

DOCUMENTATION AUSTRIAN WINE 2006

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1 Austria – the wine country

1.1 Austria's wine-growing regions and wine-growing areas

For the first time since Austria joined 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 states – Burgenland, Niederösterreich (Lower Austria), Steiermark (Styria) and Wien (Vienna) – were included and analysed as secondary statistics. The organisation “Statistics Austria” (Austrian Central Statistical Office) obtained the data of the other states by conducting a written survey of the vineyard owners.

Austria was determined to have a vineyard area of approximately 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 vineyard area were vine removal in accordance with EU vine pulling schemes and national reserve campaigns as well as losses due to frost damage.

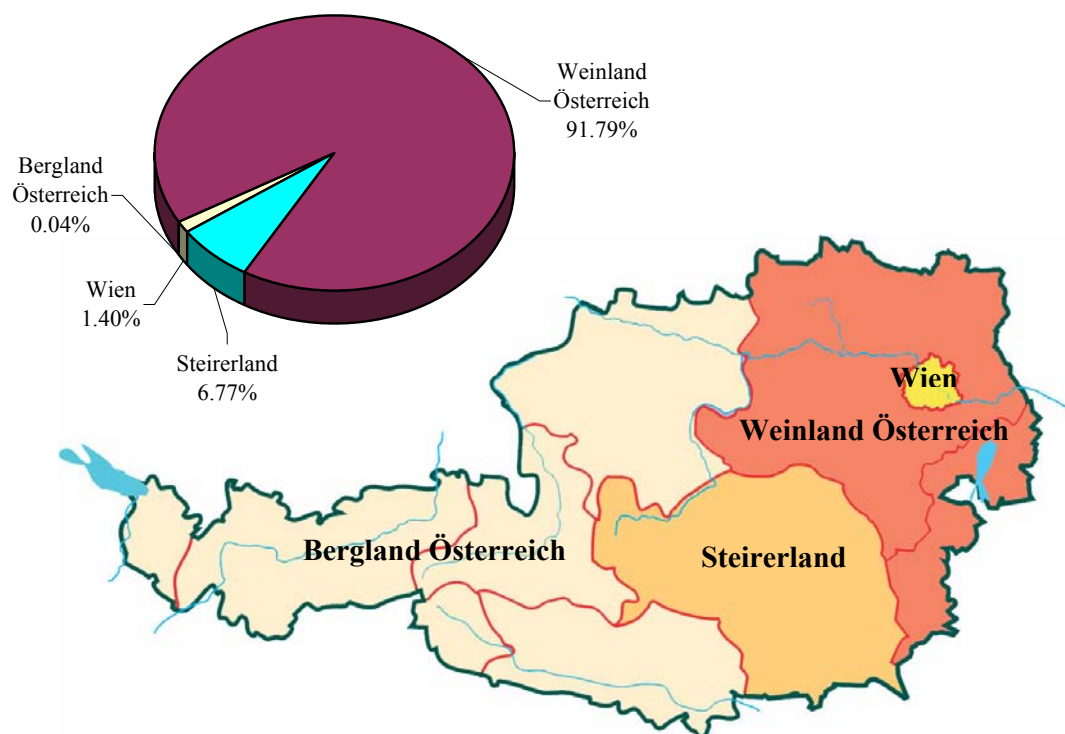
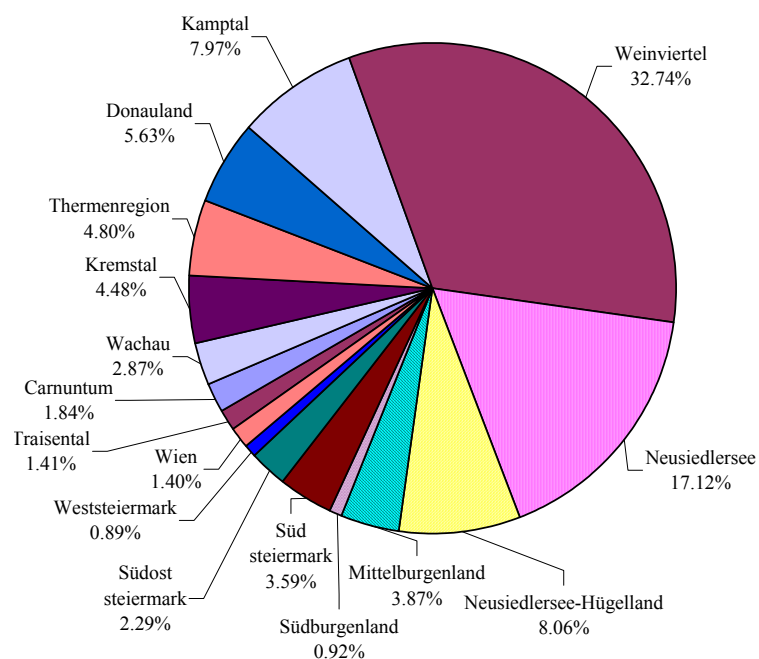
The 1999 amendment to the wine law created a new wine-growing region called “Weinland Austria”. The advantage lies in the fact that wines from Niederösterreich and Burgenland, a large area even by European standards, can now be used for the production of Landwein. The 2002 amendment also changed the wine region Steiermark's name to “Steirerland”.

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

The four wine-growing regions are defined as Weinland Österreich (including the states of Niederösterreich and Burgenland), Steirerland (that is the state Steiermark), Wien, and Bergland Österreich (including the states Oberösterreich (Upper Austria), Salzburg, Kärnten (Carinthia), Tirol (Tyrol), and Vorarlberg).

The wine-growing areas are:

- Niederösterreich, which geographically includes the wine-growing areas Weinviertel, Wachau, Kremstal, Kamptal, Traisental, Donauland, Carnuntum, and Thermenregion
- Burgenland, which geographically includes the wine-growing areas Neusiedlersee, Neusiedlersee-Hügelland, Mittelburgenland, and Südburgenland
- Steiermark, which geographically includes the wine-growing areas Südoststeiermark, Südsteiermark, Weststeiermark, and
- Wien.

The wine-growing regionsThe wine-growing areas

wine-growing area of Niederösterreich: 61.8 %
 wine-growing area of Burgenland: 29.9 %

Niederösterreich without wine-growing-area: 0.08 %
 Steiermark without wine-growing-area: 0.0005 %
 other federal states: 0.04 %

Vineyard areas 1999 (by earning capacity/potential)

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	
AUSTRIA	32,044	48,557.67	34,851.23	11,636.88	1,293.27	714.75	48,496.13
Wine-growing regions:							
Weinland	27,692	44,567.53	32,003.99	10,688.52	1,133.67	687.95	44,514.15
Steierland	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
BURGENLAND	9,654	14,563.62	8,958.03	4,935.28	298.64	347.54	14,539.49
Wine-growing areas:							
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
NIEDERÖSTERREICH	18,038	30,003.91	23,045.96	5,753.25	835.04	340.41	29,974.66
Wine-growing areas:							
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
STEIERMARK	3,821	3,290.83	2,291.44	846.81	129.15	15.27	3,282.67
Wine-growing areas:							
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
WIEN	497	678.30	545.27	93.42	29.19	10.42	678.30
other states	34	21.01	10.53	8.12	1.25	1.11	21.01

Analysis of the viticultural land register of the wine-producing states
 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 ¹⁾
	Under 3 years	3 to 9 years	10 to 19 years	20 years old and older	
AUSTRIA	2,008.02	7,096.28	13,955.24	25,436.59	61.54
Wine-growing regions:					
Weinland	1,821.63	6,129.78	12,641.18	23,921.57	53.38
Steierland	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	-
BURGENLAND	646.18	2,146.41	4,549.89	7,197.01	24.13
Wine-growing areas:					
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	-
NIEDERÖSTERREICH	1,175.45	3,983.36	8,091.29	16,724.56	29.25
Wine-growing areas:					
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	-
STEIERMARK	144.43	779.87	1,149.49	1,208.89	8.16
Wine-growing areas:					
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	-
Wine-growing area WIEN	39.61	179.33	156.81	302.55	-
other states	2.36	7.30	7.76	3.59	-

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

¹⁾ Federal Ministry of Agriculture and Forestry, Environment and Water Management

Minor discrepancies are due to rounding.

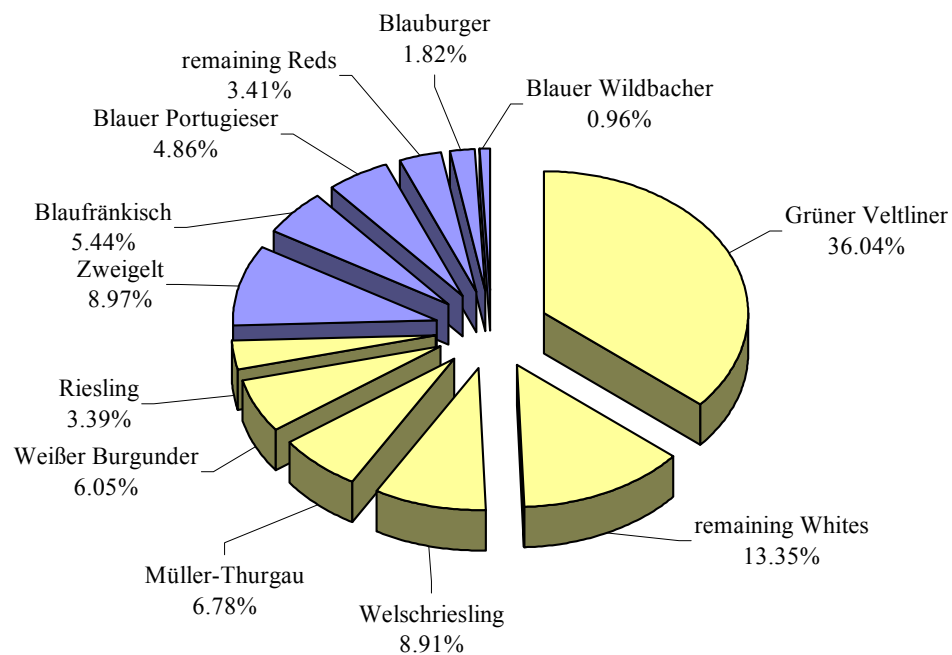
Source: Statistics Austria

1.2 Grape varieties in Austria

1.2.1 Breakdown by share of area in percent

Austria total

Vineyard area measured in hectares sorted by grape variety



White wine

17,479.30 ha Grüner Veltliner
 4,323.05 ha Welschriesling
 3,289.27 ha Müller-Thurgau
 2,935.53 ha Weißer Burgunder
 1,642.99 ha Riesling
 6,474.35 ha other white wine varieties

Red wine

4,349.73 ha Zweigelt
 2,640.61 ha Blaufränkisch
 2,358.18 ha Blauer Portugieser
 883.95 ha Blauburger
 464.11 ha Blauer Wildbacher
 1,655.05 ha other red wine varieties

Grape Varieties by States (areas in hectares)

Name	Austria	Burgenland	Nieder- österreich	Steiermark	Wien	Other states
White wine:						
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
Gemischter Satz (mixed grapes from the same vineyard)	1,370.91	391.99	860.17	44.77	73.75	0.23
Total	36,144.50	9,256.67	23,881.00	2,420.59	574.46	11.78
Red wine						
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
Gemischter Satz (mixed grapes from the same vineyard)	358.10	56.87	294.49	0.02	5.49	1.23
Total	12,351.63	5,282.82	6,093.66	862.08	103.84	9.23

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

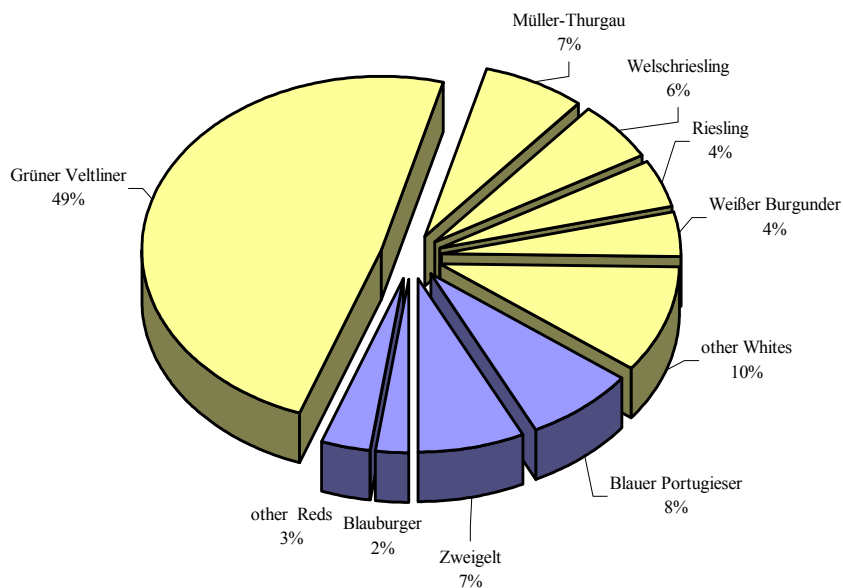
Source: Statistics Austria

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

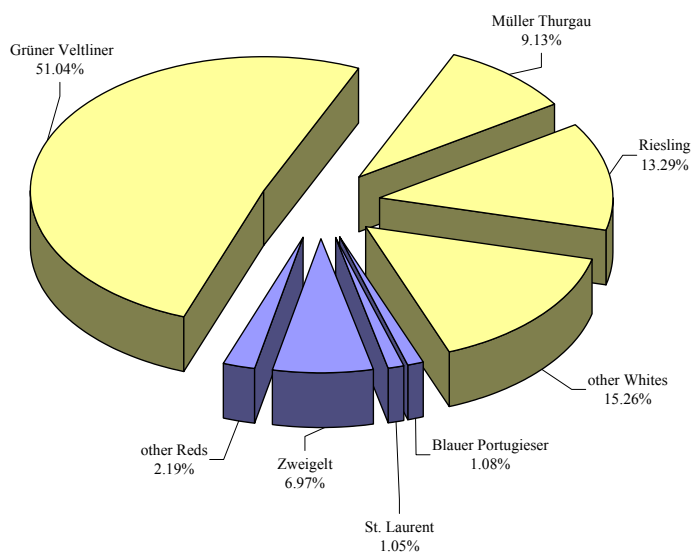


Wine-growing area Wachau

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

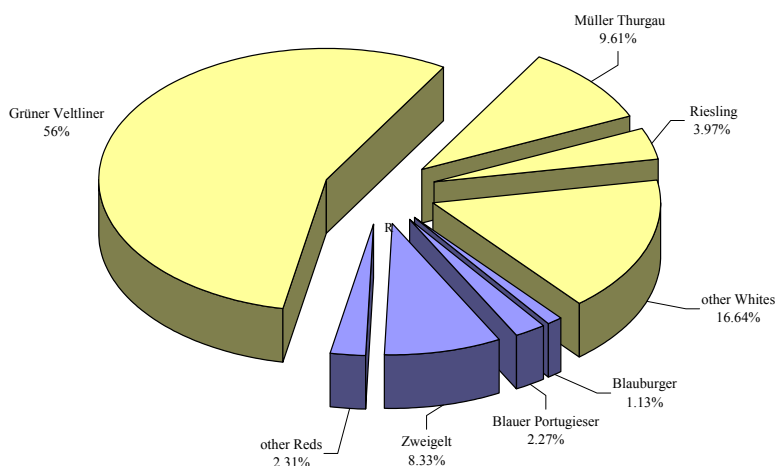


Wine-growing area Kremstal

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>1,865.99</u>	<u>Total black grape area</u>	<u>304.78</u>
<u>Varieties:</u>		<u>Varieties:</u>	
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

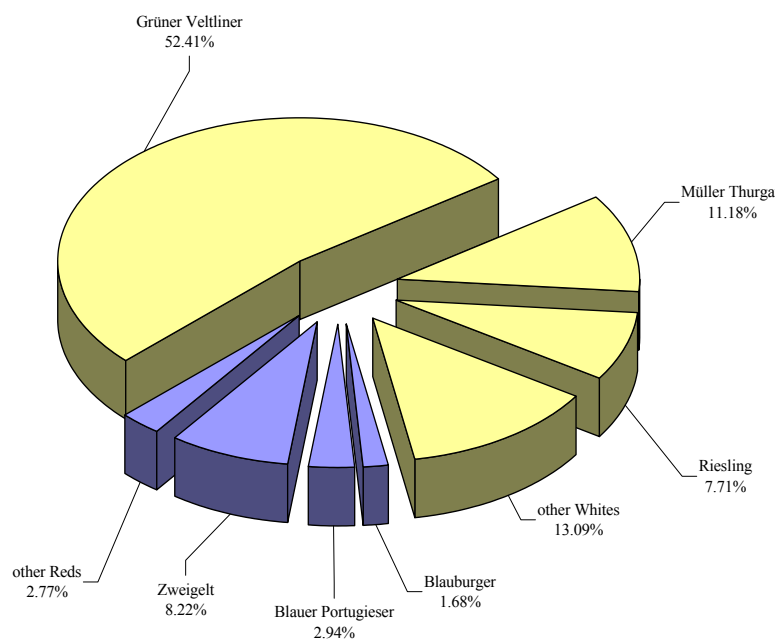


Wine-growing area Kamptal

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>3,263.46</u>	<u>Total black grape area</u>	<u>603.54</u>
<u>Varieties:</u>		<u>Varieties:</u>	
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

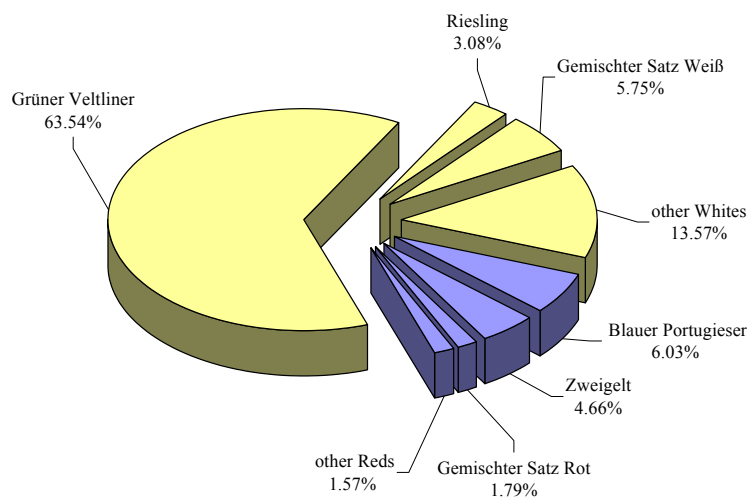


Wine-growing area Traisental

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

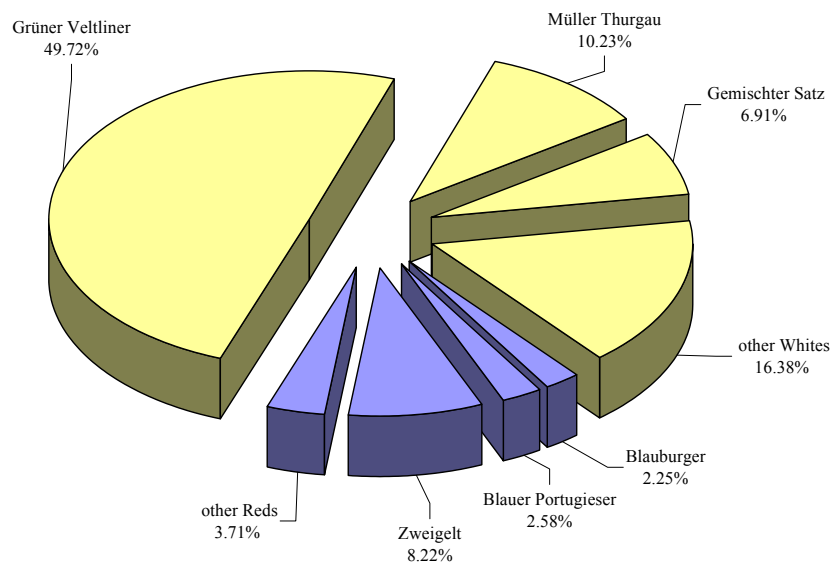


Wine-growing area Donauland

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>2,272.99</u>	<u>Total black grape area</u>	<u>457.66</u>
<u>Varieties:</u>		<u>Varieties:</u>	
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

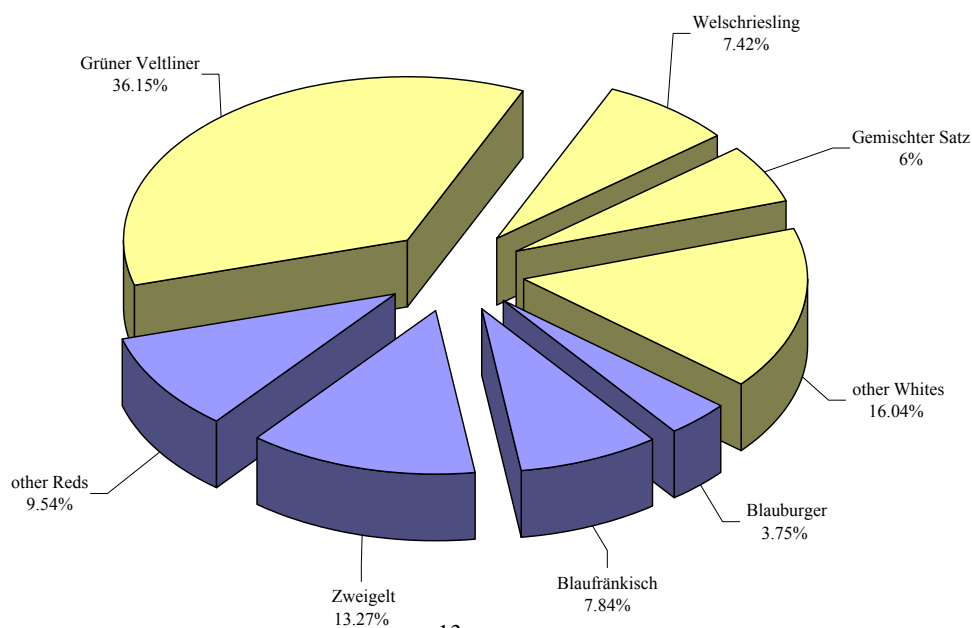
Total white grape area**584.89****Total black grape area****306.64****Varieties:**

Grüner Veltliner	322.27
Welschriesling	66.12
Gemischter Satz	53.48
Weißer Burgunder	49.26
Müller-Thurgau	26.27
Riesling	19.58
Neuburger	7.27
Goldburger	5.15
Sauvignon blanc	4.10
Muskat-Ottonel	4.02
Scheurebe	2.97
Frühroter Veltliner	2.79
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

Varieties:

Zweigelt	118.31
Blaufränkisch	69.88
Blauburger	33.43
Blauer Portugieser	27.01
Gemischter Satz	20.10
Cabernet Sauvignon	13.96
St. Laurent	10.86
Merlot	7.00
Blauer Burgunder	5.47
Cabernet Franc	0.62
Schilcher	0.00
Others	0.00

The major grape varieties according to area

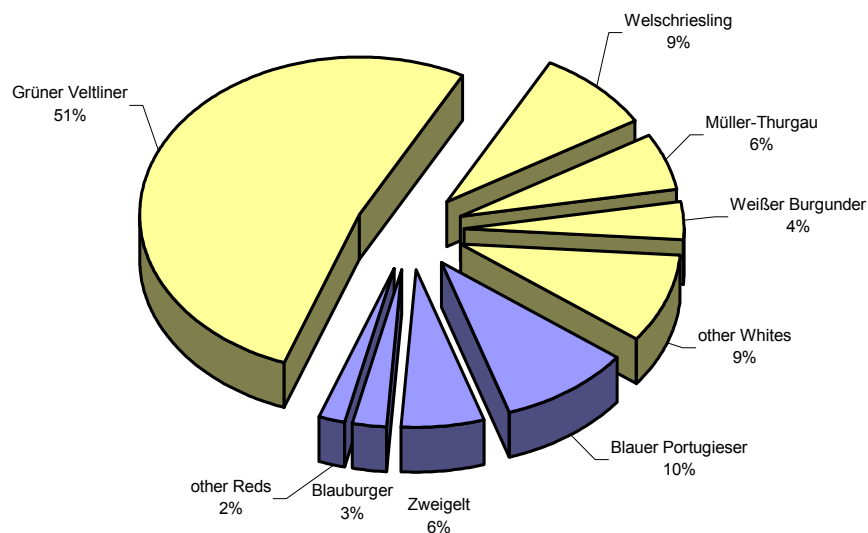


Wine-growing area Weinviertel

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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	Blaufränkisch	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

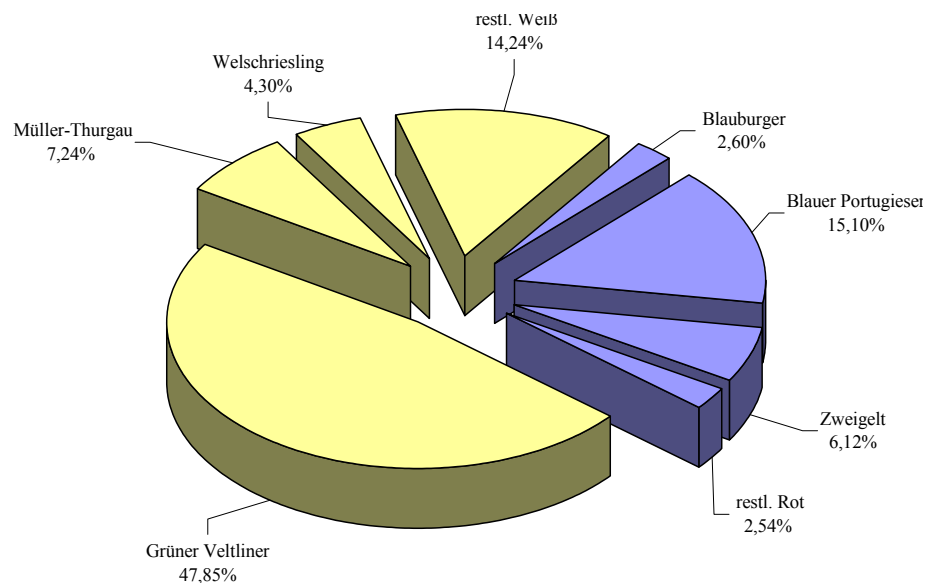


Wine-growing area Weinviertel West "Retzerland"
(districts Hollabrunn, Horn)

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>6,005.48</u>	<u>Total black grape area</u>	<u>2,149.86</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	3,902.25	Blauer Portugieser	1,231.41
Müller-Thurgau	590.74	Zweigelt	499.18
Welschriesling	350.80	Blauburger	211.95
Gemischter Satz	299.22	Gemischter Satz	115.08
Weißer Burgunder	248.09	Blauer Burgunder	28.61
Riesling	229.37	Cabernet Sauvignon	19.93
Frühroter Veltliner	157.78	St. Laurent	18.91
Roter Veltliner	101.54	Merlot	17.40
Neuburger	31.42	Blaufränkisch	6.60
Scheurebe	15.31	Cabernet Franc	0.76
Traminer	13.92	Schilcher	0.00
Grauer Burgunder	12.14	Others	0.03
Muskat-Ottonel	11.05		
Sauvignon blanc	10.95		
Muskateller	8.32		
Goldburger	6.48		
Bouvier	4.67		
Sylvaner	3.49		
Jubiläumsrebe	1.71		
Rotgipfler	1.10		
Zierfandler	1.00		
Others	4.14		

The major grape varieties according to area



Wine-growing area Weinviertel Ost "Veltlinerland"

(district Mistelbach - excluding juridical district Wolkersdorf, juridical district Zistersdorf)

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>4,602.86</u>	<u>Total black grape area</u>	<u>767.72</u>
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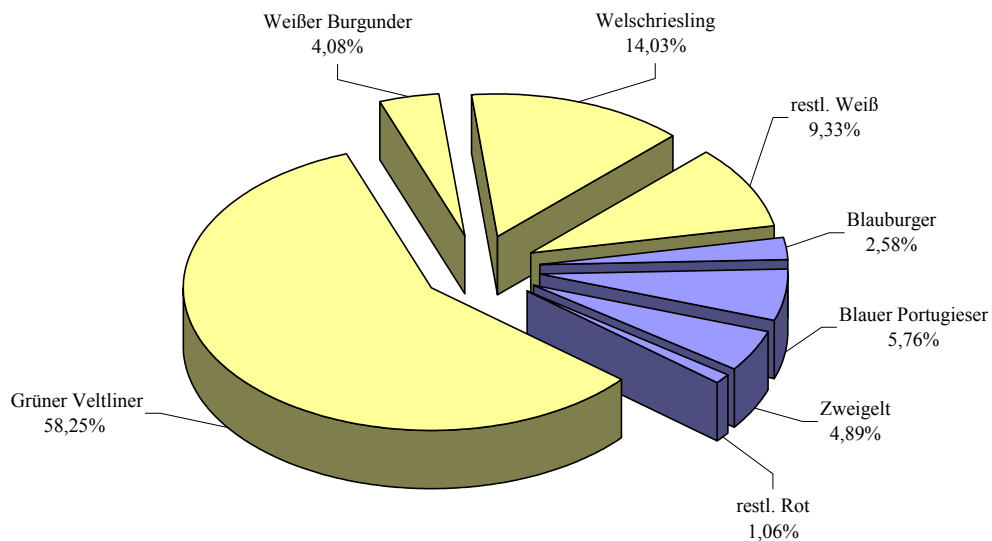
Varieties:

Grüner Veltliner	3,128.61
Welschriesling	753.62
Weißer Burgunder	219.30
Müller-Thurgau	188.96
Riesling	116.10
Frühroter Veltliner	65.75
Gemischter Satz	48.55
Neuburger	16.89
Muskat-Ottonel	12.90
Traminer	11.35
Scheurebe	8.97
Goldburger	7.21
Sauvignon blanc	7.20
Sylvaner	3.73
Roter Veltliner	3.25
Muskateller	2.60
Grauer Burgunder	1.77
Jubiläumsrebe	0.92
Zierfandler	0.79
Bouvier	0.35
Furmint	0.35
Rotgipfler	0.06
Others	3.64

Varieties:

Blauer Portugieser	309.46
Zweigelt	262.68
Blauburger	138.63
St. Laurent	13.23
Gemischter Satz	9.89
Blaufränkisch	9.76
Blauer Burgunder	9.73
Cabernet Sauvignon	8.21
Merlot	5.99
Cabernet Franc	0.15
Schilcher	0.00
Others	0.00

The major grape varieties according to area



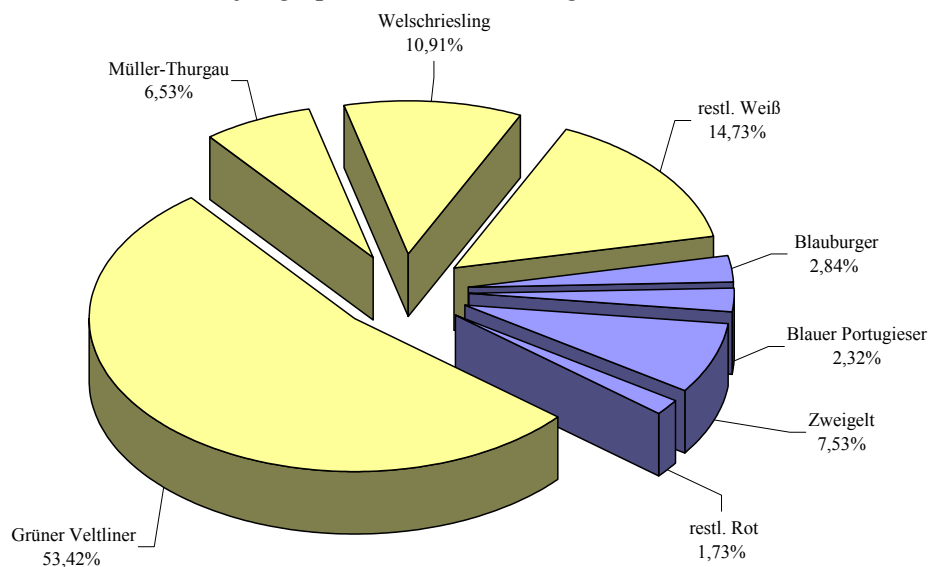
Wine-growing area Weinviertel Süd

(district Korneuburg, district Gänserndorf - excluding juridical district Zistersdorf and juridical district Wolkersdorf)

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>2,424.95</u>	<u>Total black grape area</u>	<u>408.17</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	1,512.44	Zweigelt	213.29
Welschriesling	309.19	Blauburger	80.40
Müller-Thurgau	185.07	Blauer Portugieser	65.59
Weißer Burgunder	139.17	St. Laurent	12.76
Riesling	94.50	Gemischter Satz	11.43
Gemischter Satz	56.32	Blauer Burgunder	9.21
Frühroter Veltliner	43.31	Cabernet Sauvignon	7.57
Neuburger	17.86	Blaufränkisch	4.95
Scheurebe	16.27	Merlot	2.37
Traminer	10.35	Cabernet Franc	0.12
Goldburger	8.52	Schilcher	0.00
Muskat-Otonel	7.90	And. Rotweinsorten	0.48
Sauvignon blanc	5.81		
Bouvier	3.97		
Roter Veltliner	3.58		
Muskateller	3.17		
Grauer Burgunder	2.24		
Sylvaner	1.58		
Rotgipfler	0.43		
Zierfandler	0.11		
Furmint	0.00		
Jubiläumsrebe	0.00		
Andere Weißweinsorten	2.16		

The major grape varieties according to area

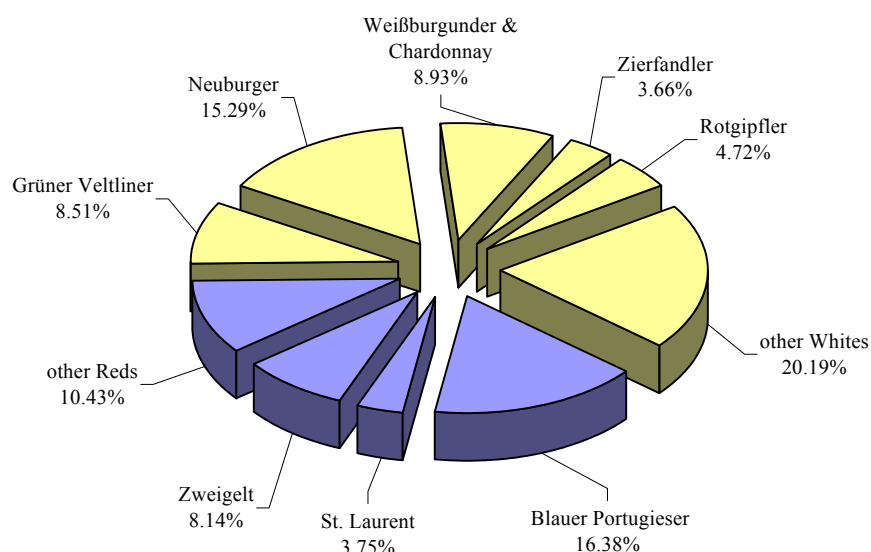


Wine-growing area Thermenregion

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

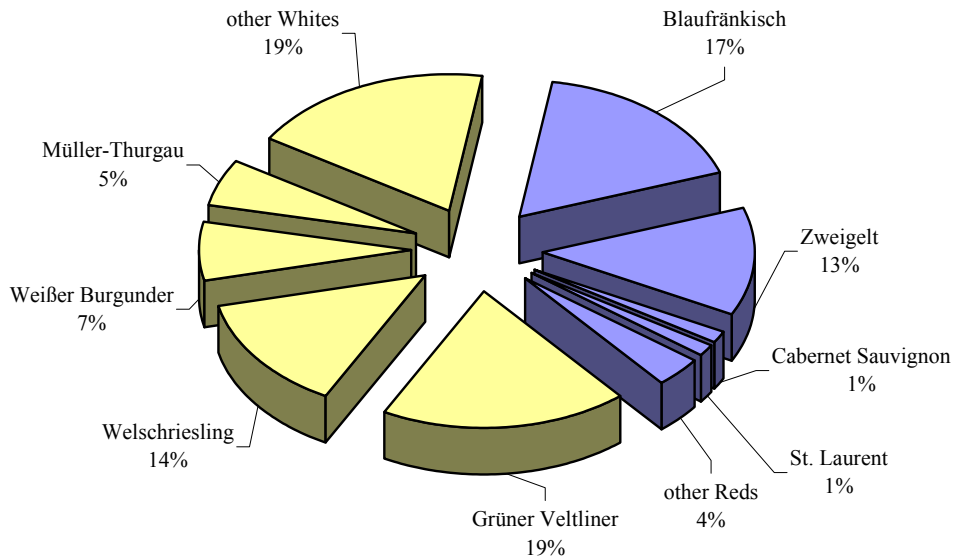


Wine-growing area Burgenland

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

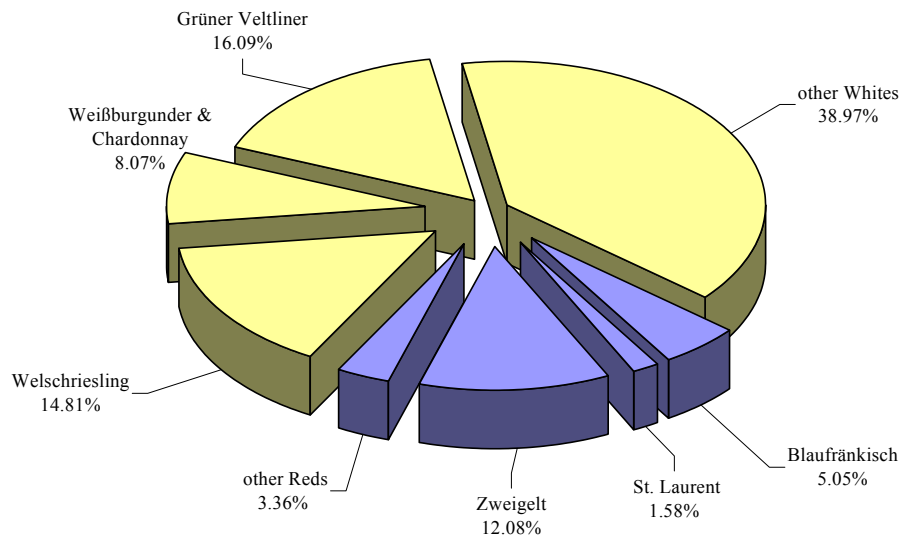


Wine-growing area Neusiedlersee

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

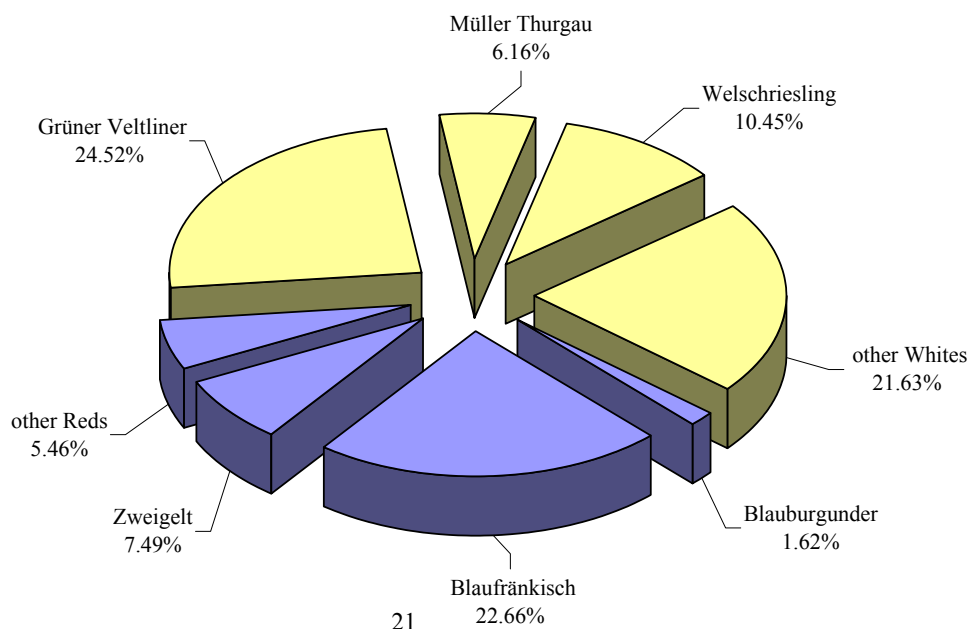


Wine-growing area Neusiedlersee-Hügelland

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

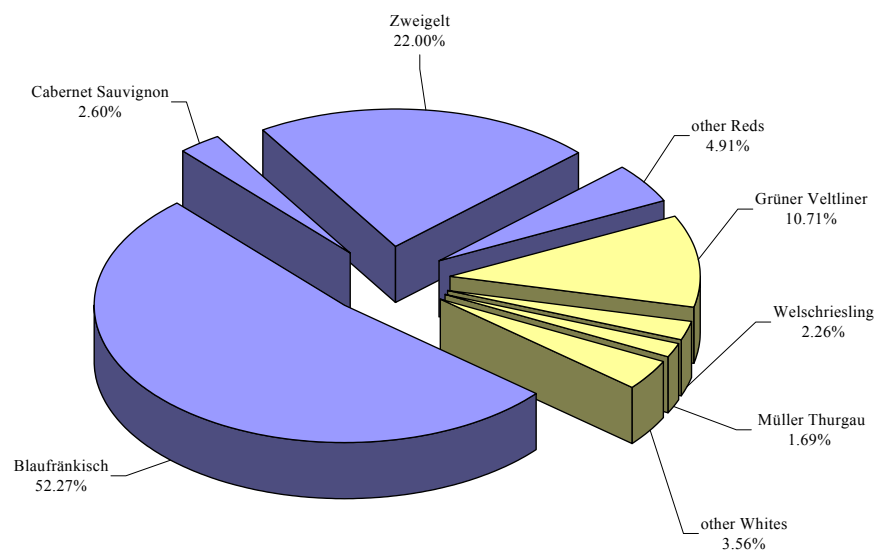


Wine-growing area Mittelburgenland

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

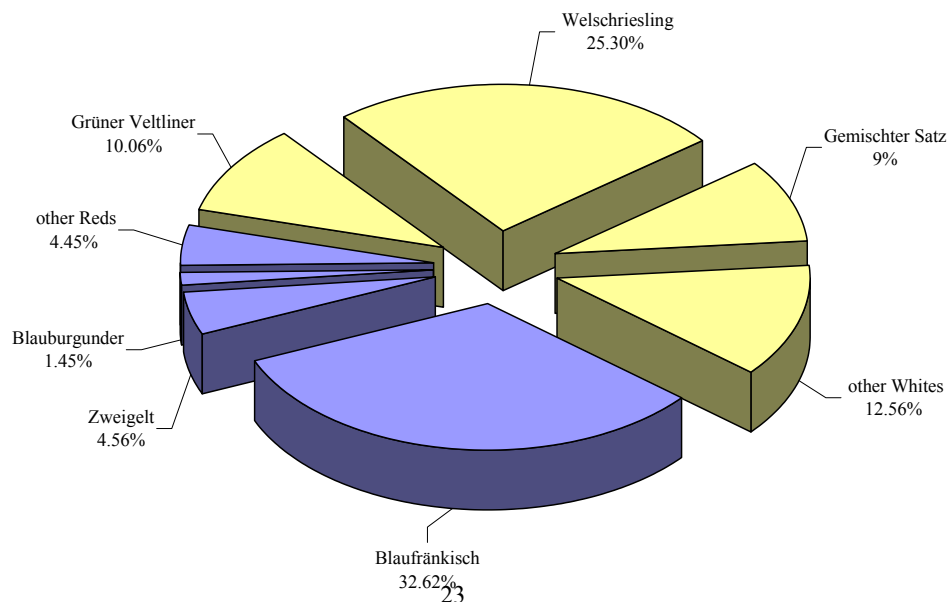


Wine-growing area Südburgenland

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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



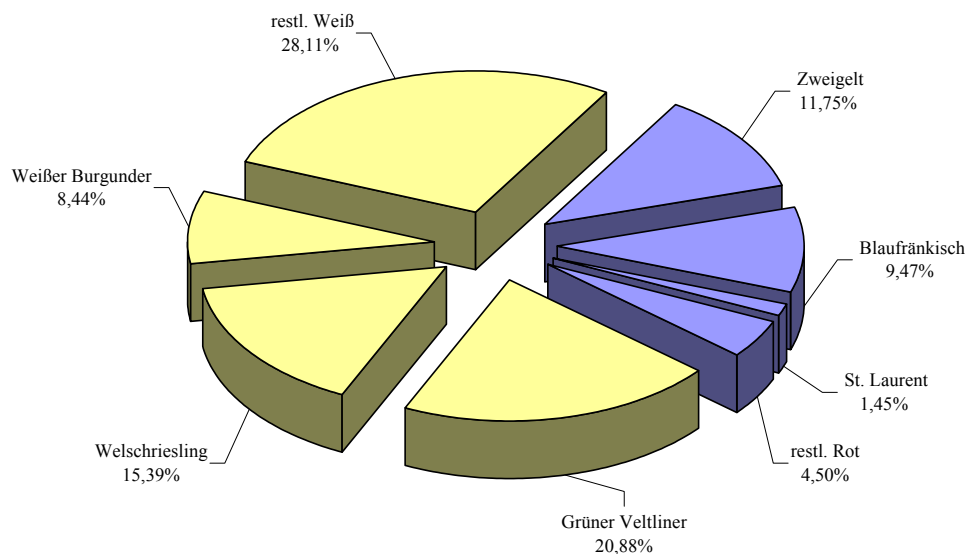
Wine-growing area Burgenland See

(pol. Bezirke Eisenstadt, Eisenstadt Umgebung, Rust, Neusiedl am See)

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>		<u>Total black grape area</u>	
<u>8,581.35</u>		<u>3,202.24</u>	
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	2,459.89	Zweigelt	1,384.40
Welschriesling	1,813.70	Blaufränkisch	1,115.96
Weißer Burgunder	994.86	St. Laurent	171.12
Müller-Thurgau	748.89	Blauburger	141.58
Neuburger	428.75	Blauer Burgunder	138.23
Bouvier	335.70	Cabernet Sauvignon	131.45
Gemischter Satz	329.58	Gemischter Satz	34.47
Muskat-Ottonel	317.98	Blauer Portugieser	32.81
Scheurebe	284.16	Merlot	27.75
Goldburger	193.88	Cabernet Franc	15.06
Traminer	184.94	Schilcher	3.09
Grauer Burgunder	173.75	Andere Rotweinsorten	6.31
Riesling	140.00		
Frühroter Veltliner	66.17		
Sauvignon blanc	50.09		
Jubiläumsrebe	25.08		
Muskateller	11.78		
Sylvaner	3.93		
Roter Veltliner	2.96		
Rotgipfler	1.77		
Furmint	0.81		
Zierfandler	0.68		
Andere Weißweinsorten	11.98		

The major grape varieties according to area

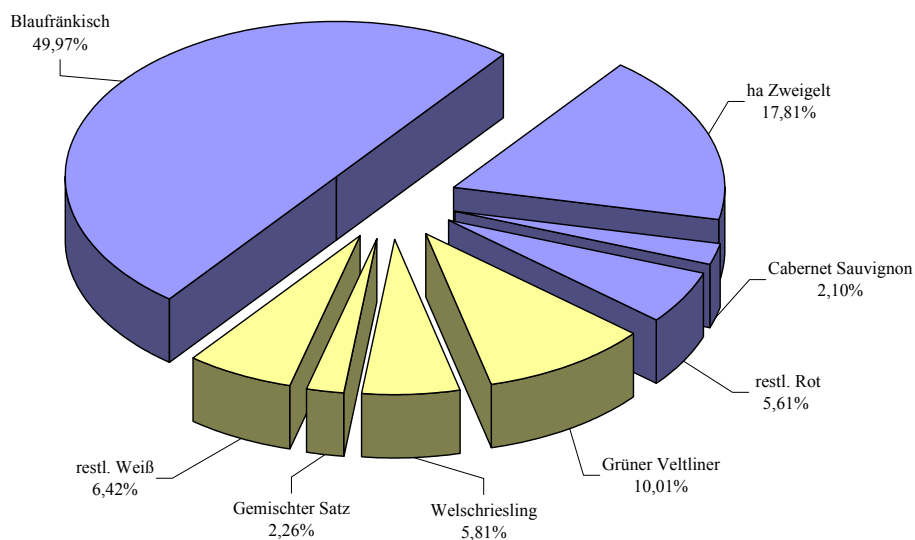


Wine-growing area Burgenland Süd(pol. Bezirke Mattersburg, Oberpullendorf, Oberwart, Güssing, Jennersdorf)

Vineyard area measured in hectares sorted by grape variety

<u>Total white grape area</u>	<u>675.32</u>	<u>Total black grape area</u>	<u>2,080.58</u>
<u>Varieties:</u>		<u>Varieties:</u>	
Grüner Veltliner	275.93	Blaufränkisch	1,377.26
Welschriesling	160.18	Zweigelt	490.82
Gemischter Satz	62.40	Cabernet Sauvignon	57.77
Weißer Burgunder	48.60	Blauer Burgunder	42.94
Müller-Thurgau	47.91	Blauburger	36.78
Riesling	22.85	Gemischter Satz	22.40
Goldburger	11.53	Merlot	18.22
Neuburger	11.41	St. Laurent	13.44
Scheurebe	6.42	Blauer Portugieser	10.85
Muskat-Ottonel	4.78	Cabernet Franc	2.66
Sauvignon blanc	4.69	Schilcher	0.04
Traminer	2.82	Andere Rotweinsorten	7.39
Bouvier	1.09		
Frühroter Veltliner	1.00		
Grauer Burgunder	0.98		
Sylvaner	0.55		
Muskateller	0.43		
Roter Veltliner	0.22		
Rotgipfler	0.03		
Furmint	0.00		
Jubiläumsrebe	0.00		
Zierfandler	0.00		
Andere Weißweinsorten	11.52		

The major grape varieties according to area

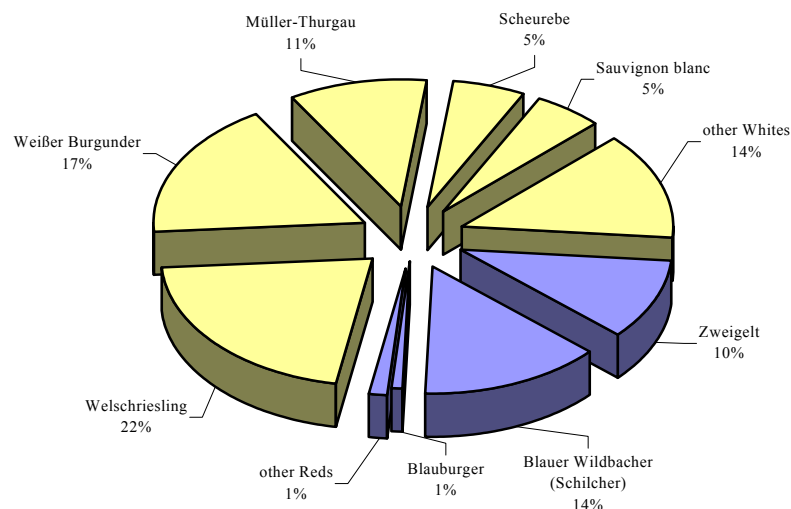


Wine-growing area Steiermark

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

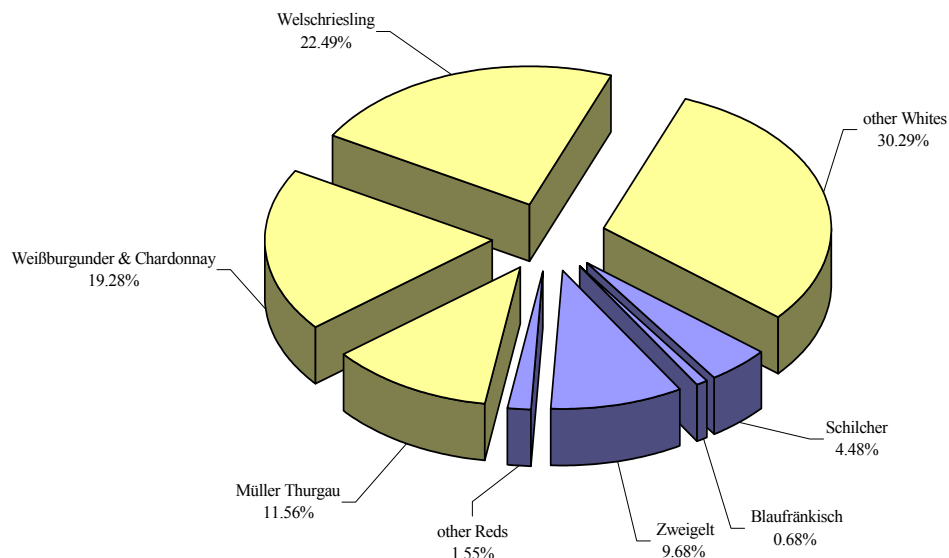


Wine-growing area Südsteiermark

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

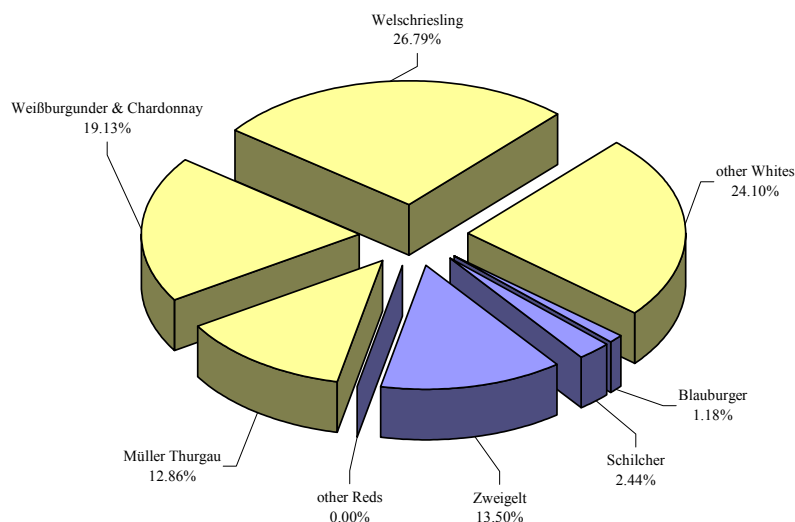


Wine-growing area Südoststeiermark

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

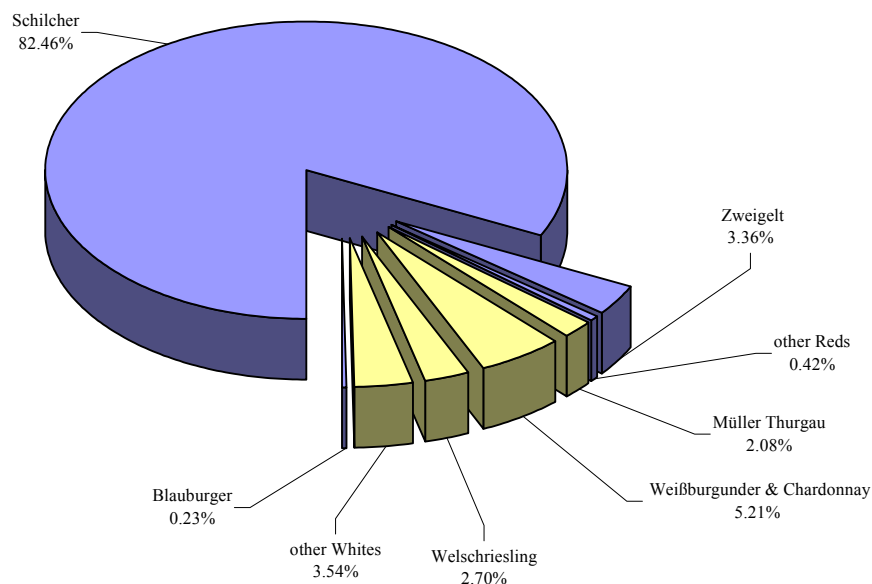


Wine-growing area Weststeiermark

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>
<u>Varieties:</u>		<u>Varieties:</u>	
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

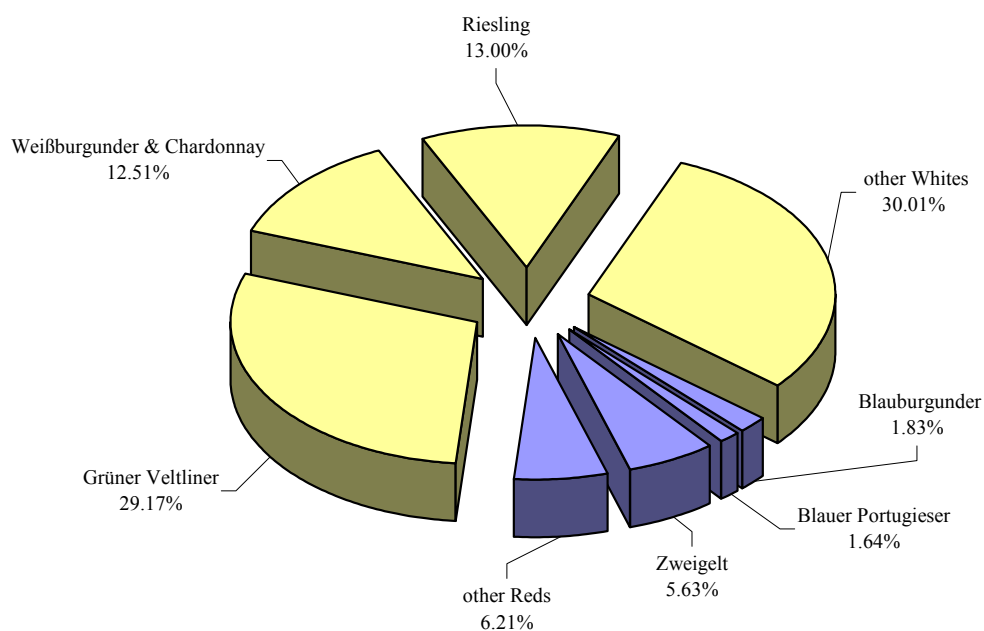


Wine-growing area Wien

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 (white)	Cultivated area (in %)	Important growing areas in Austria
Grüner Veltliner 17,479 ha	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 Spätlese wines that are rich in extracts and alcohol and thus age particularly well.		
Welschriesling 4,323 ha	8.91	Burgenland, Steiermark, Weinviertel (eastern part)
Spicy in a refined way, refreshing, fruity. The Welschriesling, which has long been found in Austria's vineyards, is not related to the Riesling. For the most part Welschriesling wines are fresh, fruity and best enjoyed in their youth; but the variety can also produce an outstanding sweet wine with lasting bouquet and raciness.		
Müller-Thurgau (Rivaner) 3,289 ha	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 Prädikatsweine, the Müller-Thurgau should preferably be drunk as new wine.		
Weißburgunder & Chardonnay 2,936 ha	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 spicy 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 (barriques).		
Chardonnay: juicy fruit, concentrated, spicy. In Steiermark, where it results in very fresh, slightly flowery wines, it is known as the Morillon. But it is increasingly 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.		
Riesling 1,643 ha	3.39	Danube 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 spicy 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 Spätlese and Auslese wines (or the Wachauer Smaragdwein).		
Neuburger 1,094 ha	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 wine-growers 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 its main characteristic.		
Frühroter Veltliner (Malvasier) 626 ha	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, best enjoyed in their youth. Other variations are the more or less dry Spätlese and Auslese wines, in which the relatively high alcohol content provides the appropriate support.		
Muskat-Ottonel 418 ha	0.86	Neusiedlersee and Neusiedlersee-Hügelland
Intensive bouquet, grapey, mild. Depending on the degree of maturity of the grapes, the Muskat bouquet is more or less pronounced; because of its low acidity, the Muskat-Ottonel is very mild and subtle. Dry types, which should be drunk young, make a good apéritif: the sweet <i>Prädikatswein</i> – which ages well – is suitable with dessert. There are very promising vineyard areas around Neusiedlersee.		
Traminer 363 ha	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 Prädikatswein.		

Bouvier	365 ha	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 Prädikatswein of high and even outstanding quality, in which its fine spice notes provide polish. It is particularly well suited for making blended dessert wines.			
Sauvignon Blanc (Muskat-Sylvaner)	314 ha	0.65	In all wine-growing areas
Bell pepper spice, vivacious, spicy. 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 bell pepper-like spice is replaced over a long period of ageing by aromas of asparagus and black currants. Very fresh and stimulating with a racy acidic structure, the Sauvignon is an elegant, fruity wine of unmistakable character that also ages well in the medium term.			
Goldburger	309 ha	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 <i>Orangetraube</i> . The other partner in this crossing was the late-ripening Welschriesling. Because of its early ripening, this grape variety is now used primarily for the production of finer Prädikatswein.			
Roter Veltliner	258 ha	0.53	Niederösterreich
When yields are too high, this autochthonous grape brings rather thin, acidic wines, but with good clone selection and rigorous yield restrictions, wines of deep concentration and intense aromas with raisin nuances are achieved. Despite high extract concentration, the variety's excellent acidic structure gives good balance to an often relatively high alcohol content. Some of the most interesting wines from this rare grape variety are found in the Wagram district of Donauland.			
Ruländer (Grauburgunder, Pinot Gris)	293 ha	0.60	Niederösterreich and 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. Particularly with long ageing, Ruländer wines have an impressively rich body and a subtle 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 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.			
Zierfandler (Spätrot) und Rotgipfler	98 and 118 ha	0.45	Thermenregion
Nutty spice, robust, elegant. Even in mediocre vintage years this grape variety quickly attains qualities from Spätlese 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 Prädikatswein. With its regional counterpart, the Rotgipfler, it is often blended and is then known as the Spätrot-Rotgipfler.			
Grüner Sylvaner	53 ha	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.			
Furmint	n. a.	n. a.	
Greenish-yellow colour; intense bouquet; racy, pronounced acidity; can attain high levels of dry extract and alcohol. Demanding of site and aspect, requiring warm, dry soil. Susceptible to powdery mildew, withstands botrytis well. Within Austria found predominantly in Burgenland and is favourably used in Ruster Ausbruch.			
Other high-quality varieties	2,166 ha	4.47	In all wine-growing areas

Variety (red)	Cultivated area (in %)	Important growing areas in Austria
Zweigelt	4,350 ha	8.97
In all wine-growing areas		
Cherry fruit, attractive, velvety. This variety was named after the Austrian plant-breeder Prof. Dr. Fritz Zweigelt, who created this successful crossing 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.		
Blaufränkisch	2,641 ha	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 "Hunnish" (<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 subtle, gaining additional facets.		
Blauer Portugieser	2,358 ha	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. As 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.		
Blauburger	884 ha	1.82
Niederösterreich		
This Austrian red wine variety was developed in 1923 by Prof. Dr. Fritz Zweigelt at the Klosterneuburg College of Viniculture and is a crossing of Portugieser and Blaufränkisch. This rather undemanding variety ripens early, is especially suited for cooler microclimates and is a versatile and dependable blending partner. Its intense, dark colour is favoured together with paler varieties. The bouquet is rather neutral displaying discreet berry fruit and, while flavourful, the variety displays little tannin content.		
Blauer Burgunder (Pinot Noir)	409 ha	0.84
Niederösterreich, Burgenland and Wien		
Discreet bouquet, elegant, soft tannins. Despite some new vineyard planting, this grape variety, which made the red wines of Burgunder 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, for example, in the Thermenregion or in Wien (Vienna).		
St. Laurent	415 ha	0.86
Niederösterreich and Burgenland		
Fine, unmistakable aromas of amarelle cherries and dark berries distinguish this autochthonous Austrian red wine variety. Because of several unpleasant qualities, such as its susceptibility to blossom drop and botrytis, 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 subtle 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.		
Blauer Wildbacher (Schilcher)	464 ha	0.96
Weststeiermark		
Grassy, spicy 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.		
Cabernet Sauvignon	312 ha	0.64
Burgenland, Carnuntum and Thermenregion		
The complex bouquet of this grape variety can vary from bell pepper, red currants, and nettles (by rather high yields) to dark, ripe berries with sweet components. The abundant tannins of Cabernet are often enhanced by the use of small oak barrels, which can add nuances of chocolate and cacao. This widely spread international variety is an ideal partner for powerful red wine blends. The rather late-ripening fruit makes site selection a priority.		
Merlot	112 ha	0.23
Niederösterreich and Burgenland		
This very adaptable vine has found another good home in the Austrian climate and soils. The loose bunches of small grapes ripen early making green, grassy tones easy to avoid and fully ripe, juicy berry aromas and subtle tannins attainable. Merlot is an excellent blending partner in red wines.		

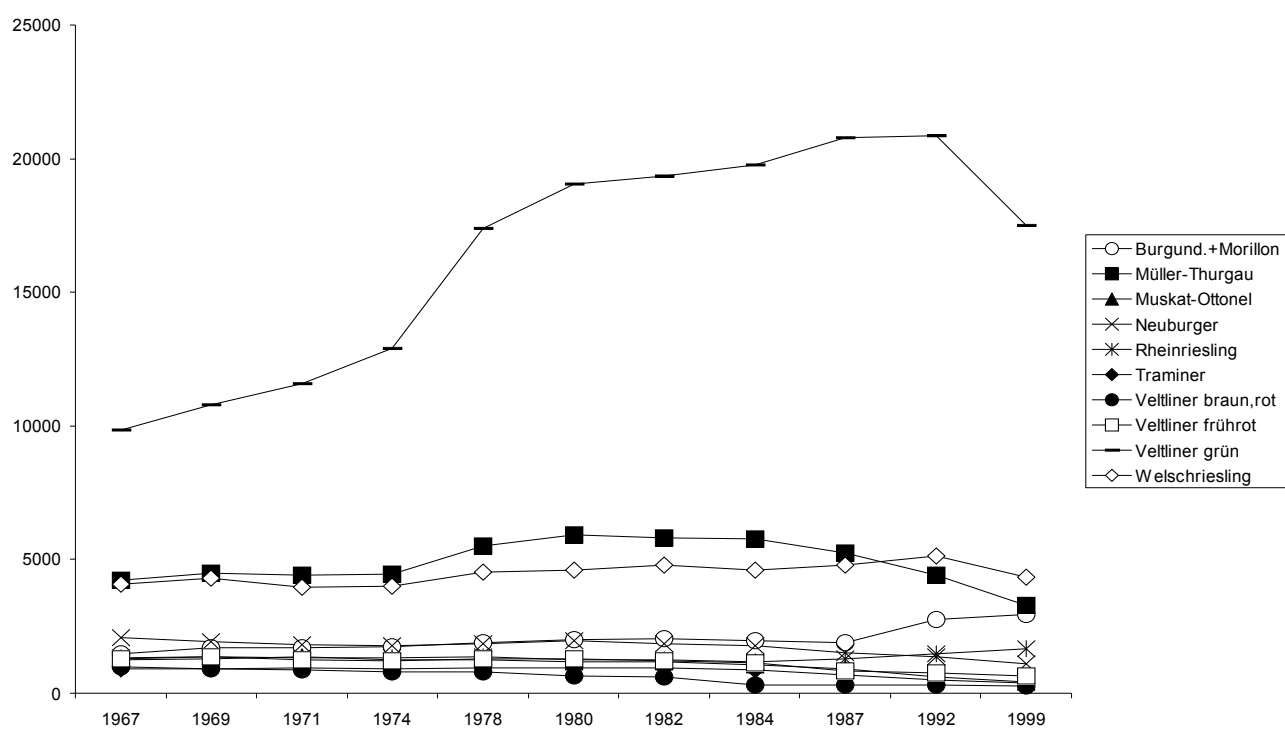
Syrah	n.a.	n.a.	
This old variety of French origin has been making a victory march through the wine world, especially the New World, in recent years. Syrah is frequently of deep, even opaque colour and the riper the fruit, the more discreet the nose. Kitchen herbs and eucalyptus with smoky tobacco and spicy notes make up the classic bouquet and are sometimes accompanied by cedar and pepper nuances. Austrian Syrah differs from its New World counterpart through a more discreet aroma and more elegant fruit, usually showing deep berry flavours and pleasant yet distinctive tannic structure.			
Rössler	n.a.	n.a.	
This new crossing from the Vinicultural College Klosterneuburg is undemanding of soil type and location aspect as well as being robust and resistant to frost and disease. These virtues make it possible to view Rössler as environmentally friendly. Large bunches with small grapes ripen relatively early and bring velvety red wines with abundant extract and tannin, good concentration, power and character. Good colour extraction with violet tones is typical of this variety as are intensive wild berry aromas.			
Other Grape varieties	1.715 ha	3.53	In all wine-growing areas

n.a. - data not available

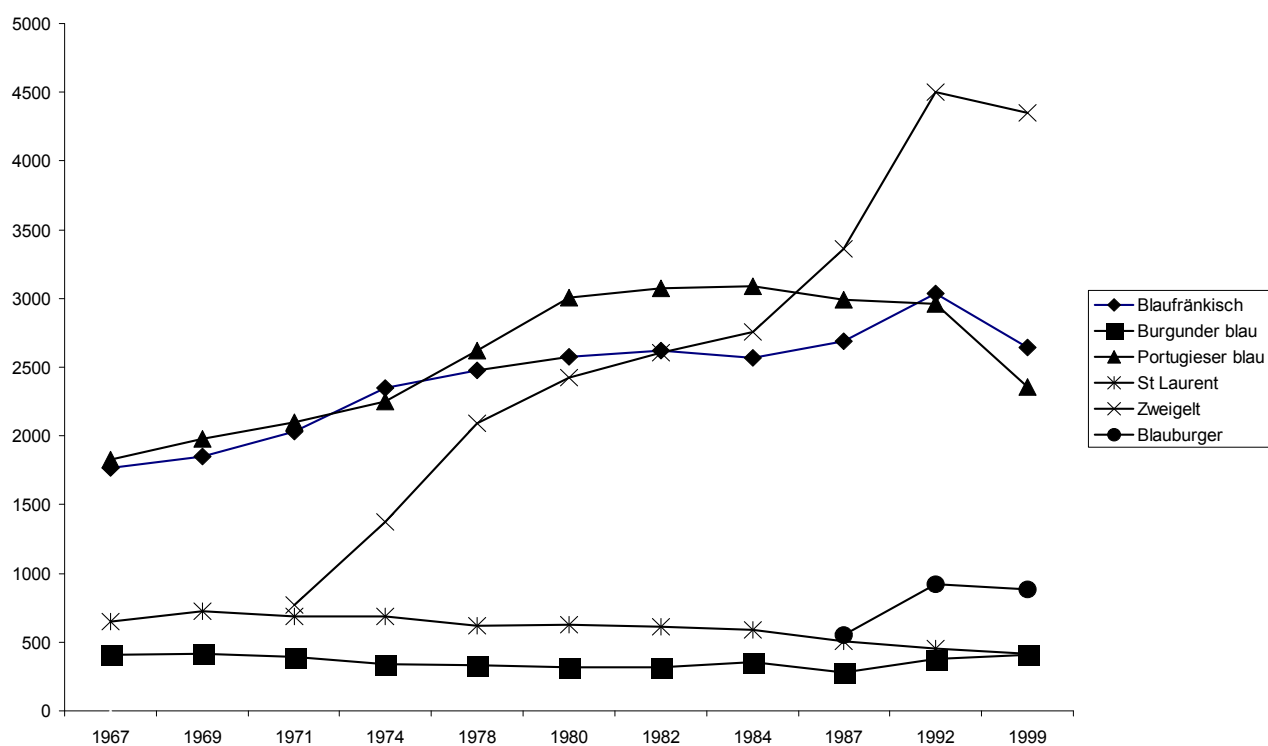
Source: Statistics Austria

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 Development of the climate 1961 - 2004

The changes in climate during the past years have started numerous discussions in wine-growing circles. In order to demonstrate what has happened in the climate, some data have been compiled below.

Temperature Data

City	Altitude in metres	Average temp. 61-90	Average temp. 90-04	Changes
Illmitz	117	10.9	10.3	-0.6
Neusiedl am See	154	10.3	10.5	0.2
Deutschkreutz	192	9.9	-	-
Wörterberg (Bgld.)	400	9.4	8.8	-0.6
Bernstein (NÖ)	600	8.4	9.0	0.6
Eisenstadt	184	10.4	10.3	-0.1
Graz	337	9.5	9.7	0.2
Deutschlandsberg	353	9.3	9.2	-0.1
Leibnitz/Silberberg	332	9.5	9.2	-0.3
Hollabrunn	253	9	9.4	0.4
Falkenstein	302	9.2	-	-
Retz	320	9.2	9.6	0.4
St. Pölten	273	9.4	9.6	0.2
Baden	249	10	10.2	0.2
Bad Vöslau	230	9.8	-	-
Gumpoldskirchen	222	-	10.4	-
Schwechat	184	9.9	10.2	0.3
Tulln/Langenlebarn	175	9.5	10.0	0.5
Krems	204	9.6	9.7	0.1
Langenlois	204	9.2	9.6	0.4
Wien - Hohe Warte	198	10.3	10.6	0.3

Source: ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), temperature is given in degrees Celsius.

Comparing the average temperature in 1961–1990 to that in 1990–2004, it is obvious that the northern wine-growing areas in Austria (especially around Hollabrunn, Retz, Tulln or Langenlois) have warmed by about 0.4 – 0.6 degrees on average, whereas, for example, in Illmitz the temperature has fallen by 0.6 degrees.

Temperature maximum and minimum:

City	Altitude in metres		Max. Aug. average 61-90	Max. Aug. average 90-04	Change Aug. average		Min. Jan. average 61-90	Min. Jan. average 90-04	change Jan. average
Illmitz	117		29.0	33.4	4.4		-12	-13	+1
Neusiedl am See	154		32.0	33.6	1.6		-12	-12	0
Deutschkreutz	192		32.0	-	-		-13	-	-
Wörterberg (Bgld.)	400		30.0	29.2	-0.8		-12	-12	0
Bernstein (NÖ)	600		28.0	30.4	2.4		-12	-11	+1
Eisenstadt	184		32.0	33.1	1.1		-12	-11	+1
Graz	337		30.0	32.3	2.3		-12	-13	+1
Deutschlandsberg	353		31.0	32.4	1.4		-14	-15	-1
Leibnitz/Silberberg	332		32.0	33.0	1.0		-16	-13	+3
Hollabrunn	253		32.0	32.8	0.8		-15	-14	+1
Falkenstein	302		33.0	-	-		-14	-	-
Retz	320		32.0	32.5	0.5		-14	-12	+2
St. Pölten	273		33.0	32.9	-0.1		-12	-13	+1
Baden	249		32.0	33.0	1.0		-11	-11	0
Bad Vöslau	230		32.0	-	-		-13	-	-
Gumpoldskirchen	222		-	32.8	-		-	-12	-
Schwechat	184		32.0	33.0	1.0		-13	-13	0
Tulln/Langenlebarn	175		32.0	33.5	1.5		-14	-14	0
Krems	204		32.0	32.9	0.9		-12	-13	-1
Langenlois	204		32.0	33.0	1.0		-13	-13	0
Wien - Hohe Warte	198		32.0	33.0	1.0		-10	-10	0

Source: ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), temperature is given in degrees Celsius.

The maximum and minimum temperatures per year (maximum in August, minimum in January) have developed differently during the past years. The maxima have climbed by one to four degrees on average, while the minima have risen by one degree. Hence, an average rise in temperature is clearly noticeable.

Precipitation and insolation:

City	Altitude in metres	Precipitation 61-90	Precipitation 90-04	Changes. Precipitation	Insolation 61-90	Insolation 90-04	Changes Insolation
Illmitz	117	595	571	-24	1,832	2,080	248
Neusiedl am See	154	597	550	-47	1,862	2,010	148
Deutschkreutz	192	594	-	-	1,830	-	-
Wörterberg (Bgld.)	400	754	894	140	k/a	1,965	-
Bernstein (NÖ)	600	749	771	22	k/a	-	-
Eisenstadt	184	619	642	23	1,859	2,022	163
Graz	337	838	844	6	1,844	1,880	36
Deutschlandsberg	353	1,153	968	-185	1,874	1,937	63
Leibnitz/Silberberg	332	917	934	17	1,639	-	-
Hollabrunn	253	519	490	-29	1,778	-	-
Falkenstein	302	509	-	-	1,655	-	-
Retz	320	435	490	55	1,651	1,896	245
St. Pölten	273	696	660	-36	1,717	1,780	63
Baden	249	596	685	89	1,712	1,809	97
Bad Vöslau	230	611	-	-	1,741	-	-
Gumpoldskirchen	222	-	657	-	-	1,829	-
Schwechat	184	543	578	35	1,773	-	-
Tulln/Langenlebarn	175	641	594	-47	k/a	1,755	-
Krems	204	521	529	8	1,721	1,780	59
Langenlois	204	481	481	0	1,667	1,758	91
Wien - Hohe Warte	198	607	648	41	1,771	1,969	198

Source: ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), Temperature is given in degrees Celsius, Precipitation in l/m², Insolation in hours

In the area around lake Neusiedlersee, longer hours in insolation have been measured, whereas the amount of precipitation has noticeably decreased. The same is true for the southern Steiermark around Deutschlandsberg and for Niederösterreich in the areas around Hollabrunn, St. Pölten and Tulln. The average insolation is also increasing in all other Austrian wine-growing areas.

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-growers

- area under agricultural cultivation of at least 1 ha
- vineyard area of at least 2,500 m²

Name	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

Austria

Size range shown by cropland

	<	1 ha	6	0	49	10	5,344	2,685	-	-	-
1	<	2 ha	50	3	133	23	1,320	773	1,406	1,890	-
2	<	5 ha	217	13	329	53	1,107	626	809	1,192	832
5	<	10 ha	198	12	361	58	752	415	495	722	333
10	<	20 ha	148	9	406	65	773	412	444	639	346
20	<	30 ha	58	4	219	36	521	281	315	453	190
30	<	50 ha	49	3	220	38	556	305	386	559	217
50	<	100 ha	17	1	91	15	262	151	216	313	142
100	<	200 ha	2	0	13	2	25	15	19	25	10
200 ha and more			-	-	2	0	6	3	6	8	1
total			745	44	1 823	302	10,666	5,666	4,096	5,802	2,071

Size range shown by agricultural land

	<	1 ha	39	2	115	22	6,115	3,096	-	-	-
1	<	2 ha	115	7	207	35	1,145	700	1,660	2,243	-
2	<	5 ha	229	14	368	58	874	486	754	1,126	973
5	<	10 ha	161	9	333	54	662	365	447	651	309
10	<	20 ha	109	7	345	56	704	376	397	569	279
20	<	30 ha	40	3	182	30	439	239	268	385	167
30	<	50 ha	36	2	175	31	463	252	362	529	204
50	<	100 ha	16	1	86	14	237	138	187	270	131
100	<	200 ha	-	-	11	2	22	13	17	23	8
200 ha and more			-	-	1	0	5	2	4	5	-
total			745	44	1,823	302	10,666	5,666	4,096	5,802	2,071

Types of estates

Full-time estates	199	12	685	113	1,698	948	1,571	2,346	1,319	3,276
Part-time estates	544	32	1,133	188	8,958	4,712	2,506	3,429	747	1,794
Estates as corporate bodies	2	0	5	1	10	6	19	27	5	13

Size range shown by Standard profit margin (in 1000 Schilling)

	<	30	221	13	376	63	4,256	1,674	-	-	-
30	<	60	147	9	282	47	3,391	2,273	463	507	-
60	<	90	87	5	185	30	620	384	1,227	1,639	-
90	<	120	47	3	132	21	324	185	729	1,189	289
120	<	180	56	4	170	28	425	240	443	670	801
180	<	240	32	2	122	19	272	152	230	343	273
240	<	300	22	1	84	14	216	118	163	235	150
300	<	360	26	2	76	13	211	119	142	210	111
360	<	480	44	3	115	20	298	160	235	341	152
480	<	600	15	1	84	14	209	118	167	241	106
600	<	900	36	2	123	20	288	158	203	295	136
900	<	1500	11	1	63	10	129	71	78	110	47
1500 and more			1	0	11	2	27	13	16	23	6

Name	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

Austria**Size range shown by
cropland**

	<	1 ha	-	-	-	-	-	-	5,399	2,696
1	<	2 ha	-	-	-	-	-	-	2,909	2,688
2	<	5 ha	390	1 329	178	789	-	-	3,862	6,016
5	<	10 ha	255	881	234	1,046	587	3,878	3,215	7,844
10	<	20 ha	260	908	230	1,029	802	6,951	3,409	10,871
20	<	30 ha	160	558	122	546	475	4,634	2,060	6,975
30	<	50 ha	182	628	165	738	580	5,220	2,355	8,033
50	<	100 ha	122	424	94	423	347	3,506	1,291	5,181
100	<	200 ha	13	44	9	40	32	383	123	534
200 ha and more			3	11	2	9	14	343	34	377
total			1,385	4,783	1,034	4,620	2,837	24,915	24,657	51,214

**Size range shown by
agricultural land**

	<	1 ha	-	-	-	-	-	-	6,269	3,119
1	<	2 ha	-	-	-	-	-	-	3,127	2,984
2	<	5 ha	472	1,609	228	1,010	-	-	3,898	6,667
5	<	10 ha	245	849	249	1,115	715	4 777	3,121	8,592
10	<	20 ha	228	800	190	851	766	6 932	3,018	10,284
20	<	30 ha	137	477	107	477	448	4 372	1,788	6,388
30	<	50 ha	176	606	165	740	543	4 992	2,124	7,658
50	<	100 ha	115	400	86	386	328	3 230	1,186	4,762
100	<	200 ha	10	34	8	35	29	366	105	493
200 ha and more			2	8	1	4	8	246	21	265
total			1,385	4,783	1,034	4,620	2,837	24,915	24,657	51,214

Types of estates

Full-time estates	996	3,442	824	3,687	2,456	21,181	9,748	35,005
Part-time estates	385	1,327	201	892	331	2,804	14,805	15,179
Estates as corporate bodies	4	14	9	41	50	930	104	1,030

**Size range shown by
Standard profit margin
(in 1000 Schilling)**

	<	30 ha	-	-	-	-	-	-	4,853	1,750
30	<	60 ha	-	-	-	-	-	-	4,283	2,836
60	<	90 ha	-	-	-	-	-	-	2,119	2,058
90	<	120 ha	-	-	-	-	-	-	1,521	2,032
120	<	180 ha	214	705	-	-	-	-	2,109	3,645
180	<	240 ha	455	1,580	209	926	4	20	1,597	3,736
240	<	300 ha	174	615	282	1,247	159	872	1,250	3,473
300	<	360 ha	108	379	147	662	303	1,798	1,124	3,458
360	<	480 ha	155	534	142	641	622	4,298	1,763	6,377
480	<	600 ha	90	313	81	363	538	4,323	1,290	5,635
600	<	900 ha	125	433	125	563	783	7,449	1,819	9,257
900	<	1500 ha	56	197	43	196	347	4,302	774	5,001
1500 ha and more			8	28	5	23	81	1,853	155	1,957

Name	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

Wine-growing area

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
Carnuntum	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

States

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

Name	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

Wine-growing area

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
Carnuntum	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 classified wine-growing area	4	14	1	5	-	-	114	77

States

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

Source: Statistics Austria

1.5 The 2006 Harvest

Everything from immense satisfaction to traces of euphoria is being expressed throughout all of Austria's wine-growing areas. That is the beginning-of-November verdict for the 2006 harvest, which is nearing completion. The last of the grapes to be harvested – those mainly used for premium category wines – will be brought to the cellars shortly.

In every Austrian wine region, there are references to the high sugar levels, which - unlike vintages such as 2000 or 2003 – are balanced by equally generous acidity. With this, optimal development potential and longevity can be confidently predicted for the wines. Of course, the harvest volume, between 2.2 million and 2.3 million hectoliters, is slightly under the annual average, with that of Grüner Veltliner markedly lower.

Weather

In all of Austria's wine-growing areas, 2006 could be defined as a somewhat unpredictable year. The weather changes were significant, even extreme. An especially long winter yielded plenty of snow (and with it high humidity), followed by a spring that was just as wet and not very warm. However, in mid-June during the flowering – which occurred fairly late – it warmed up significantly and very quickly, culminating in a very hot period with record high temperatures which lasted until the end of July. Yet, August turned quite cool and rainy again, with sunshine hard to come by. According to statistics compiled by the Austrian Meteorology Institute (ZAMG), rainfall was higher than average, particularly in the north of the country. The harvest periods of September and October, though, saw pleasant autumn weather with plenty of sun, warm temperatures and dry soils. The noted differences between day-time and night-time temperatures, which are so important for the development of aromas, occurred earlier in some regions and later in Others. As a result, the harvesting of aromatic grapes with high ripeness was a sure thing.

Vegetation, Ripeness and Harvest

Fortunately, there were no major problems such as dryness stress, because the weather turned at exactly the right moment. In Burgenland, for example, anxiously-awaited rainfall arrived when needed. Indeed, the dry soils with good water retention, such as loess, put their balancing qualities to use during the hot days of July. Moreover, permeable soils proved their value in rainy August. However, with rain falling on grapes that were only half-ripe and still hard, green harvesting and leaf management were quite extensive, but the remaining foliage provided good ventilation and, thus, left the grapes less susceptible to fungi.

Because of the warm September, sugar levels increased rapidly indicative of a general alcohol level in the wines, higher compared to the 2005 vintage. Comparisons with the 2003 and 2000 vintages were often made. However, it was the naturally high acidic levels that provide balance and longevity to the wines which put the producers in all regions in a euphoric state.

The Styrian August was not as damp and cool compared to the northern regions. However, an Adriatic depression around 18 September brought a high quantity of water in only a few days, which significantly increased the susceptibility to rot. Nonetheless, wine-producers who kept calm and waited for the dry-out managed to thwart rot damage through pre-harvesting and, subsequently, benefited from the pleasant autumn weather.

Harvest was also somewhat unpredictable. While some regarded the harvest as “on time” (being neither earlier nor later than usual), the wine-growing areas Donauland and Carnuntum harvested earlier than normal. All in all, grape varieties were not always picked according to their traditional early-, mid- or late-harvest times. While premium Riesling grapes in the Wachau were right on schedule with some harvesting taking place well into November, most wine-producers in all other regions had to harvest quickly, in order to avoid over-ripeness, dominant alcohol or botrytis.

For organically-focused wineries, regardless of their policy and region, the weather led to high costs due to the additional work in the vineyards. Nevertheless, the results prove quite satisfying. Many wineries had changed or updated their methods, some for the first time, and their efforts paid off, even in a difficult year such as this one.

Good Vintage – Bad Vintage?

One can no longer simply speak of “good” or “bad” vintages. Some years require intensive effort, whereas other years are sublime because of ideal conditions and a smoothly developing vegetation. Nowadays, the key to any vintage is flexibility in know-how and care, particularly in the case of fickle climate conditions or extracting high quality grapes in an overall challenging year. The 2006 vintage has required the growers to be most careful, yet it has rewarded them with grapes healthy, mature and of a high quality.

“Coulure” – the catchword of 2006

The low temperatures and the rain during the flowering period caused the grapes to set fruit at different points in time, a natural phenomenon known as “coulure”. Depending on vine variety and time of flowering, the amount of berries that do not develop or perhaps never reach full development can be significant. In 2006, just this phenomenon occurred in varying degrees in all wine growing areas, albeit to a lesser degree in southern Steiermark (Styria). Especially for Grüner Veltliner, the Austrian flagship grape variety, those grapes fully maturing were lower than usual. However, it is important to note that coulure does not signify a deterioration of quality in the fully-developed grapes.

In fact, the opposite is the case. *Coulure* sets in motion a natural thinning process, notably so with “compact” grape varieties. Even in normal years, grapes that usually grow tightly together on the bunch can “loosen up” due the loss of small, unripened berries. As a result, the loosely clustered grapes left on the bunches do not get pressed together, which means that they can dry more quickly, which in turn makes them less susceptible to disease and fungi. The levels of Grüner Veltliner *coulure* were different throughout the various wine regions, mainly because of the varying locations of the vineyards sites.

Niederösterreich (Lower Austria)

In the Wachau, the autumn of 2006 has been referred to as “pure gold”. Equally, in the Kamptal, the phrase “vintage of the century” has been used, albeit with some caution. Due to drying soils in September as well as cool nights following warm days (however not before the beginning of October), high gradation and beautiful fruit ripeness were highly beneficial for the aromatic structure. The areas Kremstal, Traisental and Donauland / Wagram have also reported positively about their harvest.

Also growers in the Weinviertel expect good qualities of their (this year smaller) yields, owing to dryness, rain and dry warmth. While the weather conditions in the southern Weinviertel were optimal for viticulture, the northern Weinviertel experienced somewhat difficult times because of frosts. Nevertheless, even in the north, conditions in September and October put things just right for the wine.

The traditional varieties in the Thermenregion, i.e. Zierfandler, Rotgipfler and the Burgunder varieties, show an ideal balance of sugar and acidity. The rain in August did not affect Pinot Noir and Sankt Laurent since, at that time, the berries were still relatively hard. Similarly, both the white and the red wines from the Carnuntum area are on course to impress everyone this year.

Wien (Vienna)

In Wien (Vienna), the weather conditions were similar to those in the surrounding wine-growing areas. At the beginning of September, light rot began to appear, which was fortunately stopped by the dry Indian Summer. Therefore, the grapes harvested there were healthy and ripe.

Burgenland

The situation was similar for the northern Burgenland. Avoiding over-ripeness was also important in this region, although here the underlying purpose was to avoid producing wines with too much alcohol. The wine-growing areas in the east had less rain than those in the west, and the harvest there was referred to as “a good, normal average”. Overall, harvest conditions for both white and red varieties proved ideal. Around lake Neusiedlersee, in the Mittelburgenland area as well as in the southern part, the Blaufränkisch variety, widely grown there, showed fine quality in colour and taste.

Ideal pH levels and remarkable ripeness are amongst the outstanding attributes of this year's Blaufränkisch, which makes this variety lauded right across the board. For Zweigelt, evaluations range from "exceptional" to "difficult, but very good".

Steiermark (Styria)

An Adriatic depression in Steiermark towards the end of September caused some problems. While the southern-eastern parts of Steiermark experienced a smaller volume of rainfall overall, the western regions were heavily drenched. With the threat of rot, harvesters – still occurring in mid-October – were required to meticulously select grapes.

Especially Sauvignon Blanc and Morillon (Chardonnay) are showing exceptional flavours; all in all, minimum gradations were achieved easily. The grape varieties Gelber Muskateller and Welschriesling have turned out highly aromatic and balanced, thanks to the ideal temperature differences between day and night.

1.6 The 2005 vintage

The extremely variable weather highly challenged many wine-growers, but diligent vineyard management was eventually rewarded. The white wines of the new year are fruit-driven and precisely defined, displaying beautiful harmony. The red wines are characterised by a sleek, charming “Austrian” bouquet and clear varietal expression, comprising wines which are enjoyable to drink, especially in their youth. The dessert wines display immense intensity and impressively brilliant fruit. The harvest volume of 2.2 million hl, however, lies far below the long-standing average manifesting the only disappointing result in a year otherwise full of positive surprises.

Vineyard management: Viticultural skills decisive

The challenging 2005 harvest began with the slow flowering during a cool weather period and, eventually, resulted in a poor fruit set in many Austrian vineyards. The summer gave wine-growers little reason for high expectations. Therefore, everyone was pleasantly surprised by a satisfactory physiological ripeness in the grapes. Precipitation set in at the beginning of August and was followed by a damp and cool September. Rot threatened the grapes, which were increasingly ripening and maturing. In order to achieve the desired ripeness, intense and diligent work was necessary in the vineyards, namely green harvesting and conscientious canopy management. On 3 October, weather conditions changed drastically, a fact most welcomed by the wine-growers; the weather remained dry for the entire month, providing an Indian summer that promoted sugar development in the grapes and resulted in grapes of a high quality.

Elegant and balanced white wines

The Austrian white wines of the 2005 vintage excel in a harmonious balance between alcohol, extracts and acidity. Rich, aromatic content brings to the fore sappy fruit and excellent varietal expression. This good physiological ripeness was generally expressed by more harmonious acidity than the previous vintage.

First tastings of the predominant variety, Grüner Veltliner, demonstrate the wine’s peppery spice and discreet fruit. The main Veltliner-producing province, Niederösterreich (Lower Austria), is able to announce the seventh good Veltliner vintage in a row with the new vintage displaying clearly defined varietal character and discreet fruit with no grassy aromas. The acidity is moderate and well-integrated, and cautious voices predict an elegant Grüner Veltliner with a character positioned somewhere between the vintages of 1999, 2001 and 2004.

Particularly satisfactory were the first predictions for the development of Riesling wines. Already in their youth, these wines display pronounced stone fruit, pleasant, racy acidity, as well as precise focus and harmonious balance. Similarly positive results were predicted for Sauvignon Blanc displaying a broad spectrum of aromas from bell pepper and fresh mown hay to powerful, noble examples with cassis and elderberry.

Welschriesling promises a harvest of refreshing summer wines with notes of apple fruit and a crisp structure. Finally, examples of Chardonnay, Pinot Blanc and Pinot Gris that did not suffer too much in the wet weather are showing juicy, mature and typical fruit.

Light and charming red wines

To bring in healthy fruit for red wines, an even closer attention was required in the vineyards through careful manual selection by larger labour crews. In order to ensure acceptable quality, drastic sacrifices in quantity were made with Zweigelt in particular, but also with early-ripening varieties like Pinot Noir and St. Laurent. These varieties can generally be described as youthful and charming with red berry fruit and modest acidic and tannic structure. Several noteworthy and well-balanced wines with plenty of fruit are among the late-ripening varieties, such as Blaufränkisch and Cabernet Sauvignon.

Brilliant dessert wines

The initially hesitant, then massive botrytis around lake Neusiedlersee and other sweet wine vineyards did not fail to trigger enthusiastic expectations. The first dessert wine tastings led experts to

the unanimous opinion that 2005 was a great sweet wine vintage bringing about wines with power, untamed fruit and a racy balancing acidity. Despite their intensity, these wines are expected to be harmonious in their youth and steadily gain in elegance and complexity with extended bottle maturation. 2005 promises to be yet another dessert wine vintage, comparable to that of the legendary 1995, 1993 or 1999, however with similarly low yields, lower than the average.

1.7 Brief characterisation of the vintages 2004 back to 1960

2004

In 2004, the weather was marked by much precipitation. Especially in the eastern wine-growing areas, there was plenty of snow assisting in a recuperation of the vines after the hot, dry period in 2003. Because of the cold and humid weather, the setting occurred late. May and June saw only rare sunny periods leading to late flowering and which was partly interrupted by heavy rainfall. As a consequence, the yield was “naturally” restricted.

In July, the continuing cool and rainy weather slowed down the ripening process but, after a change in weather, August and September were rather sunny, with cool September nights adding aroma to the grapes. While commencing with the harvest of the early-ripening varieties, rain set in, which lasted – albeit with some breaks – until the end of October. Despite a few periods of high pressure in the valleys of the Danube and its tributaries, in the Weinviertel and in Wien (Vienna), persistent fog did not allow the vines to dry, which was even aggravated by a high humidity in the air.

After plenty of fastidious work in the vineyards, the most important white grape varieties yielded a wide range in quality. The new young wines tasted fresh and racy with an ideal acidic structure. Balanced, vivacious wines with typical aromas attained appealing extract levels and fine maturity. Whereas Riesling developed more slowly, Grüner Veltliner, Weißburgunder, Chardonnay, Muskateller and Traminer developed in accordance with their characteristic pattern. Premium wines suffered from reduced quantities, nevertheless, they show convincing complexity and raciness. All in all, a fresh, “classic” type of wine predominates. Those searching for strength and raciness, found them in the elegant Burgenland white wines. Moreover, the late botrytis brought about a large number of sweet wines.

As a rule, red wines benefit from dry, hot years, whereas white wines prefer cooler, more humid years. In the changeable weather conditions of 2004, some types of red wines turned out particularly well, namely the early-ripening varieties Zweigelt, St. Laurent and Pinot Noir, all of which were harvested around Neusiedlersee, in the Thermenregion or in Carnuntum shortly before the heavy rainfalls. They show a richness in colour and body, multi-layered aroma and a long aftertaste. In Central and Southern Burgenland, Zweigelt produced very strong red wines; the late-ripening Blaufränkisch has turned out dense and rich in tannin exposing spice and the cool aroma of dark berries. Here some outstanding wines emerged – perhaps the surprise of the year.

2003

The wine harvest yielded approximately 2,530,000 hl, a result 7% above the average of the production of the previous years. While white wines decreased by 14% to 1,606,000 hl, red wines increased by 27% to 923,900 hl. In this year, there was no time to draw breath in spring because, already one week after Easter, a heat wave set in which lasted for four months. Then, in mid-May, hail storms destroyed wide parts of the Viennese vineyards; otherwise, the bloom did not experience any problems in the dry, warm weather. The summer, hot and almost without any precipitation, guaranteed a head start for the vegetation, although the young vines suffered somewhat from the dryness. This hot climate called for more flexibility: those wine-growers who, under normal conditions, would cut off vine leaves to ensure a good harvest, did well to leave them on the vine this year, in order to avoid “sunburned” grapes. At the end of August, earlier than usual, the harvest began in the eastern part of lake Neusiedlersee.

All of a sudden, weather conditions changed and temperatures fell by more than 10 degrees Celsius. However, the September weather turned sunnier again and resulted in a nice Indian Summer. Nights remained cool and the sugar content increased more slowly, which favoured the development of plenty of aromas. There was not much precipitation until mid-October, thus the grapes turned out well. Although vintages from years with great heat tend to develop more alcohol and less acidity, the white wines showed great diversity. Even though this year was not destined for light and fruity white wines, the early harvest permitted for racy whites with a strong fruity expression. On the whole, the character of the wines has developed well, especially for Grüner Veltliner, Riesling, Chardonnay and Muscatel. Due to the ideal pH-level, white wines ageing in barriques developed exceptionally well, such as Burgunder or Rotgipfler. Connoisseurs of sweet wines, however, have to be content with small

quantities, because botrytis was rare. As to red wines, conditions in 2003 very much favoured high quality red wines. Even the Burgunder varieties show a deep red colour; dark red berries and strong fruity flavours are paired with a full body, so that red wines of a smooth and fleshy nature could be produced. Besides, Blaufränkisch, Cabernet, Merlot or Syrah need plenty of sun in this region. Zweigelt and St. Laurent also convinced with a fine mellowness in the fruit.

2002

A mild, dry winter was followed by an amiable and equally dry spring. Flowering at the end of May was unproblematic and resulted in good fruit set. Continued warm weather throughout the summer, interspersed with thundershowers brought a lead in fruit maturity that appeared to rival that of the hot 2000 vintage. Certain parts of the wine areas Wachau, Kamptal and Kremstal suffered disastrous damage from the tremendous precipitation during the second and third week of August and the threat of rot required urgent attention from wine-growers in vineyards all over Austria. Some wet, variable weather continued in autumn but precipitation was distributed among the wine areas unevenly with Central and South Burgenland benefiting from dryer, warmer harvest weather. Considering all the difficulty with the weather, the wine quality shows quite encouraging results which can be attributed only to the fastidious work in the vineyards. All in all, for white wines this vintage has a character in between 1999 and 2001 with good prospects for medium-term ageing. In the regions Weinviertel and Thermenregion the results were particularly good, and here the assessment "excellent" seems fully justified. An early appearance of botrytis also led to a considerable quantity of sweet wines, whose character and quality seem promising for long-term ageing. The reds all show good colour and fruit, carried by soft tannins. Particularly successful are the Blaufränkisch of Central and Southern Burgenland as well as the earlier ripening varieties St. Laurent and Pinot Noir. A total vineyard area of 46,000 ha brought a total of 2.6 million hl wine in the 2002 vintage. This result is 10% above the yearly average.

2001

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 an 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 probable. The weather changed promptly as the school year started, resulting in a September with seemingly endless rains. The last weekend of September finally brought a change for the better and a spell of pleasant weather remained nearly uninterrupted throughout October.

The 2001 vintage whites are fruit-driven and spicy, with good varietal character and a textbook expression of the fine acidity, which is so appreciated by Austrian wine lovers. Niederösterreich (Lower Austria)'s predominant grape variety, Grüner Veltliner, had exceptional success in all style categories. White wines from the Burgunder family and also Sauvignon Blanc showed good acidic structure and typical varietal character. Like the whites with their clarity and intense fruit, the 2001 reds display great depth of fruit and elegance. While the previous vintage brought more powerful wines, the reds from 2001 will be able to make up for their lacking punch with great charm. The quality of the 2001 red wines exceeds that of the 1995, 1996 and 1998 vintages and has produced both wines evolving early as well as growths of substance. The varieties Zweigelt, St. Laurent and Blauburgunder (Pinot Noir) were particularly successful, but also the Blaufränkisch from Mittelburgenland and Südburgenland brought quite good results. September was ideal for botrytis and guaranteed a slow and continuous spread of noble rot, which led to excellent dessert wines being produced in Burgenland rivalling even the great sweet vintages 1998 and 1999. The Seewinkel district on the east bank of Neusiedlersee managed to harvest significant quantities as well as remarkable quality.

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 led to ideal vegetation conditions. April and May brought summer-like temperatures encouraging an early flowering. Cool, damp weather produced vines the needed precipitation for development. Because of the extremely hot August, the gape berries were small and the amount of juice low. In many regions, the harvest took place up to three weeks earlier than usual, making it the earliest harvest since 1794.

The white wine vintage 2000 did not display 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 *coulure*. The warm, rainy summer promoted good development of the leaves. However, there was hail damage in both Niederösterreich (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 which were both 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 approximately 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 compared 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 benefited 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 1989, 1991 and 1995 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 that of 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. Consequently, the 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 was optimal in many areas; 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 wine-growers' 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, 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 Statistics Austria judged the grape 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 Niederösterreich (Lower Austria) 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 Steiermark (Styria) 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, plenty 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 volume 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-producers; there were many Kabinett wines. The quality of the vintage was high. These are wines with plenty 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 Niederösterreich (Lower Austria) and Burgenland. In Steiermark (Styria) the harvest began on 4 September. In contrast to the previous year, there was high-quality Prädikatswein. Compared with the powerful 1992 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 1992 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. Exceptionally high quality sometimes contrasted with low volume.

1991

The good quality of the harvest was similar to the previous year, while quantities were only slightly 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. Whereas 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 spicy and healthy wines and quite remarkable Prädikatsweine.

1988

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

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 extraordinary 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 Prädikatsweine, 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 exceptional 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 Prädikatsweine, 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 a relatively long ageing period, some wines were of surprisingly high quality thanks to the excellent acidic structure.

1979

Fairly long periods of cold weather and a spring that was wetter than average led to late vegetative development. However, 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. On the whole, the grapes were 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 an overall mild winter. Because of cool weather at the beginning of May, budding occurred late, but afterwards growth was quick and powerful. Favourable weather conditions resulted in good flowering, however, severe drought retarded the development of the berries. Changeable weather impaired the ripening of the grapes but favoured botrytis, resulting in the production of Prädikatsweine 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 conditions, 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 conditions, 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 in 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 delaying 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 Prädikatsweine 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 heavy rainfall caused severe rotting of the grapes and prompted an early start to the harvest. In Burgenland, this decay often developed into noble rot, producing grape 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 downy mildew infection, while in Steiermark 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 Prädikatsweine, especially in Burgenland.

1962

Encouraged by the weather, vegetation and budding began early. However, 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.

1.8 Assessment of the 2005 – 1993 Vintages

Year		Wachau, Kremstal, Traisental	Kamptal, Donauland	Weinviertel	Carnuntum, Thermen- region	Burgenland	Steiermark	Wien
2005	white	17.5	17	17	17	16	16.	17
	red	-	-	-	16	16	-	-
	sweet	-	-	-	-	18	-	-
2004	white	16	16.5	16	16.5	17.5	15.5	16
	red	-	-	-	17.5	18	-	-
	sweet	-	-	-	-	18	-	-
2003	white	18.5	18.5	18.5	18.5	17.5	18	17
	red	-	-	-	18.5	19.5	-	-
	sweet	-	-	-	-	-	-	-
2002	white	17	17	17	17.5	17	17	16.5
	red	-	-	-	18.5	18	-	-
	sweet	-	-	-	17	18	-	-
2001	white	18	17.5	16.5	17	16	17.5	16.5
	red	-	-	-	17	16.5	-	-
	sweet	-	-	-	16.5	17	-	-
2000	white	18	17.5	17	18	16.5	18	16.5
	red	-	-	17	19	19	-	-
	sweet	-	-	-	-	-	-	-
1999	white	19	18	17	17.5	16.5	17.5	17
	red	-	-	16	17	18	-	-
	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	-	-

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:

Österreichischer Weinführer by Dr. Viktor Siegl and Dr. Rudolf Steurer, revised by V. Siegl, 2006
(A Guide to Austrian Wines, not translated into English)

2 The Austrian wine industry

2.1 Economic importance of the wine industry in Austria

As of 2003, the organisation “Statistics Austria” is responsible for the Federal Agriculture and Forestry Financial Accounts (Land- und Forstwirtschaftliche Gesamtrechnung). Due to a fundamental change in the calculation method, the statistics cannot be directly compared to the statistics of the Economic Research Institute (Wirtschaftsforschungsinstitut) from previous years.

The development of the national incomes from agriculture and forestry in the past years can be seen in the table below:

Production value and factor income for agriculture in the year 2005¹⁾				
Composition of the agricultural production	2003	2004	2005	+/- 2004/2005
	Mill. €			Mill. €
Output of horticulture and crops at production cost	2,626	2,708	2,260	-16.6
Grain ²⁾	732	724	402	-44.5
Commercial plants ³⁾	247	252	206	-18.1
Vegetable and garden produce ⁴⁾	402	401	371	-7.5
Fruit	314	299	284	-4.9
Wine	432	478	403	-15.5
Other ⁵⁾	498	556	594	6.9
Output of livestock and livestock products at production cost	2,562	2,658	2,642	-0.6
<i>Livestock</i>	1,559	1,623	1,592	-1.9
Cattle, calves	777	786	744	-5.4
Hogs	610	659	679	3.0
Poultry	122	125	124	-1.1
Other animals ⁶⁾	50	53	45	-13.6
<i>Livestock products</i>	1,003	1,035	1,050	1.5
Dairy	828	858	875	2.0
Eggs	134	138	140	0.9
Other livestock products ⁷⁾	41	39	36	-7.5

Agricultural services & Non-separable farm-related income	529	529	515	-2.7
Agricultural services	146	163	177	8.9
Non-separable farm-related income	383	367	338	-7.9
Output value of agriculture at production cost	5,718	5,895	5,417	-8.1
- Advance payments	3,047	3,123	3,104	-0.6
= Gross value added at production cost	2,671	2,773	2,313	-16.6
- Cash expenses	1,383	1,409	1,453	3.2
= Net value added at production cost	1,288	1,364	859	-37.0
- Other production expenses	105	106	123	15.7
+ Direct government payments and other subsidies	1,174	1,135	1,569	38.2
= Net factor income for agriculture	2,358	2,393	2,306	-3.7
1) net- 2) all grains including corn - 3) oil crops, protein crops, sugar crops, tobacco, other commercial plants. - 4) vegetables, nursery plants, flowers und decorative plants, cultivation. - 5) feed crops, potatoes, and other crops. - 6) sheep and goats, hoofed animals, game. - 7) honey, wool Source: Statistics Austria, preliminary values				

Copyright: Statistics Austria

The definition of the agricultural income in the Federal Agriculture and Forestry Financial Accounts

The agricultural income, as defined by the Federal Agriculture and Forestry Financial Accounts, is the farm and farm-related income derived from activities within a specified accounting period, even if this income is received at a later time. This therefore does not reflect the actual received income within the accounting period. Because the Federal Agriculture and Forestry Financial Accounts data includes farm and farm-related income only and not income from other off-farm sources (i.e. non-agricultural earnings, wages, welfare, social security, interest, dividends, etc.), statements over the development of the total income or disposable income of farm households cannot be made.

The central income parameters of the Federal Agriculture and Forestry Financial Accounts are the net values at factor cost (factor income) and the index of real factor income of agriculture per annual labour unit (called *indicator A* by Eurostat).

The factor income is calculated by taking the value of agricultural output at production cost minus advance payments, cash expenses and other production expenses, plus direct government payments and other subsidies. Farm inputs such as real estate, capital, labour and materials are absent from the calculation and, thus, the value represented is the sum of the value of the commodities produced on farms.

The *indicator A* represents the real (deflated) net value of the agricultural economy at production cost per annual labour unit. Deflation of commodities is calculated according to the Eurostat Handbook with market prices using the implicit GNP price index.

	Farm output
-	Advance payments
=	Gross value added at production cost
-	Cash expenses
=	Net value added at production cost
+	Direct government payments and other subsidies
-	Other production expenses
=	Net value at factor cost / factor income deflated with relation to the annual labour unit Indicator A

The Calculation of Farm Labour in the Framework of the Federal Agriculture and Forestry Financial Accounts:

In order to reflect labour in agriculture, including part-time and season labour, annual labour units are calculated. One annual labour unit is the equivalent of the farm labour of one person working full-time for a full year. In the calculation of the annual labour unit, it is differentiated between paid and unpaid labour and the average of the two comprise the annual labour unit.

Source: Statistics Austria

2.2 The harvest 2006 (Status October 2006)

In its latest forecast, Statistics Austria predicts a wine harvest of 2.3 million hl, which means producing the same result as the previous year. The harvest average over the past five years, however, cannot be reached (-10%). The unusually long spell of fine autumn weather without any notable precipitation has given reason to expect smaller yields in comparison to the previous month, nevertheless, a high quality is thought likely. Another reason for the decrease in output is the unusually heavy *coulure* (i.e. blossom drop without pollination) for Grüner Veltliner in many places, brought about as a result of excessively high temperatures during bloom. In terms of quantity, Grüner Veltliner is Austria's most important grape variety; it is planted on an area of about 17,500 ha, of which 83% (14,500 ha) are situated in Niederösterreich (Lower Austria). Other grape varieties were not affected by coulure, which otherwise nurtures hope for good yields. Thanks to the pleasant autumn this year, unusually healthy berries have ripened, very much opposed to the problems with decay in the previous year.

Therefore, Niederösterreich, the region of the Veltliner, is likely to remain below past year's low output and, hence, is expected to lie 17% below the average yield of the previous five years. The two largest wine-growing areas in Niederösterreich (Lower Austria), i.e. Weinviertel (725,700 hl; -7% compared to 2005) und Kamptal (145,400 hl; -14% compared to 2005) alongside the region Kremstal (92,100 hl; -17% compared to 2005) showed the most significant crop decrease.

Quantities in Burgenland are expected to increase to 790,600 hl (+15% compared to 2005), which would be 2% above the five-year average. In Steiermark (Styria) and Wien (Vienna), a slightly underperforming production is anticipated with 168,800 hl (-4% compared to 2005) for Steiermark and 18,500 hl (-5% compared to 2005) for Wien respectively.

It is hoped that white wines will just achieve the meagre results of the previous year, which means a value of -15% compared to the five-year average. Niederösterreich reports a loss of 21% or 926,600 hl in white wines compared to the five-year average, whereas Burgenland is likely to make up for its losses from the previous year with 382,900 hl, thus representing +2% compared to the five-year average.

For red wines, a small positive result is expected with 828,900 hl (i.e. +2%) compared to 2005, which would only be insignificantly lower (-1%) than the five-year average.

States or wine-growing regions ¹⁾	White wine				Red and Rosé wine				Total of wine		
	Yielding vineyard acreage in ha ²⁾	Yield in Hectolitres		grape quality	Yielding vineyard acreage in ha ²⁾	Yield in Hectolitres		grape quality	Yielding vineyard acreage in ha ²⁾	Yield in Hectolitres	
		total	per ha	Grade		total	per ha	Note		total	per ha
Burgenland	7,321	382,866	52.3	1.8	6,492	407,761	62.8	1.7	13,812	790,627	57.2
Neusiedlersee	4,518	232,097	51.4	1.8	2,906	152,272	52.4	1.7	7,424	384,368	51.8
Neusiedlersee- Hügelland	2,407	123,224	51.2	1.6	1,644	87,474	53.2	1.4	4,050	210,697	52.0
Mittelburgenland	203	16,457	81.2	2.0	1,732	155,203	89.6	1.8	1,935	171,660	88.7
Südburgenland	193	11,089	57.5	1.3	210	12,812	60.9	1.3	403	23,902	59.3
Niederösterreich	20,347	926,615	45.5	1.4	7,525	369,721	49.1	1.3	27,872	1,296,335	46.5
Thermenregion	1,173	49,415	42.1	1.2	982	40,619	41.4	1.2	2,154	90,035	41.8
Kremstal	1,746	65,543	37.5	1.2	562	26,586	47.3	1.1	2,308	92,129	39.9
Kamptal	2,776	106,731	38.4	1.2	819	38,638	47.2	1.3	3,595	145,369	40.4
Donauland	2,009	85,984	42.8	1.6	595	32,449	54.6	1.5	2,604	118,433	45.5
Traisental	553	21,001	38.0	1.9	148	7,503	50.6	1.5	701	28,504	40.7
Carnuntum	390	20,227	51.8	1.6	439	18,987	43.3	1.4	829	39,214	47.3
Wachau	1,051	44,300	42.1	1.2	221	11,016	49.9	1.2	1,272	55,316	43.5
Weinviertel	10,619	532,080	50.1	1.3	3,756	193,654	51.6	1.2	14,375	725,735	50.5
Others	30	1,332	44.5	1.2	4	268	61.5	1.1	34	1,600	46.6
Steiermark	2,802	122,379	43.7	1.6	837	46,389	55.4	1.5	3,638	168,768	46.4
Südsteiermark	1,588	69,995	44.1	1.9	238	14,426	60.6	2.0	1,826	84,421	46.2
Weststeiermark	138	5,917	42.9	1.5	332	17,872	53.9	1.2	470	23,789	50.7
Südoststeiermark	1,076	46,467	43.2	1.3	267	14,090	52.7	1.4	1,343	60,557	45.1
Wien	289	13,548	46.9	1.1	86	4,988	57.8	1.1	375	18,536	49.4
Österreich 2006	30,758	1,445,408	47.0	1.5	14,941	828,858	55.5	1.5	45,698	2,274,266	49.8
Österreich 2005	30,758	1,449,730	47.1	2.2	14,941	813,714	54.5	2.2	45,698	2,263,444	49.5
Österreich Ø 2001-2005	32,027	1,691,598	52.8		13,319	839,259	63.0		45,346	2,530,857	55.8

Grades: 1= very good, 2= good, 3= average, 4= below average, 5= bad

¹⁾ without other states (Weinbauregion Bergland)

²⁾ acreage for white and red wines on state level according to wine structure survey by the Austrian Chambers of Agriculture in 2004

Source: Statistics Austria

2.3. Harvests 1960-2005

Harvests 1960-2005						
Year	Total in hl	Average in hl/ha*	NÖ in hl	BGLD in hl	STMK in hl	WIEN in hl
1960	897,500	29,1	k.a.	k.a.	k.a.	k.a.
1970	3,096,100	74,0	k.a.	k.a.	k.a.	k.a.
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	50,3	1,491,605	678,372	156,250	11,478
2001	2,530,576	54,8	1,545,328	777,925	186,025	20,584
2002	2,599,483	56,5	1,665,325	734,677	179,317	19,515
2003	2,529,894	60,1	1,512,916	839,027	163,131	13,529
2004	2,734,561	62,8	1,724,022	819,764	167,321	22,433
2005	2,264,018	49,7	1,378,200	690,068	175,668	19,508

Difference between total and wine-growing regions: other states

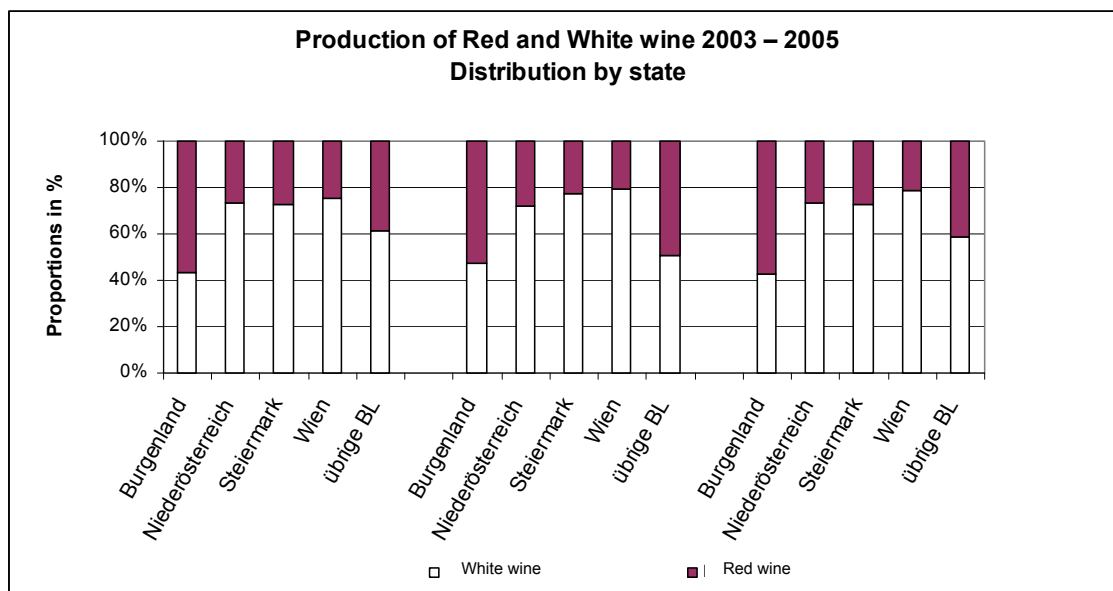
* calculated by yielding vineyard acreage

Source: Statistics Austria, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW)

Share of White – Red wine in %*

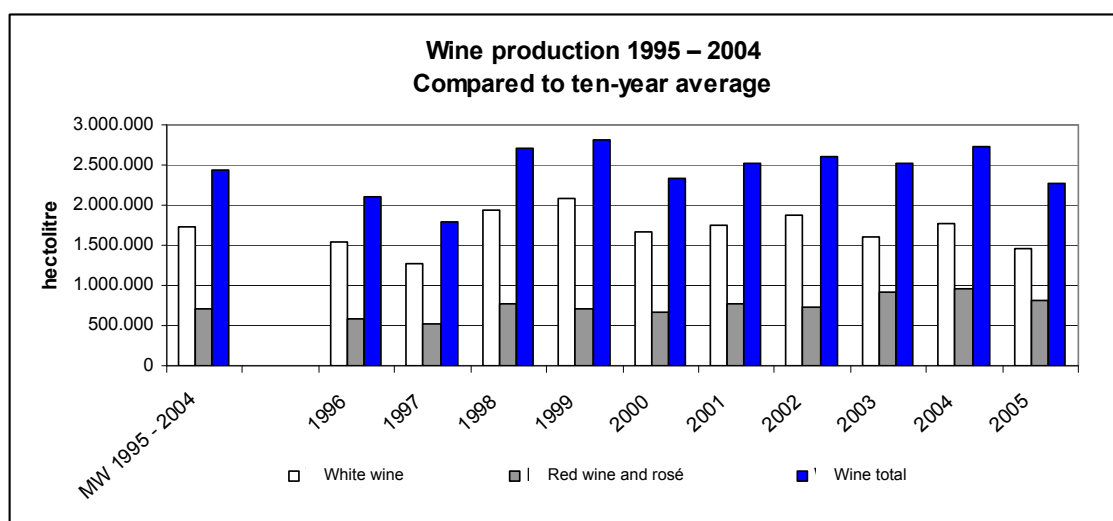
	1960	1970	1980	1990	1994	1997	1999
white	87.1	88.0	84.1	80.9	81.4	70.9	74.7
red	9.2	11.2	15.8	19.1	18.6	28.5	25.3
	2000	2001	2002	2003	2004	2005	
white	71.2	69.5	72.0	63.5	64.9	64.1	
red	28.8	30.5	28.0	36.5	35.1	35.9	

*Difference due to rounding



Übrige BL = other states

Source: Statistics Austria



MW = average

Source: Statistics Austria

Harvest 2005

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
Bgld.	6,769	13,812	15,823	14,981	7,265	6,587	259,296	370,778	10,951	4,386	293,335	396,732
NÖ	13,717	27,872	86,819	5,891	41,965	11,879	869,322	342,433	15,848	4,042	1,013,954	364,245
Stmk.	3,155	3,638	3,041	3,034	11,683	4,972	110,690	39,253	1,694	1,301	127,108	48,560
Wien	265	375	753	136	1,531	330	12,398	3,665	650	46	15,332	4,177
Kärnten	21	5	4	3	3	6	35	23	0	0	42	32
ÖÖ	12	10	7	9	41	6	96	73	0	1	144	89
Tirol	5	4	0	0	0	8	15	35	0	0	15	43
Vbg.	7	16	3	3	1	9	127	56	0	0	131	68
Sbg.	1	1	0	0	0	0	4	4	0	0	4	4
Total	23,952	45,733	106,450	24,057	62,489	23,797	1,251,983	756,320	29,143	9,776	1,450,065	813,950
			130,507		68,286		2,008,303		38,919		2,264,015	

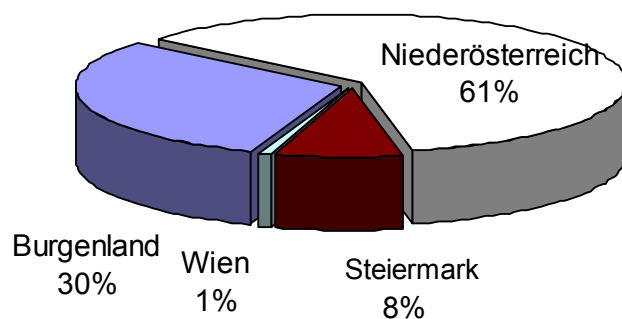
*) incl. grape must concentrate, rectified

Source: Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) and Statistics Austria; fast report February 2006

The harvest of 2005 yielded 2,264,015 hectolitres of wine, which was significantly lower than in the previous year and, also, below the long-standing average of 2.5 million hectolitres. Of the entire harvest, only 1.45 million hectolitres comprised white wine and 813,000 hectolitres red and rosé wine.

Niederösterreich (Lower Austria), as the largest producer of white wines, yielded 1,014 million hectolitres, whereas the majority of red wines were harvested in Burgenland (397,000 hectolitres).

The wine-growing areas Steiermark (Styria) and Wien (Vienna) are still dominated by white wine varieties.

Grape Harvest 2005

Source: Statistics Austria

Grape Harvest 2005 by quality designations in %

Province	Productive vineyard area	Production of Tafelwein	Production of Landwein	Production of Qualitäts- & Prädikatswein	Total production
Burgenland	29.44%	23.11%	15.84%	31.56%	29.98%
Niederösterreich	61.72%	74.54%	70.02%	61.26%	63.05%
Steiermark	7.97%	1.93%	12.22%	6.33%	6.12%
Wien	0.81%	0.42%	1.86%	0.80%	0.82%
Others	0.06%	0.01%	0.05%	0.04%	0.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

2.4 Qualitätswein (Quality wine) in Austria 2005

All data were prepared according to the new method of calculation by the Computing and Technology Center for Agriculture, Forestry and Water Management (Land-, forst- und wasserwirtschaftliches Rechenzentrum) on behalf of the Federal Office for Viniculture (Bundesamt für Weinbau - BAWB). Some charts may therefore be presented in a different, yet more comprehensive form.

Statistics – state inspection numbers (1/2005 – 12/2005)

Number of state inspection numbers issued:	32,986	
Number of rejections, refusals, reversals:	5,212	
Number of withdrawals:	7	
Number of applications in 2005:	38,205	
Number of outstanding applications at the end of 2005:	561	
Number of days per application positively assessed	11.51	
Growth rate of applications (1 January 2001 to 31 December 2001):	6.38 %	
Number of wine-growers applying:	5,858	
Cost of inspection according to tariff (in €):	2,106,025,6	
Inspection costs passed on (in €):	1,176,233	79.05 %

Breakdown of state inspection numbers by volume (in hl)

In 2005, state inspection numbers were issued for a total of 1,597,889 hl of wine. White wine accounted for 994,255 hl (62.2 %), red wine for 586,314 hl (36.69 %) and rosé wine for 17,320 hl (1.08 %).

Breakdown according to wine-growing regions and wine-growing areas

	Volume in hl 2005	+/- 04/05	Volume in hl 2004
Wine-growing region			
Burgenland	364,987	11.43	327,543
Mittelburgenland	102,684	27.95	80,253
Neusiedlersee	127,635	13.72	112,234
Neusiedlersee-Hügelland	39,835	2.47	38,873
Südburgenland	8,794	8.77	8,085
Niederösterreich	738,182	85.08	398,854
Carnuntum	20,591	19.06	17,294
Donauland	60,795	-2.08	62,085
Kamptal	100,550	-2.59	103,227
Kremstal	76,805	-13.37	88,660
Thermenregion	40,569	5.57	38,430
Traisental	11,954	16.11	10,295
Wachau	75,021	3.78	72,288
Weinviertel	103,422	-66.93	312,738
Steirerland			
Steiermark	13,929	12.69	12,360
Südoststeiermark	26,863	-3.45	27,824
Südsteiermark	86,611	5.19	82,335
Weststeiermark	10,637	-1.43	10,791
Wien	9,894	29.89	7,617

Salzburg	5	n.a.	n.a.
Oberösterreich	135	513.64	22
Kärnten	45	40.63	32
Tirol	19	-5.00	20
Vorarlberg	184	17.95	156
Total in hl	2,229,462	23.04	1,812,016

n.a. – not available

Breakdown by wine regions

	Volume in hl 2005	+/- 04/05	Volume in hl 2004
Weinland	1,871,824	12.03	1,670,859
Bergland	388	68.70	230
Steirerland	138,040	3.55	133,310
Wien	9,894	29.89	7,617

Breakdown by quality designation

		2005	2004
		Volume in hl	Volume in hl
Qualitätswein	white	908,070	765,111
	red	583,967	507,464
	rosé	16,677	13,729
Weinviertel DAC		23,896	n. a.
Kabinett	white	41,546	62,055
	red	990	2,691
	rosé	470	1,730
Spätlese	white	14,212	22,747
	red	1,175	2,323
	rosé	143	309
Auslese	white	1,437	4,579
	red	48	164
	rosé	0	11.0
Beerenauslese	white	2,511	2,603
	red	34	35.9
	rosé	0	4.0
Ausbruch	white	398	189
	red	0	9.1
	rosé	2.2	0
Eiswein	white	980	1,527
	red	42	15.0
	rosé	26	35.1
Strohwein	white	55	105
	red	47	17.9
	rosé	0	1.8
Trockenbeerenauslese	white	1,145	189
	red	7.9	9.1
	rosé	0	0

Breakdown by variety (volume in litre)

Grape variety	Volume in l	Grape variety	Volume in l
Blauburger	1,493,202	Müller Thurgau	3,335,842
Blauer Burgunder	567,847	Neuburger	1,462,955
Blauer Portugieser	5,375,712	Rathay	1,055
Blauer Wildbacher	968,917	Riesling	3,164,479
Blaufränkisch	15,323,923	Roesler	13,555
Bouvier	129,777	Roter Muskateller	10,600
Cabernet Franc	26,545	Roter Traminer	43,730
Cabernet Sauvignon	740,158	Roter Veltliner	297,517
Chardonnay	4,712,302	Rotgipfler	158,764
Frühroter Veltliner	551,956	Sauvignon Blanc	2,386,849
Furmint	13,440	Scheurebe	128,635
Gemischter Satz	290,357	St. Laurent	2,294,397
Gewürztraminer	217,830	Syrah	181,410
Goldburger	31,170	Sämling 88	546,905
Grauer Burgunder	255,500	Weißer Burgunder	2,823,959
Grüner Veltliner	76,389,246	Welschriesling	10,515,944
Jubiläumsrebe	1,730	Zierfandler	138,906
Merlot	428,818	Zweigelt	29,909,770
Muskat Ottonel	570,126	cuvée red	10,282,324
Muskateller	450,656	cuvée white	7,520,979

Rejection analysis for federal inspection numbers for the reported year based on notification date

Total rejections: 5,189

Quantity in litres: 22,935,592

Sensory rejections from total: 4,930

Quantity in litres: 22,646,704

Source: BAWB Eisenstadt 2006

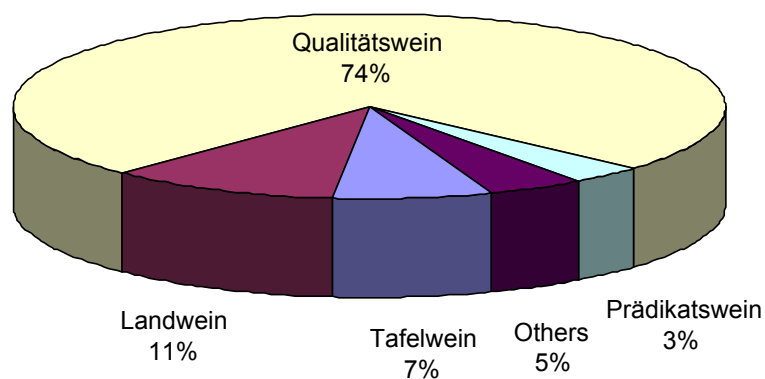
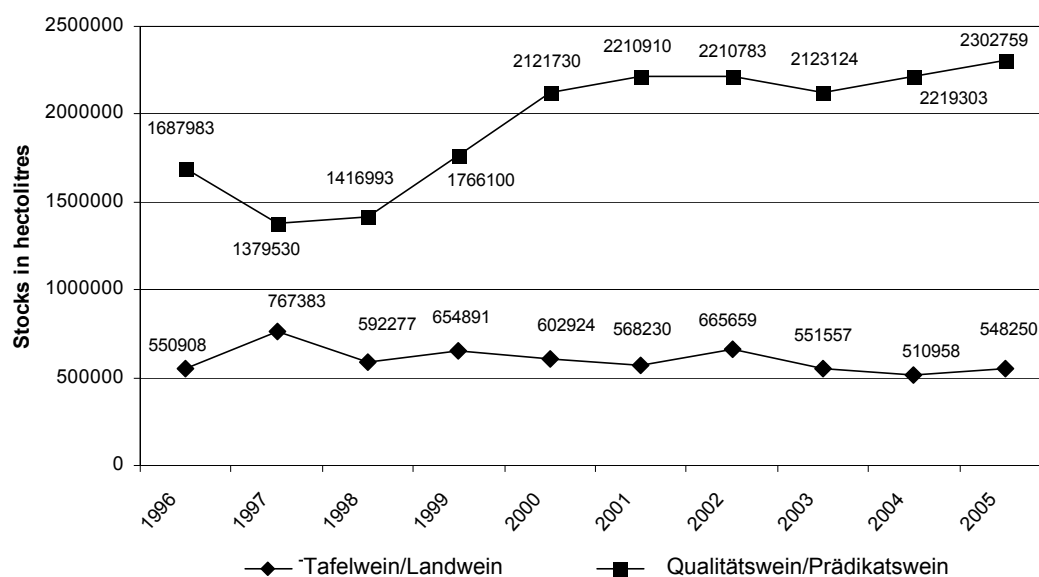
2.5 Austria's wine supply 2005

National wine inventory rose slightly in the year 2004 and, at 2.86 million hectolitres, was slightly above the average. A general shift in the composition of the total was observed, with an increase in Qualitätswein and a decrease in Tafel- and Landwein. The current inventory comprises 74.4% Qualitätswein, 10.7% Landwein, 7.1% Tafelwein and 3.3% predicated wines. "Other products" comprise primarily Austria's sparkling wines.

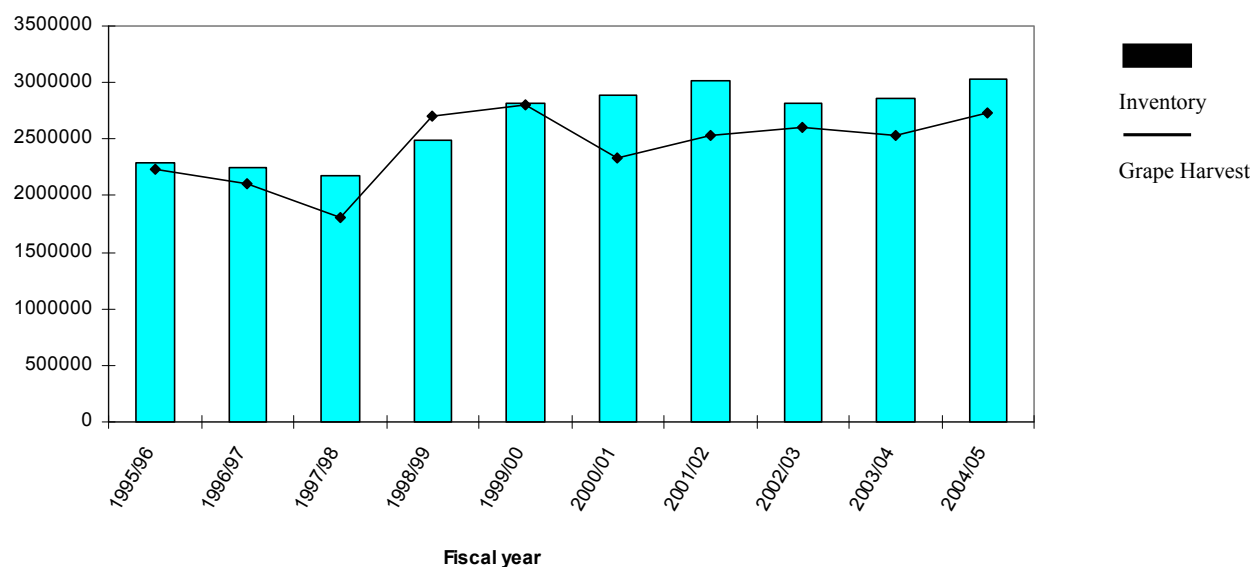
States	Tafelwein	Landwein	Qualitätswein	Prädikatswein	Grape must concentrated
Burgenland	31,048	45,649	566,399	43,865	576
Kärnten	16	52	310	1	-
Niederösterreich	140,277	212,107	1,486,743	29,723	1,462
Oberösterreich	2,807	3,407	8,806	243	-
Salzburg	-	-	-	-	-
Steiermark	9,328	40,054	111,450	1,767	129
Tirol	2,301	3,849	16,723	104	-
Vorarlberg	1,414	2,644	5,812	4	-
Wien	48,395	4,902	27,327	477	30
Austria 2005	235,586	312,644	2,226,575	76,184	2.197
Austria 2004	204,443	306,515	2,125,108	94,195	2,487
States	Grape must concentrated rectified	Other products	Third-country wine	Total	
Burgenland	117	10,653	347	698,654	
Kärnten	-	94	3	476	
Niederösterreich	581	34,646	5,597	1,914,136	
Oberösterreich	-	3,973	-	19,236	
Salzburg	-	-	-	5	
Steiermark	18	7,751	95	170,592	
Tirol	-	1,643	580	25,200	
Vorarlberg	1	996	201	11,072	
Wien	17	105,134	-	186,282	
Austria 2005	734	164,890	6,823	3,025,653	
Austria 2004	884	118,003	4,674	2,856,309	

Volume in hl

Source: Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management BMLFUW, (key date: 31/7/2005)

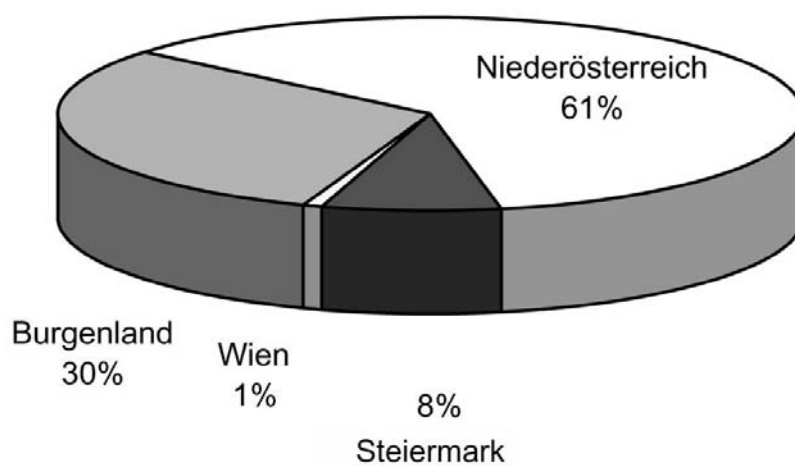
Share of products in the wine inventory 2005Inventory development of Tafelwein/Landwein and Qualitätswein/Prädikatswein 1996 – 2005

Source: Statistics Austria

Inventory in hl 1996 – 2005 compared to the vintage 1995 - 2004¹⁾

¹⁾ 1994 - 1995: Stock report by November revised with actual data
 1996 - 2000: Stock report by August, from 2001 by July

Source: Statistics Austria

Inventory 2005 - relative breakdown by Federal States

Source: Statistics Austria

2.6 Development of grape and wine prices

	2000		2001		2002		2003		2004		2005	
	Price in € *	Index 1999 = 100	Price in € *	Index 2000 = 100	Price in € *	Index 2001 = 100	Price in € *	Index 2002 = 100	Price in € *	Index 2003 = 100	Price in € *	Index 2004 = 100
Grapes, white, mixed**; kg	0.25	110.8	0.25	98.9	0.30	120.0	0.27	90.0	0.26	95.2	0.25	97.0
Grapes, red, mixed**; kg	0.37	142.6	0.49	134.3	0.48	98.0	0.50	104.2	0.34	67.5	0.14	41.0
Barrel wine, White, mixed**; litre	0.29	82.6	0.27	94.3	0.26	96.3	0.26	100.0	0.28	105.7	0.29	105.0
Barrel wine, red, mixed**; litre	0.49	111.1	0.58	119.1	0.69	119.0	0.67	97.1	0.58	86	0.31	52.0
Barrel: Qualitätswein, white	0.35	86.7	0.33	94.2	0.33	100.0	0.39	118.2	0.43	109.3	0.33	77.0
Barrel: Qualitätswein, red	0.61	114.1	0.79	130.3	0.84	106.3	0.85	101.2	0.74	87.5	0.38	51.0
2-litre bottle, white, mixed**; litre	1.66	99.9	1.73	104.5	1.76	101.7	1.75	99.4	1.83	104.6		
2-litre bottle, red, mixed**; litre	1.73	100.9	1.83	106.0	1.84	100.5	1.88	102.2	2.06	109.6		
Bottles, white; 0.75 litre	3.04	103.4	3.14	103.4	3.31	105.4	3.40	102.7	3.59	105.6		
Bottles, red; 0.75 litre	3.11	106.9	3.26	105.0	3.43	105.2	3.57	104.1	3.94	110.4		

*) in EUR excluding VAT

**) mixed grapes from the same vineyard

Increasingly in Austria, Qualitätswein is sold by the bottle, the prices of which cover a significant range. Amongst other things, diverse production and distribution structures lead to differences in price, which may be relatively large. For this reason, the calculation of weighted average prices for wine in bottles has become a problem within the statistics of agricultural and forestry producers' prices and had to be abandoned in 2005 in agreement with the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management and the Austrian Chamber of Agriculture.

Source: Statistics Austria

Austrian wine market

Average prices – barrel-wine (September 2006)

Country	€ price per litre (net)	Notice / Comment
NIEDERÖSTERREICH		
Qualitätswein (white)	0.35 – 0.40	Due to the relatively small harvest of 2005, the stocks of white and red wines are very low. The prices per barrel of wine are therefore stabilised at the adjacent level. For wines produced from sought-after grape varieties, significantly higher prices are paid.
Qualitätswein (red)	0.35 – 0.40	
BURGENLAND		
Qualitätswein (white)	0.30 – 0.40	
Qualitätswein (red)	0.35 – 0.45	

Source: Der Winzer 9/2006, annotation: Österreichischer Weinbauverband

2.7 General regulations for wine production

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 the Austrian structural statistics from 1999, there are currently 32,000 farms with adjoining vineyards. Only approximately 2,500 of these growers possess vineyards of the size of 5 ha or more. The advantages and disadvantages of this fragmented structure will be analysed later. Small scale wine grape production can generally be documented in the entire EU, although the acquisition of data through market organisations varies throughout the different countries.

On a ten-year average, Austria's annual production lies at 2.5 million hl of wine grown on an area of approximately 48,000 ha. However, the quantity produced in the years 1995, 1996, 1997 and 2000 was far below this average. Also, the 1998 and 1999 harvests were significantly above the yearly average, while the 2001 and 2002 harvests lay just below the average. In 2005, the harvest (2.2 million hl) remained noticeably below the average of many previous years.

A comparison with the EU data reveals Austria's position: In the 25 countries of the European Union, 3.6 million ha of vineyards are cultivated, which yield an annual average production of approximately 165 million hl of wine (without doubt, the year 2005 was Europe-wide a vintage consisting of smaller quantities). The largest producers in the EU, France (890,000 ha) and Italy (847,000 ha) may best be described as the "global market leaders". Although Spain has more acreage of vineyards, it produces less wine per hectare.

Source: 2005 - OIV

In Austrian vineyards approximately 70% white wine and 30% red wine varieties are cultivated at present, although the tendency is towards a higher percentage of red wine vines. Austrian red wines have attained a level that can easily compete with the finest international wines. A return to the Austrian autochthonous grape varieties has contributed to an overall improvement of the Austrian wine profile. Apart from Zweigelt, St. Laurent has established itself as a typical autochthonous Austrian grape variety.

In the white wine sector, Styria demonstrated in the 1990s that Sauvignon Blanc is the perfect grape for this wine-growing area. Hence, its success is expected to spread to the other Austrian wine-growing regions, with Chardonnay slowly diminishing at the same time.

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

Within the approximately 6,000 wine-growers who bottle their wines, a sort of "class-system" has established itself in the Austrian market, comprising three categories. Firstly, there are the multi-awarded wine-growers who receive commending entries in the various wine guides. They find it easy to sell their produce, even in average vintage years. Within this elite group, marketing has become diversified. Some of these top producers have gradually brought to an end their practice of direct marketing, a method that used to dominate the industry. In addition, several wine-growers from the second category, the "middle class" if you like, have managed to move up, frequently via the "SALON – Österreichischer Wein". This group is comprised of producers who consistently market their own wines but also (have to) sell some of them in one or two litre bottles.

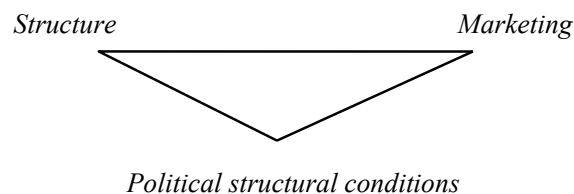
The third category, the "lower class" as it were, consists of producers who sell their wines almost exclusively in two litre bottles and (part of) their production in bulk. Since the 1998 harvest, business for wine-growers selling exclusively in bulk and for grape vendors who have no own wineries has become fairly difficult. Both had to take on board the necessity of a close and permanent relationship with wine co-operatives or the wine trade, in order to obtain reasonable long-term prices. A brief commentary on the trend for Austrian barrel-wine prices can be found below.

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

The normal harvests of 1998, 1999, 2000 and 2001 resulted in a decline in barrel-wine prices. For the smaller quantities of white Qualitätswein, Landwein and Tafelwein this situation has still not changed; here, the lowest price for white wine lies around EUR 0.25 (August 2003). However, specialisation may aid in this scenario, even in the case of a surplus in the barrel-wine market. Selected Qualitätswein of the varieties Riesling, Sauvignon Blanc, Chardonnay or Grüner Veltliner from the best suppliers can be sold for considerably higher prices. For Austrian red wine, the price has changed drastically; while some years ago prices of 1 to 2 Euros per litre were paid, prices per wine barrel have fallen for red wines to levels similarly low as for white wines. Yet, for wines of reasonably good quality, 1 to 2 Euros can still be achieved.

Alongside the conversion of vineyards supported by the EU (see Variety adjustment programme) and distillation, only a restructuring of the barrel-wine supply will be able to improve the situation in the long-term (DAC wine, Qualitätswein with designated origin, Landwein and Tafelwein). This will be a key responsibility for all regional wine boards.

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



Structural deficits are created by:

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

Marketing weaknesses are 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 are still valid to a certain degree, positive trends have become discernible in a number of areas.

- Political structural conditions
To a great extent, the repeal of the tax on alcoholic beverages has evened out competitive conditions within the wine industry.
- Structure
The problems found in the structural area of the domestic wine industry can be solved primarily by shifting vineyards to areas less susceptible to frost, by shutting down some wineries, by 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 Boards will permit the definition of common brands of origin. After their establishment, they will assist in evening out the existing lack of profile with respect to brands for products and producers.

2.8 EU-Measures for the Restructuring and Conversion of Vineyards

In line with the restructuring and conversion scheme of the European Union, 12,000 applications (6,400 estates) have been submitted covering more than 7,700 ha of vineyards (plus 3,070 ha irrigation, 106,000 running meters of slope terraces, 41,000 m² mural terraces and 4,630 ha clearings) amounting to a total of 60.5 million Euros. This means that more than 15% of Austrian vineyards have already become part of the restructuring and conversion scheme. This scheme is still an essential part of the COM Wine, a fact that guarantees a budget for longer than 2005 on an annual basis.

In order to guarantee an optimal utilisation of all EU means reserved for Austria, the payout system for the restructuring and conversion scheme has been modified: in lieu of an advance payment against a provision of security, payment is made after billing and without surety. Hence, at any time, Austria can call on additional means from the EU despite having nearly fully used its “normal” budget.

Calculated on the balance of grape varieties (planting of vines minus clearing) of all registered applications for restructuring and conversion of vineyards, then the acreage of red wines will increase by about 4,300 ha (**main winner: Zweigelt with + 2,133 ha**, further Blaufränkisch +657 ha, St. Laurent +363 ha and Merlot +394 ha). The acreage of white wines decreases slightly (-176 ha), Grüner Veltliner loses acreage (-744 ha) as well as Müller Thurgau (-249 ha); however, particularly Chardonnay gains acreage (+294 ha) as well as Sauvignon Blanc (+298 ha) and Rheinriesling (+188 ha). Welschriesling remains practically unchanged and Gemischter Satz is reduced by 896 ha.

Red wine demand: For years, Austria has produced red and white wines in a ratio of 25:75; yet, the wines were consumed in a ratio of 45:55. Mathematically, Austria has an additional demand for about 5,000 to 7,000 ha of red wine, which will be covered in part by the restructuring and conversion scheme. After fulfilment of that scheme, the production ratio will be at least 30:70.

For additional information:

Dr Rudolf Schmid,
BMLFUW (Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management)
Tel. (+ 43) 1 71100-2840

CONVERSION Total Data End of 2005



	Conversion	Clearing	Irrigation	Subsidies (mill. euros)
N	3,904 ha	2,510 ha	563 ha	24.0
B	3,035 ha	1,752 ha	2,454 ha	27.7
St	786 ha	357 ha	46 ha	8.6
W	20 ha	14 ha	5 ha	0.2
A	7,745 ha	4,633 ha	3,068 ha	60.5

Seite 1

12.01.2007

CONVERSION Total Data End of 2005 Special measures



	Land consolidation (ha)	Slope terraces (lin. m)	Wall terraces (m ²)	Deer Protection (lin. m. fence)	Subsidies (in thousand euros)
N	61.1 ha	61,936	32,146	45,760	2,218
B	0.3 ha	2,761	1,427	44,867	222
St	0.2 ha	41,496	7,070	24,375	661
W	0.0 ha	0	556	0	23
A	61.6 ha	106,193	41,199	115,002	3,124

Seite 2

12.01.2007

CONVERSION Total Data End of 2005

Total acreage (in ha)



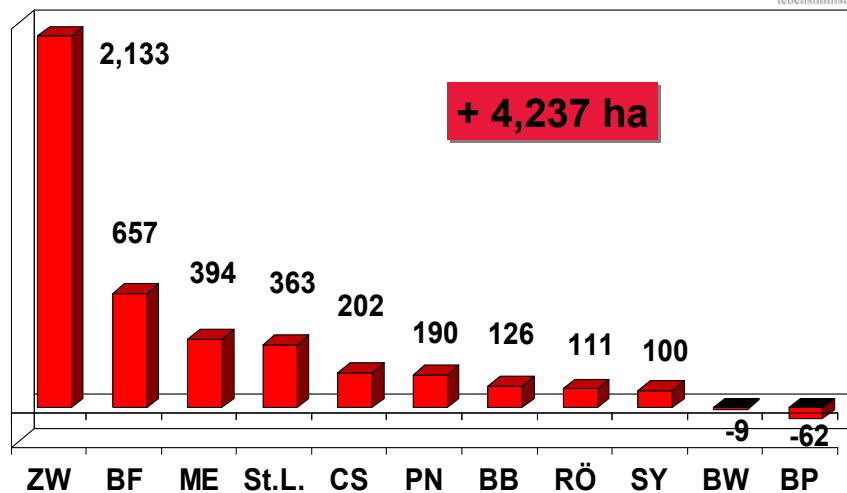
	<i>Nieder- österreich</i>	<i>Burgen- land</i>	<i>Steiermark</i>	<i>Wien</i>	<i>Austria</i>
Red	+1,872	+2,253	+106	+6	+4,237
White	+46	-651	+427	+2	- 176
Gem. Satz	-473	-312	-108	-3	- 896
Total	+1,445	+1,290	+425	+5	+3,165

Seite 3

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CONVERSION

Total of Red Grape Varieties in Austria



Seite 4

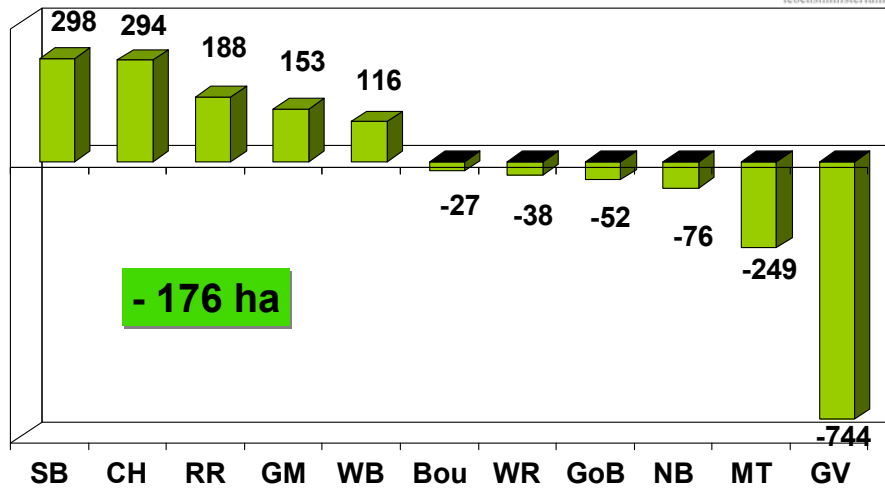
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Total of White Grape Varieties in Austria



lebensministerium.at



Seite 5

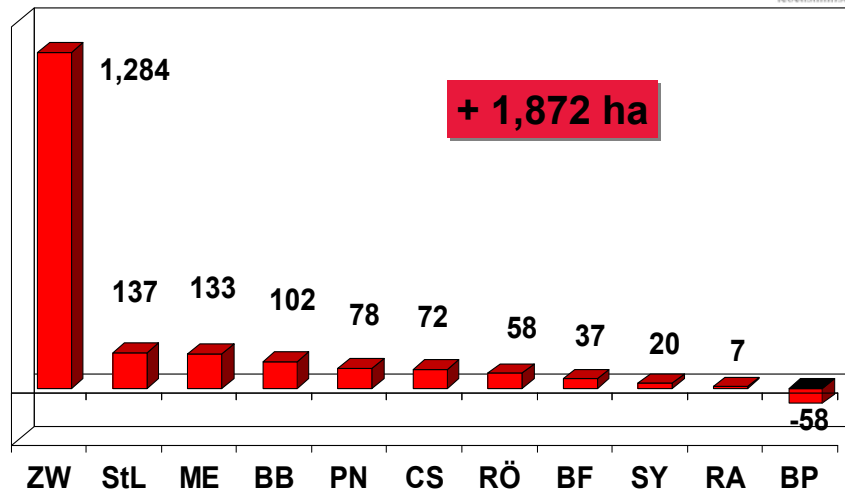
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Total of Red Grape Varieties in Niederösterreich



lebensministerium.at

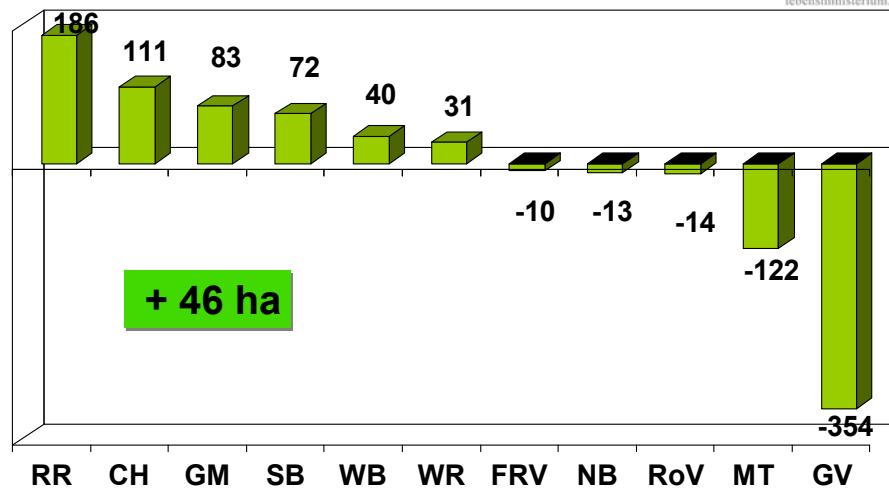


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CONVERSION**Total of White Grape Varieties in Niederösterreich**

lebensministerium.at

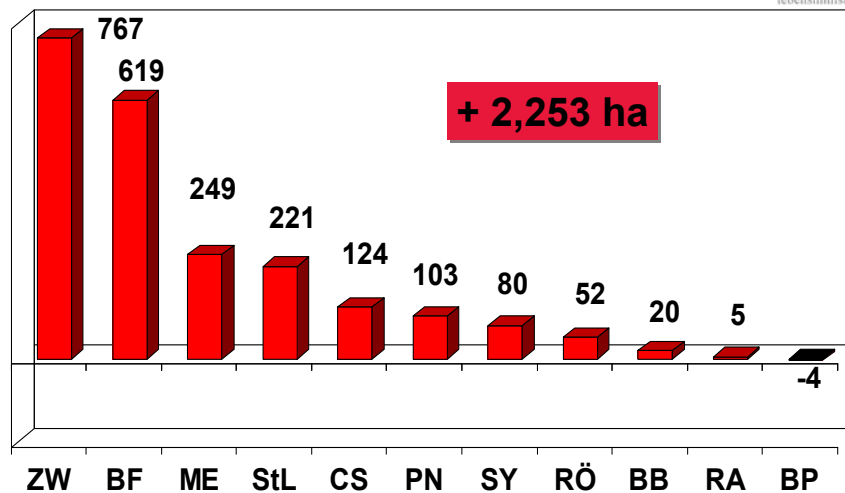


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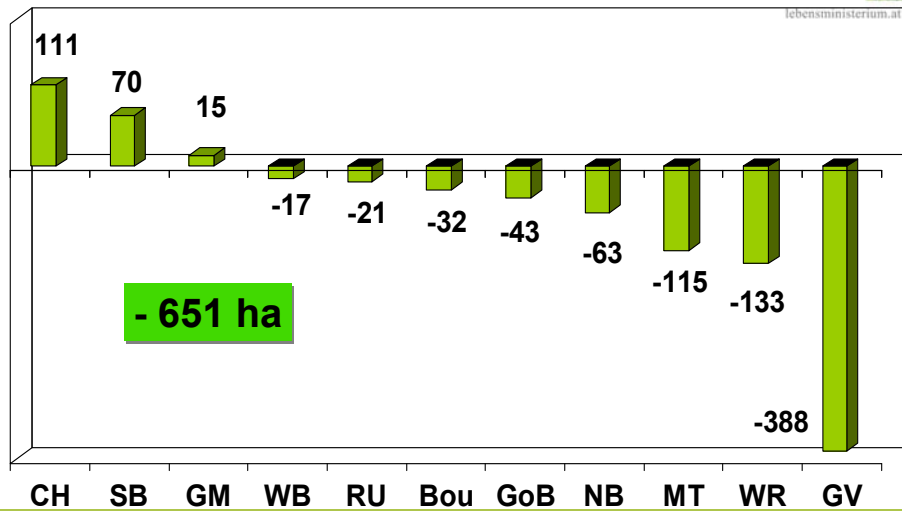
CONVERSION**Total of Red Grape Varieties in Burgenland**

lebensministerium.at



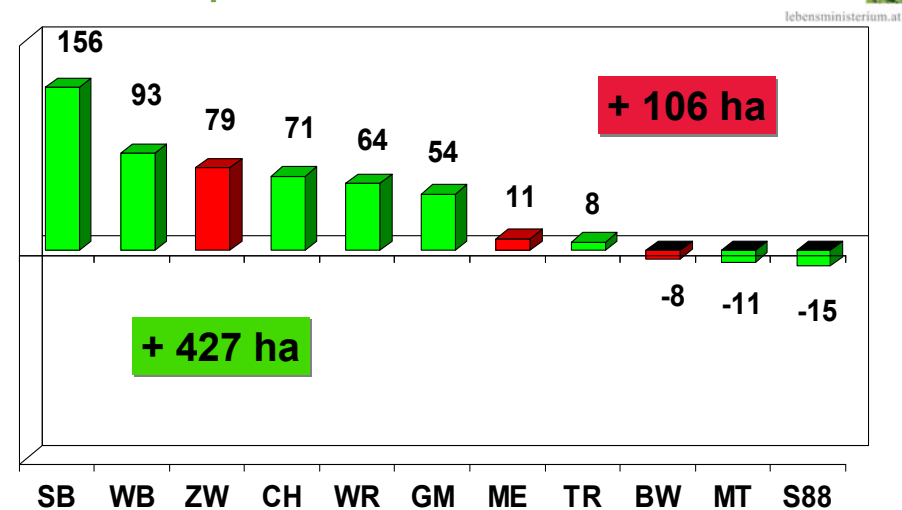
Seite 8

12.01.2007

CONVERSION**Total of White Grape Varieties in Burgenland**

Seite 9

12.01.2007

CONVERSION**Total of Grape Varieties in Steiermark**

Seite 10

12.01.2007

2.9 The Austrian Wine Boards

The establishment of Interprofessional Boards has a long tradition in many of the classic wine countries, particularly in France. All sectors of the wine industry in each region are working together in a committee looking for an optimal economic solution. After extensive discussions and assessment procedures, the Austrian Federal Minister for Agriculture, Forestry, Environment and Water Management signed the Decree for the Establishment of Interprofessional Boards in the wine industry. This decree meets the long-time wish of the Austrian wine industry for the instalment of such organisations

The fundamental level of the organisation of Interprofessional Wine Boards is regional.

Regional Wine Boards

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

- Their primary task is to analyse the specific areas and enhance the co-ordination of sales. This can include general contractual agreements, such as 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 board agrees that it enhances the regional identity, DAC specifications can be established for typical Qualitätswein with geographic origins according to federal outlines.

National Wine Board

The National Wine Board serves as an administrative filter between the resolutions of Regional Wine Boards and the Federal Ministry of Agriculture, Forestry, Environment and Water Management. Specific responsibilities of the National Wine Board include:

- The National Wine Board must verify that the proportion of the nominated members of each regional board reflects the market significance of the various regional industry sectors.
- The National Wine Board must ensure that the regional boards' establishment of DAC wines and other resolutions are in the general interest of the Austrian wine industry.

The National Wine Board is appointed by the Federal Minister for five years and consists of:

- Nine members from the wine production sector as nominated by the President's Committee within the Chamber of Agriculture, whereby at least two members must be representatives from wine producing co-operatives.
- Nine members of the wine trade sector as nominated by the Federal Chamber of Commerce, whereby at least two members must be representatives from 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 States 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 Board 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 Qualitätswein is the main focus, Austrian Landwein and sparkling base wines are also a responsibility.

The central element of the Interprofessional Boards remains with the Regional Wine Boards. The Regional Wine Boards play the most significant role in the decision making process and work autonomously. Only resolutions that have legal consequences require the National Wine Board's approval. Since 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 board.

Establishment of Regional Wine Boards

The regulations for the establishment of Regional Wine Boards are anchored in a Decree by the Federal Minister for Agriculture, Forestry, Environment and Water Management from 30 March 2001. At present, the following regional wine boards have been designated:

A Regional Wine Board shall undertake the following specific tasks:

1. Enhance awareness and transparency with respect to 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 boards are designated "Regional Wine Boards" combined with the name of their local area of jurisdiction. The goal is to set up one wine board per wine-growing region. This principle may be departed from in justified cases.

The Regional Wine Boards 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 Boards 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 Board 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 Boards 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, Environment and Water Management for a period of five years. This recommendation requires the approval of the National Wine Board.

Presently, the following Regional Wine Boards have been designated:
(in parenthesis are the dates of decision notification of the National Board resolution)

- | | | |
|-----|----------------|--------------|
| 1. | Carnuntum | (5/9/2001) |
| 2. | Thermenregion | (5/9/2001) |
| 3. | Traisental | (5/9/2001) |
| 4. | Wachau | (5/9/2001) |
| 5. | Burgenland | (28/11/2001) |
| 6. | Weinviertel | (28/11/2001) |
| 7. | Kremstal | (18/3/2002) |
| 8. | Wien | (12/6/2002) |
| 9. | Kamptal | (12/11/2003) |
| 10. | Wagram | (23/4/2003) |
| 11. | Klosterneuburg | (23/4/2003) |
| 12. | Steiermark | (4/7/2006) |

Source: Dr Rudolf Schmid, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW); DI Josef Glatt, PKLWK

2.10 The Value of Origin

Due to the agreement between the EU and the USA concerning wine, a two tier grouping of wine will emerge. In the cheaper tier, large estates will attempt to gain global dominance of the markets with unified produce that has been industrially manufactured; on the other hand, in the tier of quality wine, small producers will increasingly produce wines with character and identity. This will present great opportunities to smaller wine-producing countries with their small structures, such as Austria.

An important goal will be to emphasise the unquestionable quality of Austrian wines, i.e. the creation of a unique identity, independent of the price. In the long term, only clearly positioned products (in all price categories) will be able to maintain their edge in both national and international markets in the wake of increasingly fierce competition. This goal can be achieved only, if consumers are given clear messages and information through the product itself. The best wine in the world is of no value whatsoever, if potential buyers cannot recognise it clearly and distinctly.

The diversity of Austria's wine landscape 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. On the one hand, this diversity makes Austrian wines difficult to export and, on the other, it 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 its place of origin. It was only in the 1950s that, based on the German model, Austrian wines became classified according to grape varieties and quality grades, which in turn were determined by the grape must sugar content. Based on these considerations, some six years ago the Austrian Wine Marketing Board embarked on discussions aimed at placing stronger emphasis on origin in the Austrian wine legislation. The core of this strategy, in line with the appellation policy that has been used by southern wine-producing countries for a long time, 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 (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 ought to be segmented more efficiently. Apart from 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 Boards 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 boards ascertain how much wine is actually sold under the respective label of origin. For future harvests, the relevant Wine Board could regulate the amount of regional Qualitätswein offered by introducing additional quality standards to supplement the legal provisions (e.g. selling regional Qualitätswein with inspection numbers by the barrel or by not selling grapes for regional Qualitätswein 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 plus name of the state where it comes from, which would absorb any "surplus".

2.11 DAC: The logical key to Austrian wine

The first geographically indicated wine (DAC) comes from the Weinviertel area

Geography rather than grape variety is given more profile in the Austrian wine hierarchy with the introduction of the new geographic indication system (DAC stands for „Districtus Austriae Controllatus). Austria's largest demarcated wine growing area, the Weinviertel, is the first to label under the new system. "Weinviertel DAC" represents a Grüner Veltliner of typical regional character with a clearly defined taste profile.

On 1 September 2006, the second Austrian wine with defined appellation of origin was born. „Mittelburgenland DAC“ is a Blaufränkisch typical of its region of origin in Mittelburgenland (Central Burgenland) and will be sold in a two-level system (Mittelburgenland DAC, Mittelburgenland Reserve DAC).

For the first time in Austria, wines with geographic indications coupled with clearly defined taste profiles are introduced by the new DAC system. This new system promises future consumers more detailed information with the objective of making purchasing decisions easier. In the short term not only consumers, but also merchants and the hospitality trade in the domestic and foreign markets will benefit from easily recognisable and identifiable, regionally typical, taste profiles.

Strategic Improvement for Export

The new DAC system brings not only advantages on the domestic market, but also in export. Up until recently, Austrian wine exports have not only suffered from the diversity in varieties, regions and single vineyards, but also because of the highly fractured production structure. Only few wineries are in the position to deliver a continuous supply of wines to international markets, because quantities produced are simply too small. With the DAC model, it is now possible to characterise one regionally typical and defined wine style from several different producers. This advantage is expected to double the export statistics for bottled wines.

Creation of a unique regional profile

Austria enters the established marketing system of the classic wine production countries represented by the DOC of Italy, the AOC of France, and the DO of Spain, where regional names become a brand (i.e. Chianti, Rioja or Chablis) and the grape varieties become secondary. In this way, specific regions succeed in creating unique and clearly defined unique identities, which are closely intertwined with local culture and climate. Grape varieties have proved themselves to be exchangeable, while origin is not.

Weinviertel as a herald, Mittelburgenland as the first to have a red wine with appellation

Austria's first DAC wine has been on the market since 2002. More than 500 wine-growers from Austria's largest wine-growing area located adjacent to Vienna produce wines with the geographic indication "Weinviertel DAC". All of these wines are produced from the autochthon grape variety Grüner Veltliner, which comprises approximately 50% of the total vineyard area of the Weinviertel wine area. These wines are defined by their spicy, peppery aroma with delicate fruit and pale yellow to greenish yellow colour. These wines must fulfil the federal regulations for Qualitätswein and are further subjected to strict sensory control. In this way a high level of quality can be attained and it is ensured that the wines fulfil expectations for regional and varietal character.

The first red wine of controlled origin in Austria has existed since 1 September 2006: Mittelburgenland DAC, a Blaufränkisch typical of its origin and sold in two categories: Mittelburgenland DAC, the classic variation with or without naming the single vineyard site and for the higher quality variety: Mittelburgenland Reserve DAC with mention of the single vineyard site. The wines typical of this area are fruity, spicy, dry and show a characteristic profile that can even be proved by the contents of the red wine in a laboratory.

Regional Boards define DAC character

In order to plan the DAC system, Regional Wine Boards were formed with representatives from both wine merchandising and production sectors. These interprofessional boards were given the responsibility of creating marketing and production strategies with one of the main tasks being the clear definition of a regional image and a geographic indication that can then be marketed under the name of a demarcated wine-growing area together with the DAC label. The goal of defining DACs is being discussed by all regional boards and the DAC system continues to be an evolutionary process.

The Regional Wine Board in Burgenland has approved unanimously the efforts of the Mittelburgenland to introduce a Mittelburgenland DAC wine. Now, only wines fulfilling the definition of the Mittelburgenland DAC, i.e. a fruity, spicy, dry Blaufränkisch may show “Mittelburgenland” on their labels. All other wines may only show the wider appellation of “Burgenland”.

In other areas as well efforts are made to introduce the new DAC system, for example, in the Traisental for application in 2007.

Logic has priority – a system for consumers

As is with all geographic indications, Austria’s DAC is focused on regional origin with the goal of making easier purchasing decisions for consumers in a logical and simple way. In the long term, consumers should be able to associate a **clearly defined taste profile** with a geographic name. Because the association will be made with place of origin rather than with DAC, a hierarchy that would include a DACE or DACG would not be logical and is not planned. This type of system has proven to be confusing for consumers and, thus, making purchasing decisions more complicated. The objective is to encourage consumers to buy wines from specific geographic origins that can be associated with a clearly defined taste profile rather than because of the DAC abbreviation on a quality seal.

This is to be interpreted differently with **price segmenting**. The introduction of supplementary terms for higher quality wines, for example with the word “Reserve”, is meaningful. This type of supplementary labelling is easily understood by consumers and clearly describes wines of higher quality and value. The best way to further communicate this system is to refrain from the use of **village or single vineyard names** on the labels of simple Qualitätswein, reserving this privilege only for wines of higher value. In this way, the use of further terms, such as “Klassik” or “Selektion”, which can lead to confusion, can be spared. The prerequisite for this policy is a geographic indication familiar to consumers coupled with a clearly defined taste profile.

In several meetings, the Regional Wine Boards agreed upon a two-level system for DAC wines in the wine-growing areas for the whole of Austria. The Mittelburgenland is now the first to introduce this two-level system with the name of “Reserve” for the second, higher level of red wines. It has as yet not been determined whether the same name “Reserve” will also be used to designate the second level of white wines. Discussions are still on-going between the Austrian Wine Marketing Board and the Regional Wine Boards.

The message is simple: the smaller or the more specific the geographic origin is labelled, the higher the quality and value of the wine. In this way, Austria takes on a logical and internationally proven **basic principle of marketing the geographic origin**. This message, brief and simple, is widely understood by consumers.

2.12 Questions and Answers – a Guide

1. What does DAC mean?

DAC is the abbreviation for Districtus Austria Controllatus, which means Controlled District of Austria, as of March 2003. DAC may appear on Austrian wine labels and denotes a characteristic quality wine of controlled geographic origin.

2. Why will there be DAC wines in the future?

The DAC concept was the logical conclusion to the quality improvements undertaken by the Austrian wine industry over the past decades. Austrian wine-growers and their wines achieved international recognition for their high level of quality. It is the intrinsic quality and authenticity of the product “Wine from Austria” that has made it competitive on an international scale. In view of the current market situation, it has become clear that generic appellations would be necessary, in order for a small, fractured wine economy (such as Austria or Burgundy) to retain its market value and sustain itself amongst competitive big brands.

3. What is a DAC wine?

A DAC wine is not a new wine. The DAC label is based on the same wine quality standard that was used before and denotes wine that has a characteristic regional style and flavour profile. These wines continue to be allowed to carry their wine area of origin on their labels. The DAC follows the lead of other renowned appellation systems of wine areas in Italy (Chianti and Soave, for example), France (Bordeaux, Burgundy and Chablis) or Spain (Rioja, etc). In these countries, the appellation systems are abbreviated as DOC/DOCG, AOC/AC, or DOC/DO.

4. What does Weinviertel DAC represent?

DAC wines will represent regionally typical wines from a demarcated wine area. The Regional Wine Board of the Weinviertel wine area has chosen the Grüner Veltliner as their DAC wine. Not only because the variety Grüner Veltliner, which comprises 50% of the wine produced in the area, is an outstanding regional specialty, but also because of current demand. It can be stated without exaggeration that Grüner Veltliner has positioned itself in the international marketplace as the flagship variety of Austrian wine.

The “Weinviertel-DAC” represents a Grüner Veltliner that is fruity, spicy and peppery, has a pale yellow or green-yellow colour, shows no oak flavour or wood influence and is dry. The alcohol content must be at least 12% and, like all quality wines from Austria, can be sold only in glass bottles (0.75 l size or multiples of 0.75 l in size).

5. What does Mittelburgenland DAC represent?

Since 1 September 2006, „Mittelburgenland“ has had its own appellation of origin: Blaufränkisch with its typical taste (i.e. fruity, spicy, without woody aromas); for the „simple“ Mittelburgenland DAC, there is the possibility of additional names like “Klassik” for the lighter types of wine with 12,5 to 13 Vol. % alcohol and for wines of 13 to 13,5 Vol. % alcohol the name of their single vineyard site or of a brand may appear on the bottle.

The stronger version of these DAC wines is called Mittelburgenland Reserve DAC and is equally made of Blaufränkisch with its typical taste (i.e. fruity, spicy, without woody aromas), but traditionally matured in a big wooden cask and/or in small barriques. The label must show at least 13 Vol. % alcohol and it must not be sold to consumers before the 1 March of the second year following the harvest.

6. What is the difference between DAC wines and other wines?

As opposed to other wines, a DAC wine represents a quality wine that is typical of a demarcated area. In the case of the Weinviertel, this is Grüner Veltliner. Other high quality Austrian wines will, of course, continue to carry the “Qualitätswein” guarantee. The only difference between DAC wines and other Qualitätswein is that they represent and are marketed as typical wine specialty of a particular wine area.

7. Are DAC wines better than normal Qualitätswein?

Not really, both wines are Qualitätswein according to the established Austrian quality system. However, in addition to its proven quality, a DAC wine represents a typical wine specialty from a particular wine area with a specified style and flavour profile. A wine area will lend its name to DAC wines, for example “Weinviertel DAC”, with the name of a specified geographic area representing a particular type of wine.

It is not the purpose of the DAC concept to create a new quality category, but rather to support the present quality categories with a marketing concept, in order to enhance international success. The quality initiatives of the Austrian branch during the past decades have positioned Austrian wine amidst the international elite. It is now of key importance to strategically market this high quality. It is particularly necessary for small, fractured wine economies, such as Austria, to adapt their marketing structures to international demands with generic appellations according to successful international role model. This is the aim of the DAC concept.

8. What is the goal of the DAC concept?

The DAC concept focuses on national and international consumers. A solution for the easy recognition of a particular wine with a clearly defined style and flavour profile is offered. National and international consumers know how Chianti, Rioja, Chablis or Sauternes taste and what they can expect from a wine from these wine regions. These geographic areas have established themselves as clearly identifiable “brands” in the eyes of consumers. This is precisely the goal of the DAC concept. DAC should assist consumers in their wine purchase by giving a clearly defined message of a typical regional wine with a specific style and flavour profile as well as consistent high quality.

Only in this context it will be possible for the Austrian wine industry to position itself successfully and long-term in the international marketplace. Developments in the international wine market (lead by California, Chile and Australia) over the past 15 years have resulted in increasing economic pressure and disadvantages for small, fractured wine regions. Wine regions with no clear marketing concept or no recognisable brand identity will be destined for a minor role in the future wine market.

From the viewpoint of the Regional Wine Boards and the Austrian Wine Marketing Board, the efficient implementation of the DAC concept is a logical and necessary step.

9. What is a Regional Wine Board?

The fundamental concept of Regional Wine Boards is based on the idea that wine-growers and wine merchants know what is necessary and best for the wines of their region. An interprofessional committee made up of industry professionals has intimate knowledge of the various advantages and disadvantages of the local wine branch and is capable of considering all aspects, from production to international and national marketing, in order to develop and implement promising solutions.

Meanwhile nearly every Austrian wine area has its own Regional Wine Board. Representatives from both production and trade are all integrated to guarantee that all aspects of the modern wine economy are considered. It is the responsibility of each Regional Wine Board to govern and influence positively the production and marketing of the wine in “their” wine area. This includes, of course, the development of clearly defined regional wine profiles. The Regional Wine Boards work closely together with the Austrian Wine Marketing Board for the development of marketing strategies.

10. Will every regional Board create a DAC wine?

We do not know, however, we believe that all wine-growing areas want to position themselves strategically and, therefore, will attempt to use a profile that is defined more effectively, in order to gain a strategically more favourable position. Important fact: one wine-growing area may have more than one DAC wine, for example, the Wachau could define Grüner Veltliner and Riesling as wines typical of their area, as Traisental is planning to achieve for 2007.

11. Does the DAC concept not simply copy old long-standing ideas? Should not unique Austrian concepts be developed?

It is correct that the appellation system is an old long-standing concept. However, this provides evidence that it is a functioning model, which quite rightly has been demanded by the wine industry. The DAC concept is an Austrian interpretation of the appellation system that weaves the uniqueness of Austrian wine into the positive aspects of an appellation system.

12. When will the first DAC wines be available?

Austria’s first DAC wine is the “Weinviertel DAC”. This wine has been available since 1 March 2003. This date, namely, 1 March of every year will remain the release date for the next vintages.

Since 1 September 2006, Austria also has a „Mittelburgenland DAC“ and with the vintage 2006 “Traisental DAC”.

13. The past years have been very successful for the Austrian wine economy, especially in export. What is the purpose of risking such an advantageous position with changes brought about by the new DAC concept?

It is precisely because the national wine economy has been and is so successful and Austrian wine has reached such a high international standard that this is the perfect time for offensive marketing strategies for securing continued middle and long term success with the current level of quality and quantity. The national wine industry and Austrian wine has achieved an excellent international reputation during the past years. The Austrian Wine Marketing Board views this as the perfect time to use this most advantageous position.

14. What quantities are considered in the DAC concept?

The expected quantities of DAC wine depend strongly on the narrow definition of the tasting profile in the respective wine-growing area. Therefore, the produced quantity may attain between 10% and 70 % of the Qualitätswein.

15. How will DAC wines be controlled in the future? Will this be different from controls for other quality wines?

The fundamental control for Qualitätswein and DAC wines are identical. DAC wines are Qualitätswein and must fulfil the same standards. Every Qualitätswein must pass control procedures and professional tasting procedures. Only when these multiple criteria have been met successfully, does the wine receive its seal of quality and its quality control number. The process is the same for DAC wines with an additional tasting to ensure that the wine meets the style and flavour profile and the other criteria set by the Regional Wine Board (in the case of the Weinviertel Wine Board, it is Grüner Veltliner and in Mittelburgenland it is Blaufränkisch which are regarded as typical of the areas). Should the wine fail to fulfil all criteria for a typical regional DAC wine, it has already passed all qualifications as a quality wine and will remain as such. Similar to the qualification for any quality wine, the qualification as a DAC wine must be passed for each new vintage afresh.

16. How will the price for DAC wine be structured?

The production costs for a DAC wine are expected to be at least 5 Euros, when bought at the wine estate. For those wines belonging to the "Reserve" category, the production costs and thus also the price are expected to be significantly higher.

17. What will wine-growers who produce no DAC wines do in the future?

Nothing will change for these wine-growers. All previous quality categories remain unchanged and intact and will continue to be marketed in the future. It is only the seal of geographic origin that may change but, according to marketing and communication experts, this should have no impact on consumer acceptance.

3 The Austrian market

3.1 Domestic Wine and Sparkling Wine Consumption

3.1.1 Domestic Wine Consumption

Consumption from 1980/81 to 2004/05 (in hl)

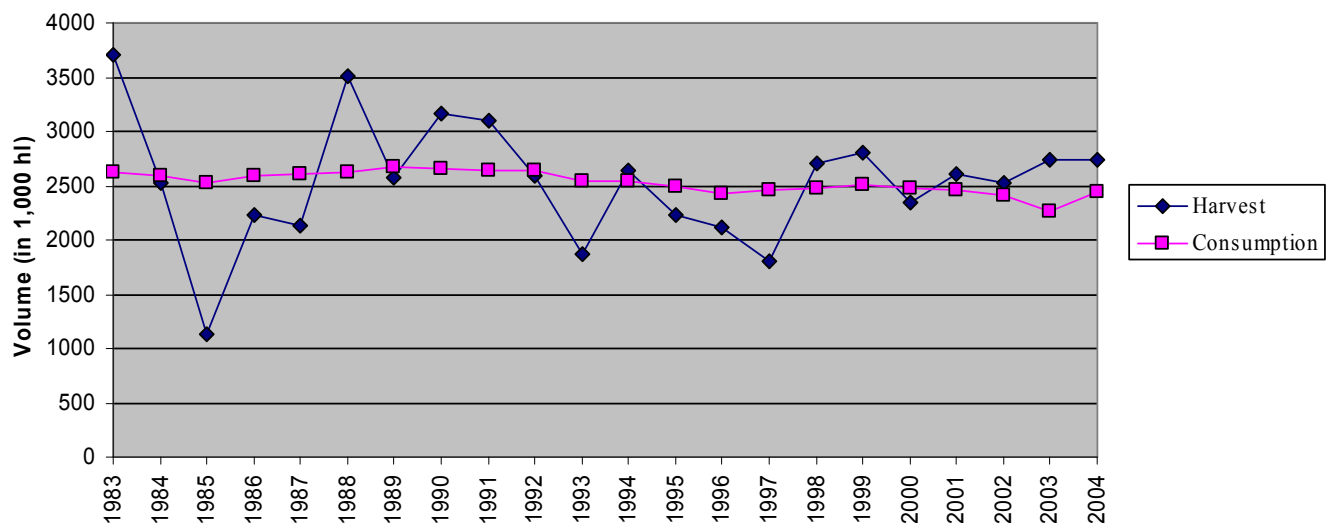
Year	Consumption in hl	Year	Consumption in hl	Year	Consumption in hl
80/81	2,617,906	89/90	2,669,761	98/99	2,478,349
81/82	2,594,786	90/91	2,654,359	99/00	2,505,291
82/83	2,626,493	91/92	2,645,399	00/01	2,476,616
83/84	2,622,734	92/93	2,642,435	01/02	2,290,740*
84/85	2,596,756	93/94	2,542,447	02/03	2,402,987
85/86	2,529,356	94/95	2,536,706	03/04	2,262,683
86/87	2,584,623	95/96	2,496,582	04/05	2,442,753
87/88	2,612,580	96/97	2,425,859		
88/89	2,621,115	97/98	2,460,764		

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")
*corrected data

In the financial year 2004/2005, consumption in Austria has again reached the average level of 2.4 Mill. hectolitres, which qualifies the lesser consumption of the previous year. Consumers are growing more and more aware of health and quality issues in food, which may still explain the drop of wine consumption in Austria.

Harvest and Consumption from 1983 to 2004 in Austria



Source: Statistics Austria

3.1.2 Domestic Consumption of Sparkling Wine 1990 – 2005

Year	Consumption in litres	Consumption in 0.75 l bottles
2005	16,083,324	21,457,765
2004	13,402,770	17,870,360
2003	13,055,554	17,407,405
2002	14,305,556	19,074,074
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, 2006

The consumption of sparkling wine (Sekt) in Austria is dropping since 1999. In 2005 however, consumption increased considerably because of the following reasons:

- 1.) The abolition of the tax on sparkling wines.
- 2.) A large part of the increase is probably due to a new classification of sparkling wines. Before the tax on sparkling wines was abolished, many a produce stated “Perlwein“ on its labels in order to avoid taxation. Since April 2005, these sparkling wines are again correctly labelled “Sekt”.

3.1.3 Per-capita Alcohol Consumption

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

Year	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
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
84	1.48	107.7	36.4
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	1.5	116.7	34.3
94	1.4	116.6	32.8
95	1.5	115.6	32.0
96	1.5	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 ***	107.7	30.5
2001	1.4 ***	107.4	28.5 ***
2002	1.4 ***	108.5****	29.8 ***
2003	1.4****	110.6	29.8****

* Figures include light and alcohol-free beer

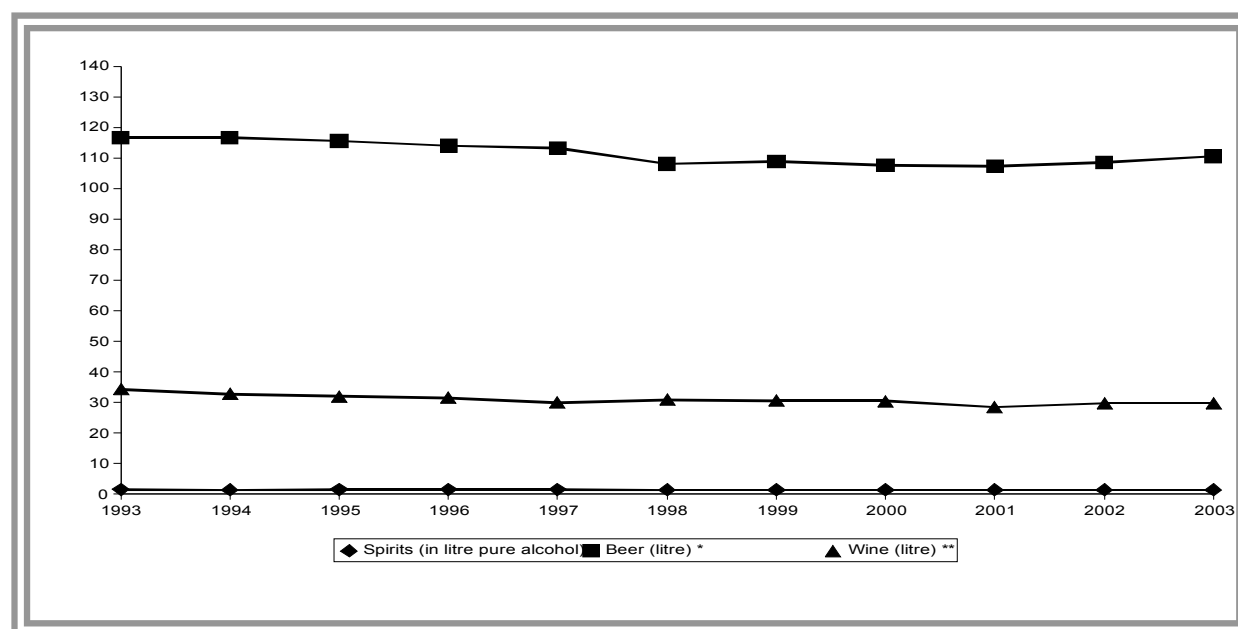
** From 1 September to 31 August

*** Estimated figure

**** Corrected data

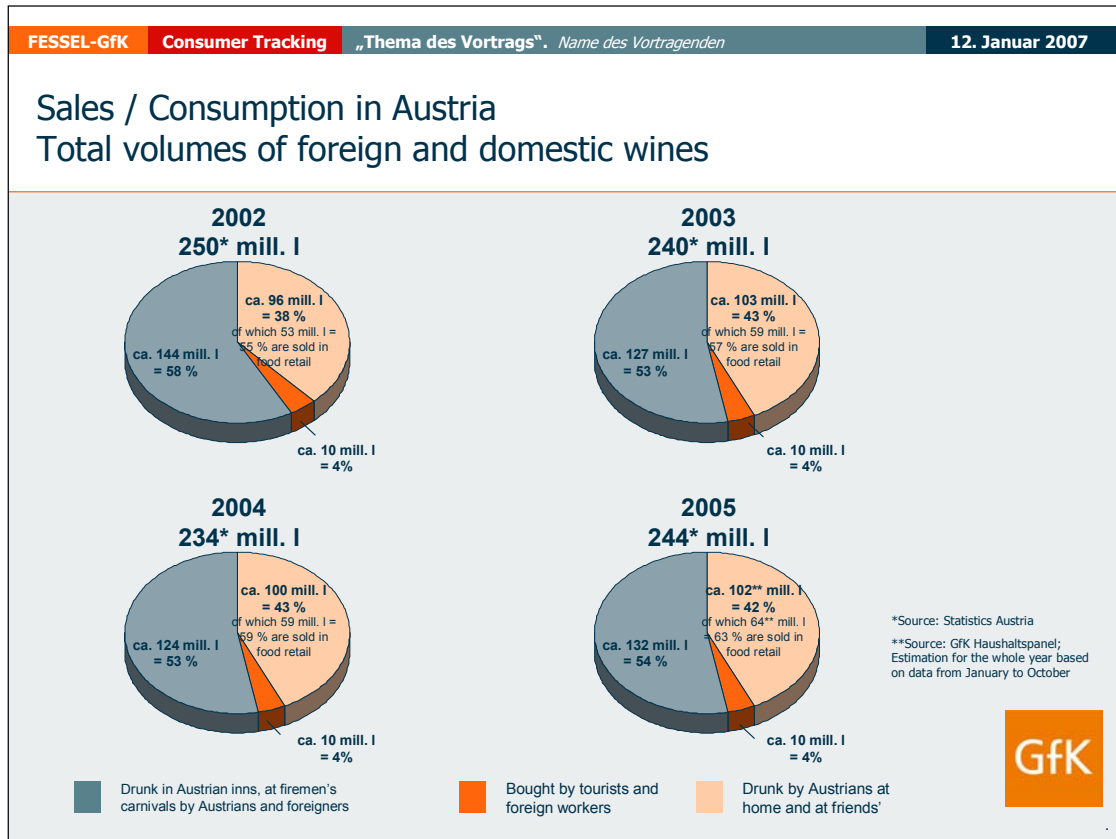
Source: World Drink Trends 2005

Beer, wine, and spirit consumption in Austria 1993-2003 in liters per capita annually



Sources: World Drink Trends 2005

3.2 Market Segments



Source: * Statistics Austria
** GfK

For years, wine consumption in Austria was about 250 Mill. litres (cf. 2000). Recently, total consumption dropped, lowest consumption was registered in 2004 with 234 Mill. litres. In 2005, a small increase to 244 Mill. litres was registered, but it is expected that consumption will remain at +/- 240 Mill. litres, of which 100 Mill. litres are consumed at home and 130 Mill. litres in restaurants, inns and the like. Tourists in Austria drink about 10 Mill. litres of wine.

3.3 The home consumption of Austrian wine – GfK Household Panel

The Fessel-GfK data show current statistics for the consumption of Austrian wines in private homes. Important trends can be derived from these data:

GfK Gruppe Consumer Tracking „Jahresbericht ÖWM“

12. Januar 2007

Household market development 2001 - 2005

	2001	2002	2003	2004	2005	04/05 +/- %
Buyer segment size (in % of 3.3 mill. HH)						
Domestic wine	48.6	44.0	47.0	46.6	46.4	-0.3
Foreign wine	33.1	33.2	36.0	37.0	34.6	-6.5
Quantity (in mill. litres)						
Domestic wine	75.3	73.0	75.5	74.76	74.61	-0.2
Foreign wine	21.3	23.2	26.9	25.55	26.62	+4.2
Expenditure (in mill. euros)						
Domestic wine	206	218	250	238	236	-0.7
Foreign wine	80	92	105	91	87	-3.9
Average price (in euros per litres)						
Domestic wine	2.73	2.99	3.31	3.19	3.17	-0.5
Foreign wine	3.75	3.97	3.91	3.56	3.28	-7.8

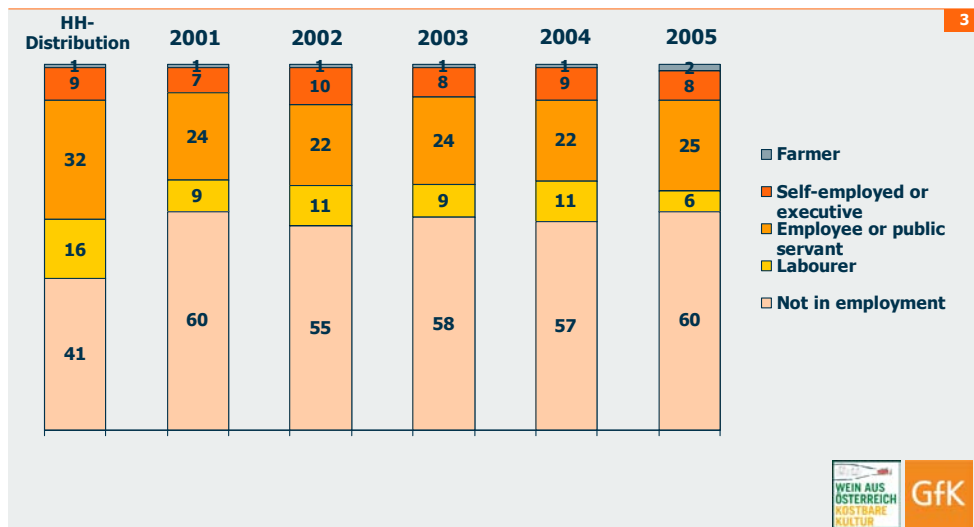


GfK Gruppe Consumer Tracking „Jahresbericht ÖWM“

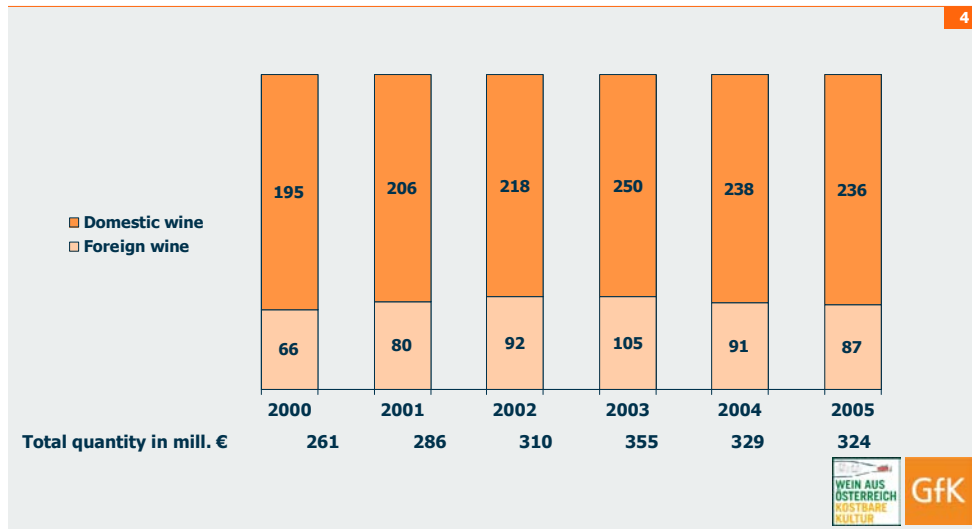
12. Januar 2007

Occupation of head of household Distribution in %

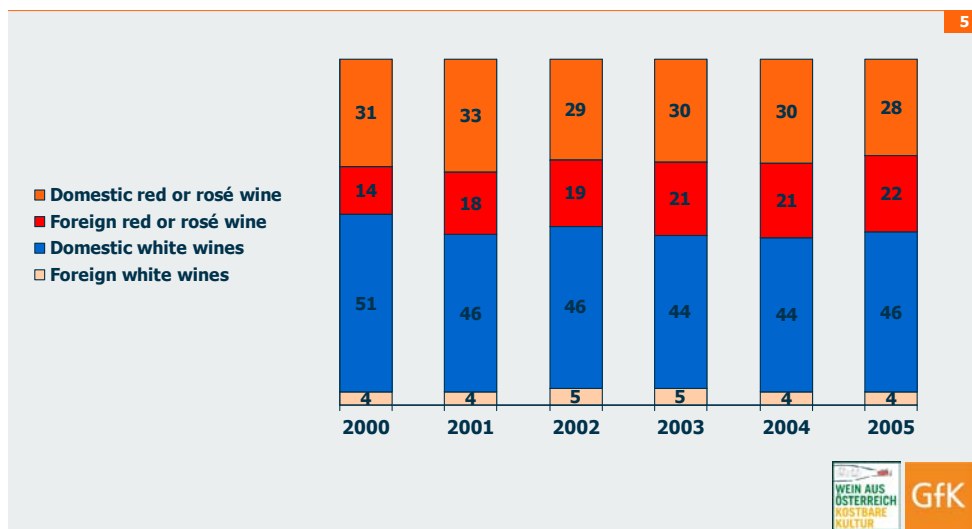
2001 - 2005



Turnover household market in mill. euros



Sales of red and white wines Distribution in %



FESSEL-GfK

Consumer Tracking

„Halbjahresbericht ÖWM“ Iris Ruschak

12. Januar 2007

Average Price per Litre

1st Quarter 2004 – 1st Quarter 2006

2

	1 st Quarter 2004	1 st Quarter 2005	1 st Quarter 2006
Food Retail			
Domestic Wine	2.55	2.60	2.69
2 litre containers	1.14	1.11	1.09
1 litre containers	1.61	1.49	1.63
Bottles (0.375 l)	3.73	3.65	3.69
Foreign Wine	3.24	3.12	2.99
Estate Sales			
Domestic Wine	3.33	3.35	3.41
2 litre containers	1.52	1.49	1.49
1 litre containers	2.05	2.05	2.21
Bottles (0.375 l)	5.94	6.00	6.85

WEIN AUS ÖSTERREICH KOSTBARE KULTUR

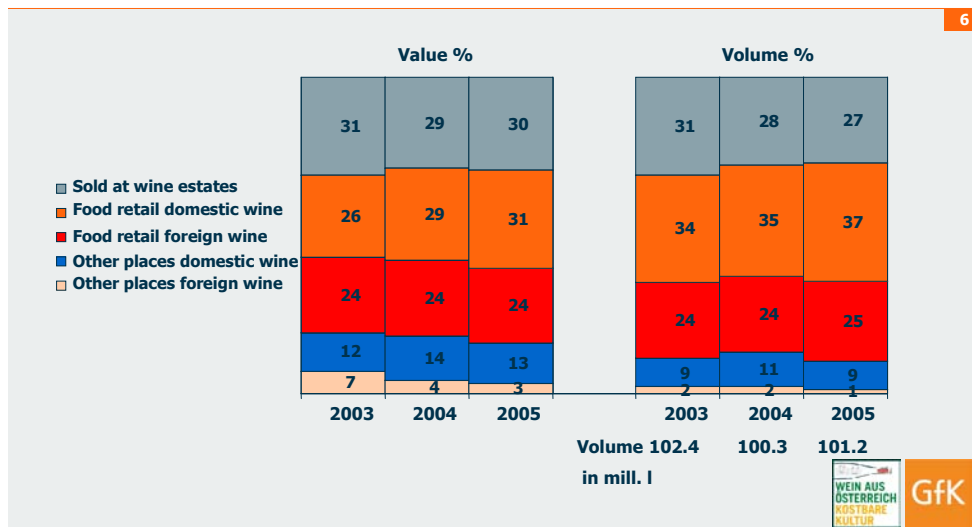
GfK

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12. Januar 2007

Value and volume by retailer
Household market

FESSEL-GfK

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Average Price per Litre 1st Quarter 2004 – 1st Quarter 2006

3

	1 st Quarter 2004	1 st Quarter 2005	1 st Quarter 2006
Estate Sales	3.33	3.38	3.41
Food Retail Domestic Wine	2.55	2.60	2.69
Food Retail Foreign Wine	3.24	3.12	2.99
Other Domestic Wine	4.11	4.41	4.17
Other Foreign Wine	7.91	9.20	7.60
Total	3.21	3.17	3.12



FESSEL-GfK

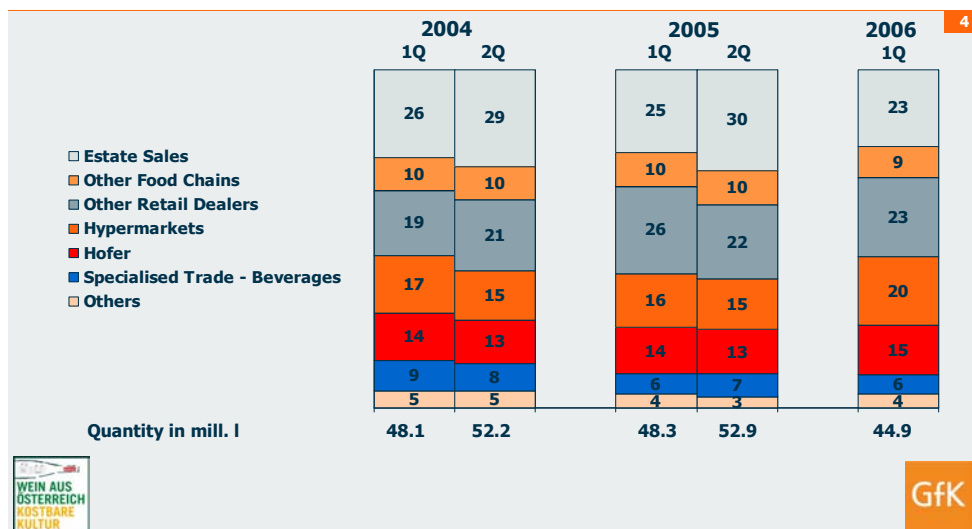
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Total Sales of Wine – All Distribution Channels Quantity in %

4



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12. Januar 2007

Average Price per litre 2003 - 2006

5

	1Q 03	2Q 03	1Q 04	2Q 04	1Q 05	2Q 05	1Q 06
Estate Sales	3.38	3.73	3.33	3.58	3.38	3.52	3.41
Other Food Chains	3.56	3.72	3.29	3.83	3.42	3.68	3,68
Other Retail Dealers	2.38	2.61	2.23	2.46	2.31	2.08	2.05
Hypermarkets	3.62	3.99	3.67	3.74	3.78	3.76	3.65
Hofer	2.17	2.19	2.34	2.34	2.28	2.38	2.30
Specialised Trade - Beverages	5.29	6.05	4.80	4.64	5.91	4.98	5.55



GfK

GfK Gruppe

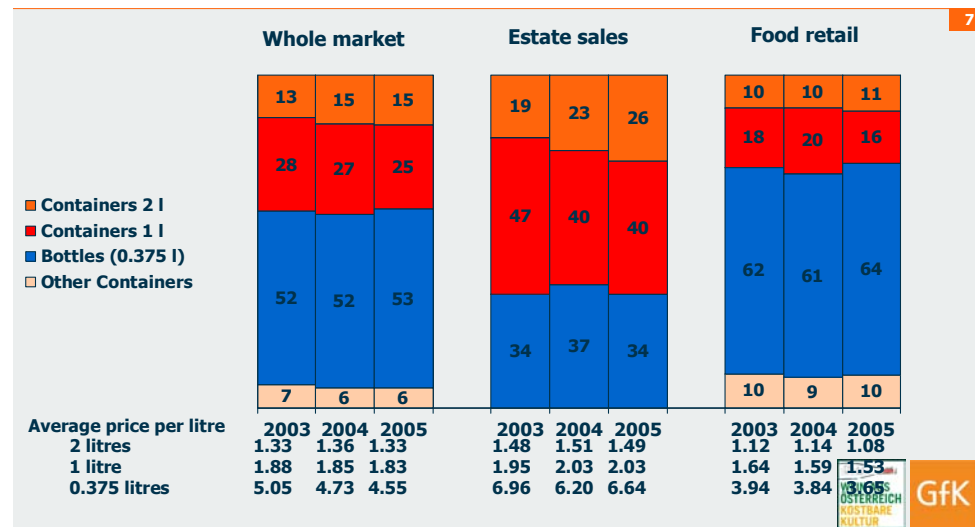
Consumer Tracking

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12. Januar 2007

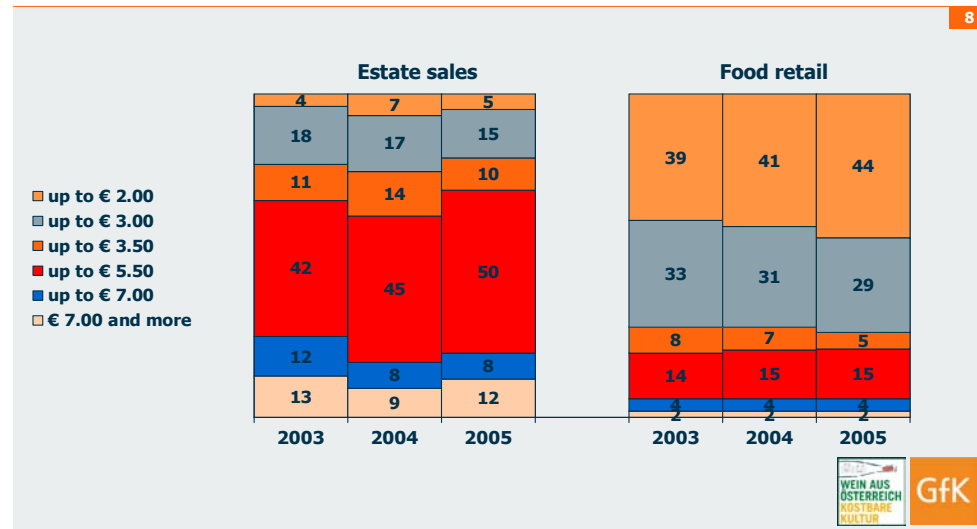
Distribution by container type Proportion in %

7

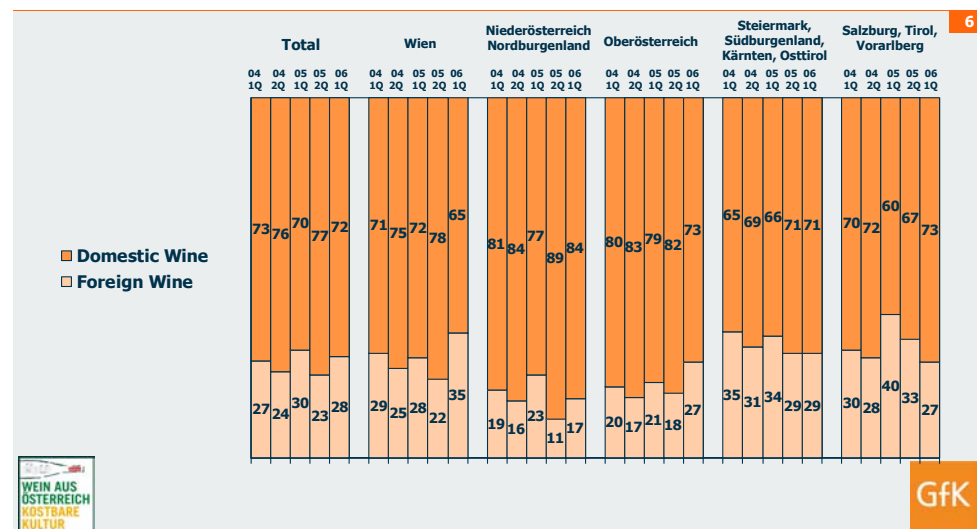


GfK

Price categories for bottled wine (0.375 l) – Estate sales and food retail
Domestic wine
Distribution in %



States – Parts of Domestic and Foreign Wine Quantity in %



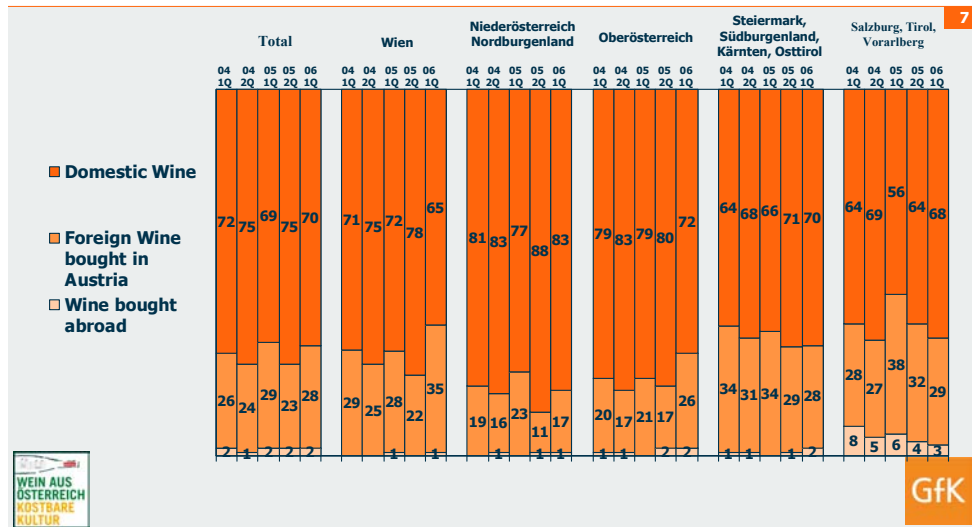
FESSEL-GfK

Consumer Tracking

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12. Januar 2007

States - Parts of Domestic and Foreign Wine and Wine bought abroad Quantity in %



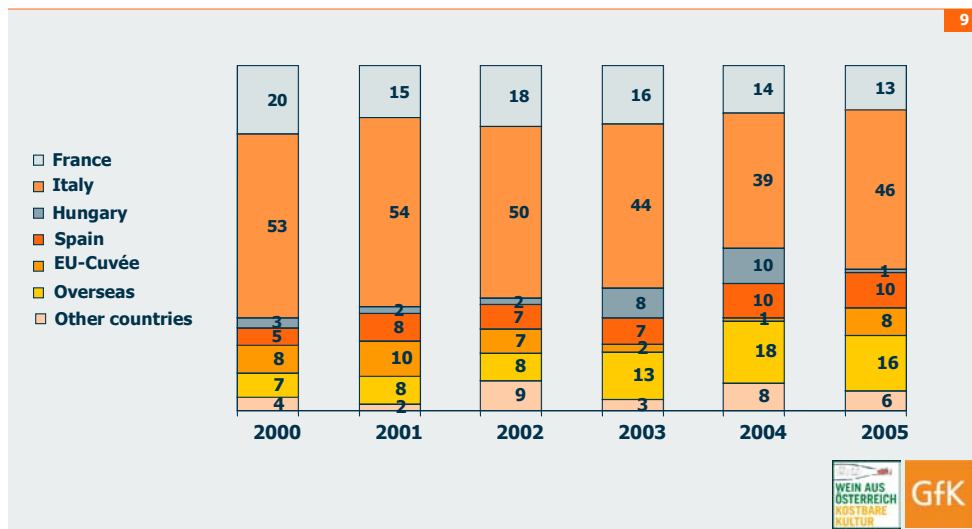
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„Jahresbericht ÖWM“

12. Januar 2007

Foreign Wine Distribution in %



3.4 Austrian Wine Sales in the Food Retail Trade (Nielsen – Trade Panel)

AC Nielsen led the trade panel surveys for the grocery retail trade in Austria and was contracted by the Austrian Wine Marketing Board for a wine-specific survey. Various trade organisations with checkout scanners were involved in the gathering of statistics. These trade organisations included: the REWE Group, the Spar Group, Zielpunkt, ZEV-Markant and ADEG. The independent supermarket chains Hofer and Lidl are however not included in the analyses. The market panel was able to cover approximately 97% of the supermarket sales.

The charts show information on the following points:

- sale volume and value
- proportions by colour and container
- proportions by country of origin (volume and value)

In 2005, according to AC Nielsen, Austrian food retail has again sold more wine (45.7 mill. litres) than in 2004 (44.8 mill. litres). This development has not only manifested itself in the quantity of wine sold but also in the value (139.9 mill. euros in 2005 as opposed to 138.9 mill. euros in 2004). The first two quarters of 2006 seem to continue this trend of slowly increasing quantity and values. Particularly for white wines, this development is encouraging because it indicates a change in consumer behaviour towards white wines.

With respect to the large food retailers, REWE is still the market leader with the Spar group behind, followed by Zielpunkt, ZEV and the others. Concerning packaging, bottles with 0.375 litres continue to be favoured. In 2005, 57.6% of the total volume of wine was sold in bottles of 0.375 litres, making up a value of 78.6%.

As for sales, for the first time there is a change in buyer behaviour for red and white wines. In 2005, more white wine was sold at the expense of red wine (44.4%), reflecting the positive trend of the first two quarters of 2006. The development in terms of the value sold was even more pronounced for 2006, with 37.3% of all wines sold being white wines.

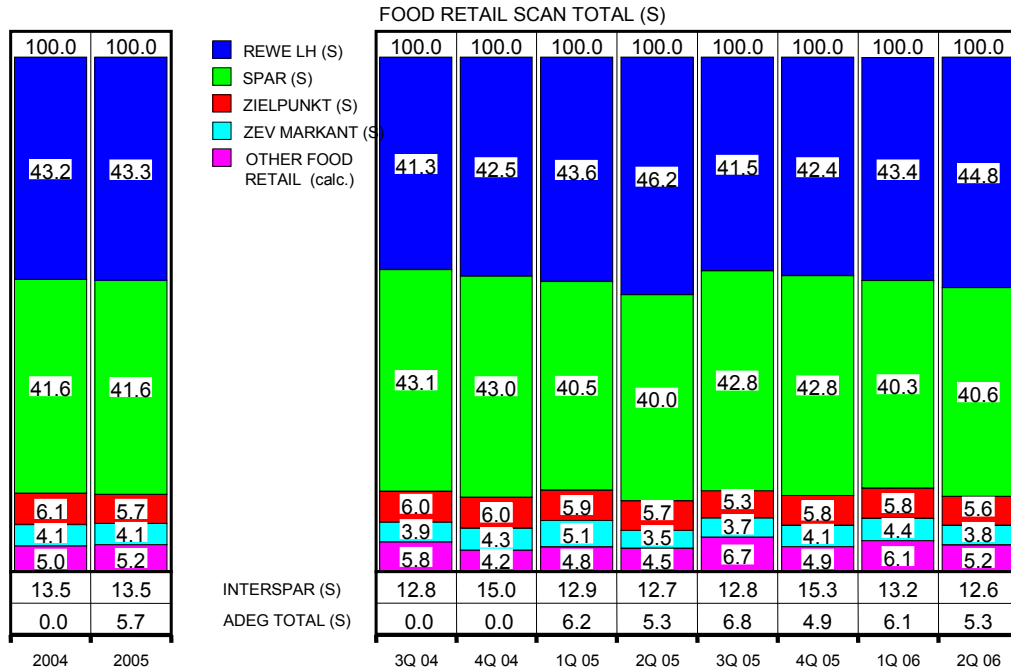
Austrian wine could consolidate its position in Austrian food retailing with 53.6% in 2005 compared to 53.5% in 2004. Regarding the sales value, the development was also positive with an increase in turnover from 50.2% in 2004 to 52.2% in 2005. This positive development has continued during the first two quarters of 2006 and can be attributed to an increase in the market segment of bottled red and white wines.

Price categories are commented below with the respective charts.

WINE – TOTAL										
Value of Sales in 1,000 Euros										
	2004	2005	3 rd quarter of 2004	4 th quarter of 2004	1 st quarter of 2005	2 nd quarter of 2005	3 rd quarter of 2005	4 th quarter of 2005	1 st quarter of 2006	2 nd quarter of 2006
Food Retail SCAN TOTAL										
(S)										
TOTAL WINE	138,937.33	139,929.54	34,053.16	40,312.78	32,638.15	32,992.70	34,292.83	40,005.86	33,592.42	34,073.29
Red wine	86,759.75	85,870.65	19,333.28	26,097.81	20,932.56	19,356.08	19,640.40	25,941.62	21,297.63	19,606.21
White wine	50,301.14	52,200.41	14,133.69	13,697.71	11,316.79	13,173.53	14,109.07	13,601.03	11,929.51	13,886.80
Rosé wine	1,904.39	1,885.29	592.55	524.67	395.76	469.82	549.81	469.90	372.37	587.04

WINE – TOTAL										
Value of Sales in 1,000 Euros										
	2004	2005	3 rd quarter of 2004	4 th quarter of 2004	1 st quarter of 2005	2 nd quarter of 2005	3 rd quarter of 2005	4 th quarter of 2005	1 st quarter of 2006	2 nd quarter of 2006
Food Retail SCAN TOTAL										
(S)										
TOTAL WINE	44,873.79	45,729.01	11,390.91	12,403.69	10,660.77	11,324.01	11,389.62	12,354.61	11,040.67	11,218.69
Red wine	24,590.90	24,940.70	5,604.66	7,109.66	6,124.51	5,866.36	5,759.73	7,190.10	6,273.19	5,779.36
White wine	19,836.70	20,315.36	5,642.68	5,170.49	4,437.61	5,330.58	5,493.11	5,054.06	4,673.13	5,292.82
Rosé wine	446.87	473.70	143.60	123.86	98.70	127.11	136.81	111.08	94.39	146.56

TOTAL WINE – IMPORTANCE OF ORGANISATIONS

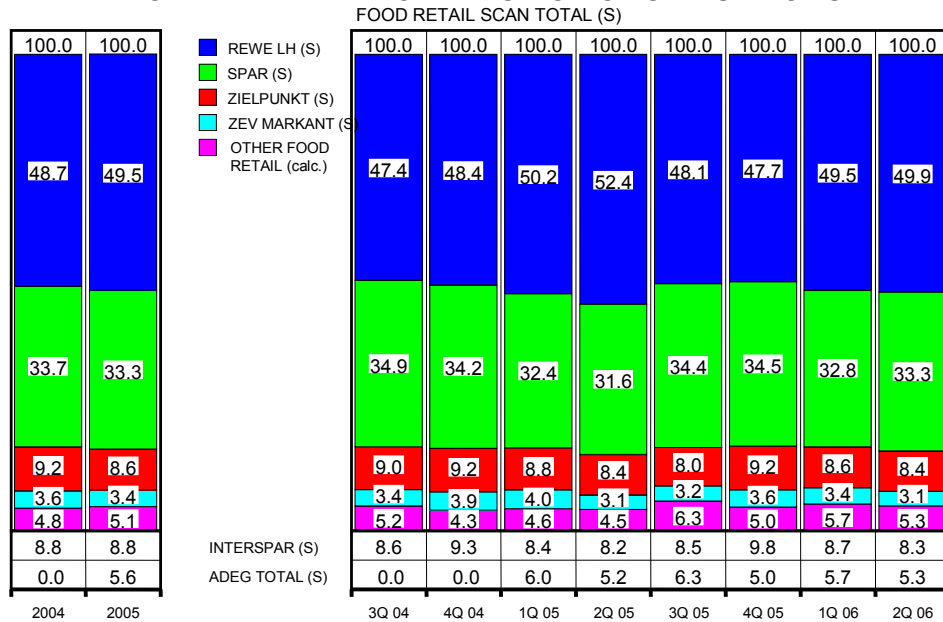


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TOTAL WINE – IMPORTANCE OF ORGANISATIONS

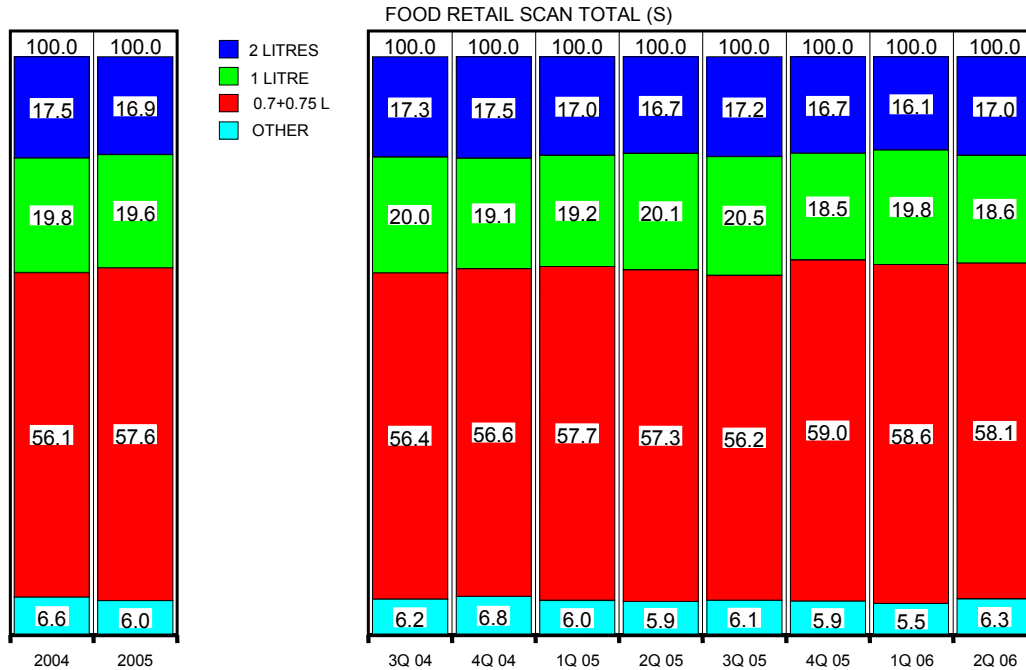


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QUANTITY IN PERCENT BY CONTAINER SIZE



AC Nielsen

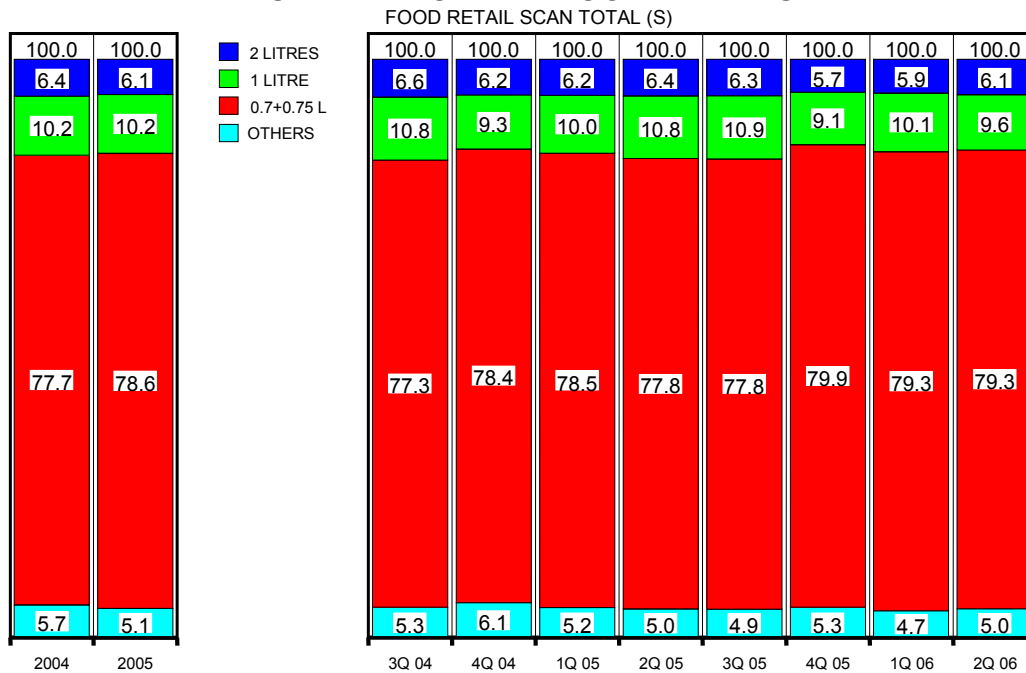


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VALUE IN PERCENT BY CONTAINER SIZE



AC Nielsen

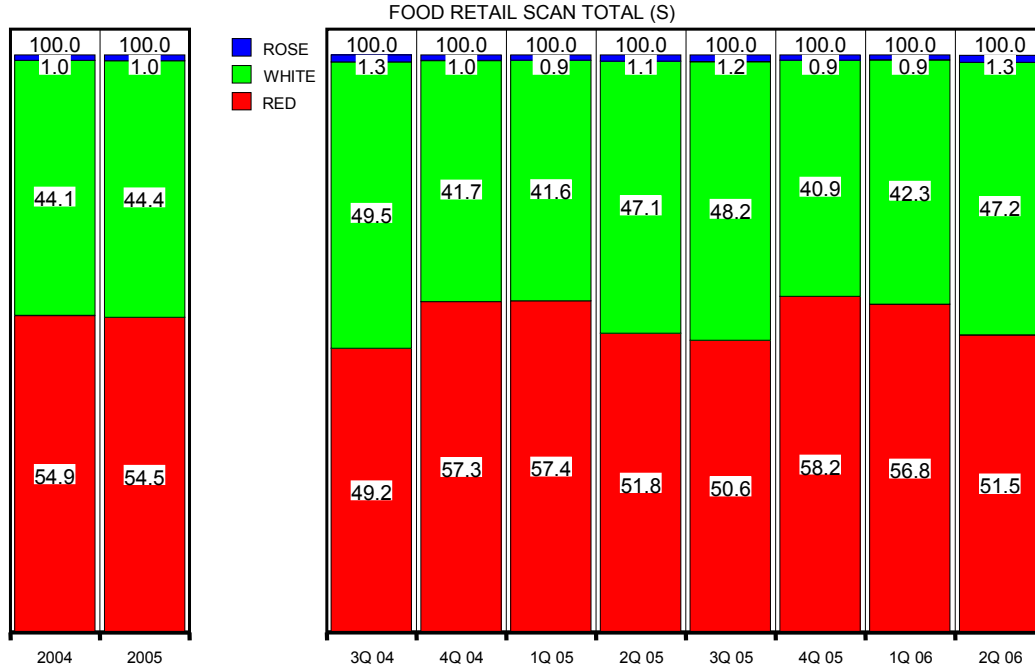


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QUANTITY IN PERCENT BY WINE COLOUR

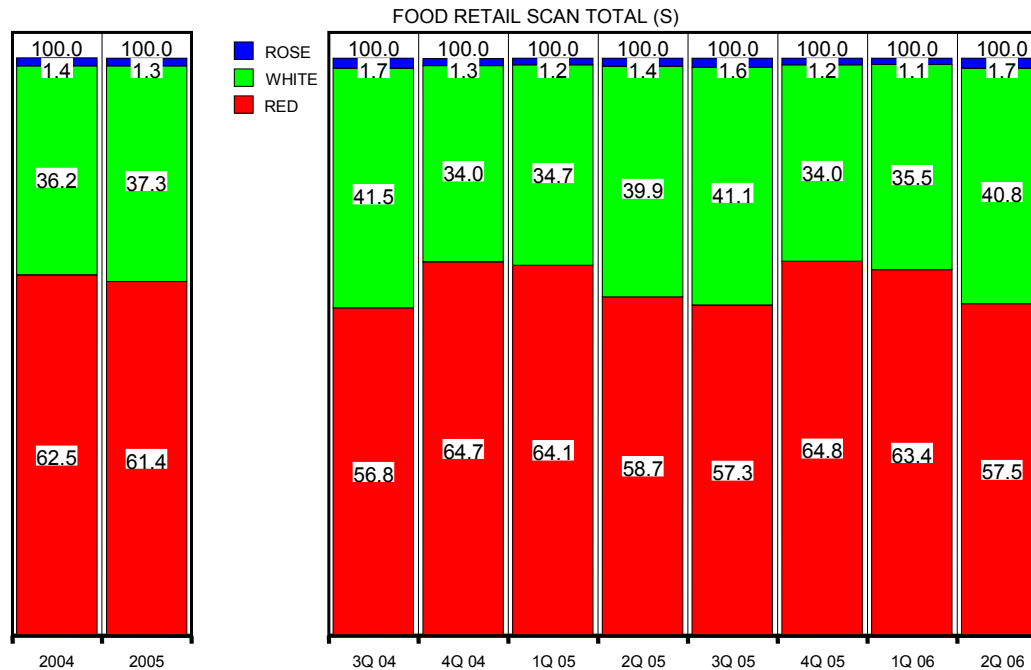


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VALUE IN PERCENT BY WINE COLOUR

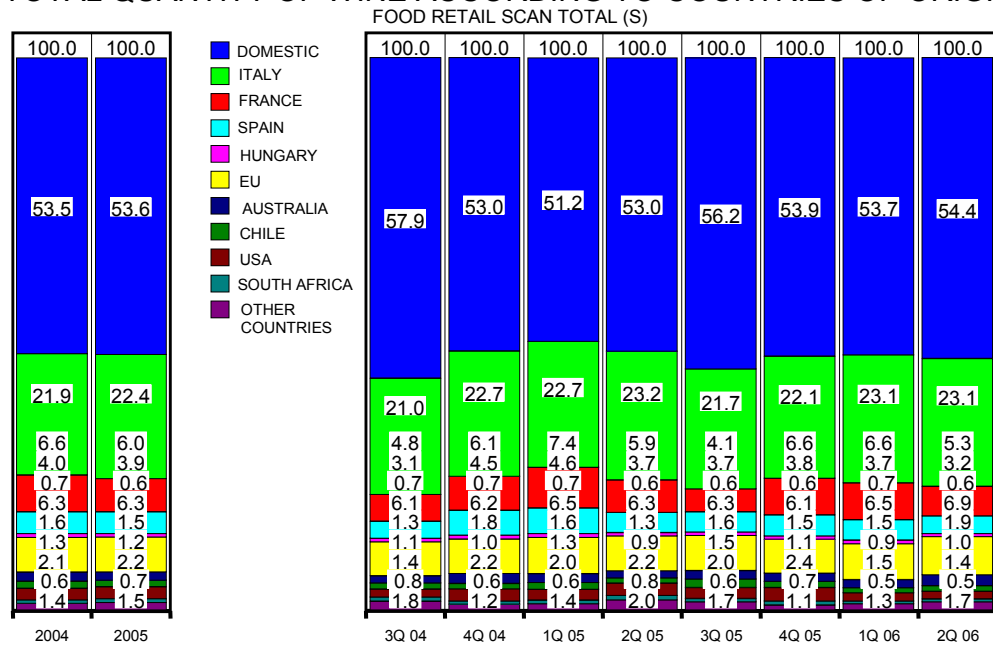


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TOTAL QUANTITY OF WINE ACCORDING TO COUNTRIES OF ORIGIN

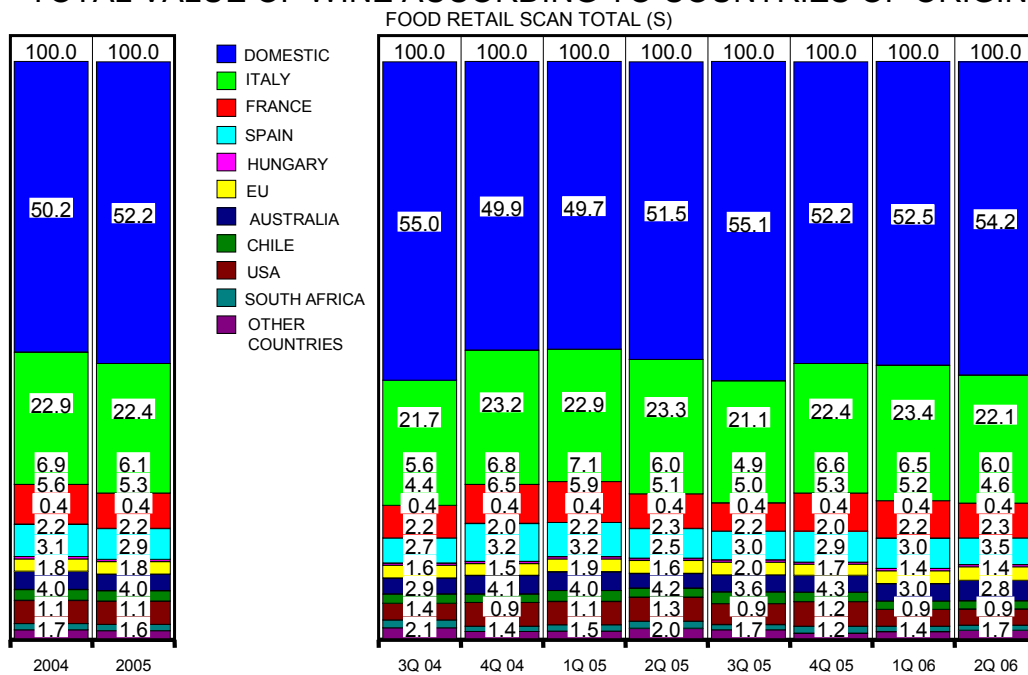


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TOTAL VALUE OF WINE ACCORDING TO COUNTRIES OF ORIGIN

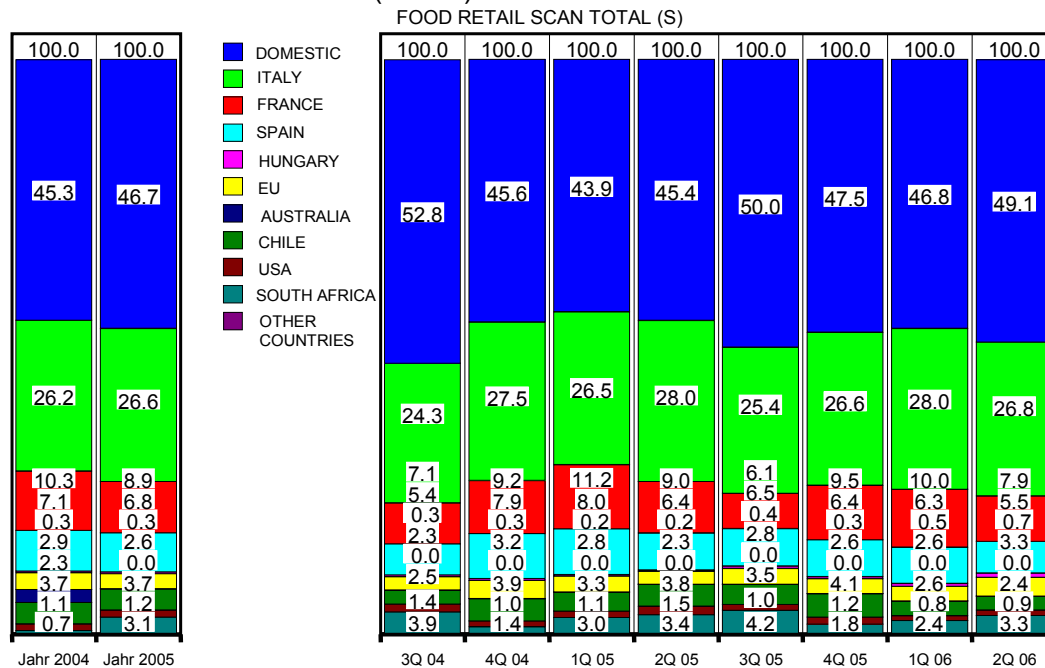


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QUANTITY IN PERCENT (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

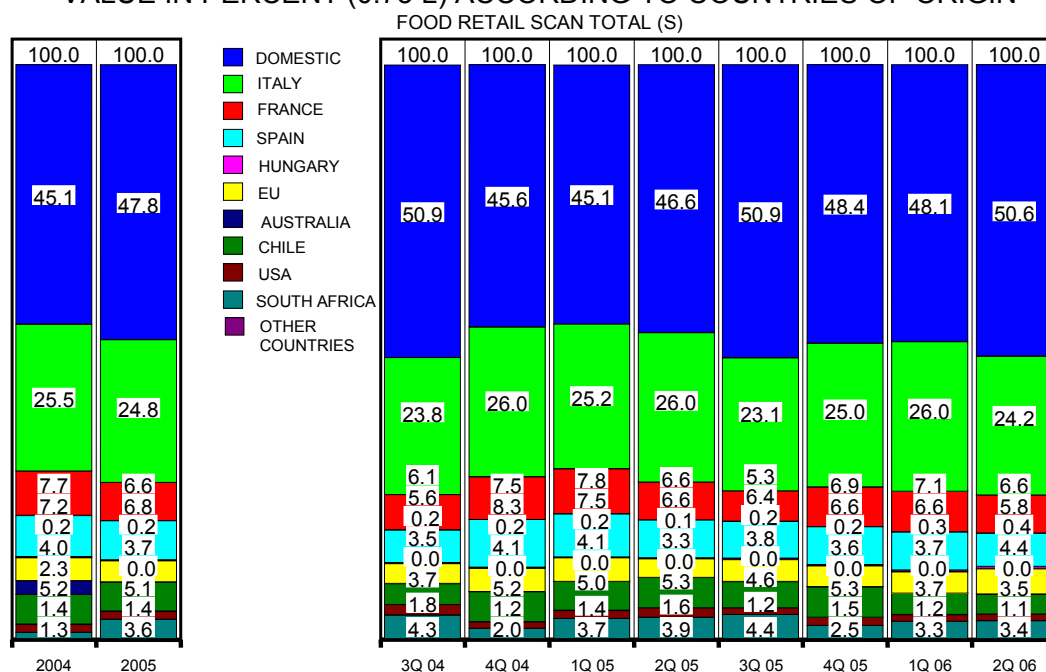


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VALUE IN PERCENT (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

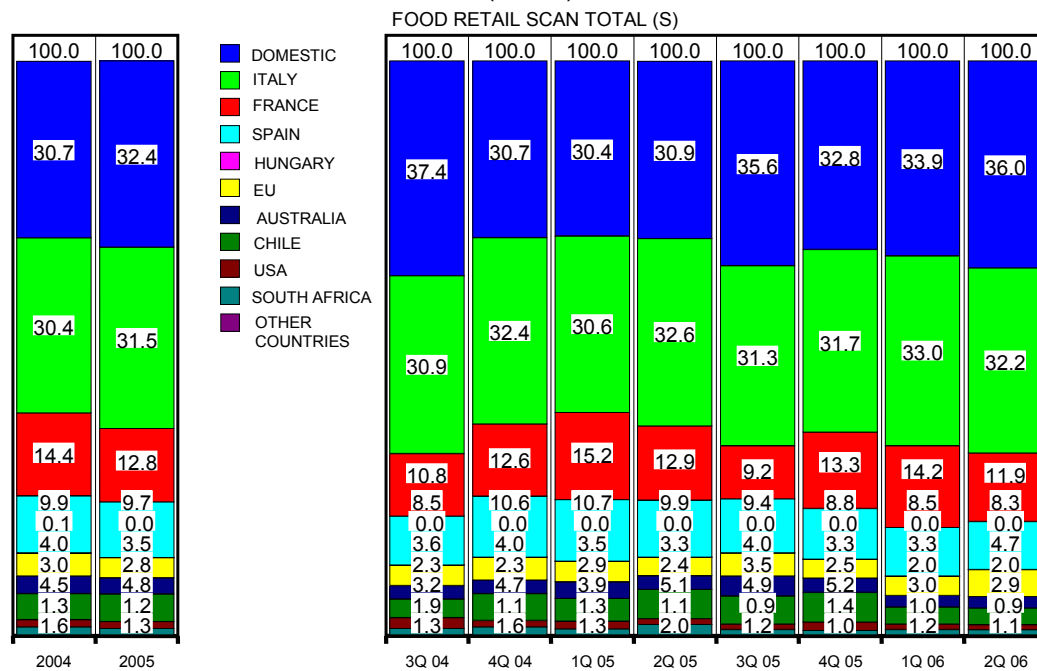


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QUANTITY IN PERCENT FOR RED WINE (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

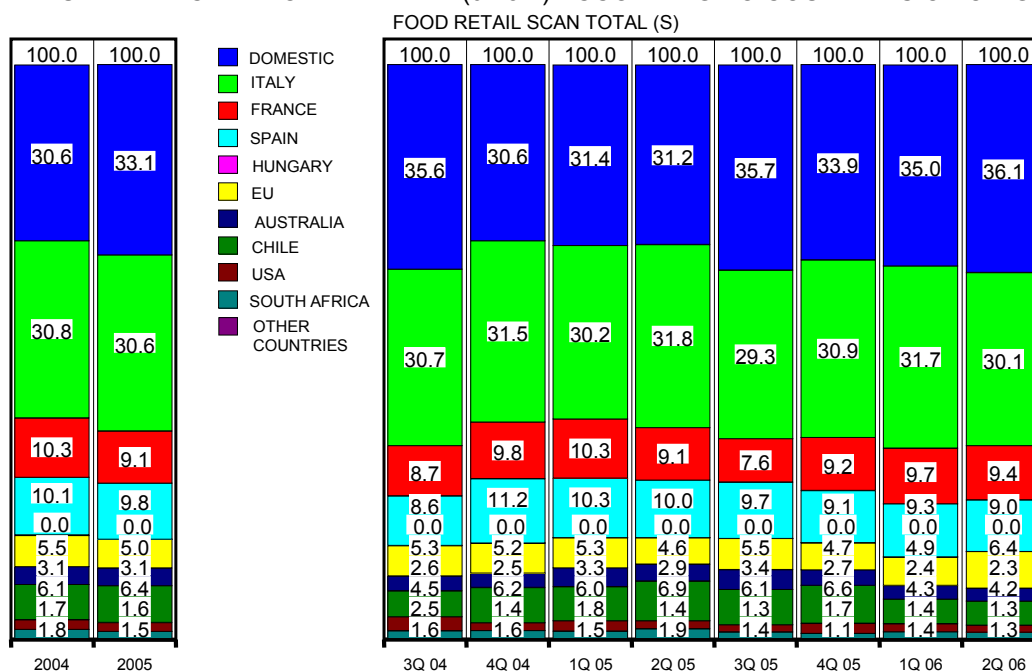


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VALUE IN PERCENT FOR RED WINE (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

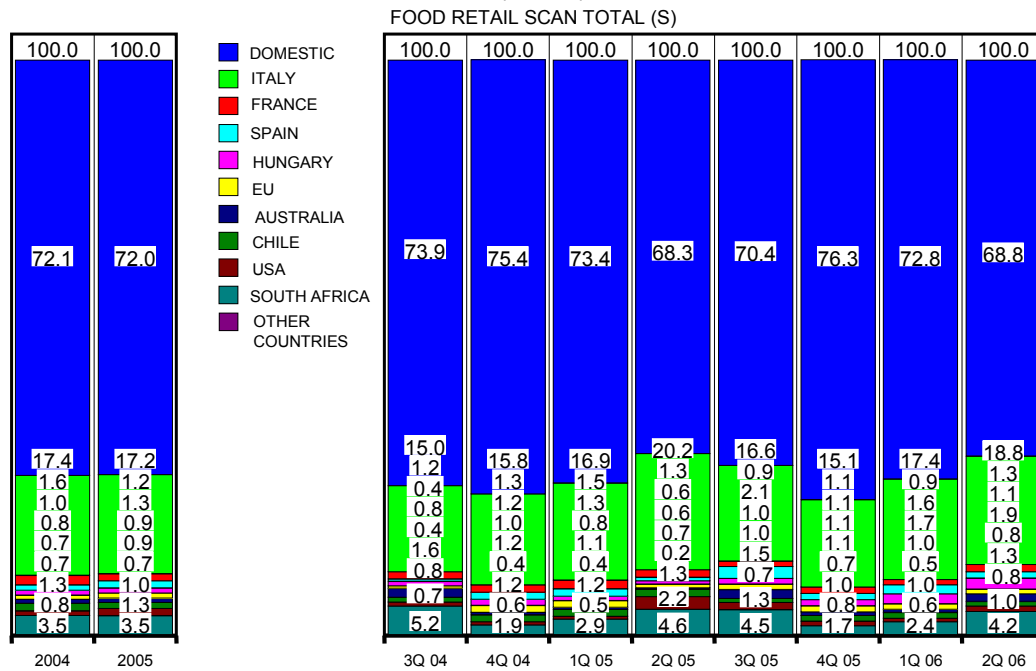


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QUANTITY IN PERCENT FOR WHITE WINE (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

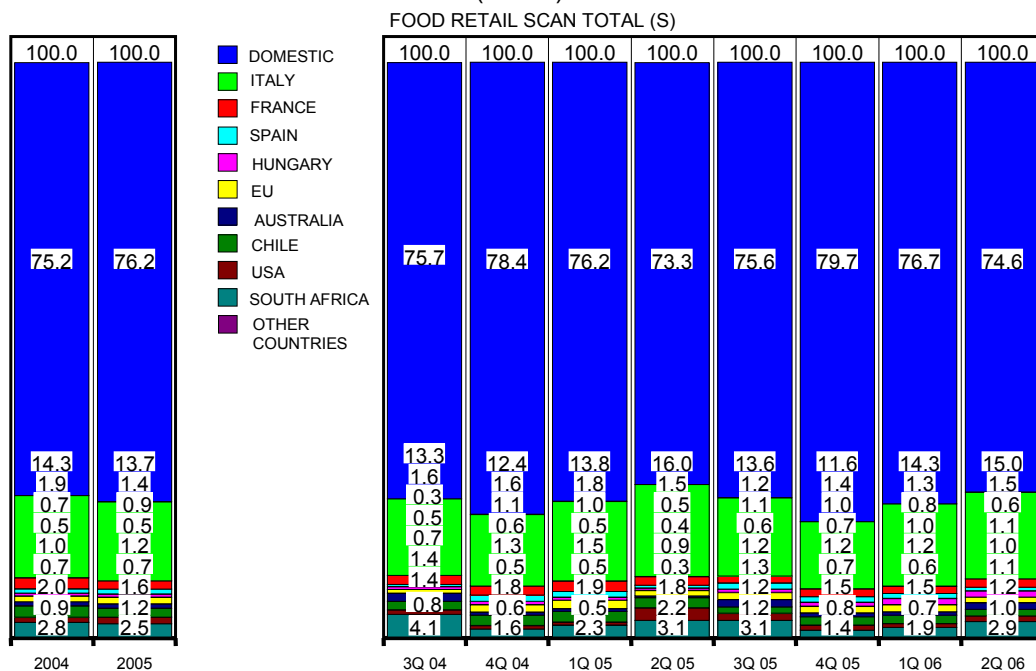


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VALUE IN PERCENT FOR WHITE WINE (0.75 L) ACCORDING TO COUNTRIES OF ORIGIN

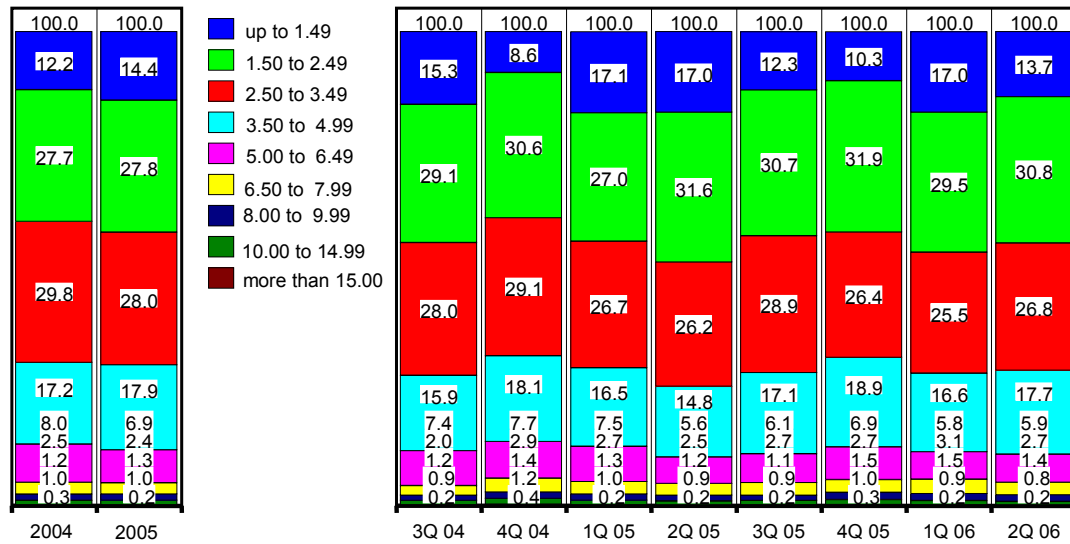


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FOOD RETAIL SCAN TOTAL (S)
 Analysis of Price Categories of Wine Total 0.7/0.75 l
 Sold quantities converted to prices in food retail



4 Austria's foreign trade in wine

4.1 International foreign trade in wine 2005

Trading Partner Country	Exports				Imports		
	litre	Euro	€/litre		litre	Euro	€/litre
US Minor Outlying Islands					5,823	33,474	€ 5.75
Argentina					163,607	535,668	€ 3.27
Australia	15,445	101,587	€ 6.58		1,196,841	3,971,976	€ 3.32
Bahamas	373	6,666	€ 17.87				
Belgium	66,833	266,390	€ 3.99		4,662	43,986	€ 9.44
Bosnia-Herzegovina	1,921	48,115	€ 25.05				
Brasil	1,732	14,942	€ 8.63		5,940	17,437	€ 2.94
British Virgin Islands	2,880	16,626	€ 5.77				
Bulgaria	4,720	32,991	€ 6.99		31,684	49,790	€ 1.57
Chile					747,485	2,048,196	€ 2.74
China	12,209	88,646	€ 7.26				
Denmark	19,324	158,160	€ 8.18		592	6,832	€ 11.54
Germany	39,742,376	43,888,832	€ 1.10		12,673,363	22,406,124	€ 1.77
Estonia	10,830	43,711	€ 4.04				
Finland	28,981	278,028	€ 9.59				
France	44,196	367,427	€ 8.31		5,386,543	28,932,925	€ 5.37
Greece	2,964	31,780	€ 10.72		451,589	852,072	€ 1.89
Hong Kong	2,810	21,644	€ 7.70				
India					541	5,146	€ 9.51
Indonesia	1,034	11,533	€ 11.15				
Ireland	7,390	47,257	€ 6.39				
Iceland	3,885	17,686	€ 4.55				
Israel					7,966	30,708	€ 3.85
Italy	2,982,716	6,855,598	€ 2.30		42,361,623	69,880,997	€ 1.65
Japan	108,761	957,586	€ 8.80				
Jordanien	828	10,288	€ 12.43				
Caiman Islands	4,248	33,515	€ 7.89				
Canada	52,063	240,212	€ 4.61		1,761	12,289	€ 6.98
Republic of Corea	1,093	14,568	€ 13.33				
Kosovo	4,903	15,130	€ 3.09				
Croatia	9,449	70,692	€ 7.48		65,011	256,275	€ 3.94
Lebanon					453	7,222	€ 15.94
Liechtenstein	85,429	710,838	€ 8.32				
Lithuania	1,182	26,112	€ 22.09				
Luxembourg	9,053	68,601	€ 7.58				
Malaysia	8,771	45,364	€ 5.17				
Former Yugoslav Republic of Macedonia	3,267	26,618	€ 8.15		3,365	9,689	€ 2.88
Mexico	768	5,370	€ 6.99				
Republic of Montenegro					12,936	33,013	€ 2.55
New Zealand					27,453	106,935	€ 3.90
The Netherlands	937,868	1,431,044	€ 1.53		8,156	18,208	€ 2.23
Netherlands Antilles	1,341	6,216	€ 4.64				
Norway	121,378	431,004	€ 3.55				
Poland	1,142,153	530,123	€ 0.46				
Portugal	444	6,690	€ 15.07		209,070	974,786	€ 4.66
Romania	3,417	20,280	€ 5.94		9,402	26,124	€ 2.78

Trading Partner Country	Exports				Imports		
	litre	Euro	€/litre		litre	Euro	€/litre
Russian Federation	151,040	364,767	€ 2.42				
Saudi-Arabia					4,078	19,390	€ 4.75
Sweden	126,951	561,949	€ 4.43		1,576	5,230	€ 3.32
Switzerland	1,295,169	7,277,179	€ 5.62		9,712	223,155	€ 22.98
Serbia	33,249	87,097	€ 2.62		17,473	29,122	€ 1.67
Serbien und Montenegro	2,310	10,013	€ 4.33				
Singapore	4,112	50,227	€ 12.21		4,873	17,467	€ 3.58
Slovakia	1,005,734	576,209	€ 0.57				
Slovenia	62,298	144,913	€ 2.33		116,596	228,631	€ 1.96
Spain	12,572	73,277	€ 5.83		4,807,121	10,618,160	€ 2.21
South Africa	540	5,181	€ 9.59		441,958	2,202,139	€ 4.98
Syrian Arab Republic	7,833	21,943	€ 2.80		5,132	13,589	€ 2.65
Taiwan	25,487	267,852	€ 10.51				
Thailand	55,378	94,806	€ 1.71				
Czech Republic	17,412,392	7,648,316	€ 0.44				
Tunesia					1,728	6,197	€ 3.59
Turkey	2,162	8,693	€ 4.02		21,917	55,546	€ 2.53
Ukraine	1,052	13,623	€ 12.95		11,250	49,595	€ 4.41
Hungary	365,831	498,196	€ 1.36		679,571	462,308	€ 0.68
Venezuela	1,351	10,264	€ 7.60				
United Arab Emirates	3,385	33,399	€ 9.87				
United States of America	987,751	5,673,418	€ 5.74		778,354	2,913,187	€ 3.74
United Kingdom	125,865	1,181,982	€ 9.39		313,199	1,038,767	€ 3.32
Total	67,138,741	81,595,551	€ 1.22		70,594,404	148,159,532	€ 2.10
25 countries of the EU	64,108,690	64,688,409	€ 1.01		67,014,145	135,470,177	€ 2.02
Rest of Europe	1,566,770	8,734,491	€ 5.57		116,213	593,960	€ 5.11
Africa	2,272	20,123	€ 8.86		449,626	2,225,773	€ 4.95
America	1,049,434	5,986,071	€ 5.70		1,697,030	5,542,814	€ 3.27
Asia	384,903	1,991,310	€ 5.17		44,960	149,068	€ 3.32
Oceania	15,445	101,587	€ 6.58		1,224,294	4,078,911	€ 3.33

Wine including sparkling wines

Source: Statistics Austria

4.2 Austrian Imports and Exports (Financial Year) 1985/86-2004/05

All of the EU related data from Statistics Austria are based exclusively on *Intrastat Reports*. European export countries are required to make an *Intrastat Report* to the EU first upon exceeding minimum gross sales (minimum of 250,000 Euro for 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*	Imports (hl)	Exports (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
1993/94	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
2001/2002	572,858	563,493
2002/2003	497,453	804,083
2003/2004	610,691	764,180
2004/2005	698,683	738,061

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

Source: Statistics Austria; "Balance of Supply"



4.3 Imports and Exports (calendar years) 2001 – 2005

Imports (calendar years)

Product groups	in hl									
	2001	%-V	2002	%-V	2003	%-V	2004	%-V	2005	%-V
Sparkling wines	92,974	58.8	68,901	-25.9	68,112	-1.1	74,619	9.6	110,498	48.1
Bottles < 2 L at 1-3 bars	38,868	15.8	49,107	26.3	52,767	7.5	61,334	16.2	63,289	3.2
Qualitätswein white, < 2 L	56,762	-2.5	41,967	-26.1	32,110	-23.5	62,732	95.4	53,258	-15.1
Qualitätswein red, < 2 L	141,486	7.8	132,181	-6.6	133,300	0.8	224,984	68.8	213,356	-5.2
Other white wines, < 2 L	50,801	5.2	42,520	-16.3	36,286	-14.7	62,442	72.1	58,518	-6.3
Other red wines, < 2 L	70,258	21.4	71,580	1.9	83,391	16.5	108,736	30.4	90,363	-16.9
Prädikatsweine, < 2 L	13,107	-13.4	21,059	60.7	15,796	-25.0	10,313	-34.7	6,031	-41.5
Bottles > 2 l at 1-3 bars	3,822	87.8	1,714	-55.2	2,349	37.0	513	-78.2	2,036	297.1
Qualitätswein white, > 2 L	625	8.1	803	28.5	709	-11.7	375	-47.1	413	10.2
Qualitätswein red, > 2 L	16,180	-6.3	12,242	-24.3	8,327	-32.0	7,470	-10.3	4,209	-43.7
Other white wines, > 2 L	2,690	29.2	1,793	-33.4	19,911	1010.5	8,051	-59.6	16,586	106.0
Other red wines, > 2 L	101,723	47.7	84,411	17.0	75,872	-10.1	86,689	14.3	76,849	-11.4
Prädikatsweine, > 2 L	566	-64.3	604	6.7	539	-10.8	514	-4.6	539	4.8
Wines total	589,862	19.1	528,882	-10.3	529,468	0.1	708,771	33.9	705,944	-0.4
Product groups	in 1,000 EURO									
	2001	%-V	2002	%-V	2003	%-V	2004	%-V	2005	%-V
Sparkling wines	28,014	29.1	23,629	-15.7	23,924	1.3	26,589	11.1	31,679	19.1
Bottles < 2 L at 1-3 bars	6,982	16.4	9,232	32.2	10,528	14.0	12,727	20.9	11,744	-7.7
Qualitätswein white, < 2 L	12,555	5.5	12,216	-2.7	9,233	-24.4	14,444	56.4	14,652	1.4
Qualitätswein red, < 2 L	52,557	22.6	53,659	2.1	49,261	-8.2	61,940	25.7	52,410	-15.4
Other white wines, < 2 L	8,640	18.9	7,567	-12.4	6,901	-8.8	9,189	33.2	8,838	-3.8
Other red wines, < 2 L	21,327	26.2	21,262	-0.3	23,592	11.0	26,960	14.3	20,979	-22.2
Prädikatsweine, < 2 L	1,669	-35.2	2,484	48.8	2,298	-7.5	2,068	-10.0	1,697	-17.9
Bottles > 2 l at 1-3 bars	500	66.7	386	-22.7	585	51.6	80	-86.3	539	573.8
Qualitätswein white, > 2 L	96	14.6	118	22.7	99	-15.8	116	17.2	80	-31.0
Qualitätswein red, > 2 L	2,318	10.2	2,036	-12.1	1,770	-13.0	1,321	-25.4	855	-35.3
Other white wines, > 2 L	222	41.8	513	131.3	821	60.0	427	-48.0	1,053	146.6
Other red wines, > 2 L	4,793	36.1	3,878	-19.1	3,784	-2.4	4,112	8.7	3,420	-16.8
Prädikatsweine, > 2 L	175	-45.3	101	-42.2	75	-25.4	144	92.0	212	47.2
Wines total	139,848	20.9	137,080	-2.0	132,871	-3.1	160,117	20.5	148,160	-7.5

Exports (calendar years)

Product groups	in hl									
	2001	%-V	2002	%-V	2003	%-V	2004	%-V	2005	%-V
Sparkling wines	6,413	11.3	4,278	-33.3	6,235	45.7	7,605	22.0	8,479	11.5
Bottles < 2 l at 1-3 bars	3,240	90.2	4,126	27.3	4,816	16.7	5,369	11.5	9,643	79.6
Qualitätswein white, < 2 L	51,275	1.2	61,540	20.0	66,357	7.8	85,333	28.6	89,018	4.3
Qualitätswein red, < 2 L	52,956	23.5	58,325	10.1	83,428	43.0	129,812	55.6	123,586	-4.8
Other white wines, < 2 L	43,865	27.9	52,109	18.8	46,892	-10.0	19,714	-58.0	38,603	95.8
Other red wines, < 2 L	7,704	-19.1	14,445	87.5	16,726	15.8	26,321	57.4	54,245	106.1
Prädikatsweine, < 2 L	128	30.5	141	10.2	99	-29.6	73	-26.3	544	645.2
Bottles > 2 l at 1-3 bars	0		1,246		4	-99.7	28	600.0	0	-99.6
Qualitätswein white, > 2 L	6,263	-80.6	16,069	156.6	21,544	34.1	15,724	-27.0	9,467	-39.8
Qualitätswein red, > 2 L	18,326	-41.6	20,766	13.3	25,076	20.8	38,883	55.1	44,051	13.3
Other white wines, > 2 L	276,946	108.6	446,481	61.2	497,115	11.3	337,099	-32.2	198,554	-41.1
Other red wines, > 2 L	48,182	185.2	66,184	37.4	63,045	-4.7	74,845	18.7	95,156	27.1
Prädikatsweine, > 2 L	59	-75.8	82	39.0	73	-11.5	30	-58.9	41	36.7
Wines total	515,357	43.8	745,792	44.7	831,410	11.5	740,834	-10.9	671,387	-9.4
Product groups	in 1,000 euros									
	2001	%-V	2002	%-V	2003	%-V	2004	%-V	2005	%-V
Sparkling wines	2,468	23.5	1,760	-28.7	2,319	31.8	2,021	-12.9	2,802	38.6
Bottles < 2 l at 1-3 bars	1,182	146.1	1,466	24.0	1,359	-7.3	1,018	-25.1	1,421	39.6
Qualitätswein white, < 2 L	12,982	14.2	12,238	-5.7	13,973	14.2	17,569	25.7	19,144	9.0
Qualitätswein red, < 2 L	12,122	25.5	14,274	17.8	18,299	28.2	29,060	58.8	19,981	-31.2
Other white wines, < 2 L	9,173	47.4	10,068	9.8	9,659	-4.1	9,157	-5.2	10,577	15.5
Other red wines, < 2 L	2,581	-3.3	3,842	48.9	3,973	3.4	5,474	37.8	12,153	122.0
Prädikatsweine, < 2 L	113	-9.6	91	-19.5	107	17.4	91	-15.0	217	138.5
Bottles > 2 l at 1-3 bars	0	-100	28		1	-97.1	51	5000.0	0.6	-98.8
Qualitätswein white, > 2 L	324	-67.3	726	124.1	840	15.6	800	-4.8	431	-46.1
Qualitätswein red, > 2 L	1,149	-44.4	1,420	23.6	1,699	19.6	2,851	67.8	2,376	-16.7
Other white wines, > 2 L	7,100	101	11,122	56.6	14,388	29.4	11,757	-18.3	7,717	-34.4
Other red wines, > 2 L	2,394	143.1	2,750	14.9	2,358	-14.3	3,605	52.9	4,754	31.9
Prädikatsweine, > 2 L	54	-55.7	25	-53.7	53	110.4	49	-7.5	22	-55.1
Wines total	51,642	28.4	59,810	15.8	69,026	15.4	83,502	21.0	81,596	-2.3

Source: Statistics Austria

4.4 Imports and Exports (Jan – June) 2006

Imports

Product groups	Jan – June 2005		Jan – June 06*		% Variation	
	litre	€	litre	€	litre	€
Sparkling wines	2,936,073	9,667,068	6,033,290	13,832,172	105.49	43.09
Bottles < 2 l at 1-3 bars	2,787,081	5,575,289	2,775,250	5,038,321	-0.42	-9.63
Qualitätswein white, < 2 L	2,902,068	7,126,149	2,074,977	5,637,440	-28.50	-20.89
Qualitätswein red, < 2 L	11,094,548	25,402,472	8,078,885	24,593,974	-27.18	-3.18
Other white wines, < 2 L	3,014,742	4,644,885	2,480,144	3,985,709	-17.73	-14.19
Other red wines, < 2 L	4,230,912	9,676,994	4,144,241	10,524,029	-2.05	8.75
Prädikatsweine, < 2 L	265,898	694,879	240,433	661,707	-9.58	-4.77
Bottles > 2 l at 1-3 bars	65,129	159,341	388,821	659,871	497.00	314.13
Qualitätswein white, > 2 L	33,491	65,904	15,421	43,028	-53.95	-34.71
Qualitätswein red, > 2 L	211,754	378,270	282,634	419,878	33.47	11.00
Other white wines, > 2 L	1,141,746	511,721	4,122,886	1,384,823	261.10	170.62
Other red wines, > 2 L	3,653,694	1,807,073	3,455,634	1,339,118	-5.42	-25.90
Prädikatsweine, > 2 L	12,979	49,546	20,013	61,298	54.20	23.72
Wines total	32,350,115	65,759,591	34,112,629	68,181,368	5.45	3.68

Exports

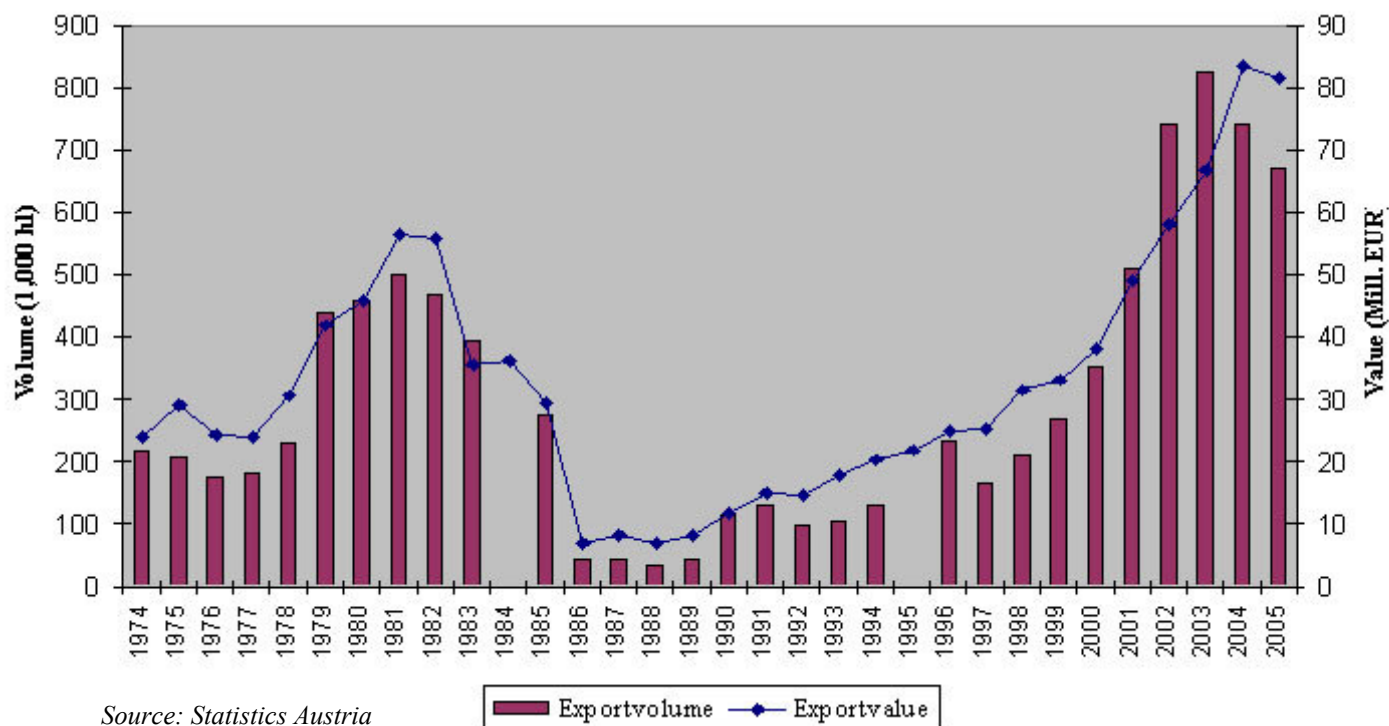
Sparkling wines	132,881	723,641	434,182	1,603,551	226.74	121.59
Bottles < 2 l at 1-3 bars	394,182	567,905	359,973	872,823	-8.68	53.69
Qualitätswein white, < 2 L	5,870,000	9,785,298	5,902,462	11,981,797	0.55	22.45
Qualitätswein red, < 2 L	4,261,694	8,813,748	4,446,988	8,794,763	4.35	-0.22
Other white wines, < 2 L	2,357,743	4,861,539	1,322,223	4,999,907	-43.92	2.85
Other red wines, < 2 L	2,905,431	5,970,123	3,254,047	6,650,437	12.00	11.40
Prädikatsweine, < 2 L	5,354	56,555	13,388	187,986	150.06	232.40
Bottles > 2 l at 1-3 bars	51	250	140	491	174.51	96.40
Qualitätswein white, > 2 L	589,711	250,779	524,030	328,739	-11.14	31.09
Qualitätswein red, > 2 L	2,448,493	1,250,316	1,070,318	792,082	-56.29	-36.65
Other white wines, > 2 L	12,763,560	4,917,690	7,384,755	3,260,786	-42.14	-33.69
Other red wines, > 2 L	5,464,726	2,671,154	4,490,373	2,428,066	-17.83	-9.10
Prädikatsweine, > 2 L	2,238	11,369	60	417	-97.32	-96.33
Wines total	37,196,064	39,880,367	29,202,939	41,901,845	-21.49	5.07

* preliminary data

Source: Statistics Austria

4.5 Austrian wine exports – long term prognosis

Exports 1974 – 2005 (excluding sparkling wines)



Note:

According to Statistics Austria, the data from 1995 are not conclusive, therefore they are omitted from the diagram. The data for 1996 do not represent exact values but are only guidelines.

The development of prices in foreign trade (excluding sparkling wines)

Year	Exports €/l	Imports €/l	Year	Exports €/l	Imports €/l
1974	1.08	0.38	1990	1.05	1.63
1975	1.37	0.34	1991	0.77	1.84
1976	1.45	0.45	1992	0.98	1.86
1977	1.33	0.55	1993	1.60	1.80
1978	1.31	0.64	1994	1.56	1.88
1979	0.95	0.77	1995	no details	no details
1980	1.00	0.73	1996	1.05	no details
1981	1.10	0.62	1997	1.56	1.22
1982	1.24	0.63	1998	1.50	1.65
1983	0.88	0.82	1999	1.23	1.94
1984	0.76	0.92	2000	1.08	2.15
1985	1.10	0.89	2001	0.97	2.25
1986	1.55	0.98	2002	0.78	2.47
1987	1.72	0.85	2003	0.81	2.36
1988	1.84	0.87	2004	1.11	2.11
1989	1.78	1.39	2005	1.22	2.10

Source: Statistics Austria

5 The Austrian Wine Law

5.1 The Wine Law of 1999

The Wine Law of 1999 brought in new regulations for the wine-growing areas and wine-growing regions, in that the larger wine-growing areas of Niederösterreich (Lower Austria) and Burgenland were added and the wine-growing regions Weinland and Bergland were created. Adaptations were made to the regulations on fruit wine, in order to reflect modern technologies while, at the same time, providing protection for grape 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 Articles and sections had made the external form of the Law imprecise and it had become difficult 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; however, passages were renumbered and a clear distinction was made between the regulations on wine made from grapes and that made from fruit. The new Wine Law of 1999 is a response to the long-standing desire 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 substantive and a terminological respect.

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

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 the use of the name "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made grape 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 section concerned with fruit wine.
- In particular, authorisation of the use of "modern concentration technology" and the creation of an "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made fruit wine). In addition, the outdated sections dealing with the Law on fruit wine were adapted to the new requirements.
- Adaptation of the regulations on wine monitoring to the requirements of the actual practice (especially the possibility of warnings issued by federal winery inspectors).

- Terminological corrections:
Regularising of the wine terminology in each individual passage of the text; deletion of all references to “versetzt” (fortified) and “nicht versetzt” (non-fortified) wine. Definition of regulated terms to supplement those already regulated under EU Law; in addition, a comprehensive terminological adaptation to EU Law.
- Adaptations to achieve conformity with the regulations of EU Law in all areas (e.g. fortification, sweetening and designation) which in fact had already been enacted.
- Adaptation of the definition of marketing to the requirements of practice.
- Clarification of certain types of wine and the related terminology, e.g., in the case of Perlwein (lightly sparkling wine) alcohol-free or low-alcohol wine.
- Removal of blended wine drinks (i.e. wine content under 50%) from the scope of the Wine Law.
- Empowerment for the Federal Minister for Agriculture, Forestry, Environment and Water Management to issue regulations for the implementation of regulations of the European Community that are not directly 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 30th. Levying of a marketing fee to include wine that is shipped to other countries in containers larger than 50 litres, as this wine is only bottled abroad and then sold on 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 practice of sweetening of Prädikatsweine from an offence requiring court action to one requiring administrative action.
- Adaptation of the 1999 Wine Law 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 by the other federal ministers (except for those of the Minister for Finance) in issuing regulations.
- Deletion of the requirement for harvest and stock declaration as of 30th November.
- Adoption of the requirement that Heuriger (wine from the last vintage), Schilcher and Bergwein (wine grown on a mountain slope steeper than 25 degrees) must be produced in Austria.

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, in the case of a smaller geographic unit, 100% of the grapes need not necessarily come from this unit but that the statutory exemption under Article 24 Clause 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 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 Sections 1 and 2; namely, “...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 issues of Article 10 of the Agrarian Policy Reform 2002 (BGFB I Nr. 110) amending the Wine Law 1999 (BGB I Nr. 141) are as follows:

Article 3 Section 6:

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

A corresponding civil offence constituent was added to Article 66 Section 1, in which the repeated disrespect for hygienic circumstances during the production of wine as described in Article 3 Section 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 Article 3 Section 7.

Article 4 Section 1:

The limit of 15g residual sugar was up until now described in detail only in the sweetening process as specified in Article 5 Section 1. The regulation of the 1985 Wine Law stating that “sugar or concentrated grape juice may be added for fermentation purposes only” was not included in the 1999 Wine Law. Nonetheless, the tolerance limit of 15g 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 15g per litre limit of the addition of sweeteners in a clearer way that no longer leaves room for legal misinterpretation as was the case with the original phrase “for fermentation purposes only”.

Article 10 Section 4:

European Union labelling Laws make it possible for Austrian Prädikatswein, to state only this Prädikat level on the label. The previous requirement for a further quality statement for wines with the Prädikat “Kabinett” is no longer necessary.

Article 10 Section 6:

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

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

The new Section 6 of Article 10 provides for the possibility of marketing typical regional quality wines of geographic origin under the designation “Districtus Austriae Controllatus” or “DAC”. This market designation is a “traditional specific term” as defined in Appendix VII A Clause 2 and as anchored in the new Commission Enforcement Decree for EU labelling regulations. This designation replaces another quality statement on the label such as Qualitätswein or the various Prädikate.

Article 11 Section 1 Clause 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 minimised 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 a storage of two months, as long as a minimum grape must weight of 30° KMW has been reached. If later analyses show a value of less than 30° KMW in the grape must, the wine must not be labelled as Strohwein, even if 25° KMW has been achieved. As under the old regulations and, equally, the regulations for Eiswein, this wine must not be devalued as industrial wine, but may be marketed as Qualitätswein without a Prädikat.

The quality designation “Schilfwein” has been provided for in the new Wine Law. Similar to other Prädikat levels, this qualifies as a traditional specific term as defined in Appendix VII A Clause 2 lit. c and as anchored in the new Commission Enforcement Decree for EU labelling regulations.

Article 21 Section 3 Clause 3:

The Wine Law reform provides for the new wine-growing area “Steiermark” and for the wine-growing region “Steierland”. The other wine-growing areas remain in existence (analogous to the situation in Niederösterreich (Lower Austria) and Burgenland).

5.4 Wine Law Amendment 2003

The Wine Law of 1999 (BGB1 I Nr. 141) was amended on 26 January 2004 in BGBl I Nr. 3, with the most important points as follows:

Article 3 Section 4:

An effective control (see Article 51 Section 1 Clause 2) of wine treatment substances currently available on the market necessitates the acquisition of data. wine treatment substances are allowed to enter the market freely after registration at the merchant's own risk. Registration is required not only for new wine treatment substances, but for those allowed before registration became a requirement. Substance registration is mandatory for importers, wholesalers and retailers selling wine treatment substances. A wine treatment substance which has already been reported may be sold without further registration. The listing of a wine treatment substance in the official register means only that it need not be reported again, however this says nothing about the legality of the use of the substance. Registration is for documentation purposes only; through submitting a sample and a product description, assessment of a wine treatment substance's legal use may be made.

Article 12 Section 8:

To simplify administration, details for harvest inspection of grapes destined for Prädikatwein (place, time, etc.) will be listed directly in the legal sanctions for harvest inspection communities. The stipulation for a minimum price continues to be bound to the guidelines of Section 9, stating that the price stipulation is to cover the costs of inspection administration.

Addendum to Clause 6 (Article 16):

Up until now the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BLFUW) was officially responsible for the issue of permits for large research projects. In the future, the Federal winery Inspection will take over this responsibility which is, in fact, confirmation of what has been practised in the past. The Federal Office for Wine-Growing has co-operated with the Federal Winery Inspection in observing and directing research projects. The adjustment to legal administration, for example, appeal to the Minister of Agriculture, Forestry, Environment and Water Management, now follow the changes in Article 51 Section 7.

Article 20 Sections 3 and 4:

Consumer deception prevention is the central focus through the abolition of the prohibition principle through the enactment of Decree (EG) Nr. 753/2002 by the Commission as of 29 April 2002 dealing with enforcement stipulations of Decree (EG) Nr. 1493/1999 by the Council over viticultural product protection, description, labelling and packaging. Currently only terms specifically designated and legally permitted could be stated on wine labels (prohibition principle: everything that is not specifically allowed is forbidden). In future "factual information and information useful to the consumer" (Article 47 Section 2 lit. c of the Decree (EG) Nr. 1493/99) is permitted.

The general stipulations for consumer deception prevention as described in Article 20 of the Wine Law have been widened to encompass benefits or attributes that a product does not actually have. To enforce the jurisdiction of the European Court of Justice in the case C-221/00 “European commission against the Republic of Austria” on 23 January 2003 and the jurisdiction of the European Court of Justice in the case C-77/1997, Unilever on 28 January 1999, Article 20 of the Wine Law 1999 has been amended to stipulate that, in the case of doubt over the labelling, the product producer must give evidence of the information stated on the labels. This responsibility is also in agreement with the basic principles of Article 6 Section 2 of stipulation VO (EG) Nr. 753/2002, which demands that the respective authorities in each member country be responsible for controlling the correctness of labels specifically pertaining to the product type, identity, quality, ingredients and/or origin sourced from all producers, dispatchers and importers.

The enforcement of an assessment process for the interpretation of labelling requirements ensures clarification and legal certainty. By submitting an original label, simple theoretical cases may be spared a formal assessment process.

Article 27 Section 1:

Through the abolition of the prohibition principle (see above), health-specific indications are no longer prohibited as long as they are justified and do not deceive the consumer. This is in accordance with the legal status for food products in general.

Consumer deception prevention takes as a benchmark the average informed consumer. Terms such as “Gesundheitswein” (health wine) are forbidden according to the ruling of Austrian Administrative Court on 22 March 1999, Zl. 98/10/0326/6 – because they are so vague that the average consumer cannot form a clear opinion of which positive health benefits may be expected, which may lead to entirely false expectations.

Consumer deception prevention also applies to the amendment regarding labelling terms with reference to illness. Statements such as “prevents heart attacks” or “prevents strokes” are forbidden, regardless of whether or not based on published data.

Article 32 Section 2:

The enforcement of an effective wine control requires authorities to register data in a central databank, referring to such authorities that are associated with the execution of wine legalities (primarily the Federal winery Inspection, Federal Office for Wine-Growing, Federal Secondary College and Institute for Viticulture and Pomology, and federal financial authorities as well as district administration authorities). Every official should have free access to the information to which he is authorised (Article 22 B-VG) without bureaucratic red tape.

A project concerned with centralising information is currently underway and is, at present, in its first phase; the entering of data from the business registry (Article 32) and from the Federal Office for Wine-Growing (federal inspection numbers). The federal states have also declared their willingness to allow access to their viticultural registry data.

Each official department is responsible for the entry and maintenance of its own data; it is not planned to set up a central office specially concerned with this purpose.

For the next phase, it is planned to enter into the database the data from other departments, such as the Federal Office of Metrology and Surveying (Bundesamt für Eich- und Vermessungswesen).

Article 39a Section 1:

The Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) may set an additional fee for DAC wines coupled with the federal inspection number fee, if petitioned to do so by a Regional wine Board. This fee would be collected by the Federal Office for Wine-Growing in Eisenstadt. Subsequently, these funds would be put to use by the Austrian wine Marketing for the promotion of DAC wines under consultation with the Regional wine Board.

5.5 Wine Law Amendment 2004

The Wine Law Amendment 2004 went into effect with the Agricultural Adaptation Law in August 2004. There is now no longer an upper limit for alcohol content after chaptalization. Other details of the Wine Law such as penal provisions for the violation of regulations for the sealing of concentration apparatus or violation of the regulations for harvest and inventory reports were also adjusted.

Further information for the Wine Law Amendment 2004 may be requested from Mag. Martin Raggam, BMLFUW, Tel. +43 1 71100.

5.6 Wine Law Amendment 2005

The European Parliament and Commission jurisdiction 2003/89/EG of November 10th, 2003 changed the food and beverage labelling requirements RL 2000/13/EG.

What are the new labelling requirements?

- The requirement pertains to the word „contains“ followed by the names of ingredients.
- The Administrative Committee for „wine“ sanctioned the following requirements on 10 October 2004 (Legislation of the European Commission Nr. 1991/2004 of 19 December 2004, Register L 344):
 - The declaration of contents may be separated from the other labelling requirements (packaging, volume, percentage of alcohol, etc.);
 - a required print size has not been defined; thus, the general principles on labelling requirements from Decree 753/02 remain valid: easily legible, indelible, and adequately large print;
 - in the declaration of sulphite content, the terms “sulphite” or “sulphur dioxide” must be used; the chemical formula SO₂ is not permitted;

- the language used must follow the general language principles of the wine trade regulations: declarations used in labelling must be in one or more of the recognised languages in the place of sale to ensure that consumers have no difficulty understanding the label (the majority of the member states demand that wines be marketed in the official national language – a final list of all required languages is currently being put together by the European Commission);

Anticipated labelling and translation for several countries:

"Contains sulphites" in EU languages	
ES	Contiene sulfitos
CS	Obsahuje siřičitany
DA	Indeholder sulfitter
DE	Enthält Sulfite
ET	Sisaldab sulfitid
EL	Περιέχει θειώδη
EN	Contains sulphites
FR	Contient sulfites
IT	Contiene solfiti
LV	Satur sulfiti
LT	Sudėtyje yra sulfitai
HU	Tartalmaz szulfitok
MT	Fih solfiti
NL	Bevat sulfieten
PL	Zawiera siarczyny
PT	Contém sulfitos
SK	Obsahuje siričitany
SL	Vsebuje sulfiti
FI	Sisältää sulfiitteja
SV	Innehåller sulfiter

- These requirements apply to all products under the jurisdiction of the wine trade regulations including grape must, partially fermented grape must, sparkling wine and wine vinegar.
- No further requirements for flavoured wines or spirits have yet been sanctioned.

When do these labelling requirements come into force?

- Member states must allow the trade with products labelled in the above way by 25 November 2004 at the latest.
- The declaration of allergenic contents is obligatory as of 25 November 2005. The trade with products which were labelled or which entered the market before this date are permitted until supplies are exhausted.

5.7 Wine Labelling Regulations in Keywords

5.7.1 General points on naming and labelling

The name of a product is an important part of product information and, thus, constitutes a means with which vendors create a relationship with their buyers.

The purpose of every name and form of presentation is therefore to provide buyers with exact and truthful information.

New EU labelling Laws will apply as of 1 January 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 represents additional information about the special characteristics of the wine.

Certain additional information on wine labels, for example, pertaining to the grape variety or vintage, are strictly regulated. Despite various restrictions, some liberalisation comes into effect as of 1 January 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 which forbade all names and information that was not explicitly permitted by Law.

Products that are subject to the labelling regulations of EU Wine Law must not be sold without labels. Each individual bottle must be labelled with the required information. This labelling is mandatory not only for sales to consumers but also for shipping. 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 letters sufficiently large to read; it 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.

Note: it is not sufficient for part of the prescribed information to be on the front of the bottle or another part on the back (rear label). The buyer must be able to see 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 more additional labels (exceptions are apparent in the elaboration below).

All the information may also be affixed directly 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 about a particular labelling term, producers are advised to seek advice from the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW). The following labelling terms serve as basic guidelines to the much larger and more detailed wine labelling regulations.

5.7.2 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 a 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 a 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) 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 restrictions:

- Red wine – Rosé wine – 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* (best cask), *Erste Wahl* (first choice), *Klassik* (classic or optionally *Classique*).
- *Für Diabetiker geeignet* (suitable for diabetics) if residual sugar is not more than 4g (currently permitted only in Austria).

5.7.3 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 restrictions:

- Red wine – Rosé wine– 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).

5.7.4 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 restrictions:

- Red wine – Rosé wine – 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 Union*" *) ("blend of wines from several countries of the European Union") and code for specifying the location of the bottler (i.e. A-2230 = postal code) or

- “*In... aus in... geernteten Trauben 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 abbreviation may be used: “*Verschnitt aus mehreren Ländern der EU*” (“blend from several countries of the European Union”). The appropriate font size must be used.

5.7.5 Austrian *Schaumwein* (Sparkling wine)

1. Prescribed information in the same visual area:

- *Schaumwein* (sparkling wine)
- 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.

If the sugar content is above 50g/l, the terms “doux”, etc. may be replaced by an expression stating the 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.
- Geographic units smaller than the state as designation of origin.
- Vintage.
- *Flaschengärung* etc. (bottle fermentation) as well as *Méthode Champenoise* or *Champagner-Methode* (Champagne method).
- *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 expression on the label 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 wine-grower) 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 designation than that of the wine-growing area is permitted. If the company producing the sparkling wine under contract is in a different community from the winery, the location of manufacture of the sparkling wine is placed in the same visual area. The term *Hauersekt* may also be used by production co-operatives.

The term *Winzersekt* (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, they may take the wine produced from these vineyards under the above conditions and make and market *Hauersekt*.

Source: Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW)

6 The Austrian Wine Marketing Board

The AWMB's Purpose, Mission and Strategy

The purpose of the AWMB is stated in the statutes of the organisation:

The purpose of the enterprise is the implementation of marketing measures for Austrian wine, particularly wine produced in Niederösterreich (Lower Austria), Burgenland, Steiermark (Styria) and Wien (Vienna). 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 lead the market segment for Qualitätswein. The objective is to double the export of bottled wine within ten years (based on the values from the year 2000).

The AWMB's Strategy

The strategy is aimed at creating a balanced marketing mix suited to the respective markets. This means building an image, in order to promote sales as well as active public-relations work supported by advertising (especially for the appellation of origin – wine-growing areas – in co-operation with the Regional Wine Boards).

The AWMB's Financing

The projected income of the AWMB for 2007 comprises approximately 3 million euros in marketing contributions from the wine industry and approximately 2.5 million euros in contributions derived from the federal states. Article 75 Section 5 (formerly Article 68 Section c) of the Wine Law provides for an additional 1.5 million Euros.

AWMB - Austrian Wine Marketing Board

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info@winesfromaustria.com, www.winesfromaustria.com

Austria	Organisation/Controlling	PR/Media/Sponsoring	Events/Projects Management	Gastronomy	Advertising Materials/ Graphics
Foreign Markets	North America, Asia, other countries	Western Europe	Scandinavia	Germany	Central and Eastern Europe
Assistants	Verena Schwer Daniela Pilwachs (Accounting)	Caroline Linz Andrea Krautstoffl	Julia Sogl Eva Winkler	Claudia Blau	Sonja Prem Daniela Pirkl (Reception) Peter Kramar (Graphic)
Management	Willi Klinger	Susanne Staggl	Marion Reinberger	Gerhard Elze	Christian Dworan
Managing Director: Willi Klinger					

ÖWI Handels GmbH

Josef Hafnerstraße 4, A-2100 Korneuburg, Tel.: +43 (2262) 62546, Fax: +43 (2262) 62546-9, info@oewi.at, www.shop.oewi.at

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Management	Josef Dienst
Managing Director: Willi Klinger	

7 Important addresses

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