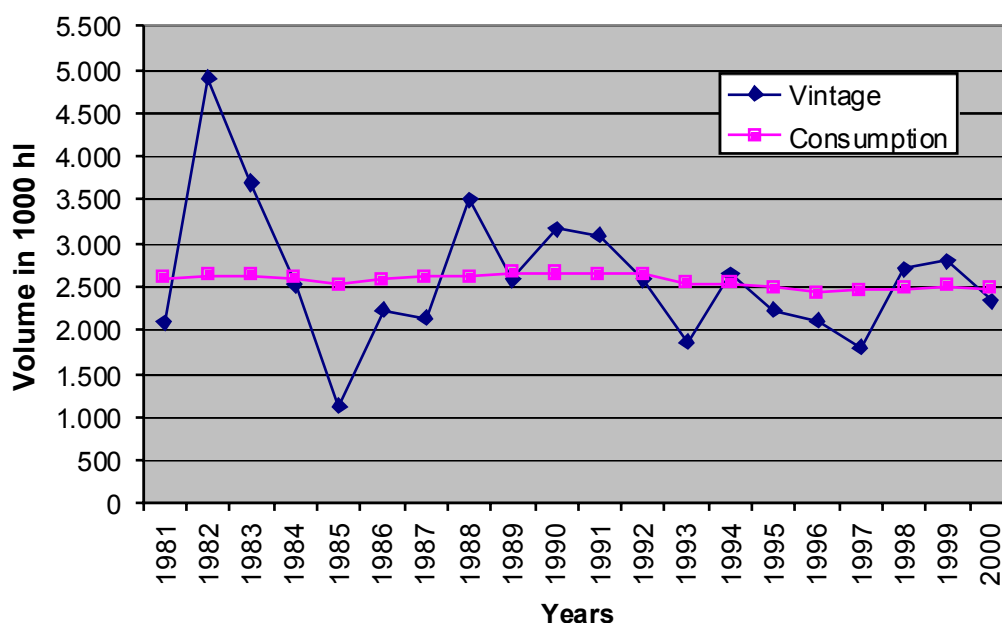
Year	Consumption in hl	Year	Consumption in hl	Year	Consumption in hl
80/81	2,617,906	87/88	2,612,580	94/95	2,536,706
81/82	2,594,786	88/89	2,621,115	95/96	2,496,582
82/83	2,626,493	89/90	2,669,761	96/97	2,425,859
83/84	2,622,734	90/91	2,654,359	97/98	2,460,764
84/85	2,596,756	91/92	2,645,399	98/99	2,478,349
85/86	2,529,356	92/93	2,642,435	99/00	2,505,291
86/87	2,584,623	93/94	2,542,447	00/01	2,476,616

Until 1993/94: Nov 1 - Oct 31; as of 1994/95: Sep 1 - Aug 31; as of 2000/01: Aug 1 - Jul 31

Source: Statistics Austria; "Balance of Supply"

The wine consume for the financial year 2000/01 shows a continued slight decline. The increasing quality consciousness of consumers (quality vs. quantity) is a possible contributing factor.

#### Vintage and wine consumption 1981-2000 in Austria



Source: Statistics Austria

### 3.1.2 Domestic Consumption of Sparkling Wine

Year	Consumption in litres	Consumption in 0.75l bottles
2001	14,920,563	19,894,084
2000	14,625,000	19,500,000
1999	18,545,000	24,726,667
1998	15,280,000	20,373,334
1997	16,525,000	22,033,333
1996	16,100,000	21,466,666
1995	14,405,556	19,207,406
1994	11,186,111	14,914,816
1993	13,674,998	18,233,333
1992	11,041,669	14,722,223
1991	18,629,170	24,838,890
1990	14,045,834	18,727,778

Source: Association of the Austrian Sparkling Wine Industry, 2001

After the unusually large sales in 1999 due to the change of the millennium, the sparkling wine market sagged in 2000 and has now re-stabilized at just under 15 million litres, a consume of 19.9 million bottles. The sparkling wine consume per-capita in 2001 was approximately 1.84 litres.

### 3.1.3 Per-capita Alcohol Consumption 2000

Year	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
61	2.15	77.3	20.8
62	2.30	80.2	22.1
63	ca. 2.3	85.2	22.5
64	2.00	89.9	26.0
65	2.20	92.1	29.8
66	1.90	98.8	31.6
67	1.84	102.6	31.9
68	1.96	98.2	33.4
69	1.20	99.0	33.5
70	1.40	98.7	34.6
71	2.28	101.8	35.9
72	2.36	103.7	35.5
73	ca. 2.3	110.1	36.8
74	1.96	105.4	35.4
75	1.65	103.8	35.1
76	1.70	102.0	36.3
77	1.70	103.1	36.1
78	1.37	100.9	35.0
79	1.56	103.9	35.8
80	1.59	101.9	35.8
81	1.51	104.8	35.1
82	1.52	108.5	35.3
83	1.55	109.4	37.4

Year	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
85	1.46	111.6	34.3
86	ca. 1.45	118.5	32.8
87	ca. 1.45	118.3	33.9
88	ca. 1.45	117.8	34.2
89	ca. 1.45	1.3	35.2
90	1.51	121.3	35.0
91	1.74	123.9	33.7
92	1.26	122.2	33.1
93	1.50	116.7	34.3
94	1.40	116.6	32.8
95	1.50	115.6	32.0
96	1.50	114.0	31.5
97	1.5 ***	113.3	30.0 ****
98	1.4 ***	108.1 ****	30.9 ****
99	1.4 ***	108.9	30.6
2000	1.4 ***	108.1	31.8

\* Figures include light and alcohol-free beer

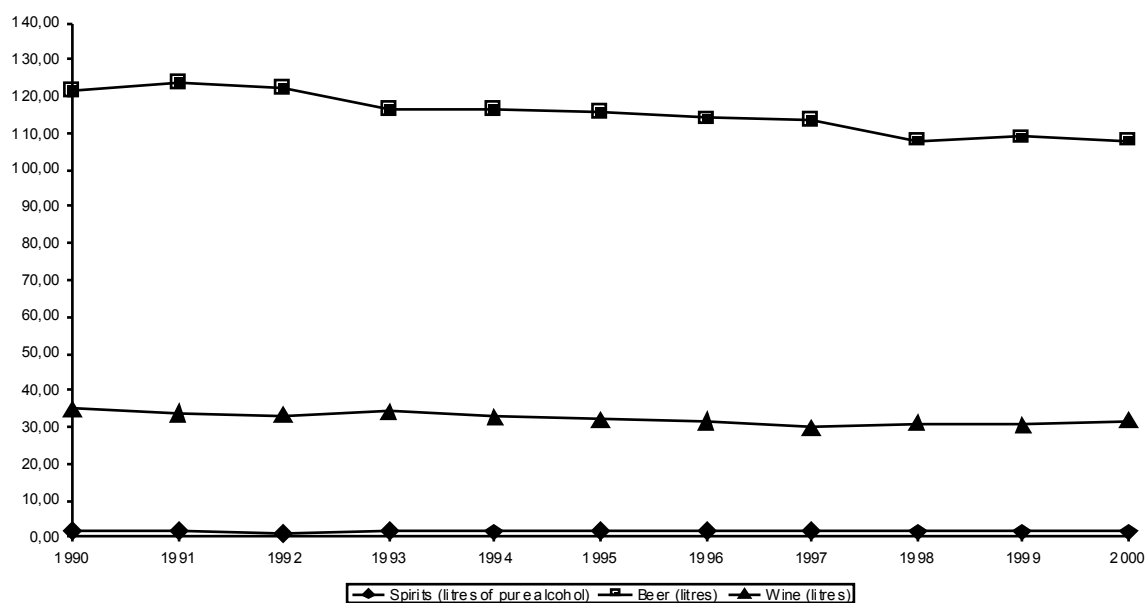
\*\* From 1 July to 30 June

\*\*\* Estimated figure

\*\*\*\* no current data available

Source: World Drink Trends 2002

### Beer, Wine and Spirit Consumption in Austria 1961-2000 in litres

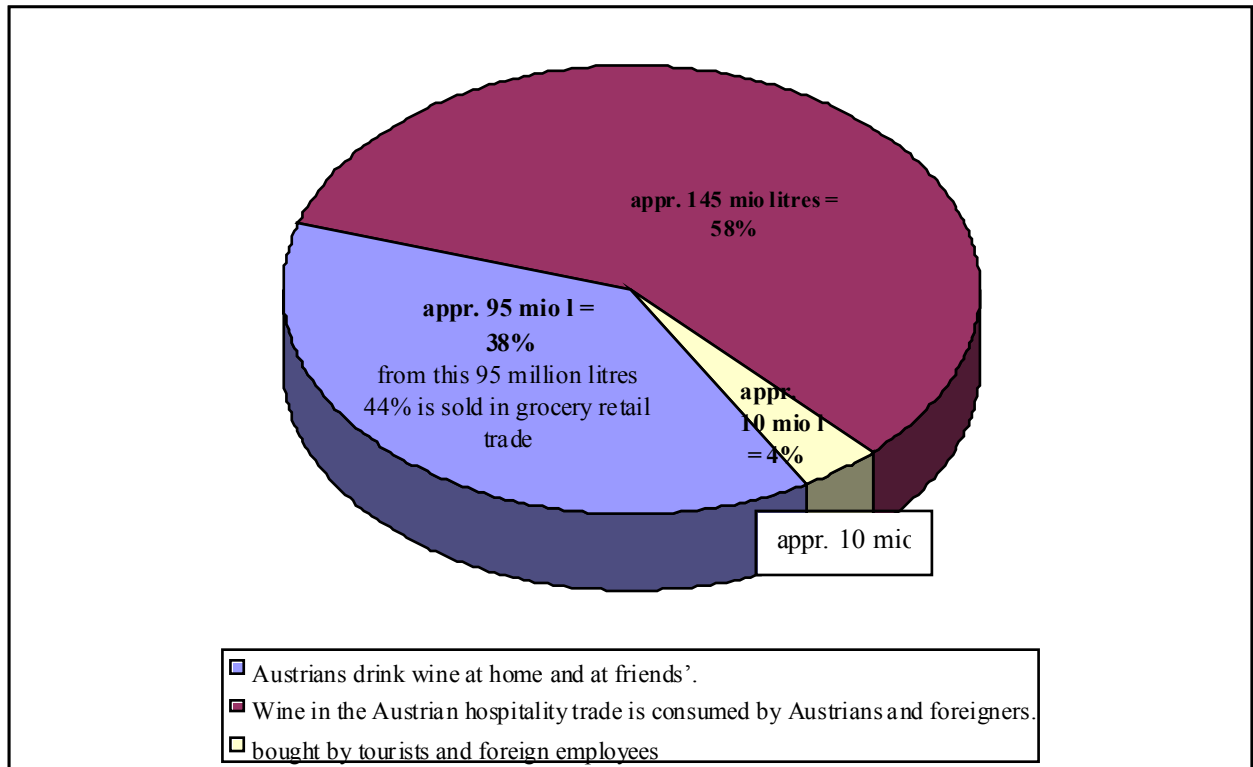


Sources: World Drink Trends 2002 and OIV 2002 - no current data available

## 3.2 Market Segments

### Consumption in Austria

Total volume of foreign and domestic wines is approximately 250 million litres.



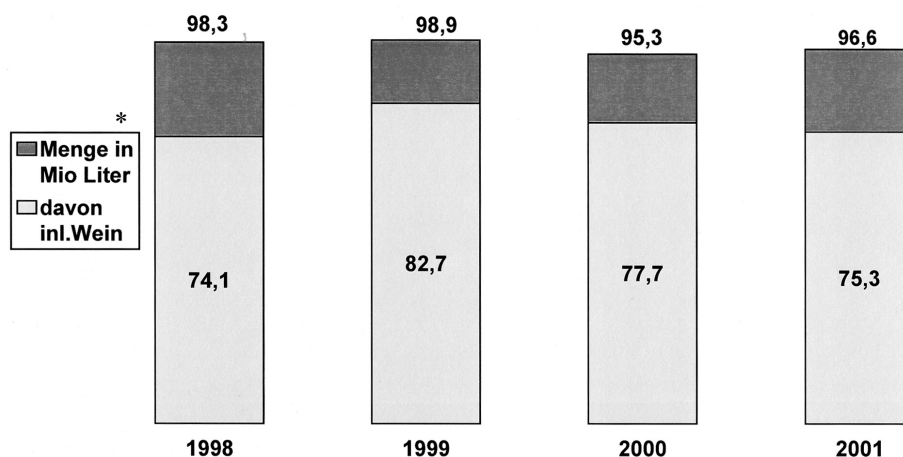
The GfK (market research company) made completely new projections for the shares of the market segments based on various data. The share of wine sales in the hospitality industry has decreased over the last 15 years (2000:58%) whereas the home consumption has risen to 38%. An explanation can be found in the increasing significance of supermarkets as wine purchase points (see 3.4).

### 3.3 The home consumption of wine in Austria – GfK Household Panel

The Fessel-GfK data show current statistics for the Austrian wine consume in private homes. Important trends can be interpreted from this data:

#### Wine 1998-2001

purchased volume in million litres – private household market

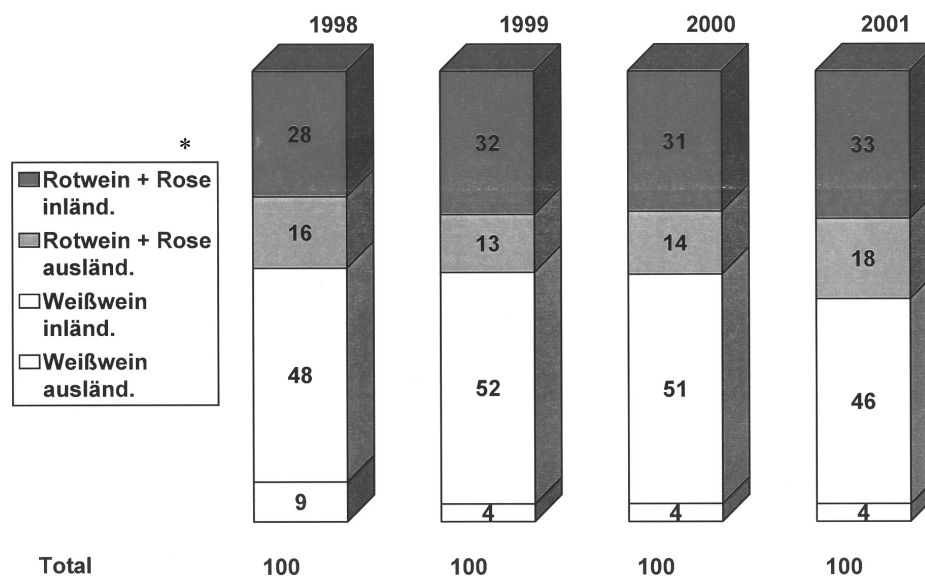


\*

volume in mio litres  
from this domestic wine

#### Wine 1998-2001

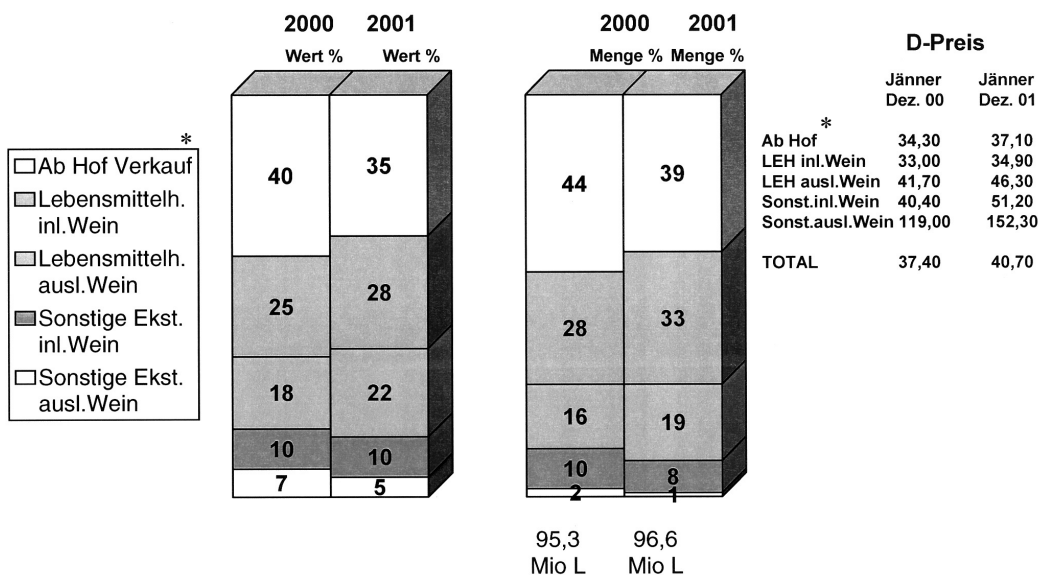
sales of red and white wine – volume percentages



\*

1. domestic red and rosé wine
2. foreign red and rosé wine
3. domestic white wine
4. foreign white wine

### Wine - value and volume shares of retailers – household market average price per litre

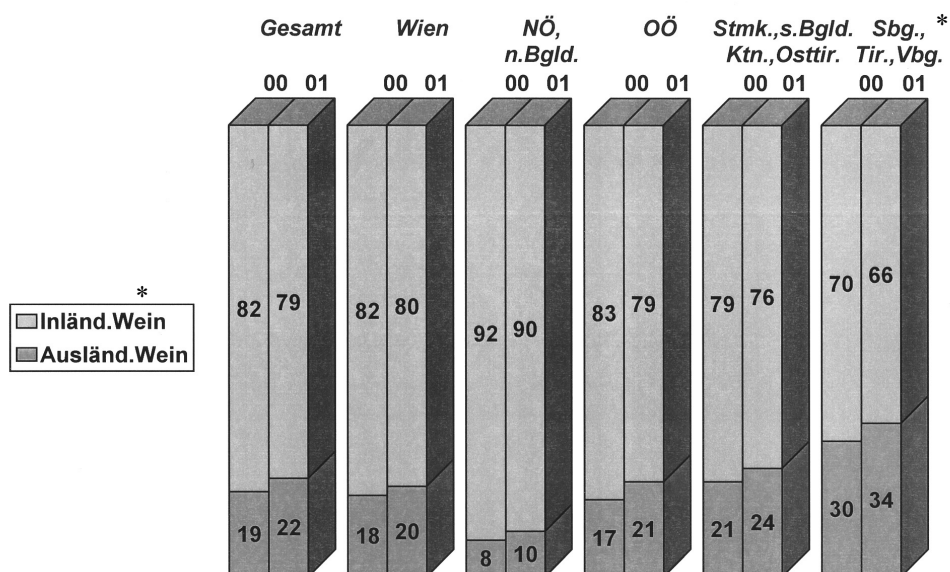


\*

1. sales on winery premises
2. grocery retail sales domestic wine
3. grocery retail sales foreign wine
4. other retail sales domestic wine
5. other retail sales foreign wine

### Wine 2000-2001

#### Volume shares for domestic and foreign wine by federal state



\*

1. domestic wine
2. foreign wine

\*\*

NÖ = Niederösterreich (Lower Austria)  
n.Bgld = northern part of Burgenland  
OÖ = Oberösterreich (Upper Austria)  
Stmk = Steiermark (Styria)  
s.Bgld = southern part of Burgenland

Ktn = Kärnten (Carinthia)  
Osttir = Osttirol  
Sbg = Salzburg  
Tir = Tirol (Tyrol)  
Vbg = Vorarlberg

### **3.4 Austrian Wine Sales in the Grocery Retail Trade (Nielsen – Trade Panel)**

AC Nielsen led the trade panel surveys for the grocery retail trade in Austria. The Austrian Wine Marketing Board contracted AC Nielsen with a wine-specific survey. Various trade organizations with scanning registers were involved in gathering statistics. These trade organizations included: the BML-group, Spar, the LÖWA-group, Meinel, PamPam, and other retailers including a few distributing cooperatives. Not included are ADEG, M-Preis, Hofer, and several regional distributing cooperatives, and non-organized retailers. The trade panel was able to cover about 80% of the grocery retail trade sales.

The charts show information for the following themes:

- Sale volume and value
- Shares by colour and container
- Shares by country of origin, volume, and value

The next two pages show total development in the grocery retail trade according to value and volume in absolute numbers. The grocery retail trade shows rapid growth between 1999 (34.2 million litres) and 2001 (39.5 million litres). This trend appears to continue according to figures from the first two quarters of 2002. The largest share of this development can be attributed to the Spar-chain, which declared an increase of 2.8 million litres. The REWE was able to report a wine sales increase of 1.6 million litres alone in this year. The development in the remaining grocery retail trade (+2.3 million litres in two years) shows that the smaller chains are also occupying themselves increasingly with wine. The broad Austrian middle class will apparently have increasing opportunity to see grocery retail chains as serious wine distributors.

The total sales surveyed by AC Nielsen are currently counted at 114.5 million Euros for 2001. This result is estimated to increase its value by 10% for the first two quarters of 2002.

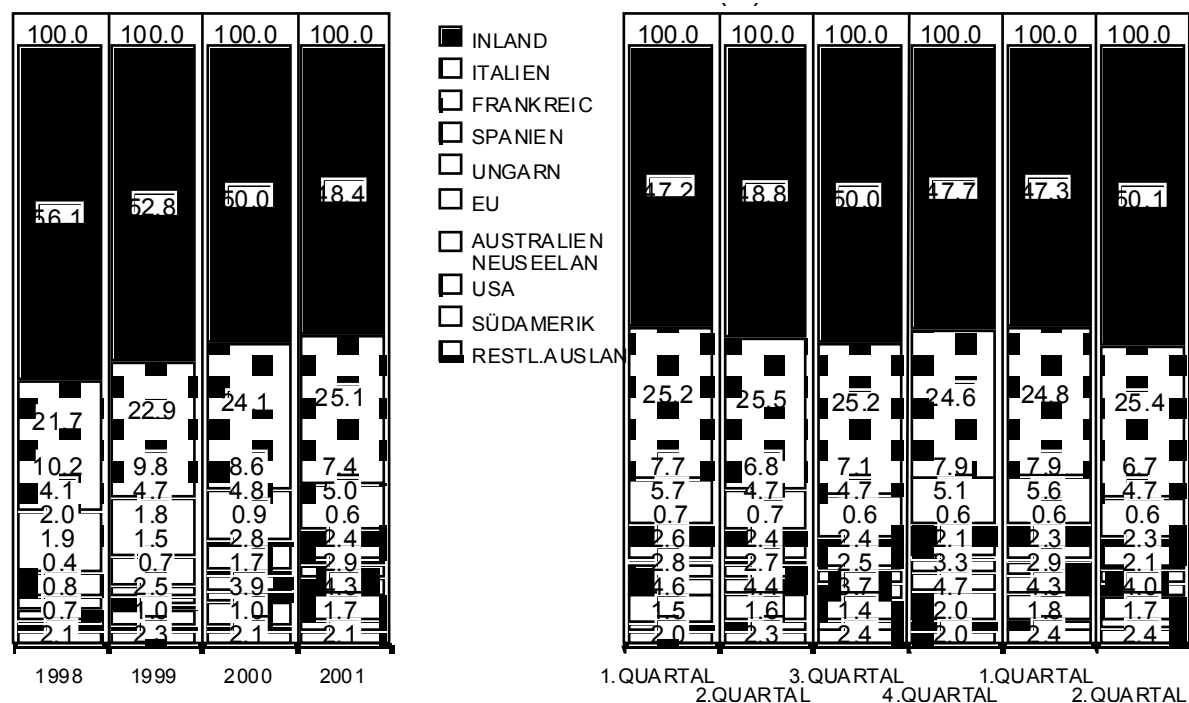
Analysis of the data for country of origin confirms the continued trend towards foreign wine since 1998. Sales of Austrian wine make up only 54.2% of sales in grocery retail trade. The value of domestic wine lies at 48.4% of sales in 2001. Statistics for the second quarter 2002 appear more positive.

This trend towards foreign wine looks more dramatic for red wines than white. In 2001 Austrian red wine made up only 40.7% with a value of 33.7%. Austrian white wines made up an impressive 70.3% with a value of 72.7% in 2001.

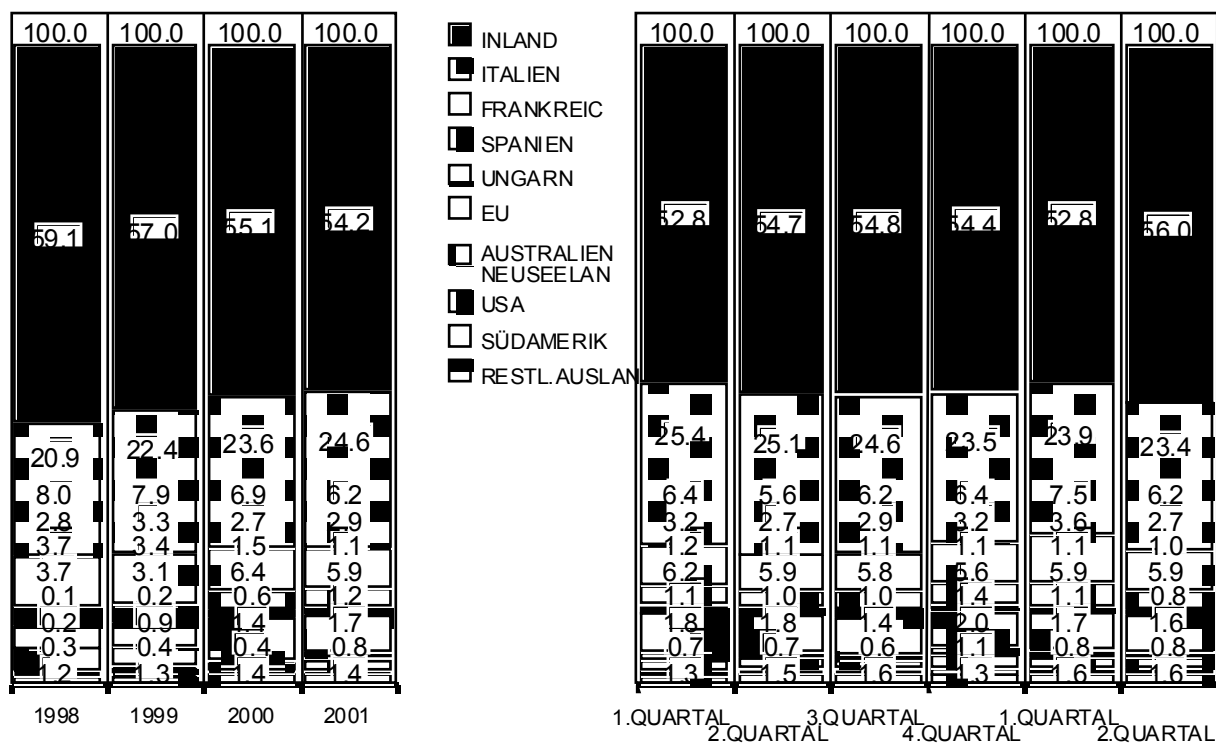
The tendency for containers continues in the direction of 0,75 litre bottles (1998: 42.2%, 2001: 52%). Sales in the double litre and 1-litre bottles are falling.

The trend for increased red wine consume is reflected in the sales statistics of the grocery retail trade. In 1998 50.3% of the wines registered by the scanner registers were white and in 2001 it was only 44.4%. This statistic also helps explain the decreasing proportion of domestic wines in the grocery retail trade.

Value share of wine by country of origin  
grocery retail scan total

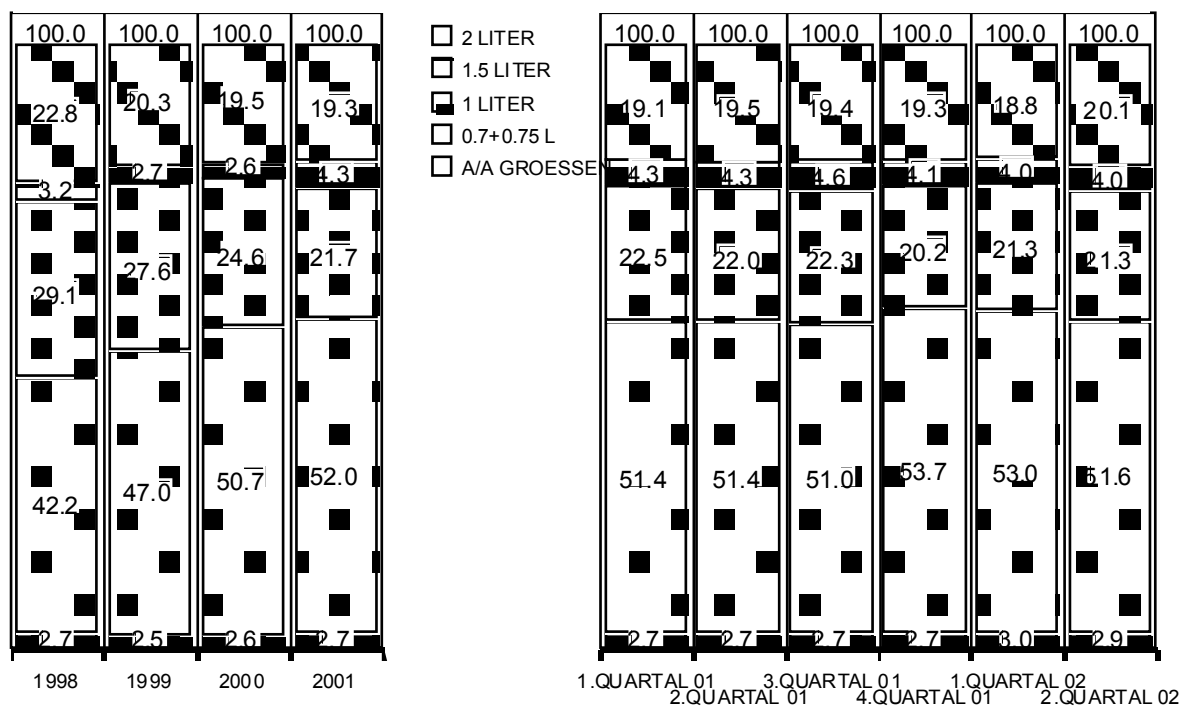


Volume share of wine by country of origin  
grocery retail scan total

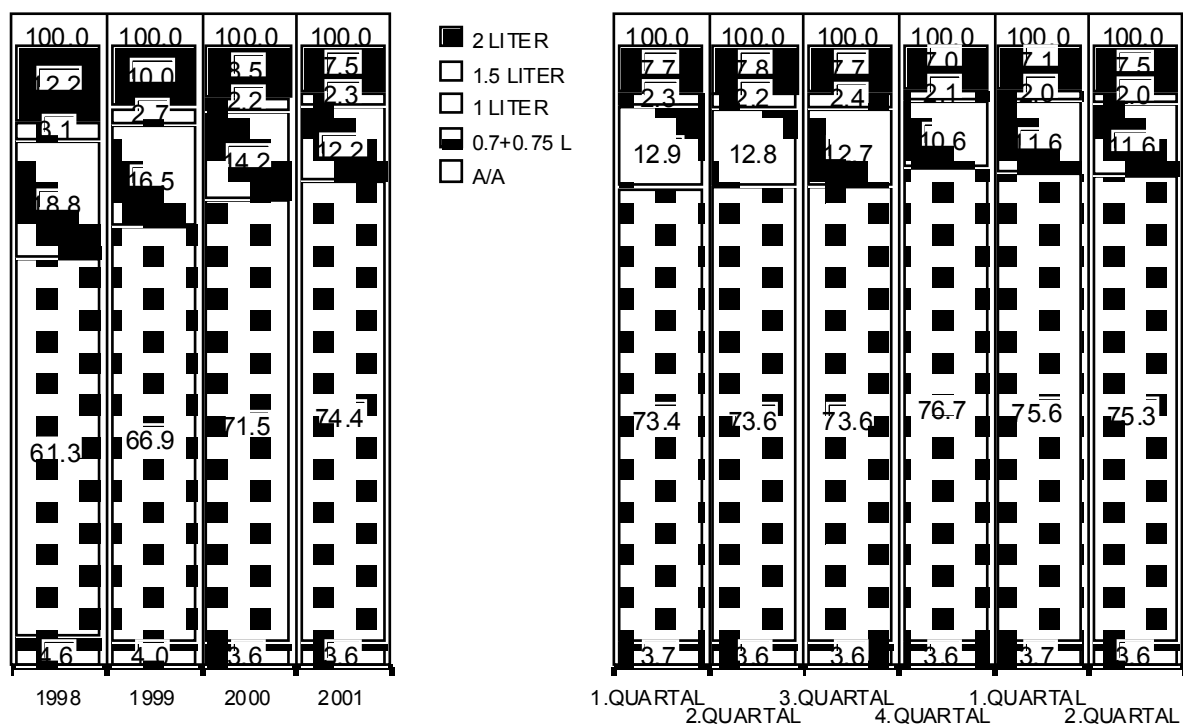




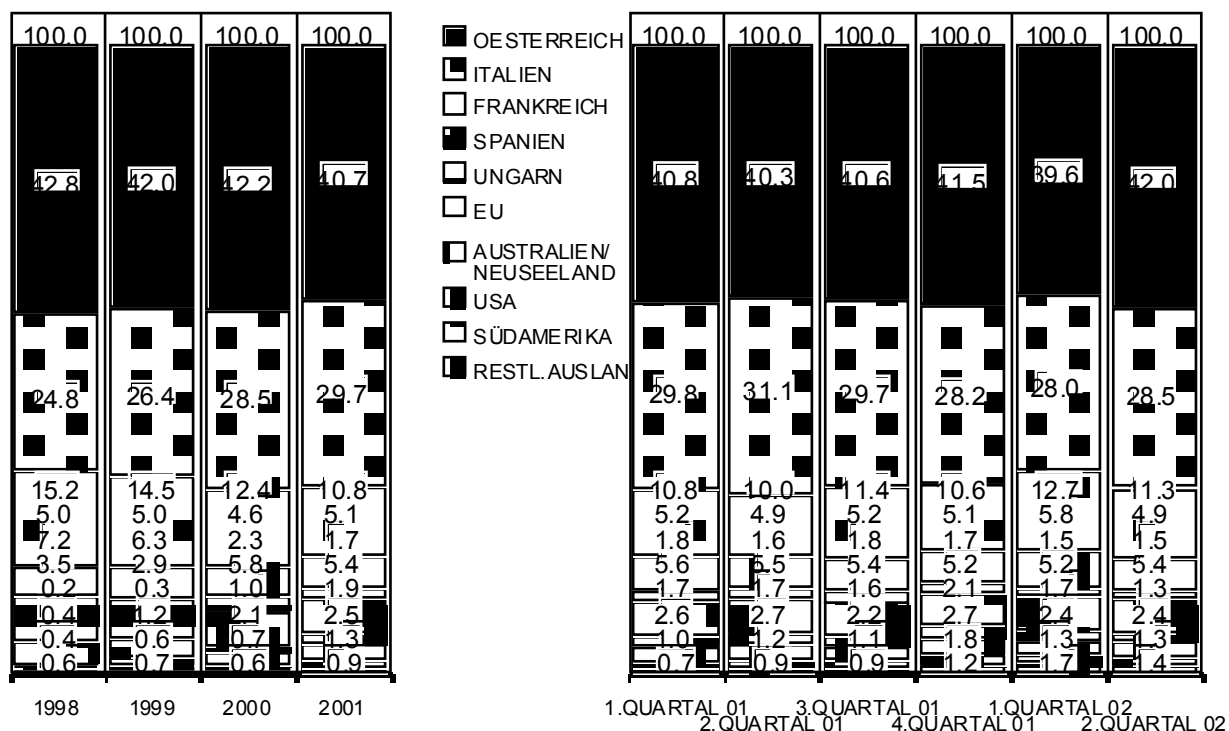
Volume share by container size  
grocery retail scan total



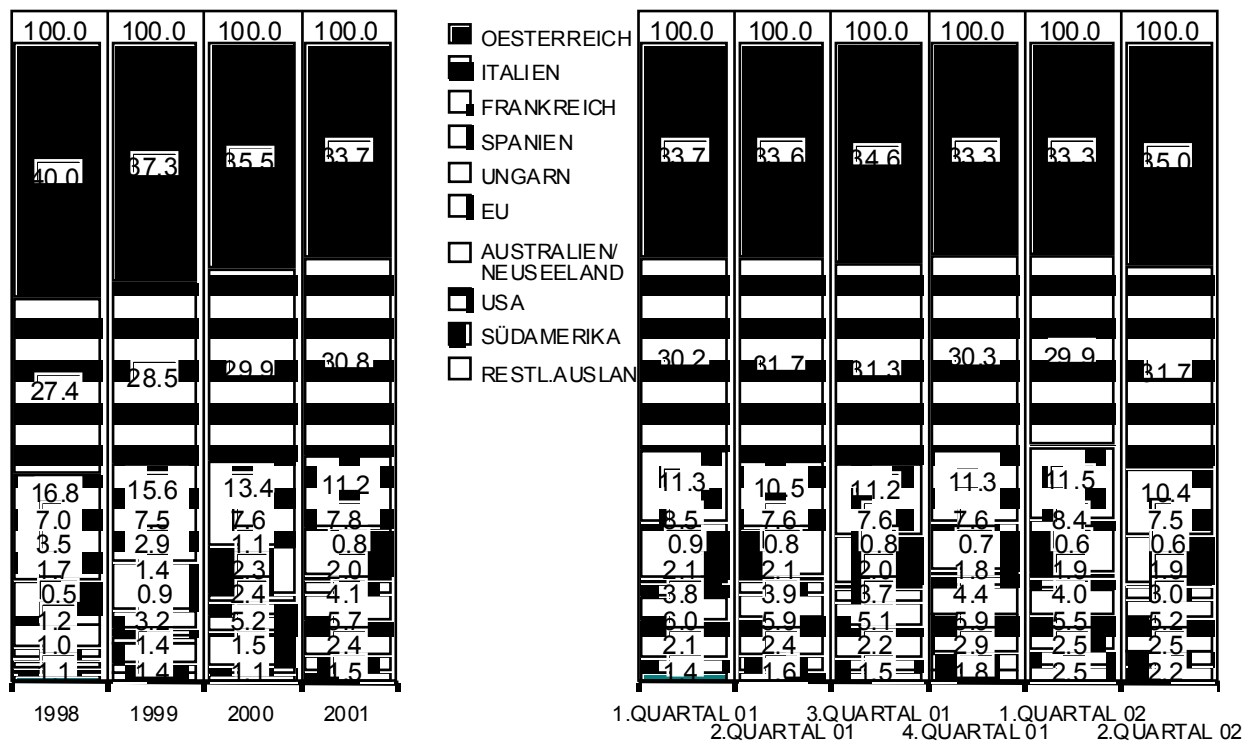
Value share by container size  
grocery retail scan total



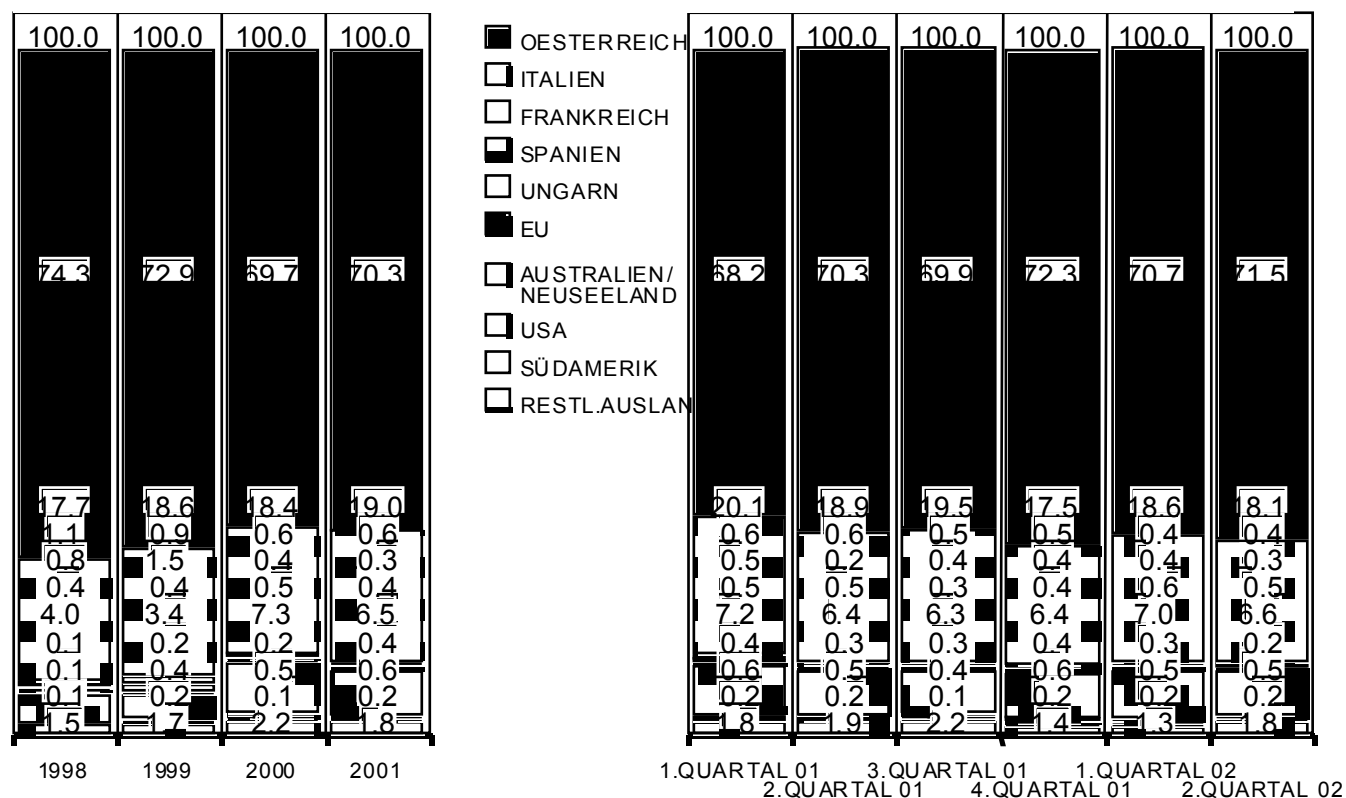
Volume share of red wine by country of origin  
grocery retail scan total



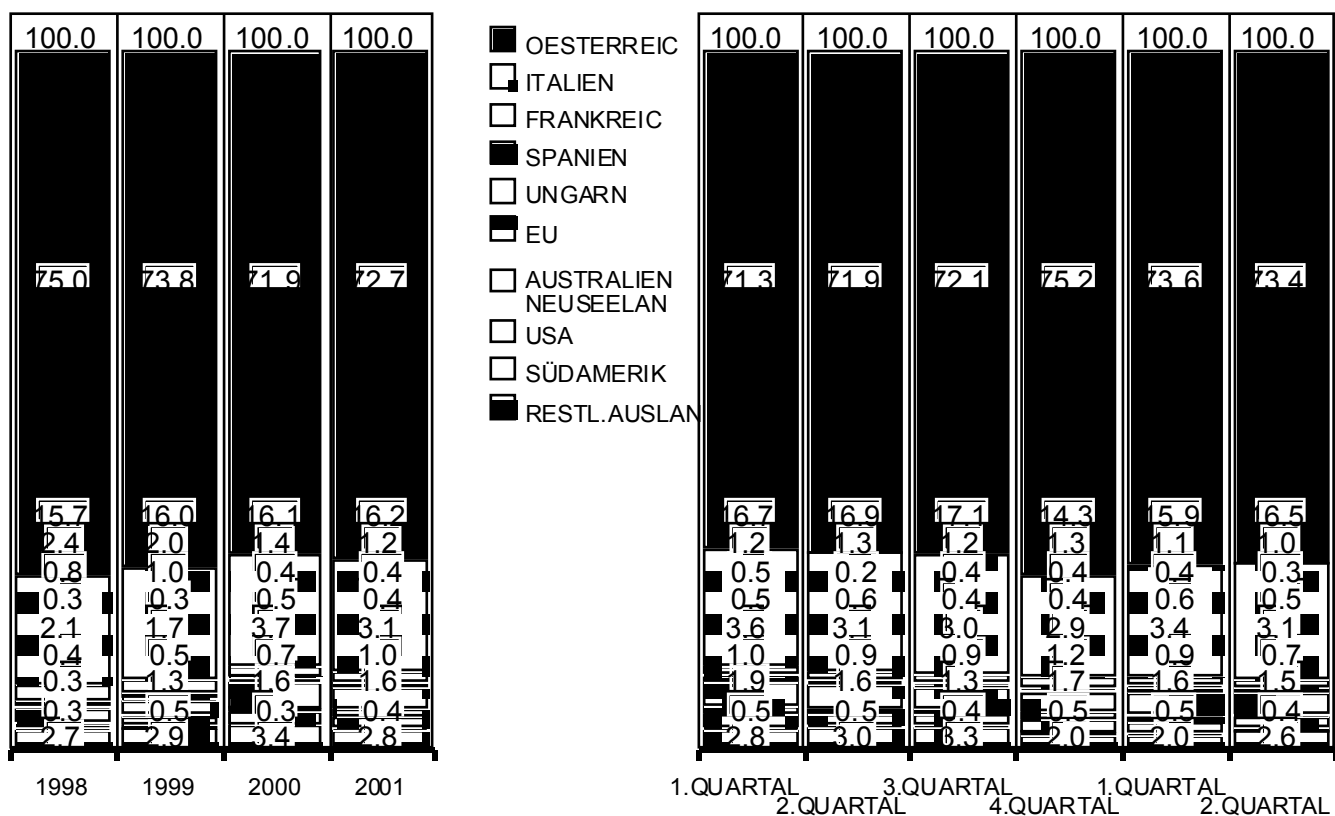
Value share of red wine by country of origin  
grocery retail scan total



Volume share of white wine by country of origin  
grocery retail scan total



Value share of white wine by country of origin  
grocery retail scan total



### **3.5 The Image of Austrian Wine in Comparison to Imported Wine (Nielsen Brand Tracking)**

The great advantages of domestic wine compared to the foreign competition become quite obvious when the opinion of Austrian consumers is considered. The positive attitude towards Austrian wine on the domestic market is an important signal for the assortment selection range in the wine branch and the retail trade for realizing the high market potential of Austrian wine.

Nielsen researched the market positioning of wines from Austria, Italy, France, Spain, California, South Africa, Australia, and New Zealand.

#### **Nielsen Brand Tracking - Research Methods**

Method of survey: representative written questionnaire

***Random sampling:*** ***1,500 people across Austria, representative over 14 years old, varying addresses (no panel)***

Method of selection: random quota

Structural validation: factor priority

Table base:

Household use 1,500 people

Personal use: 1,500 people

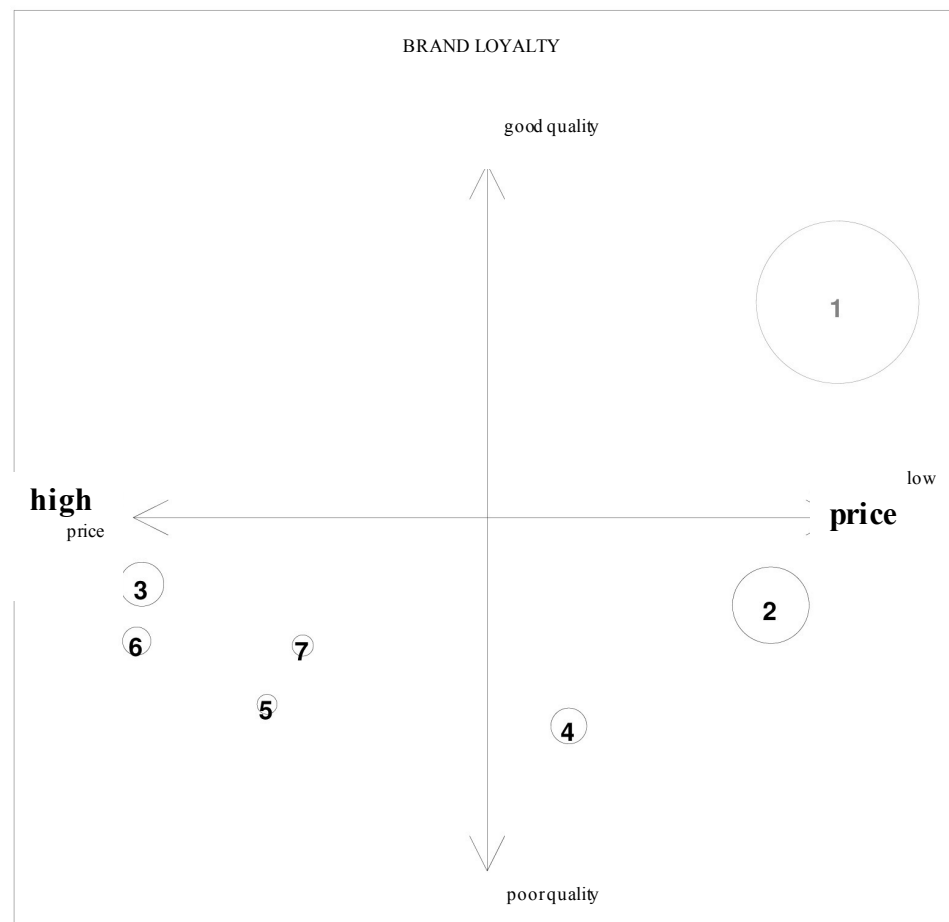
Survey rhythm: twice yearly

Survey dates: February/March 2002

### General Market Positioning

Brands were judged by price and quality and based on the number of people that knew a brand. The scores for price and quality were based on a five-point scale.

The following graphic shows the positioning of each brand; the circle circumference size represents the effective share of mark loyalty.



1. Austrian wine
2. Italian wine
3. French wine
4. Spanish wine
5. wines from Australia/New Zealand
6. wines from California
7. wines from South America

The market significance of the “New World” countries Australia, New Zealand, California, and South America were added to the image survey for the first time.

## 4 Austria's Foreign Trade in Wine

### 4.1 Volume and Value of Austrian Wine Exports

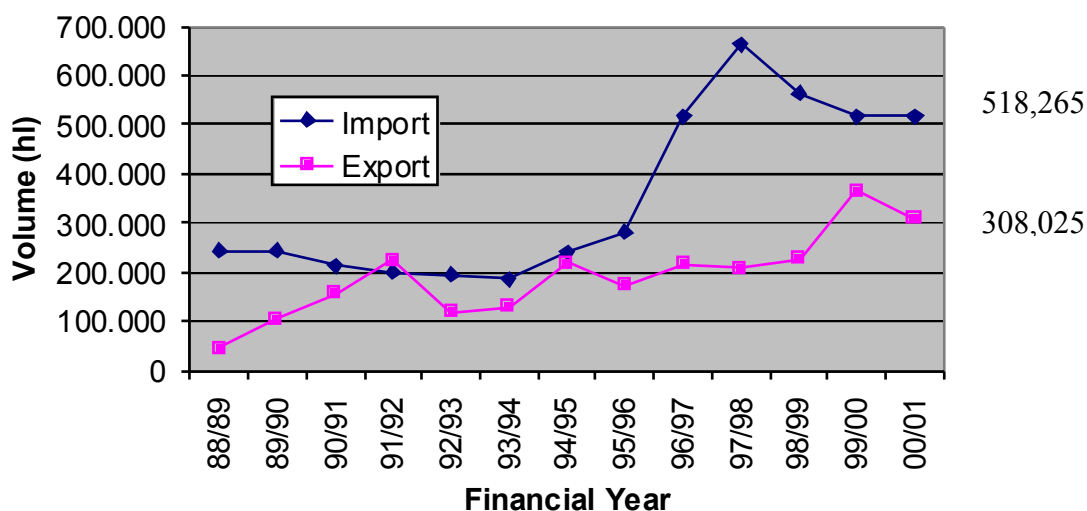
All of the EU related data from STATISTIC AUSTRIA is based exclusively on *Intrastat Reports*. European export countries are required to make an *Intrastat Report* to the EU first upon exceeding minimum gross sales (200,000 Euro minimum in Austria). These statistics do not include so-called car "boot" or "trunk" exports or small shipments and are therefore not exact. The minimum sales requirement for making an *Intrastat Report* varies from country to country.

Financial Year*	Import (hl)	Export (hl)
1985/86	274,321	45,223
1986/87	346,308	45,830
1987/88	367,010	35,179
1988/89	243,552	44,853
1989/90	244,191	104,115
1990/91	214,506	157,300
1991/92	199,196	223,599
1992/93	195,318	118,999
1992/94	185,819	128,694
1994/95	240,663	218,927
1995/96	282,552	173,950
1996/97	517,675	217,002
1997/98	664,124	208,101
1998/99	564,901	227,395
1999/2000	517,249	365,025
2000/2001	518,265	308,025

Until 1993/94: Nov 1 - Oct 31; as of 1994/95: Sep 1 - Aug 31

Source: Statistics Austria; "Balance of Supply"

International wine import and export  
(bottled wine and cask wine)



## 4.2 The 20 Major Export Countries for Austrian wine

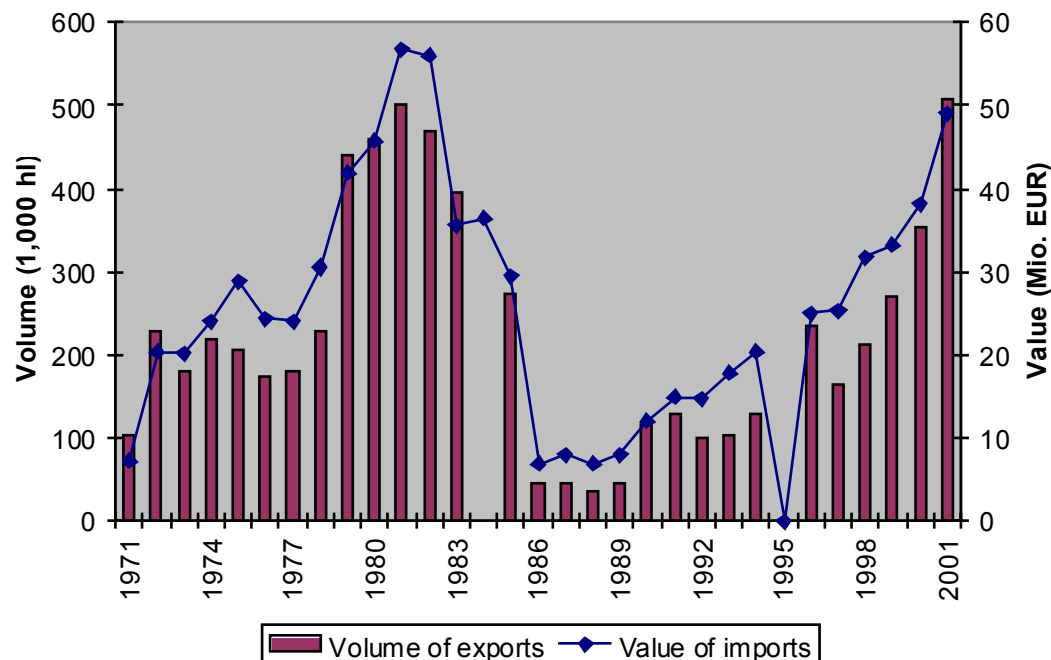
in 1000 €										
Country of Destination	2001	Rang	2000	Rang	1999	Rang	1998	Rang	1997	Rang
Germany	33,857	1	28,500	1	25,588	1	32,614	1	21,657	1
United States	4,272	2	2,057	3	1,858	2	1,071	5	596	9
Czech Republic	3,683	3	1,010	5	1,822	3	658	8	1,366	3
Switzerland	2,758	4	2,702	2	1,680	4	1,190	4	1,163	5
Slovakia	1,058	5	506	8	138	17	34	25	18	29
Japan	632	6	525	7	764	6	984	6	714	8
United Kingdom	598	7	354	11	268	13	276	14	377	12
Italy	571	8	448	9	1,355	5	11,006	2	723	7
Liechtenstein	519	9	562	6	724	7	475	9	396	11
Sweden	406	10	394	10	716	8	697	7	1,216	4
Taiwan	396	11	264	12	312	11	418	11	1,481	2
Canada	392	12	219	13	432	9	279	13	233	13
France	333	13	141	17	89	22	98	17	102	19
Poland	299	14	169	16	397	10	429	10	779	6
Netherlands	262	15	1,030	4	241	14	1,261	3	508	10
Norway	170	16	219	14	118	18	83	19	151	14
Denmark	163	17	x	x	x	x	x	x	x	x
Finland	159	18	x	x	x	x	x	x	x	x
Belgium	129	19	177	15	269	12	207	15	133	18
Thailand	60	20	x	x	x	x	x	x	x	x
in Hektoliter										
Bestimmungsländer	2001	Rang	2000	Rang	1999	Rang	1998	Rang	1997	Rang
Germany	292,597	1	273,604	1	190,971	1	169,023	1	133,971	1
Czech Republic	154,789	2	40,409	2	55,144	2	16,942	2	23,735	2
Slovakia	45,774	3	17,798	3	3,103	5	98	24	70	26
Switzerland	4,257	4	4,296	5	2,867	6	2,487	8	2,452	6
United States	3,257	5	2,809	6	2,322	7	1,537	10	1,121	12
Poland	2,601	6	1,422	10	4,474	3	4,786	5	11,317	3
Italy	1,743	7	1,432	9	1,190	10	11,019	3	1,292	10
Sweden	1,379	8	1,571	8	3,683	4	4,783	6	8,629	4
Japan	1,038	9	942	11	1,716	9	2,391	9	1,857	8
U A E	945	10	x	x	x	x	x	x	x	x
Denmark	759	11	x	x	x	x	x	x	x	x
Liechtenstein	740	12	1,635	7	1,085	11	930	11	788	14
France	673	13	x	x	x	x	x	x	x	x
United Kingdom	655	14	410	15	828	14	726	15	1,166	11
Canada	642	15	519	14	2,001	8	791	12	623	17
Netherlands	639	16	7,133	4	535	17	5,570	4	3,448	5
Thailand	578	17	786	12	1,037	12	729	14	668	16
Finland	402	18								
Taiwan	389	19	300	18	370	18	620	16	1679	9
Belgium	257	20	x	x	x	x	X	x	x	x

Source: Statistics Austria

\*) ordered according to the documentation year 2001

### 4.3 Austrian Wine Exports – Long-term Prognosis

Austria's wine exports 1971 – 2001  
(excluding sparkling wine)



Source: Statistics Austria

Comment:

According to Statistic Austria the results for 1995 are not conclusive, therefore a graph for that year is waived. The statistics for 1996 are also not completely sound and the results, particularly concerning geographic origins, can be seen only as approximations.



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## 5 The Austrian Wine Law

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### 5.1 The Wine Law of 1999

The Wine Law of 1999 brought new regulation of the wine areas and wine regions: the larger wine-growing areas of Niederösterreich (Lower Austria) and Burgenland were added and the wine regions Weinland and Bergland were created. Adaptations of the regulations on fruit wine were made to reflect modern technologies while at the same time providing protection to fruit must produced in the traditional manner. Moreover, a large number of simplifications, clarifications and adaptations to EU Community law were provided for.

Since it was passed in 1985, the Wine Law has been amended several times. The deletion of old and the addition of new sections had made the external form of the law imprecise and difficult for the people who should be following it to interpret. The present amendment is the result of an official petition to rephrase the Wine Law. The text of this rewording is in accordance with the petition, but renumbering as well as a clear distinction between the regulations on wine made from grapes and wine made from fruit has been undertaken. The new Wine Law of 1999 is a response to a long-standing desire, especially on the part of the wine industry, to create a lucid wine law as an integrated whole. In addition, the new Wine Law represents an adaptation to EU Community law in both a physical and a terminological respect.

Simultaneous to this amendment, the Agrarian Market Austria (AMA) Law was also altered to permit the levying of marketing fees for wine shipped to destinations outside Austria in containers larger than 50 litres. Thus an independent motion in accordance with Section 27 of the Rules of Procedure was also introduced.

Two committee rulings were made. The first confirmed the customary definition of a *G'spritzter* as a drink containing at least 50% wine, no more than 50% soda water or mineral water, and at least 4.5% alcohol. The second ruling established that use of the name "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made fruit must) will be restricted to farms.

#### **The Most Important Points at a Glance:**

- Creation of larger wine-growing areas (the wine-growing areas of Niederösterreich and Burgenland) while retaining the smaller ones. Creation of the wine-growing regions Weinland and Bergland.
- Revision of the chapter on fruit wine.
- In particular, authorisation of the use of "modern concentrate technology" and creation of an "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made fruit wine). In addition, the outdated portions of the law on fruit wine are being adapted to the new requirements.
- Adaptation of the regulations on wine monitoring to the requirements of actual practice (especially the possibility of warnings issued by federal winery inspectors).

- 
- Terminological corrections:  
Concretisation of wine terminology in each individual passage of the text; deletion of all references to “versetzt” (fortified) and “nichtversetzt” (non-fortified) wine. Catalogue of regulated terms to supplement those already regulated under EU law; in addition, a comprehensive terminological adaptation to EU law.
  - Adaptation to achieve conformity with the regulations of EU law in all areas (e.g. fortification, sweetening and designation) that already had de facto validity.
  - Adaptation of the definition of marketing to the requirements of practice.
  - Clarification e.g. in the case of pearl wine, alcohol-free or low-alcohol wine.
  - Deletion of blended wine drinks (with wine content under 50%) from the scope of the Wine Law.
  - Empowerment for the Federal Minister for Agriculture, Forestry, Environment and Water Supply to issue regulations to implement regulations of the European Community that are not immediately applicable concerning the marketing of products covered by the Wine Law (e.g. Community guidelines on food labelling and additives).
  - Deletion of the requirement for harvest and stock declaration on April 30<sup>th</sup>. Levying of a marketing fee to include wine that is shipped to other countries in containers larger than 50 litres since this wine is bottled abroad and then sold by retailers as Austrian wine.

## 5.2 The 2000 Amendment to the Wine Law

### The 2000 Amendment to the Wine Law consists essentially of the following points:

#### 1. Changes with regard to contents:

- Changing the act of sweetening of *Prädikat* wines from an offence requiring court action to one requiring administrative action.
- Adaptation of the Wine Law of 1999 to the new common organisation of the market in wine (COMW).
- Inclusion of empowerment for the creation and regulation of industry associations (also made necessary by the new COMW).
- Deletion of all competencies of examination of the other federal ministers (except for those of the Minister of Finance) in issuing regulations.
- Deletion of the requirement for harvest and stock declaration as of 30 November.
- Adoption of a requirement that *Heuriger* (wine from the last vintage), *Schilcher* and *Bergwein* must be produced in Austria.

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## 2. Changes with regard to wording

- Replacement of the term *Inländischer Wein* (domestic wine) by *Österreichischer Wein* (Austrian wine).
- Deletion of the declaratory regulation on the composition of certain additives that are forbidden in wine production.
- Clarification that if a smaller geographic unit is specified, 100% of the grapes must not necessarily come from this unit but that the statutory exemption under Section 24 Z 2 may also apply.
- Adoption of permissibility of the specification of three grape varieties in the case of *Schaumwein* (sparkling wine) as already permitted under labelling regulations.
- Clarification of which regulations of the Wine Law actually apply to fruit wine.
- Replacement of the word *Frist* (fixed period of time) by *Stichtag* (fixed deadline date) in the penal regulation concerning harvest and stock declarations.
- Insertion of a subsidiary clause in the case of certain administrative offences as in Paragraph 1 and 2; "...if the offence is not punishable by a heavier penalty in accordance with other regulations".
- Adaptation of the nomenclature of the federal ministries to the 2000 Amendment to the Law on Federal Ministries.

### **5.3 The 2002 Amendment to the Wine Law**

The most significant points of article 10 of the Agrarian Policy Reform 2002 (BGFBL I Nr. 110) amending the Wine Law 1999 (BGBI I Nr. 141) are as follows:

#### **Section 3, Paragraph 6:**

In comparison to the previous formulation of Section 3, Paragraph 6 it is made clear that in all phases of wine production perfect hygiene must be maintained. The term wine production as defined in Section 2, Paragraph 1 is to be included here, in which all phases of production, from harvesting and vinification to transfer and storage to sale, are described.

A corresponding civil offence constituent was added to Section 66, Paragraph 1 in which the repeated disrespect for hygienic circumstances during the production of wine as described in Section 3, Paragraph 6 is punishable by law. Criminal charge is to be made through the Federal Wine Cellar Inspection at the district court in addition to notification as specified in Section 3, Paragraph 7.

#### **Section 4, Paragraph 1:**

The limit of 15 g residual sugar was up until now described in detail only in the sweetening process as specified in Section 5, Paragraph 1. The regulation from the old Wine Law 1985 that "sugar or concentrated grape juice can be added for fermentation purposes only" was not taken over into the new Wine Law 1999. Despite this the tolerance limit of 15 g per litre for chaptalization continued to be enforced in order to prevent the production of sweet wines through the addition of sweeteners. A new formulation includes the 15 g per litre limit of the addition of sweeteners in a clear way that no longer leaves room for legal misinterpretation as did the original phrase "for fermentation purposes only".

**Section 10, Paragraph 4:**

European Union labelling laws make it possible for Austrian quality wines with predicate to state the predicate level alone on the label. The previous requirement for a further quality statement for wines with the predicate “Kabinett” is no longer necessary.

**Section 10, Paragraph 6:**

The Wine Law Amendment 2001 introduced Section 39a, Paragraph 1 in which the Federal Minister for Agriculture, Forestry, Water, and Environment is empowered to establish interprofessional branch organisations. This enabling act includes regulations for creating stipulations for typical regional quality wines of geographic origin upon file of application from these organisations.

The corresponding Interprofessional Branch Organisation Decree (BGB1 II Nr. 138/2001) provides that regional wine committees resolve definitions of stipulations for the production and marketing of typical regional quality wines of geographic origin.

The new Paragraph 6 of Section 10 provides for the possibility to market typical regional quality wines of geographic origin under the designation “Districtus Austria Controllatus” or “DAC”. This market designation is a “traditional specific term” as defined in Appendix VII A Z 2 and anchored in the new commission enforcement decree for EU labelling regulations. This designation takes the place of another quality statement on the label such as Qualitätswein or the various predicate levels.

**Section 11, Paragraph 1 Z 7:**

Up until now the grapes for the production of Strohwein were required to be dried for a minimum of three months. This strict time regulation proved to be too long under certain weather conditions. In some instances the three-month period minimized the quality of the harvested grapes. The wine law reform has provided for the possibility for improvement of Strohwein by permitting grapes to be pressed after two months storage as long as a minimum must weight of 30° KMW has been reached. If it is discovered afterwards through analysis that the must actually had less than 30° KMW, the wine cannot be labelled as Strohwein even if 25° KMW were reached. As with the old regulations and the regulations for ice wine, this wine must not be devalued as industrial wine, but may be marketed as quality wine without predicate.

The quality designation “Schilfwein” has been provided for in the new wine law. Like other predicate levels this qualifies as a traditional specific term as defined in Appendix VII A Z 2 and anchored in the new commission enforcement decree for EU labelling regulations.

**Section 21, Paragraph 3 Z 3:**

The wine law reform provides for a new wine area “Steiermark” and the wine region “Steierland”. The other wine areas remain the same just as in the solution for Niederösterreich (Lower Austria) and Burgenland.

## 5.4 Wine Labelling Regulations in Keywords

(excerpt from a summary by the study group of the Federal Winery Inspector's Office)

### General Points on Naming and Labelling

The name of a product is an important part of its product information and thus a means by which the seller creates a relationship with the buyer.

The purpose of every name and form of presentation is thus to provide exact and truthful information to the buyer.

New EU labelling laws will apply as of January 1st, 2003. In the case of product names it is necessary to differentiate between **PRESCRIBED** (mandatory) information, which is necessary for the identification of the product and its classification in the appropriate product category and **PERMISSIBLE** (optional) information, which serves more as additional information about the special qualities of the wine.

Certain additional information on wine labels, pertaining for example to the grape variety or vintage, lie under strict parameters. Despite these specific restrictions, a certain liberalization comes into effect as of January 1st, 2003. All labelling terms will be allowed that are not misleading and which can be proved as truthful by the producer. This brings the long expected departure from the **PROHIBITION PRINCIPLE** of the old EU wine labelling regulations where all names and information not expressly permitted by law were forbidden.

Products that are subject to the labelling regulations of EU wine law may not be sold without labels. Each individual bottle must be marked with the required information. This labelling is mandatory not only for sales to consumers but also for shipping. The marketing of unlabelled bottles is illegal, even if the correct labels are provided at the same time.

The **PRESCRIBED** information must be provided either on the label or on several labels glued to the same container in the same visual field. It must be clearly legible, indelible and in sufficiently large letters and must stand out clearly from the background and all other written information and illustrations. Thus the prescribed information must be in the same visual area. Important: it is insufficient for part of the prescribed information to be on the front of the bottle and another part on the back (rear label). The buyer must be able to grasp all the prescribed information at a glance.

**PERMISSIBLE** information must be provided in the same or another visual area, i.e. on the same label as the prescribed information or on one or several additional labels (exceptions are apparent in the present elaboration).

All the information for wine can also be affixed immediately to the container itself.

The following elaboration of the labelling regulations is given point by point for each product – depending on the visual area. The regulations are cited only in abbreviated form.

*When in doubt concerning a particular labelling term, producers are advised to turn to the Federal Ministry for Agriculture, Forestry, Environment, and Water Supply (BMLFUW) for consultation. The following labelling terms serve as a basic guideline for the much larger and more detailed wine labelling regulations.*

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### 5.4.1 Austrian *Qualitätswein* (Quality Wine)

#### 1. Prescribed information in the same visual area:

- *Österreichischer...* (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- Wine-growing area (specific area).
  - a) *Qualitätswein* (quality wine) or *Qualitätswein mit Staatlicher Prüfnummer* (quality wine with federal inspection number) or *Qualitätswein bestimmter Anbaugebiete* (quality wine produced in a specific region), or *Qualitätswein b. A.* (quality wine produced in a specific region)
  - b) *Qualitätswein* (quality wine) or *Qualitätswein mit Staatlicher Prüfnummer* (quality wine with state inspection number) or *Qualitätswein bestimmter Anbaugebiete* (quality wine produced in a specific region), or *Qualitätswein b. A.* (quality wine produced in a specific region) and, in addition, *Kabinett* or *Kabinettwein*.
  - c) *Prädikatswein* (predicate wine) or *Qualitätswein (quality wine)* of special ripening and harvesting plus information on the level of *Prädikat* (*Spätlese* etc.).
- Federal inspection number.
- Nominal volume (e may be added).
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler).
- Alcohol content in % by volume; only full and half percentage points permitted.
- *Trocken* (sec, dry), *halbtrocken* (demi-sec, medium dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet).
- Lot identification

#### 2. Additional labelling terms that lie under specific legal parameters:

- Red wine – rosé – white wine.
- Vintage (85%).
- Brand names.
- Marketing participants: position, name or company name, community or area of the village/town of the head office.
- Information about the composition (g/l of residual sugar).
- for "Landwein" and "Qualitätswein": *Heuriger* (wine from the last vintage) (+ vintage), *Bergwein* (+ region), *Schilcher*.
- Sensory qualities that are characteristic of the wine.
- Wine-growing region.
- Smaller geographic units as the wine-growing area (large vineyard site or *vignoble*, community, small vineyard site or *cru* – 85%).
- One (85%) or two or three (100%) and more grape varieties.
- Awards
- Number of the container or the lot.
- Proper names: *Weinkellerei* (winery), *Weinhandlung* (wine merchant).
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof...* (wine-farm).

- 
- Names and terms such as: *Cuvée* (blend), *Gemischter Satz* (mixed grape varieties from the same vineyard, vinified together), *Primus* (new season's wine), *Der Junge* (the young wine), *Der Neue* (the new wine).
  - *Gelesen...* (harvested)
  - Traditional names such as *Selektion* (selection), *Auswahl* (choice), *Ausstich* (choicest), *Erste Wahl* (first choice), *Klassik* (classic) (or optionally *Classique*)
  - *Für Diabetiker geeignet* (suitable for diabetics) if residual sugar is not more than 4 g (currently permitted only in Austria)

### 5.4.2 Austrian *Landwein* (Vin de Pays)

#### 1. Prescribed information in the same visual area:

- *Österreichischer...* (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- *Landwein* (vin de pays).
- Wine-growing region.
- Nominal volume (e may be added).
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler).
- Alcohol content in % by volume; only full and half percentage points permitted.
- *Trocken* (sec, dry), *halbtrocken* (demi-sec, medium dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet).
- Lot identification

#### 2. Additional labelling terms that lie under specific legal parameters:

- Red wine – Rosé – white wine.
- Brand names.
- Market participants: position, name or company name, community or are of the village/town of the head office
- Information on the composition (only g/l residual sugar).
- *Heuriger* (wine from the last vintage) (+ vintage), *Bergwein* (+ region), *Schilcher*.
- Sensory qualities that are characteristic of the wine.
- Proper name of the company, *Weinkellerei* (winery), *Weinhandlung...* (wine merchant).
- 1 (85%) or 2 or 3 (100%) and more grape varieties.
- Awards.
- Number of the container or the lot.
- Proper names: *Weinkellerei* (winery), *Weinhandlung* (wine merchant).
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof...* (wine-farm).
- Names and terms such as: *Cuvée* (blend), *Gemischter Satz* (mixed grape varieties from the same vineyard, vinified together), *Primus* (new season's wine), *Der Junge* (the young wine), *Der Neue* (the new wine).

### 5.4.3 Austrian *Tafelwein* (Table Wine)

#### 1. Prescribed information in the same visual area:

- *Österreichischer...* (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- *Tafelwein* (table wine)
- Nominal volume (e may be added)
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler)
- Alcohol content in % by volume; only full and half percentage points permitted
- *Trocken* (sec, dry), *halbtrocken* (demi-sec, medium dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet)
- Lot identification

#### 2. Additional labelling terms that lie under specific legal parameters:

- Red wine – rosé – white wine.
- Brand names.
- Marketing participants: position, name or company name, community or area of the village/town of the head office; *geerntet durch* (harvested by), *verteilt durch* (distributed by) or *importiert durch* (imported by).
- *Für Diabetiker geeignet* (suitable for diabetics) if residual sugar is not more than 4 g (currently possible only in Austria).
- Information about the composition (only g/l residual sugar).
- Sensory qualities that are characteristic of the wine.
- Proper names of the establishment: *Weinkellerei* (winery), *Weinhandlung* (wine merchant)...
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof*... (wine farm).

**Note:** For *Tafelwein* (table wine) from EU Member states the following must be stated: either

- the name of the member state if the grapes were harvested and the wine produced there (e.g. Italy),
- “*Verschnitt von Weinen aus mehreren Ländern der Europäischen Gemeinschaft*” \*) (“blend of wines from several countries of the European Community”) and code for specifying the location of the bottler (i.e. A-2230 = postal code) or
- “*In... aus in... geernteten grapes hergestellter Wein*” (“wine produced in... of grapes harvested in...”) and code for specifying the location of the bottler (i.e. A-2230 = postal code). This information must be provided in the same visual area.



\*) If the wine is marketed in Austria, the following abbreviated form can be used: “*Verschnitt aus mehreren Ländern der EG*” “blend from several countries of the EEC”. The appropriate font size must be used.

#### 5.4.4 Austrian *Schaumwein* (Sparkling Wine)

##### 1. Prescribed information in the same visual area:

- *Schaumwein*
- Nominal volume (e may be added)

Taste information:

	sugar content in g/l
brut nature, <i>naturherb</i>	under 3
extra brut, <i>extra herb</i> , extra bruto	0- 6
brut, <i>herb</i> , bruto	under 15
extra dry, <i>extra dry</i> , extra secco	12- 20
sec, <i>dry</i> , secco, asciutto, dry, secco	17- 35
demi-sec, <i>halbtrocken</i> , abboccato, medium dry, semi-sec	33- 50
doux, <i>mild</i> , dolce, sweet, dulce	over 50

*Sugar content is expressed in the respective national language.*

*Instead of the terms “doux”, etc. if the sugar content is above 50g/l it can also be expressed in g/l.*

- Alcohol content in % by volume; only full and half percentage points permitted.
- Producer or vendor: NAME, COMMUNITY/STATE.  
(Space does not permit the provision of more details here.)

##### 2. Prescribed information in the same or other visual area:

- *Importeur, Einführer* (importer); *importiert durch, eingeführt durch* (imported by): name or company name, community(area) and state.
- Lot identification, in Austria only after a regulation has been issued; mandatory for marketing on the EU market.

##### 3. Authorised information in the same or other visual area:

- Information that is not misleading.
- 1 (85%), 2 or 3 (100%) of the grape varieties. “Pinot” as a synonym for the Burgundy varieties.
- Name of the member state: if the grapes were harvested and the wine was produced and bottled there.
- Medals, prizes and awards.
- Brand names.

##### 4. Prohibited information – examples:

- Misleading information and packaging.
- Smaller geographic units than the state as designation of origin.
- Vintage.
- *Flaschengärung* etc. (bottle fermentation) as well as *Methode Champenoise* or *Champagner Methode* (Champagne method).

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- *Hauersekt* (sparkling wine from the wine-grower).
  - Mention of health-related effects as well as *natur* (natural), *echt* (genuine), *rein* (pure), *alternativ* (alternative).
  - Information about higher quality.
  - *Premium* or *Reserve*.

*Note:*

*Third-country wine used as a raw material may come only from certain areas and varieties of Romania. The sense conveyed by the labelling must be: Aus rumänischem Wein hergestellt (produced from Romanian wine). This information must be provided in the same visual area.*

The term ***Hauersekt*** (sparkling wine from the winegrower) may be used in Austria for *Qualitätsschaumwein bestimmter Anbaugebiete* or *Sekt b. A.*) (“quality sparkling wine produced in a specified region” or “sparkling wine produced in a specific region”) only if

1. the winery has grown the grapes (quality varieties) and produced the wine made from them itself,
2. the wine was fermented in the bottle according to the traditional method (second fermentation to sparkling wine; from the moment the blend is created it must be constantly aged on its own lees for at least nine months in the same winery and be separated from the sediment by disgorging),
3. it was produced outside the winery under contract because trade regulations prohibit the winery from making sparkling wine,
4. marketing is conducted by the winery that made wine from the grapes,
5. the label specifies the winery, the variety and the vintage,
6. the conditions and labelling requirements for *Qualitätsschaumwein bestimmter Anbaugebiete* (quality sparkling wine produced in a specified region) are met.

**Important:** The name of the wine-growing area must also appear on the cork. Smaller geographic information than that of the wine-growing area is permitted. If the outside company producing the sparkling wine under contract is in a different community from the winery, the place of manufacture of the sparkling wine is placed in the same visual area. The term *Hauersekt* can also be used by production co-operatives.

The term *Winzersekt* (another term for sparkling wine from the wine-grower) is reserved for German *Qualitätsschaumwein b. A.* (quality sparkling wine produced in a specific region).

Note: If the sparkling wine producer operates vineyards, it may take the wine it produced from them under the above conditions and make and market *Hauersekt*.

## 6 The Austrian Wine Marketing Board

### The AWMB's Purpose, Mission, and Strategy

The purpose of the AWMB is stated in the articles of association:

The purpose of the enterprise is the implementation of marketing measures for Austrian wine, particularly wine produced in Lower Austria (Niederösterreich), Burgenland, Styria (Steiermark) and Vienna (Wien). The enterprise is authorised to undertake any measures and transactions that are useful for realising its purpose.

### The AWMB's Mission and Goals

The AWMB supports and co-ordinates the efforts of the Austrian wine industry to maintain quality and sales. Domestically, the goal is to dominate the market segment for *Qualitätswein*. The export of wine in bottles is to be doubled again within ten years (new basis = 2000).

### The AWMB's Strategy

The strategy is aimed at creating a balanced marketing mix suited to the respective markets. This means working on image to promote sales as well as active public-relations work supported by advertising.

### The AWMB's Financing

The projected income of the AWMB for 2003 is comprised of around EUR 3.15 million in marketing contributions from the wine industry and some EUR 2.5 million in contributions from the provinces. Section 75 Abs 5 (former §68c) of the Wine Law provides for an additional EUR 1.5 million.

### The AWMB - Your contact

AWMB - Austrian Wine Marketing Board, Ltd.  
Prinz-Eugen-Str. 34/7  
A-1040 Vienna  
Phone +43/1/5039267-0, Fax +43/1/5039268  
e-mail: [info@winesfromaustria.com](mailto:info@winesfromaustria.com)  
[www.winesfromaustria.com](http://www.winesfromaustria.com)

Austria: PR/Media/Graphics	Austria: Events/Projects	Austria: Gastronomy	Organisation/Controlling
Foreign markets: Continental Europe and Great Britain	Foreign markets: Northern Europe Eastern Europe	Foreign market: Germany	Foreign markets: North America Asia
<b>Assistants:</b> Ms. Iris Kovacs Ms. Martina Würzel Mr. Peter Kramar (Graphics)	<b>Assistants:</b> Ms. Julia Sogl Ms. Eva Winkler	<b>Assistant:</b> Ms. Claudia Blau	<b>Assistants:</b> Ms. Bettina Tesch Ms. Herta Wallner Ms. Daniela Pilwachs
<b>Management:</b> Ms. Susanne Staggl	<b>Management</b> Ms. Marion Reinberger	<b>Management</b> Mr. Gerhard Elze	<b>Management</b> Mr. Michael Thurner, Wine MBA
<b>Managing Director</b> Mr. Michael Thurner, Wine MBA			

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## 7 Important Addresses

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### Publisher:

**Austrian Wine Marketing Board, Ltd. (AWMB)**

Managing Director: Michael Thumer, Wine MBA

Prinz Eugen Straße 34

A-1040 Vienna

Tel. +43 (0)1/503 92 67 Fax: +43 (0)1/503 92 68..E-mail: [info@winesfromaustria.com](mailto:info@winesfromaustria.com)[www.winesfromaustria.com](http://www.winesfromaustria.com)

### AWMB affiliated organizations:

**ÖWI Handels-GmbH. (promotional materials)**

Director: Michael Thurner, Wine MBA

Assistant Director: Rudolf Neuhold

Josef Hafner Straße 4

A-2100 Korneuburg

Tel. +43 (0)2262/625 46 Fax: +43 (0)2262/625 46/9 E-mail: [info@oewi.at](mailto:info@oewi.at)**Austrian Wine Academy – Rust Headquarters**

Managing Director: Dr. Josef Schuller, MW

Hauptstraße 31

A-7071 Rust

Tel. +43 (0)2685/6853 Fax: +43 (0)2685/6431 E-mail: [info@weinakademie.at](mailto:info@weinakademie.at)[www.weinakademie.at](http://www.weinakademie.at)**Austrian Wine Academy – Krems Branch**

Peter Reiter

Undstraße 10

A-3500 Krems/Stein

Tel. +43 (0)2732/876 12 Fax: +43 (0)2732/876 13 E-mail: [info-krems@weinakademie.at](mailto:info-krems@weinakademie.at)[www.weinakademie.at](http://www.weinakademie.at)

### Public Offices:

**Federal Ministry of Agriculture, Forestry, Environment, and Water Supply**

DI Christian Jaborek; Dr. Rudolf Schmid

Stubenring 1

A-1010 Vienna

Tel. +43 (0)1/711 00-0 Fax: +43 (0)1/5138722

**Bundesamt für Weinbau Bureau of Viniculture**

Director: Dr. Walter Flak

Gölbeszeile 1

A-7000 Eisenstadt

**Höhere Bundeslehranstalt und Bundesamt für Wein- und Obstbau Federal College of Viniculture and Pomology**

Director: Mr. Vogl

Wiener Straße 74

A-3400 Klosteneuburg

Tel. +43 (0)2243/32 159 Fax: +43 (0)2243/26 705 E-mail: [direktion@hblawo.bmlf.gv.at](mailto:direktion@hblawo.bmlf.gv.at)[www.weinbauschule-klosteneuburg.at](http://www.weinbauschule-klosteneuburg.at)

---

**Landwirtschaftliche Fachschule Gumpoldskirchen College of Agriculture Gumpoldskirchen**

---

Kajetan-Schellmann-Straße 27

A-2352 Gumpoldskirchen

Tel. +43 (0)2252/62 114 Fax: +43 (0)2252/62 114-90 E-mail: [wein@magnet.at](mailto:wein@magnet.at)

---

**College of Agriculture Hollabrunn**

---

Sonnleitenweg 2

A-2020 Hollabrunn

Tel. +43 (0)2952/2133 Fax: +43 (0)2952/2133-18 E-mail: [fs.hollabrunn@wein-land-schule.at](mailto:fs.hollabrunn@wein-land-schule.at)

---

**College of Agriculture Krems**

---

Wiener Straße 101

A-3500 Krems

Tel. +43 (0)2732/87 516 Fax: +43 (0)2732/87 516-22 E-mail: [fs.krems@wbs-krems.at](mailto:fs.krems@wbs-krems.at)  
[www.wbs-krems.at](http://www.wbs-krems.at)

---

**College of Agriculture Mistelbach**

---

Winzerschulgasse 50

A-2130 Mistelbach

Tel. +43 (0)2572/2421-0 Fax: +43 (0)2572/2421-49713 E-mail: [fs.mistelbach@asn.netway.at](mailto:fs.mistelbach@asn.netway.at)

---

**College of Agriculture Eisenstadt**

---

Neusiedler Straße 6

A-7000 Eisenstadt

Tel. +43 (0)2682/63 644 Fax: +43 (0)2682/63 644-44 E-mail: [lfseis@bnet.at](mailto:lfseis@bnet.at)  
[www.bnet.at/lfseis](http://www.bnet.at/lfseis)

---

**College of Viticulture and Oenology Silberberg**

---

Kogelberg 16

A-8430 Leibnitz

Tel. +43 (0)3452/82 339 Fax: +43 (0)3452/82 339-17 E-mail: [post@lfssilber.stmk.gv.at](mailto:post@lfssilber.stmk.gv.at)  
[www.silberberg.at](http://www.silberberg.at)**Statistic Austria**

Direktion Raumwirtschaft

Hintere Zollamtsstraße 2b

A-1033 Wien

Tel. +43 (0)1/711 28-0 Fax: +43 (0)1/493 4300 E-mail: [info@statistik.gv.at](mailto:info@statistik.gv.at)  
[www.statistik.at](http://www.statistik.at)Viniculture Associations:**Austrian Viniculture Association**

President: ÖkR Dipl.-HLFL-Ing. Josef Pleil

Managing Director: DI Josef Glatt

Löwelstraße 12

A-1014 Wien

Tel. +43 (0)1/53 441-8553 Fax: +43 (0)1/53 441-8549 E-mail: [j.glatt@pklwk.at](mailto:j.glatt@pklwk.at)

**Viniculture Association of Lower Austria**

Managing Director: Ing. Emmerich Lutz

Wienerstraße 64

A-3100 St. Pölten

Tel. +43 (0)2742/259 2204 Fax: +43 (0)2742/259 2009 E-mail: [weinbau@lk-noe.at](mailto:weinbau@lk-noe.at)**Viniculture Association of Burgenland**

Managing Director: Ing. Josef Finster

Esterhazystraße 15

A-7001 Eisenstadt

Tel. +43 (0)2682/702-0 Fax: +43 (0)2682/702/691 E-mail: [wbv-bgld@lk-bgld.at](mailto:wbv-bgld@lk-bgld.at)**Viniculture Association of Styria**

Managing Director: Dir. Ing. Werner Luttenberger

Hamerlinggasse 3

A-8011 Graz

Tel. +43 (0)316/80 50-0 Fax: +43 (0)316/80 50/1510 E-mail: [weinbau@lk-stmk.at](mailto:weinbau@lk-stmk.at)**Viniculture Association of Vienna**

Managing Director: Ing. Martin Obermann

Gumpendorfer Str. 15

A-1060 Vienna

Tel. +43 (0)1/587 95 28-0 Fax: +43 (0)1/587 95 28/21 E-mail: [wein@lk-wien.at](mailto:wein@lk-wien.at)**Wine Trade Organizations:****Federal Committee for Agrarian Trade Vienna**

Umpire: Alfred Fischer

Geschäftsführer: Mag. Richard Franta

Wiedner Hauptstraße 63

A-1045 Wien

Tel. +43 (0)1/50 105 Fax: +43 (0)1/50 105 290 E-mail: [agrarhandel@wko.at](mailto:agrarhandel@wko.at)**Vienna Committee for Wine and Spirit Wholesale**

Managing Director: Dr. Klaus Puza

Umpire: Hr. Pezenka

Schwarzenbergplatz 14

A-1041 Wien Tel. +43 (0)1/51450-0 Fax: +43 (0)1/51450-3237 E-mail: [sh.ggpuza@wkw.at](mailto:sh.ggpuza@wkw.at)**Lower Austria Committee for Wine and Spirit Wholesale Vienna**

Managing Director: Mag. Thomas Petzel

Umpire: Franz Ehrenleitner

Herrengasse 10

A-1014 Wien

Tel. +43 (0)1/53466 Fax: +43 (0)1/53466-1567 E-mail: [handel.gremialgruppel@noe.wk.or.at](mailto:handel.gremialgruppel@noe.wk.or.at)**Burgenland Committee for Wine and Spirit Wholesale Vienna**

Managing Director: Dr. Helmut Huber

Umpire: Alfred Fischer

Robert Graf Platz 1

A-7000 Eisenstadt

Tel. +43 (0)2682/695-0 Fax: +43 (0)2682/695-355 E-mail: [huberh@wkbgl.wk.or.at](mailto:huberh@wkbgl.wk.or.at)

---

**Styria Committee for Wine and Spirit Wholesale Vienna**

Managing Director: Mag. Günther Knittelfelder

Umpire: Gerhard Wohlmuth

Körblergasse 111-113

A-8010 Graz

Tel. +43 (0)316/601-58-0 Fax: +43 (0)316/601-592 E-mail: [leopold.strobl@wk.stmk.at](mailto:leopold.strobl@wk.stmk.at)Tourism Boards, etc:**Austrian National Tourist Bureau**

Margaretenstraße 1

A-1040 Wien

Tel. +43 (0)1/58866-0 Fax: +43 (0)1/58866-20 E-mail: [oeinfo@oewwien.via.at](mailto:oeinfo@oewwien.via.at)[www.austria-tourism.at](http://www.austria-tourism.at)**Vienna Tourist Bureau**

Obere Augartenstraße 40

A-1020 Wien

Tel. +43 (0)1/21114-0 Fax: +43 (0)1/2168492 E-mail: [wtv@info.wien.at](mailto:wtv@info.wien.at)[www.info.wien.at](http://www.info.wien.at)

---

**Lower Austria Tourist Bureau**

Fischhof 3/3

A-1010 Wien

Tel. +43 (0)1/53610 Fax: +43 (0)1/53610-6062 E-mail: [tourismus@noe.co.at](mailto:tourismus@noe.co.at)[www.niederoesterreich.at](http://www.niederoesterreich.at)

---

**Burgenland Tourist Bureau**

Schloss Esterhazy

A-7000 Eisenstadt

Tel. +43 (0)2682/63384 Fax: +43 (0)2682/63384-20 E-mail: [info@burgenland-tourism.co.at](mailto:info@burgenland-tourism.co.at)[www.burgenland.at](http://www.burgenland.at)

---

**Styria Tourism, Ltd.**

St. Peter Hauptstraße 243

A-8042 Graz

Tel. +43 (0)316/40030 Fax: +43 (0)316/400330 E-mail: [tourismus@steiermark.com](mailto:tourismus@steiermark.com),[info@steiermark.com](mailto:info@steiermark.com)[www.steiermark.com](http://www.steiermark.com)**Marketing Cooperative for Styrian Wine**

Hamerlinggasse 3

A-8010 Graz

Tel. +43 (0)316/80501435 Fax: +43 (0)316/80501340 E-mail: [mgwein@steirischerwein.at](mailto:mgwein@steirischerwein.at)International Addresses:**Office international de la Vigne et du Vin (OIV)**

18, rue d' Aguesseau

F-75008 Paris

Tel. 0033/1/44 94 80 80 Fax: 0033/1/42 66 90 63 E-mail: [101675.2013@compuserve.com](mailto:101675.2013@compuserve.com)