



# **DOCUMENTATION**

## AUSTRIAN WINE 2007



**AUSTRIAN WINE** 

December 2008 Edition  
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# **1 Structure of the Austrian wine production**

## **1.1 Austria – The wine country**

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.

Based on this survey of the area under vines of 1999, it was determined that Austria had an acreage of 52,000 ha to grow vines in 2007. This showed an increase of 4,000 ha in the vineyard acreage from 1999 to 2007. While the acreage for growing white wines decreased by 15 percent to 35,609.87 ha since 1999, the acreage for red wine increased by 35.2 percent to 16,699.91 ha.

Among the reasons for the decrease in vineyard area were vine removals in accordance with EU vine pulling schemes and national reserve campaigns as well as losses due to frost damage.

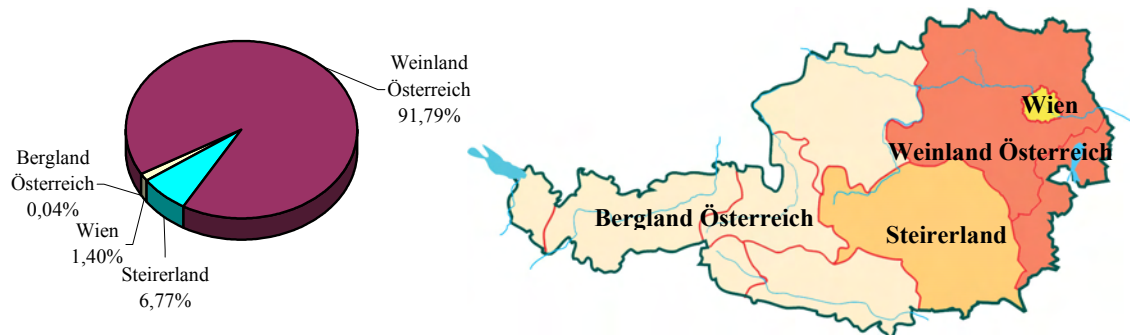
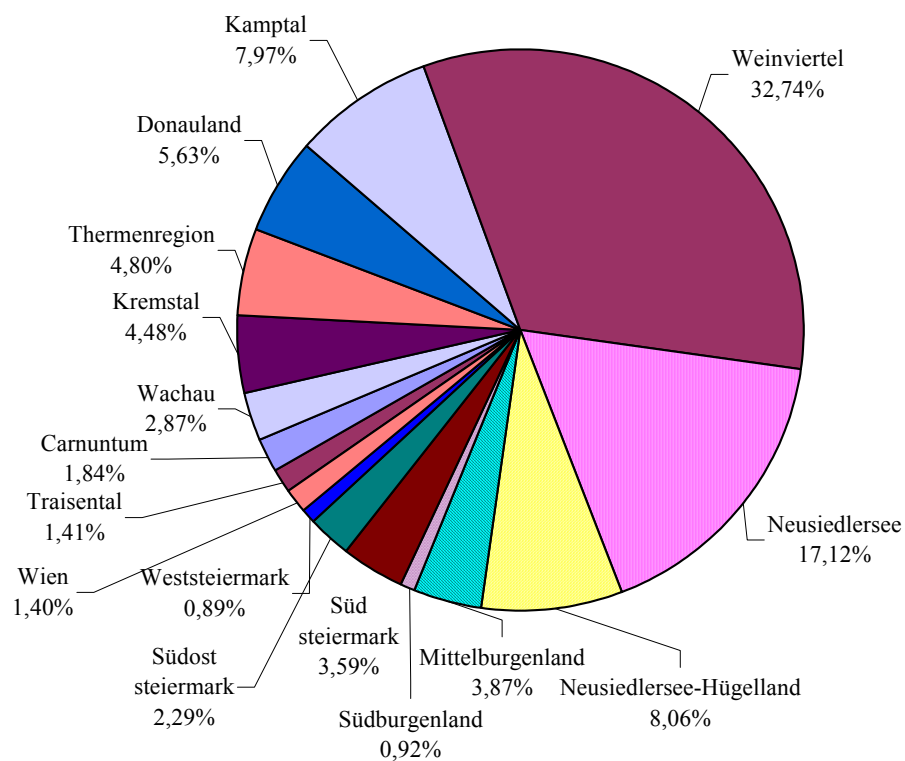
The 1999 amendment to the wine law created a new wine-growing region called “Weinland Austria”. The advantage lies in the fact that wines from Niederösterreich and Burgenland, a large area even by European standards, can now be used for the production of Landwein. The 2002 amendment also changed the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

Fig. 1: Distribution of wine-growing regions in percent<sup>1</sup>Fig. 2: The wine growing regions<sup>2</sup>Fig. 3: Distribution of wine-growing areas by share of area in percent<sup>3</sup><sup>1</sup> Graphics Austria Wine Marketing Board according to Statistics Austria<sup>2</sup> Austria Wine Marketing Board<sup>3</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

1999			2007								
Name	Total vineyards		White wine			red- und roséwine			total wine		
	holdings	area	Productive area in ha <sup>3</sup>	Earnings in Hektoliter		Productive area in ha <sup>3</sup>	Earnings in Hektoliter		Productive area in ha <sup>3</sup>	Earnings in Hektoliter	
				total	per ha		total	per ha		total	per ha
<b>AUSTRIA</b>	<b>32.044</b>	<b>48.557,67</b>	<b>28.988</b>	<b>1.583.184</b>	<b>54,6</b>	<b>15.214</b>	<b>1.044.837</b>	<b>68,7</b>	<b>44.202</b>	<b>2.628.021</b>	<b>59,5</b>
<b>Wine-growing regions:</b>											
Weinland Österreich	27.692	44.567,53	25.787	1.408.147	106,5	14.246	976.339	137,1	40.033	2.384.486	119,5
Steiermark	3.821	3.290,83	2.831	158.751	56,07	846	61.717	73,0	3.677	220.468	60,0
Wien	497	678,3	354	15.607	44,1	106	6.046	57,2	459	21.652	47,1
Bergland	34	21,01	16	680	41,3	16	735	44,7	33	1.414	43,0
<b>BURGENLAND</b>	<b>9.654</b>	<b>14.563,62</b>	<b>6.213</b>	<b>314.966</b>	<b>50,7</b>	<b>7.007</b>	<b>482.414</b>	<b>68,9</b>	<b>13.220</b>	<b>797.379</b>	<b>60,3</b>
<b>Wine-growing areas:</b>											
Neusiedlersee	3.268	8.326,34	3.870	198.395	51,3	3.169	213.023	67,2	7.039	411.417	58,4
Neusiedlersee-Hügelland	3.652	3.911,55	1.984	99.185	50,0	1.416	90.473	63,9	3.400	189.658	55,8
Mittelburgenland	1.098	1.877,24	184	9.853	53,5	2.163	163.756	75,7	2.347	173.609	74,0
Südburgenland	1.636	448,49	175	7.533	43,0	258	15.162	58,7	433	22.695	52,4

Table 1: Vineyard areas 1999 and 2007 by comparison – Austria total and Burgenland<sup>5</sup>

<sup>4</sup> Shares of area for white and red wine according to State as by the survey of the area under vines conducted by the Chambers of Agriculture 2004; shares of area for white and red wine as well as yields sorted by wine-growing regions on the basis of yield estimations as projected by wine experts of STATISTICS AUSTRIA.

<sup>5</sup> Statistics Austria

<b>NIEDERÖSTERREICH</b>	<b>18.038</b>	<b>30.003,91</b>	<b>19.573</b>	<b>1.093.181</b>	<b>55,9</b>	<b>7.239</b>	<b>493.926</b>	<b>68,2</b>	<b>26.813</b>	<b>1.587.107</b>	<b>59,2</b>
<b>Wine-growing areas:</b>											
Thermenregion	1.282	2.332,30	1.083	35.647	32,9	1.032	40.186	38,9	2.116	75.833	35,8
Kremstal	1.397	2.175,87	1.753	91.792	52,4	489	32.025	65,5	2.242	123.817	55,2
Kamptal	1.491	3.868,87	2.804	138.637	49,4	743	47.805	64,3	3.547	186.443	52,6
Wagram (former. Donauland)	1.710	2.731,96	1.839	104.756	57,0	547	39.243	71,7	2.386	143.999	60,3
Traisental	706	682,54	483	22.660	46,9	155	8.855	57,2	638	31.516	49,4
Carnuntum	745	891,53	395	18.720	47,4	430	22.502	52,3	825	41.222	50,0
Wachau	867	1.390,33	1.062	60.339	56,8	200	14.181	70,8	1.262	74.521	59,0
Weinviertel	9.774	15.892,24	10.129	619.361	61,1	3.637	288.799	79,4	13.767	908.159	66,0
outside wine-growing area	66	38,26	24	1.268	52,4	5	329	68,1	29	1.597	55,0
<b>STEIERMARK</b>	<b>3.821</b>	<b>3.290,83</b>	<b>2.831</b>	<b>158.751</b>	<b>56,07</b>	<b>846</b>	<b>61.717</b>	<b>73,0</b>	<b>3.677</b>	<b>220.468</b>	<b>60,0</b>
<b>Wine-growing area:</b>											
Südsteiermark	1.066	1.741,04	1.626	96.281	59,2	235	20.283	86,4	1.861	116.564	62,6
Weststeiermark	491	432,85	154	6.884	44,7	311	18.861	60,6	465	25.745	55,3
Südoststeiermark	2.254	1.115,16	1.051	55.586	52,9	299	22.573	75,4	1.350	78.159	57,9
outside wine-growing area	10	1,78	-	-	-	-	-	-	-	-	-
<b>Wine-growing region WIEN</b>	<b>497</b>	<b>678,3</b>	<b>354</b>	<b>15.607</b>	<b>44,1</b>	<b>106</b>	<b>6.046</b>	<b>57,2</b>	<b>459</b>	<b>21.652</b>	<b>47,1</b>
<b>Other States</b>	<b>34</b>	<b>21,01</b>	<b>16</b>	<b>680</b>	<b>41,3</b>	<b>16</b>	<b>735</b>	<b>44,7</b>	<b>33</b>	<b>1.414</b>	<b>43,0</b>

Table 2: Vineyard areas 1999 and 2007 by comparison – Lower Austria, Styria and Vienna<sup>6</sup><sup>6</sup> Statistics Austria

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	
<b>AUSTRIA</b>	<b>32,044</b>	<b>48,557.67</b>	<b>34,851.23</b>	<b>11,636.88</b>	<b>1,293.27</b>	<b>714.75</b>	<b>48,496.13</b>
<b>Wine-growing regions:</b>							
Weinland	27,692	44,567.53	32,003.99	10,688.52	1,133.67	687.95	44,514.15
Steirerland	3,821	3,290.83	2,291.44	846.81	129.15	15.27	3,282.67
Wien	497	678.30	545.27	93.42	29.19	10.42	678.30
Bergland	34	21.01	10.53	8.12	1.25	1.11	21.01
<b>BURGENLAND</b>	<b>9,654</b>	<b>14,563.62</b>	<b>8,958.03</b>	<b>4,935.28</b>	<b>298.64</b>	<b>347.54</b>	<b>14,539.49</b>
<b>Wine-growing areas:</b>							
Neusiedlersee	3,268	8,326.34	5,974.32	1,890.30	230.63	209.61	8,304.85
Neusiedlersee-Hügelland	3,652	3,911.55	2,404.32	1,396.66	50.53	59.68	3,911.18
Mittelburgenland	1,098	1,877.24	334.15	1,471.56	7.44	61.82	1,874.97
Südburgenland	1,636	448.49	245.25	176.76	10.04	16.44	448.49
<b>NIEDERÖSTERREICH</b>	<b>18,038</b>	<b>30,003.91</b>	<b>23,045.96</b>	<b>5,753.25</b>	<b>835.04</b>	<b>340.41</b>	<b>29,974.66</b>
<b>Wine-growing areas:</b>							
Thermenregion	1,282	2,332.30	1,379.47	861.70	46.08	38.32	2,325.57
Kremstal	1,397	2,175.87	1,809.05	285.86	56.94	18.92	2,170.77
Kamptal	1,491	3,868.87	3,151.77	561.63	111.69	41.92	3,867.00
Donauland	1,710	2,731.96	2,221.60	428.01	51.39	29.65	2,730.65
Traisental	706	682.54	570.07	89.37	16.22	6.46	682.12
Carnuntum	745	891.53	554.43	264.32	30.46	42.32	891.53
Wachau	867	1,390.33	1,193.46	151.46	39.92	5.38	1,390.23
Weinviertel	9,774	15,892.24	12,131.02	3,107.72	482.34	157.44	15,878.52
Outside wine-growing area	66	38.26	35.08	3.18	-	-	38.26
<b>STEIERMARK</b>	<b>3,821</b>	<b>3,290.83</b>	<b>2,291.44</b>	<b>846.81</b>	<b>129.15</b>	<b>15.27</b>	<b>3,282.67</b>
<b>Wine-growing areas:</b>							
Südsteiermark	1,066	1,741.04	1,355.67	276.99	98.45	7.84	1,738.95
Weststeiermark	491	432.85	55.33	371.90	3.10	1.53	431.85
Südoststeiermark	2,254	1,115.16	879.46	197.27	27.46	5.90	1,110.09
Outside wine-growing area	10	1.78	0.98	0.64	0.15	-	1.78
<b>WIEN</b>	<b>497</b>	<b>678.30</b>	<b>545.27</b>	<b>93.42</b>	<b>29.19</b>	<b>10.42</b>	<b>678.30</b>
<b>other states</b>	<b>34</b>	<b>21.01</b>	<b>10.53</b>	<b>8.12</b>	<b>1.25</b>	<b>1.11</b>	<b>21.01</b>

Table 3: Vineyard areas 1999<sup>7</sup>

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

<sup>7</sup> Statistics Austria, Survey of the area under vine 1999

## 1.2 Grape varieties in Austria

### 1.2.1 Breakdown by share of area in percent

Vineyard area measured in hectares sorted by grape variety (1999)

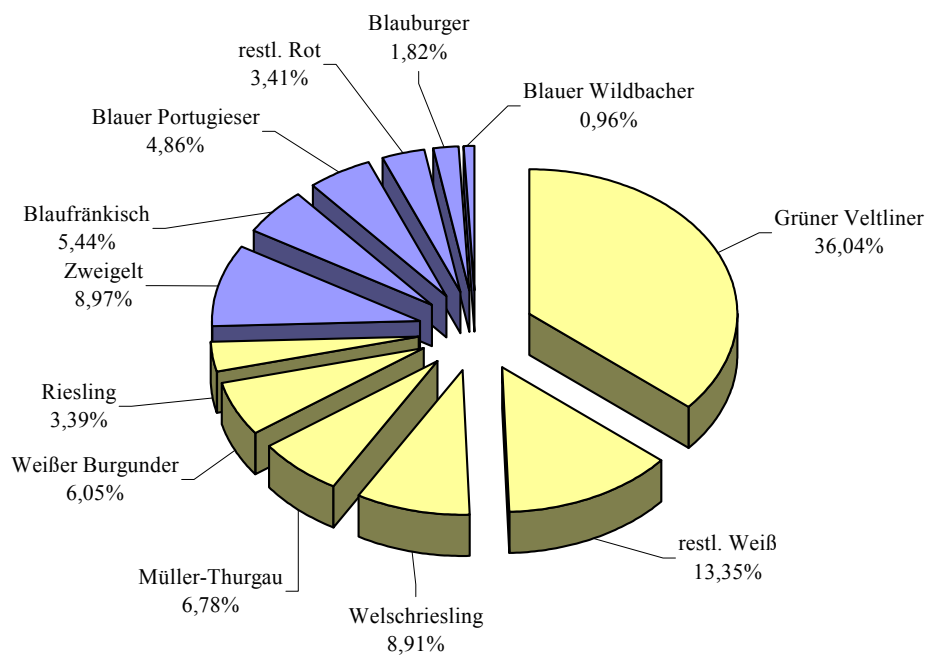


Fig. 4: Austria total<sup>8</sup>

#### 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

#### 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

<sup>8</sup> Graphics Austria Wine Marketing Board according to Statistics Austria



1999			2007								
Name	Total vineyards		White wine			red- and rosé wine			Total wine		
	holdings	area	Productive area in ha <sup>3</sup>	Earnings in Hektoliter		Productive area in ha <sup>3</sup>	Earnings in Hektoliter		Productive area in ha <sup>3</sup>	Earnings in Hektoliter	
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<b>Wine-growing regions:</b>											
Weinland Österreich	27.692	44.567,53	25.787	1.408.147	106,5	14.246	976.339	137,1	40.033	2.384.486	119,5
Steiermark	3.821	3.290,83	2.831	158.751	56,07	846	61.717	73,0	3.677	220.468	60,0
Wien	497	678,3	354	15.607	44,1	106	6.046	57,2	459	21.652	47,1
Bergland	34	21,01	16	680	41,3	16	735	44,7	33	1.414	43,0
<b>BURGENLAND</b>	<b>9.654</b>	<b>14.563,62</b>	<b>6.213</b>	<b>314.966</b>	<b>50,7</b>	<b>7.007</b>	<b>482.414</b>	<b>68,9</b>	<b>13.220</b>	<b>797.379</b>	<b>60,3</b>
<b>Wine-growing areas:</b>											
Neusiedlersee	3.268	8.326,34	3.870	198.395	51,3	3.169	213.023	67,2	7.039	411.417	58,4
Neusiedlersee-Hügelland	3.652	3.911,55	1.984	99.185	50,0	1.416	90.473	63,9	3.400	189.658	55,8
Mittelburgenland	1.098	1.877,24	184	9.853	53,5	2.163	163.756	75,7	2.347	173.609	74,0
Südburgenland	1.636	448,49	175	7.533	43,0	258	15.162	58,7	433	22.695	52,4

Tab. 4: Grape varieties sorted by states 1999 – area measured in hectare<sup>10</sup>

<sup>9</sup> Shares of area for white and red wine according to State as by the survey of the area under vines conducted by the Chambers of Agriculture 2004; shares of area for white and red wine as well as yields sorted by wine-growing regions on the basis of yield estimations as projected by wine experts of STATISTICS AUSTRIA

<sup>10</sup> Statistics Austria, Survey of the area under vines 1999

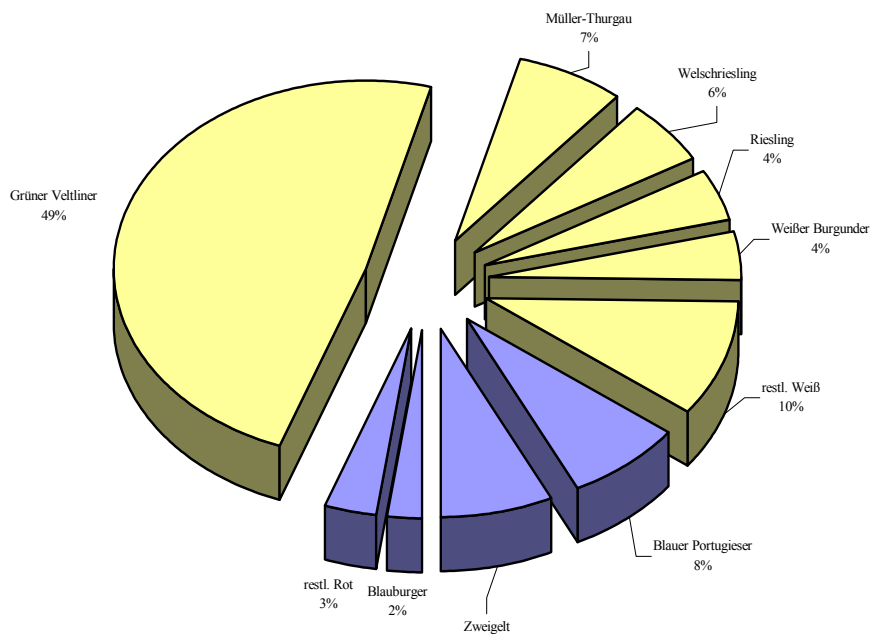
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<b>Wine-growing areas:</b>											
Thermenregion	1.282	2.332,30	1.083	35.647	32,9	1.032	40.186	38,9	2.116	75.833	35,8
Kremstal	1.397	2.175,87	1.753	91.792	52,4	489	32.025	65,5	2.242	123.817	55,2
Kamptal	1.491	3.868,87	2.804	138.637	49,4	743	47.805	64,3	3.547	186.443	52,6
Wagram (ehem. Donauland)	1.710	2.731,96	1.839	104.756	57,0	547	39.243	71,7	2.386	143.999	60,3
Traisental	706	682,54	483	22.660	46,9	155	8.855	57,2	638	31.516	49,4
Carnuntum	745	891,53	395	18.720	47,4	430	22.502	52,3	825	41.222	50,0
Wachau	867	1.390,33	1.062	60.339	56,8	200	14.181	70,8	1.262	74.521	59,0
Weinviertel	9.774	15.892,24	10.129	619.361	61,1	3.637	288.799	79,4	13.767	908.159	66,0
outside wine-growing area	66	38,26	24	1.268	52,4	5	329	68,1	29	1.597	55,0
<b>STEIERMARK</b>	<b>3.821</b>	<b>3.290,83</b>	<b>2.831</b>	<b>158.751</b>	<b>56,07</b>	<b>846</b>	<b>61.717</b>	<b>73,0</b>	<b>3.677</b>	<b>220.468</b>	<b>60,0</b>
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Südoststeiermark	2.254	1.115,16	1.051	55.586	52,9	299	22.573	75,4	1.350	78.159	57,9
outside wine-growing area	10	1,78	-	-	-	-	-	-	-	-	-
<b>Wine-growing region WIEN</b>	<b>497</b>	<b>678,3</b>	<b>354</b>	<b>15.607</b>	<b>44,1</b>	<b>106</b>	<b>6.046</b>	<b>57,2</b>	<b>459</b>	<b>21.652</b>	<b>47,1</b>
<b>Other States</b>	<b>34</b>	<b>21,01</b>	<b>16</b>	<b>680</b>	<b>41,3</b>	<b>16</b>	<b>735</b>	<b>44,7</b>	<b>33</b>	<b>1.414</b>	<b>43,0</b>

Tab. 2: Vineyard areas 1999 and 2007 by comparison – Lower Austria, Styria and Vienna<sup>11</sup><sup>11</sup> Statistics Austria

Wine-growing area Niederösterreich

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>24.264,11</u></b>	<b><u>Total black grape area</u></b>	<b><u>6.151,07</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	14.800,83	Blauer Portugieser	2.303,90
Müller-Thurgau	2.132,50	Zweigelt	2.134,55
Welschriesling	1.681,51	Blauburger	686,92
Riesling	1.326,35	Gemischter Satz	295,29
Weißer Burgunder	1.251,10	St. Laurent	217,68
Gemischter Satz	867,89	Blauer Burgunder	209,76
Neuburger	631,77	Blaufränkisch	124,50
Frühroter Veltliner	558,75	Cabernet Sauvignon	107,41
Roter Veltliner	253,06	Merlot	61,62
Rotgipfler	113,13	Cabernet Franc	8,46
Traminer	97,53	Schilcher	0,20
Zierfandler	96,14	Other black grape varieties	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		
Other white varieties	34,23		

Fig. 5: The major grape varieties of Niederösterreich according to area<sup>12</sup><sup>12</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Wachau

Vineyard area measured in hectares sorted by grape variety - 1999

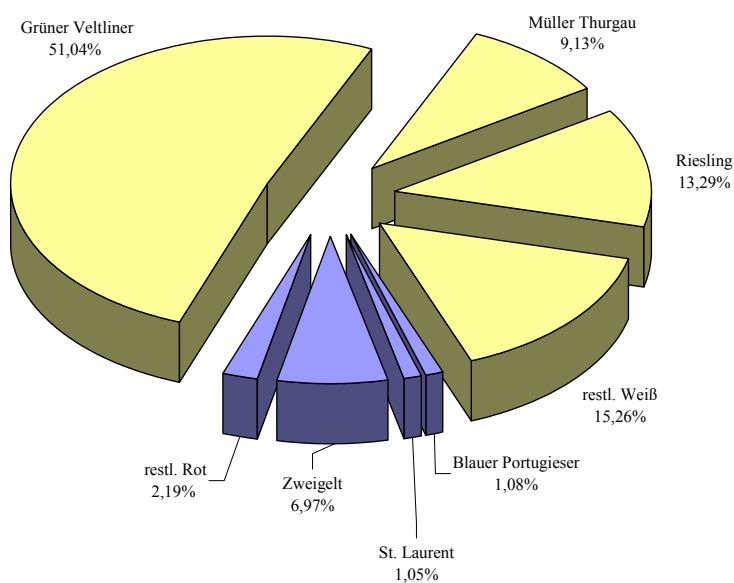
**Total white grape area:**      **1.233,38**      **Total black grape area**      **156,84**

**Varieties:**

Grüner Veltliner	709,56
Riesling	184,70
Müller-Thurgau	126,94
Neuburger	80,50
Weißer Burgunder	64,41
Gemischter Satz	28,75
Frühroter Veltliner	20,04
Muskateller	5,72
Muskat-Ottonel	3,50
Sauvignon blanc	2,13
Grauer Burgunder	2,05
Traminer	1,92
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
Other white grape varieties	0,05

**Varieties:**

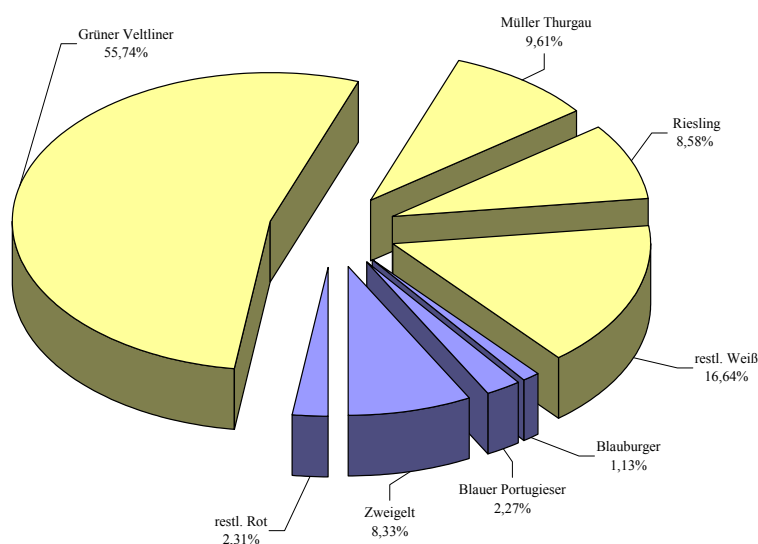
Zweigelt	96,85
Blauer Portugieser	14,96
St. Laurent	14,61
Blauburger	11,27
Gemischter Satz	10,66
Blauer Burgunder	5,36
Blaufränkisch	1,56
Cabernet Sauvignon	0,88
Merlot	0,53
Schilcher	0,00
Cabernet Franc	0,00
Other black grape varieties	0,16

Fig . 6: The major grape varieties of Wachau according to area<sup>13</sup><sup>13</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Kremstal

Vineyard area measured in hectares sorted by grape variety - 1999

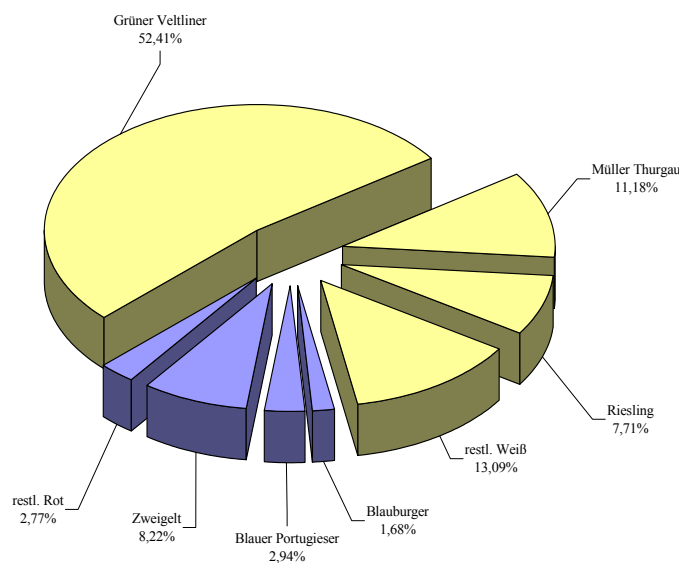
<b><u>Total white grape area</u></b>	<b><u>1.865,99</u></b>	<b><u>Total black grape area</u></b>	<b><u>304,78</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	1.209,96	Zweigelt	180,84
Müller-Thurgau	208,52	Blauer Portugieser	49,24
Riesling	186,19	Blauburger	24,58
Weißer Burgunder	68,38	Blauer Burgunder	15,15
Neuburger	55,80	Gemischter Satz	13,62
Gemischter Satz	38,97	St. Laurent	11,84
Frühroter Veltliner	36,03	Cabernet Sauvignon	4,45
Roter Veltliner	19,52	Merlot	2,88
Welschriesling	11,74	Cabernet Franc	1,51
Muskat-Ottonel	7,92	Blaufränkisch	0,68
Sauvignon blanc	6,87	Schilcher	0,00
Muskateller	4,82	Other black grape varieties	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		
Other white grape varieties	0,58		

Fig. 7: The major grape varieties of Kremstal according to area<sup>14</sup><sup>14</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Kamptal

Vineyard area measured in hectares sorted by grape variety - 1999

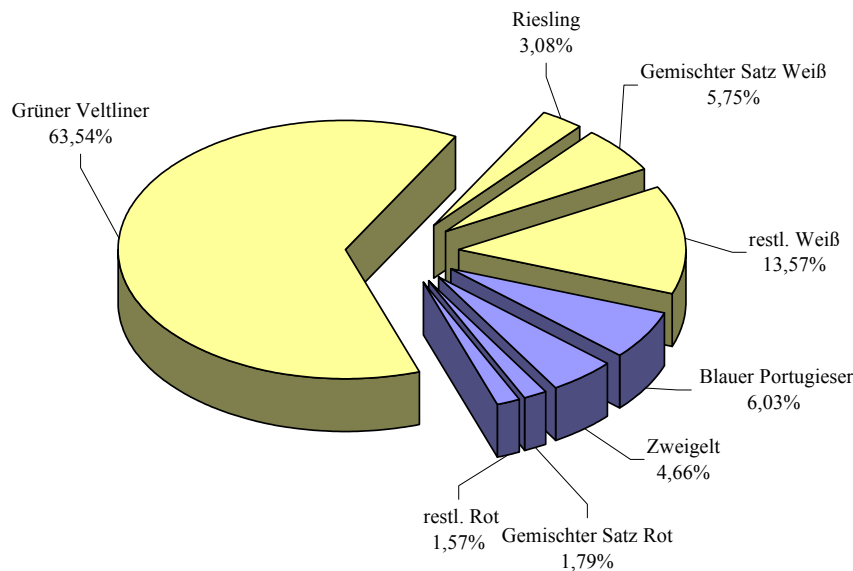
<b><u>Total white grape area</u></b>	<b><u>3.263,46</u></b>	<b><u>Total black grape area</u></b>	<b><u>603,54</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2.026,63	Zweigelt	317,77
Müller-Thurgau	432,50	Blauer Portugieser	113,73
Riesling	297,96	Blauburger	64,98
Weißer Burgunder	144,62	St. Laurent	36,43
Frühroter Veltliner	81,08	Blauer Burgunder	30,67
Welschriesling	76,28	Gemischter Satz	20,69
Gemischter Satz	54,23	Cabernet Sauvignon	8,78
Neuburger	44,70	Merlot	6,69
Roter Veltliner	33,09	Blaufränkisch	2,99
Sauvignon blanc	22,64	Cabernet Franc	0,81
Muskat-Ottonel	9,64	Schilcher	0,00
Scheurebe	8,00	Other black grape varieties	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		
Other white grape varieties	1,01		

Fig. 8: The major grape varieties of Kamptal according to area<sup>15</sup><sup>15</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Traisental

Vineyard area measured in hectares sorted by grape variety - 1999

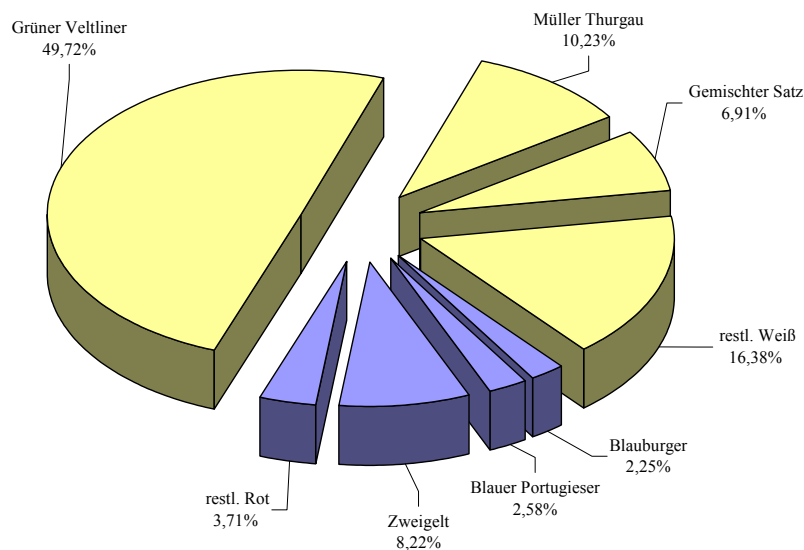
<b><u>Total white grape area</u></b>	<b><u>586,29</u></b>	<b><u>Total black grape area</u></b>	<b><u>95,83</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	433,45	Blauer Portugieser	41,15
Gemischter Satz	39,23	Zweigelt	31,81
Müller-Thurgau	33,40	Gemischter Satz	12,19
Riesling	21,04	Blauburger	4,87
Neuburger	14,50	St. Laurent	2,84
Weißer Burgunder	12,55	Blauer Burgunder	1,56
Frühroter Veltliner	11,96	Blafränkisch	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	Other black grape varieties	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		
Other white grape varieties	0,05		

Fig. 9: The major grape varieties of Traisental according to area<sup>16</sup><sup>16</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Donauland

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>2.272,99</u></b>	<b><u>Total black grape area</u></b>	<b><u>457,66</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	1.357,67	Zweigelt	224,58
Müller-Thurgau	279,40	Blauer Portugieser	70,38
Gemischter Satz	188,61	Blauburger	61,47
Weißer Burgunder	97,59	Gemischter Satz	57,26
Frühroter Veltliner	97,58	Blauer Burgunder	22,64
Riesling	85,03	St. Laurent	8,97
Roter Veltliner	82,38	Cabernet Sauvignon	6,25
Welschriesling	23,53	Blaufränkisch	2,79
Traminer	12,24	Merlot	2,68
Zierfandler	8,33	Cabernet Franc	0,48
Neuburger	7,26	Schilcher	0,05
Muskat-Ottonel	6,23	Other black grape varieties	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		
Other white grape varieties	1,00		

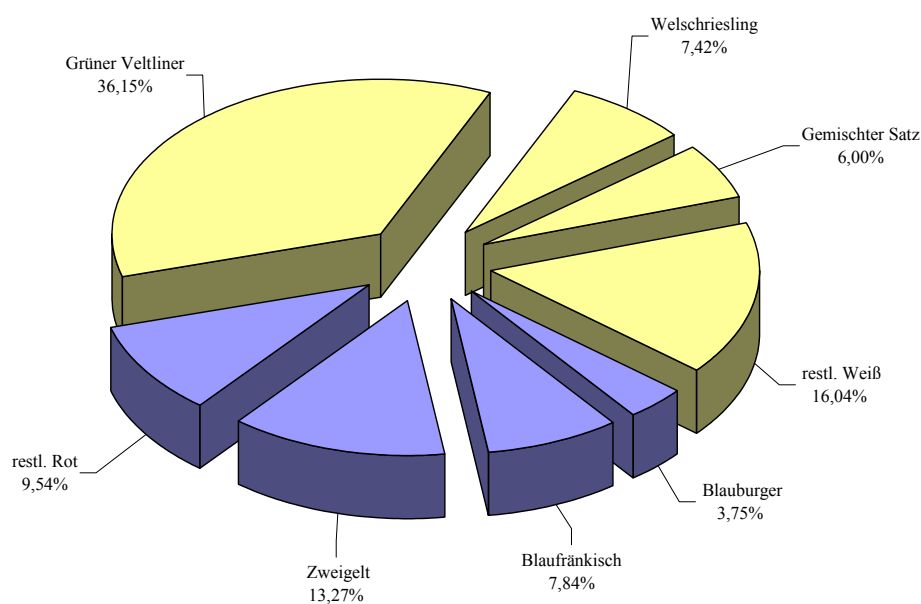
Fig. 10: The major grape varieties of Donauland according to area<sup>17</sup><sup>17</sup> Graphics Austria Wine Marketing Board according to Statistics Austria



Wine-growing area Carnuntum

Vineyard area measured in hectares sorted by grape variety - 1999

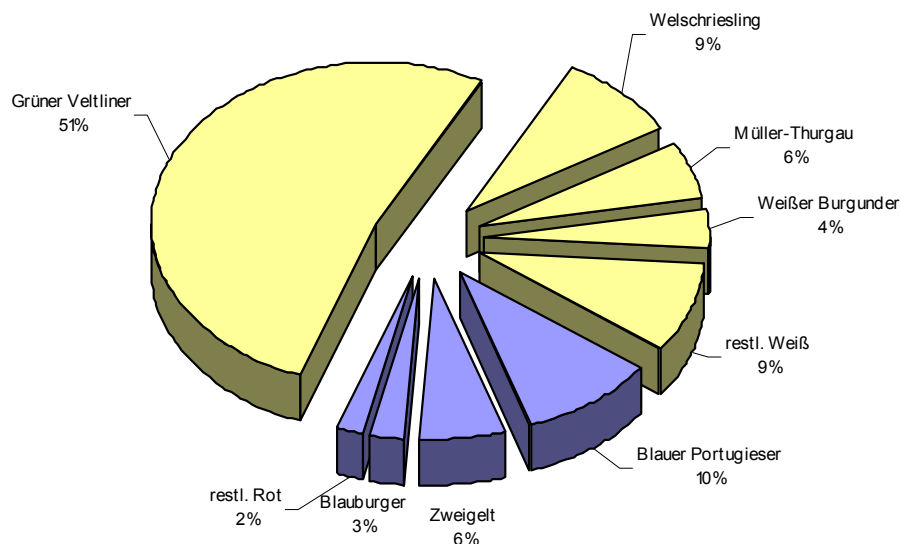
<b><u>Total white grape area</u></b>	<b><u>584,89</u></b>	<b><u>Total black grape area</u></b>	<b><u>306,64</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	322,27	Zweigelt	118,31
Welschriesling	66,12	Blaufränkisch	69,88
Gemischter Satz	53,48	Blauburger	33,43
Weißer Burgunder	49,26	Blauer Portugieser	27,01
Müller-Thurgau	26,27	Gemischter Satz	20,10
Riesling	19,58	Cabernet Sauvignon	13,96
Neuburger	7,27	St. Laurent	10,86
Goldburger	5,15	Merlot	7,00
Sauvignon blanc	4,10	Blauer Burgunder	5,47
Muskat-Otonel	4,02	Cabernet Franc	0,62
Scheurebe	2,97	Schilcher	0,00
Frühroter Veltliner	2,79	Other black grape varieties	0,00
Traminer	2,51		
Roter Veltliner	1,69		
Muskateller	1,16		
Bouvier	0,74		
Rotgipfler	0,63		
Grauer Burgunder	0,53		
Sylvaner	0,27		
Furmint	0,00		
Jubiläumsrebe	0,00		
Zierfandler	0,00		
Other white grape varieties	14,09		

Fig. 11: The major grape varieties of Carnuntum according to area<sup>18</sup><sup>18</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Weinviertel

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>13.033,29</u></b>	<b><u>Total black grape area</u></b>	<b><u>3.325,76</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	8.543,30	Blauer Portugieser	1.606,46
Welschriesling	1.413,61	Zweigelt	975,15
Müller-Thurgau	964,77	Blauburger	430,98
Weißer Burgunder	606,56	Gemischter Satz	136,40
Riesling	439,97	Blauer Burgunder	47,55
Gemischter Satz	404,09	St. Laurent	44,90
Frühroter Veltliner	266,84	Cabernet Sauvignon	35,71
Roter Veltliner	108,37	Merlot	25,76
Neuburger	66,17	Blaufränkisch	21,31
Scheurebe	40,55	Cabernet Franc	1,03
Traminer	35,62	Other black grape varieties	0,51
Muskat-Ottonel	31,85	Schilcher	0,00
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		
Other white grape varieties	9,94		

Fig. 12: The major grape varieties of Weinviertel according to area<sup>19</sup><sup>19</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

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

Vineyard area measured in hectares sorted by grape variety - 1999

<u>Total white grape area</u>	<u>6.005,48</u>	<u>Total black grape area</u>	<u>2.149,86</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
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	Other black grape varieties	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		
Other white grape varieties	4,14		

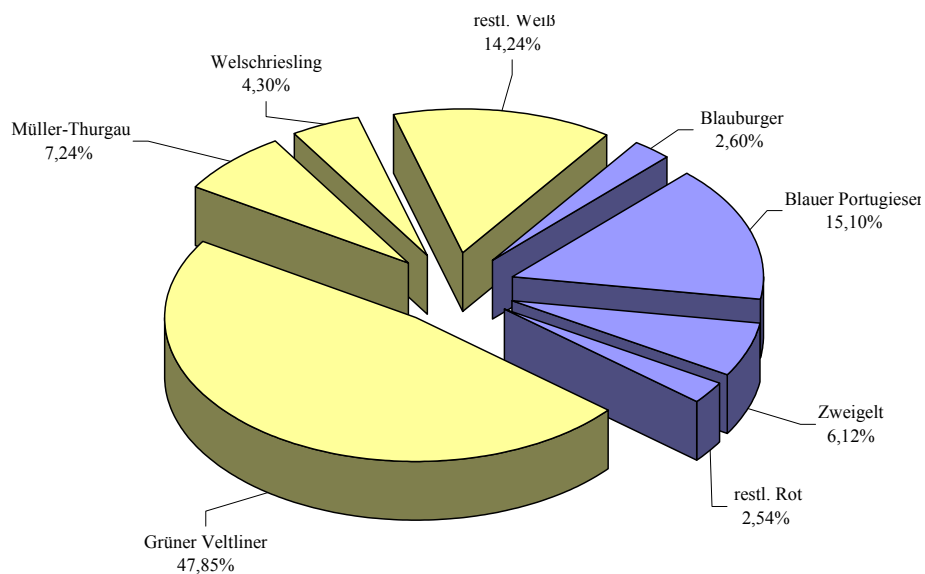


Fig. 13: The major grape varieties of the western Weinviertel "Retzerland" according to area<sup>20</sup>

<sup>20</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Weinviertel East "Veltlinerland"  
(pol. district Mistelbach – excl. circuit Wolkersdorf, circuit Zistersdorf)

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>4.602,86</u></b>	<b><u>Total black grape area</u></b>	<b><u>767,72</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	3.128,61	Blauer Portugieser	309,46
Welschriesling	753,62	Zweigelt	262,68
Weißer Burgunder	219,30	Blauburger	138,63
Müller-Thurgau	188,96	St. Laurent	13,23
Riesling	116,10	Gemischter Satz	9,89
Frühroter Veltliner	65,75	Blaufränkisch	9,76
Gemischter Satz	48,55	Blauer Burgunder	9,73
Neuburger	16,89	Cabernet Sauvignon	8,21
Muskat-Ottonel	12,90	Merlot	5,99
Traminer	11,35	Cabernet Franc	0,15
Scheurebe	8,97	Schilcher	0,00
Goldburger	7,21	Other red grape varieties	0,00
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		
Other white grapevarieties	3,64		

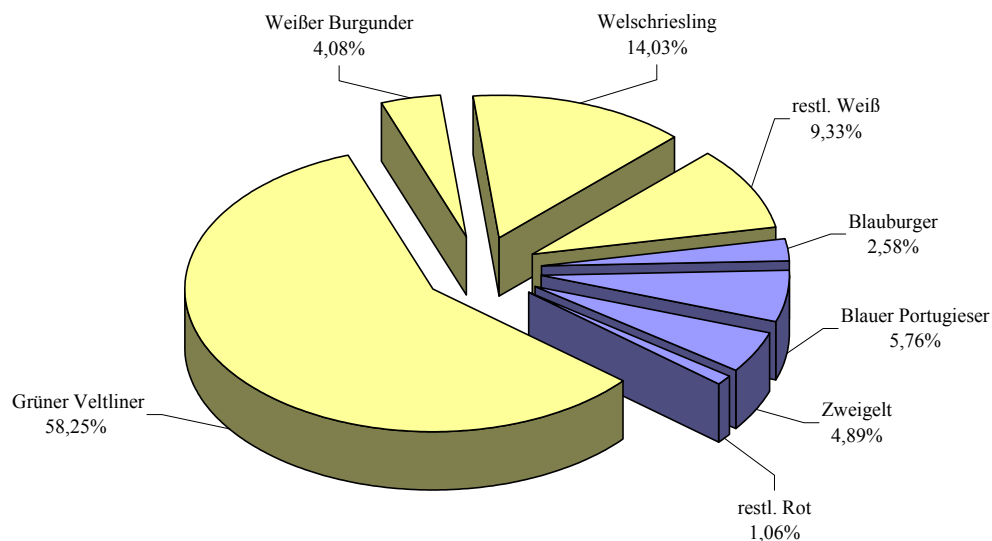


Fig. 14: The major grape varieties of the eastern Weinviertel "Veltlinerland" according to area<sup>21</sup>

<sup>21</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Weinviertel South

(political district Korneuburg, political district Gänserndorf – excl. circuit Zistersdorf and circuit Wolkersdorf)

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>2.424,95</u></b>	<b><u>Total black grape area</u></b>	<b><u>408,17</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
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-Ottonel	7,90	Other red grape varieties	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		
Other white grape varieties	2,16		

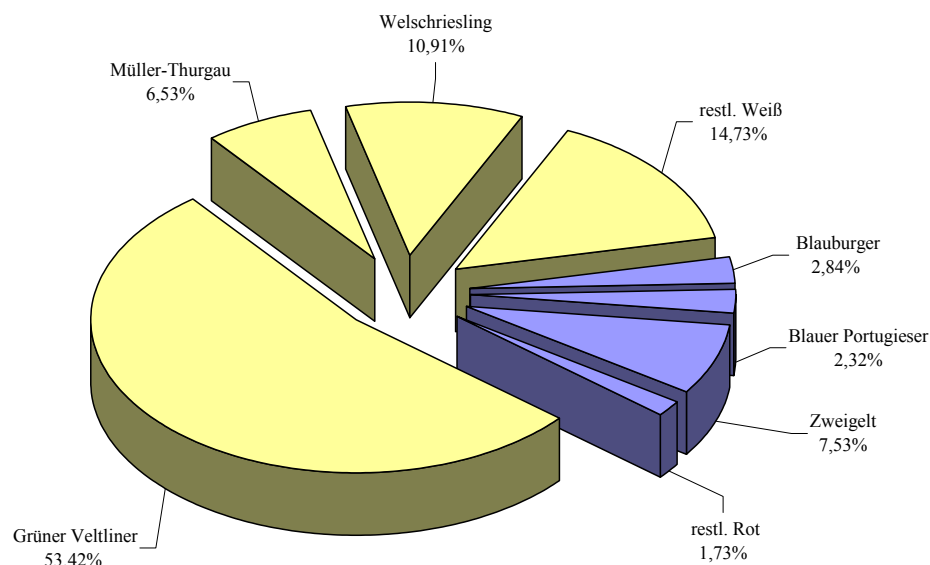


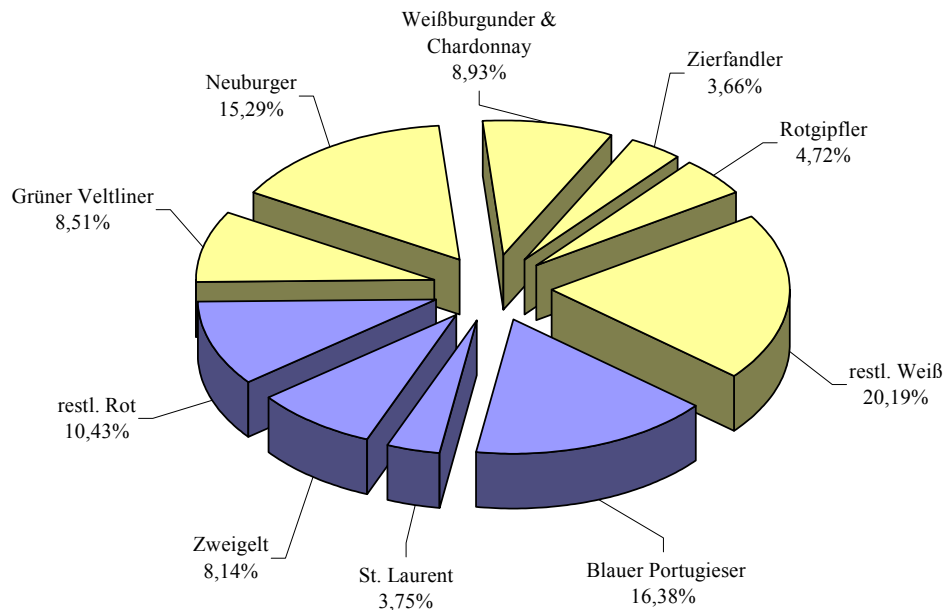
Fig. 15: The major grape varieties of the southern Weinviertel according to area<sup>22</sup>

<sup>22</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Thermenregion

Vineyard area measured in hectares sorted by grape variety - 1999

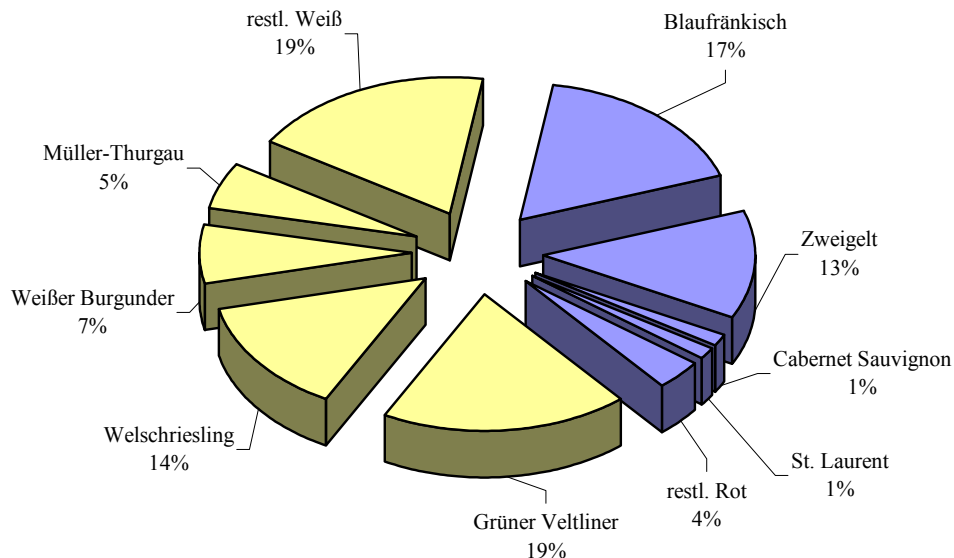
<b><u>Total white grape area</u></b>	<b><u>1.425,55</u></b>	<b><u>Total black grape area</u></b>	<b><u>900,02</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Neuburger	355,57	Blauer Portugieser	380,97
Weißer Burgunder	207,73	Zweigelt	189,24
Grüner Veltliner	197,99	St. Laurent	87,23
Rotgipfler	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	Other red grape varieties	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		
Other white grape varieties	7,51		

Fig. 16: The major grape varieties of Thermenregion according to area<sup>23</sup><sup>23</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Burgenland

Vineyard area measured in hectares sorted by grape variety - 1999

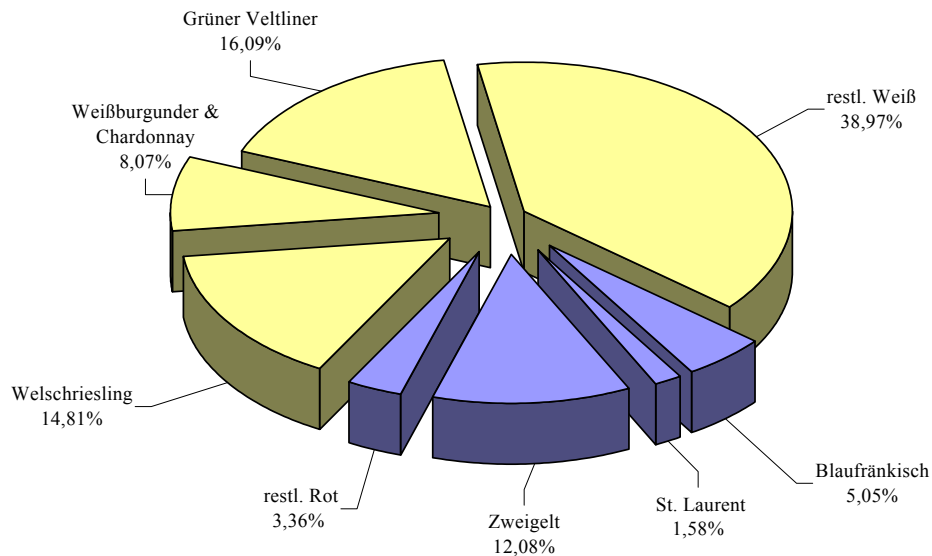
<b><u>Total white grape area</u></b>	<b><u>9.256,67</u></b>	<b><u>Total black grape area</u></b>	<b><u>5.282,82</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2.735,81	Blafränkisch	2.493,23
Welschriesling	1.973,88	Zweigelt	1.875,22
Weißer Burgunder	1.043,47	Cabernet Sauvignon	189,23
Müller-Thurgau	796,80	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	Other red grape varieties	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		
Other white grape varieties	23,49		

Fig. 17: The major grape varieties of Burgenland according to area<sup>24</sup><sup>24</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Neusiedlersee

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>6.204,95</u></b>	<b><u>Total black grape area</u></b>	<b><u>2.099,90</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	1.531,01	Zweigelt	1.149,36
Welschriesling	1.409,06	Blafränkisch	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-Otonel	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	Other black grape varieties	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		
Other white grape varieties	7,99		

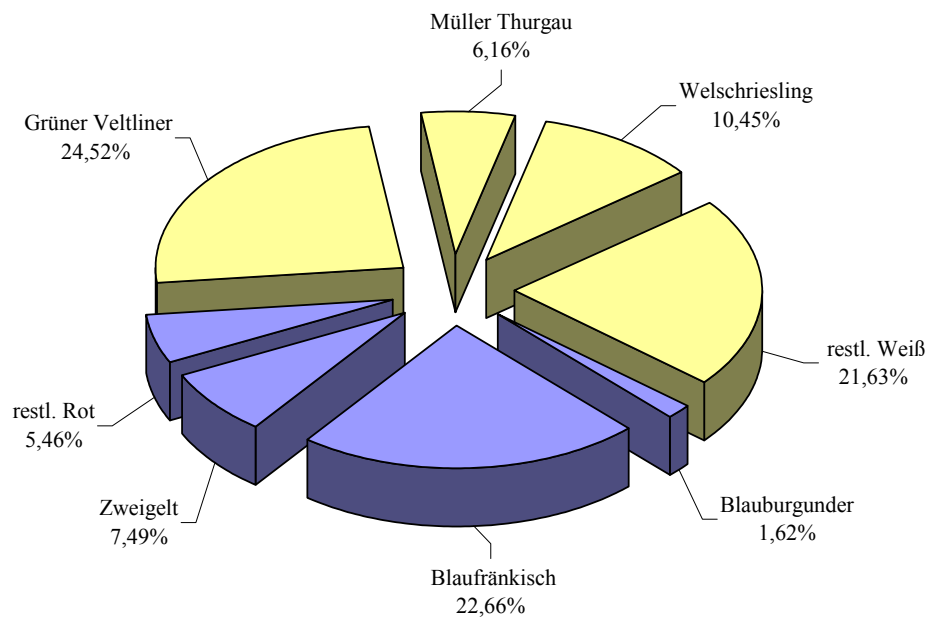
Fig. 18: The major grape varieties of Neusiedlersee according to area<sup>25</sup><sup>25</sup> Graphics Austria Wine Marketing Board according to Statistics Austria



Wine-growing area Neusiedlersee-Hügelland

Vineyard area measured in hectares sorted by grape variety - 1999

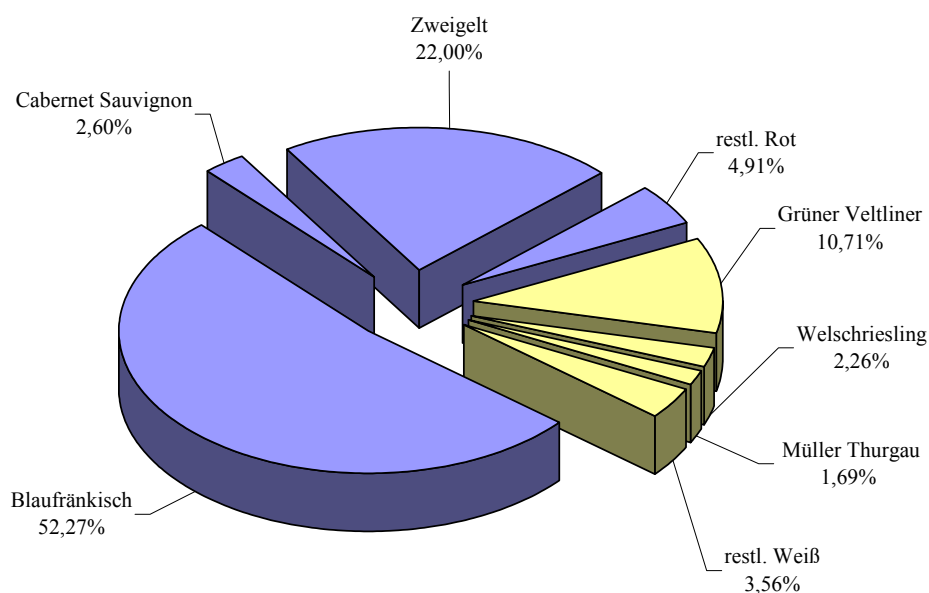
<u>Total white grape area</u>	<u>2.454,84</u>	<u>Total black grape area</u>	<u>1.456,34</u>
<b>Varieties:</b>		<b>Varieties:</b>	
Grüner Veltliner	958,94	Blaufränkisch	886,44
Welschriesling	408,89	Zweigelt	292,94
Müller-Thurgau	240,87	Blauer Burgunder	63,54
Weißer Burgunder	233,84	Cabernet Sauvignon	52,96
Gemischter Satz	209,06	Blauburger	44,28
Neuburger	100,80	Gemischter Satz	37,36
Muskat-Ottonel	71,88	Blauer Portugieser	33,16
Goldburger	56,22	St. Laurent	21,73
Traminer	42,31	Cabernet Franc	12,15
Bouvier	27,75	Merlot	10,15
Riesling	27,68	Schilcher	0,00
Scheurebe	20,21	Other black grape varieties	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		
Other white grape varieties	7,46		

Fig. 19: The major grape varieties of Neusiedlersee-Hügelland according to area<sup>26</sup><sup>26</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Mittelburgenland

Vineyard area measured in hectares sorted by grape variety - 1999

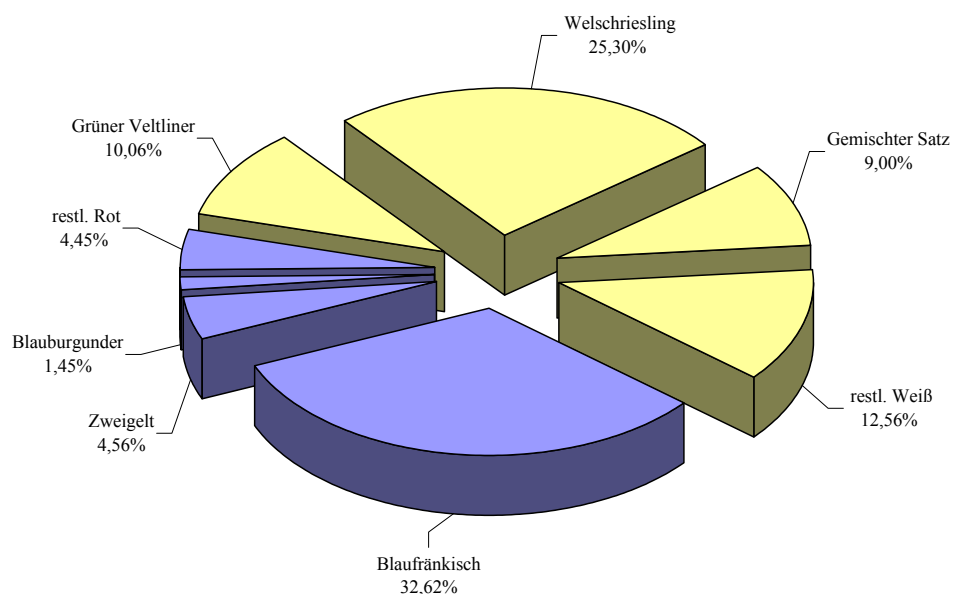
<b><u>Total white grape area</u></b>	<b><u>341,59</u></b>	<b><u>Total black grape area</u></b>	<b><u>1.533,38</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	200,72	Blaufränkisch	980,07
Welschriesling	42,46	Zweigelt	412,47
Müller-Thurgau	31,72	Cabernet Sauvignon	48,74
Weißer Burgunder	29,93	Blauburger	23,25
Gemischter Satz	11,45	Blauer Burgunder	22,16
Riesling	7,68	Merlot	16,00
Goldburger	4,47	St. Laurent	11,84
Sauvignon blanc	3,40	Gemischter Satz	5,10
Scheurebe	3,39	Blauer Portugieser	4,85
Muskat-Ottonel	2,96	Cabernet Franc	1,53
Traminer	0,91	Schilcher	0,00
Grauer Burgunder	0,66	Other black grape varieties	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		
Other white grape varieties	0,65		

Fig. 20: The major grape varieties of Mittelburgenland according to area<sup>27</sup><sup>27</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Südburgenland

Vineyard area measured in hectares sorted by grape variety - 1999

<u>Total white grape area</u>	<u>255,29</u>	<u>Total black grape area</u>	<u>193,20</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	113,47	Blaufränkisch	146,30
Grüner Veltliner	45,14	Zweigelt	20,45
Gemischter Satz	40,36	Gemischter Satz	6,54
Riesling	13,41	Blauer Burgunder	6,51
Müller-Thurgau	12,31	Blauburger	5,16
Weißer Burgunder	11,43	Cabernet Sauvignon	3,93
Goldburger	5,39	Blauer Portugieser	2,19
Scheurebe	2,35	Merlot	1,57
Traminer	1,23	St. Laurent	0,30
Neuburger	0,56	Cabernet Franc	0,21
Sauvignon blanc	0,52	Schilcher	0,04
Bouvier	0,51	Other black grape varieties	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		
Other white grape varieties	7,39		

Fig. 21: The major grape varieties of Südburgenland according to area<sup>28</sup><sup>28</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

**Wine-growing area Burgenland See**  
(political districts Eisenstadt, Eisenstadt Umgebung, Rust, Neusiedl am See)

Vineyard area measured in hectares sorted by grape variety - 1999

<b><u>Total white grape area</u></b>	<b><u>8.581,35</u></b>	<b><u>Total black grape area</u></b>	<b><u>3.202,24</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
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	Other black grape varieties	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		
Other white grape varieties	11,98		

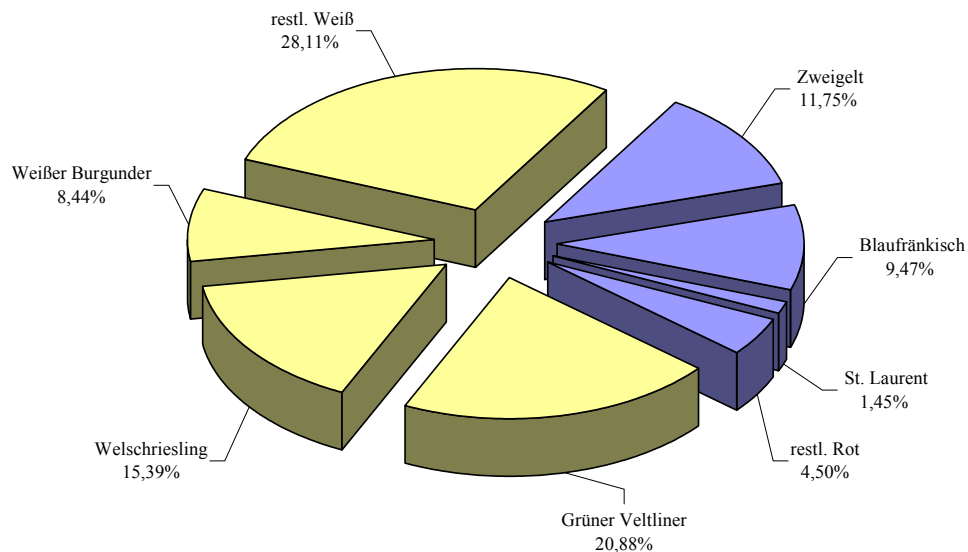


Fig. 22: The major grape varieties of „Burgenland See“ according to area<sup>29</sup>

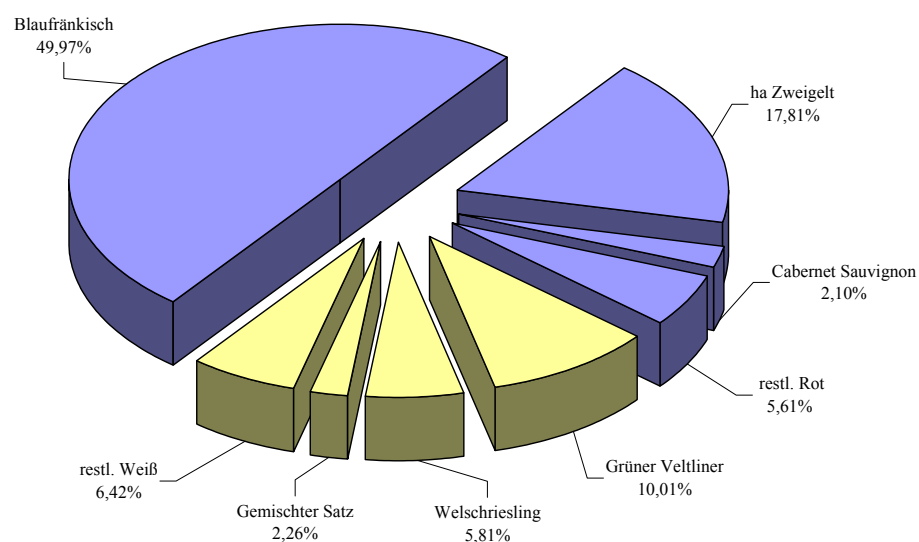
<sup>29</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Burgenland South

(political districts Mattersburg, Oberpullendorf, Oberwart, Güssing, Jennersdorf)

Vineyard area measured in hectares sorted by grape variety - 1999

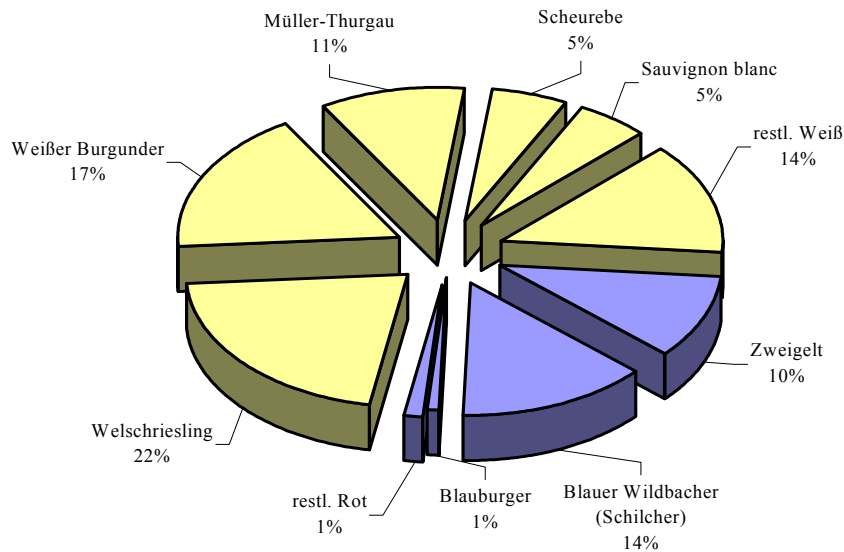
<u>Total white grape area</u>	<u>675,32</u>	<u>Total black grape area</u>	<u>2.080,58</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	275,93	Blaufränkisch	1.377,26
Welschriesling	160,18	Zweigelt	490,82
Gemischter Satz	62,40	Cabernet Sauvignon	57,77
Weißer Burgunder	48,60	Blauer 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	Other black grape varieties	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		
Other white grape varieties	11,52		

Fig. 23: The major grape varieties of the southern Burgenland according to area<sup>30</sup><sup>30</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Steiermark

Vineyard area measured in hectares sorted by grape variety - 1999

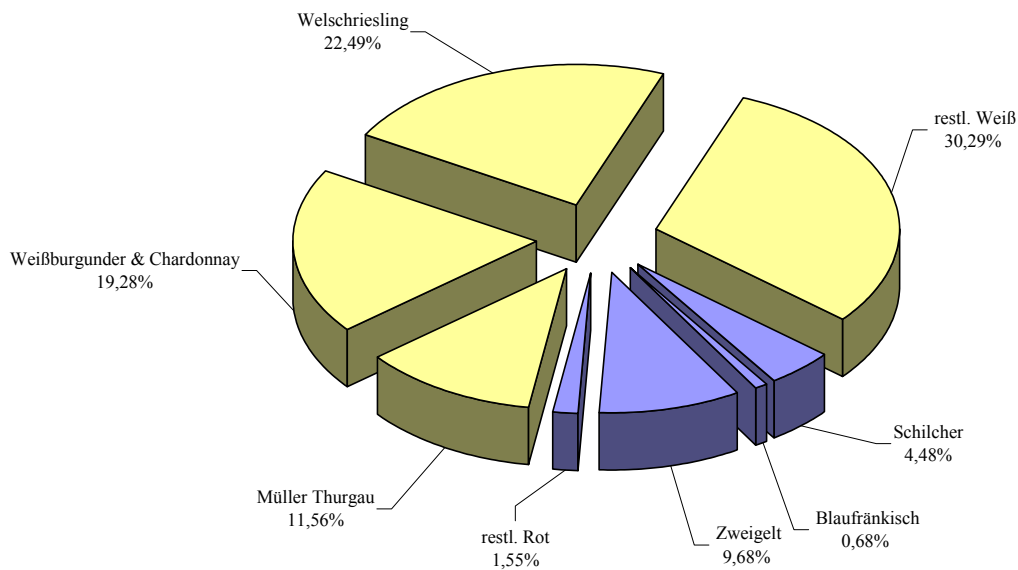
<u>Total white grape area</u>	<u>2.419,46</u>	<u>Total black grape area</u>	<u>861,45</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	695,91	Blauer Wildbacher (Schilcher)	460,72
Weißer Burgunder	567,15	Zweigelt	330,62
Müller-Thurgau	350,73	Blauburger	21,95
Scheurebe	180,07	Blaufränkisch	16,7
Sauvignon blanc	177,83	Cabernet Sauvignon	6,72
Muskateller	85,74	St. Laurent	5,64
Riesling	73,92	Blauer Burgunder	5,35
Traminer	72,25	Blauer Portugieser	4,92
Grauer Burgunder	65,94	Merlot	1,06
Goldburger	51,92	Cabernet Franc	0,48
Gemischter Satz	44,67	Gemischter Satz	0
Sylvaner	10,53	Other black grape varieties	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		
Other white grape varieties	31,07		

Fig. 24: The major grape varieties of Steiermark according to area<sup>31</sup><sup>31</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Südsteiermark

Vineyard area measured in hectares sorted by grape variety - 1999

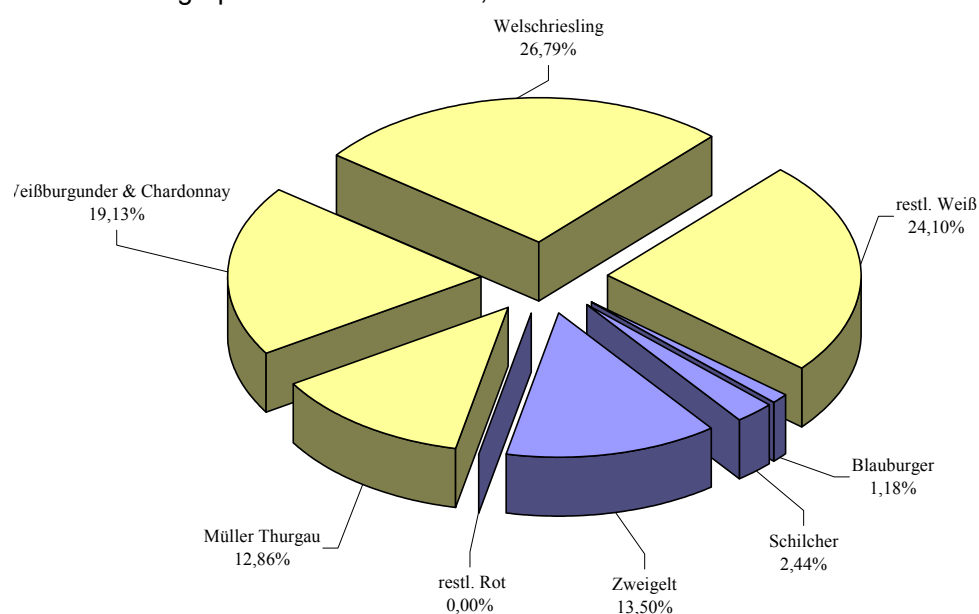
<u>Total white grape area</u>	<u>1.454,11</u>	<u>Total black grape area</u>	<u>284,84</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	391,10	Zweigelt	168,32
Weißer Burgunder	335,33	Blauer Wildbacher (Schilcher)	77,89
Müller-Thurgau	201,01	Blaufränkisch	11,76
Sauvignon blanc	147,43	Blauburger	8,02
Scheurebe	107,35	St. Laurent	4,88
Muskateller	78,94	Blauer Portugieser	4,21
Riesling	46,07	Cabernet Sauvignon	4,05
Grauer Burgunder	43,13	Blauer Burgunder	3,03
Traminer	40,36	Cabernet Franc	0,39
Gemischter Satz	26,88	Merlot	0,00
Sylvaner	8,27	Gemischter Satz	0,00
Goldburger	5,54	Other black grape varieties	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		
Other white grape varieties	17,01		

Fig. 25: The major grape varieties of Südsteiermark according to area<sup>32</sup><sup>32</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Südoststeiermark

Vineyard area measured in hectares sorted by grape variety - 1999

<u>Total white grape area</u>	<u>906,92</u>	<u>Total black grape area</u>	<u>203,18</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	293,14	Zweigelt	147,78
Weißer Burgunder	209,31	Blauer Wildbacher (Schilcher)	26,73
Müller-Thurgau	140,74	Blauburger	12,95
Scheurebe	71,29	Blaufränkisch	4,11
Goldburger	44,70	Cabernet Sauvignon	2,67
Traminer	31,20	Blauer Burgunder	2,18
Sauvignon blanc	26,68	Merlot	1,06
Riesling	26,00	St. Laurent	0,76
Grauer Burgunder	20,26	Cabernet Franc	0,09
Gemischter Satz	15,80	Blauer Portugieser	0,06
Muskateller	6,65	Gemischter Satz	0,00
Grüner Veltliner	2,97	Other black grape varieties	4,80
Muskat-Otonel	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		
Other white grape varieties	13,84		

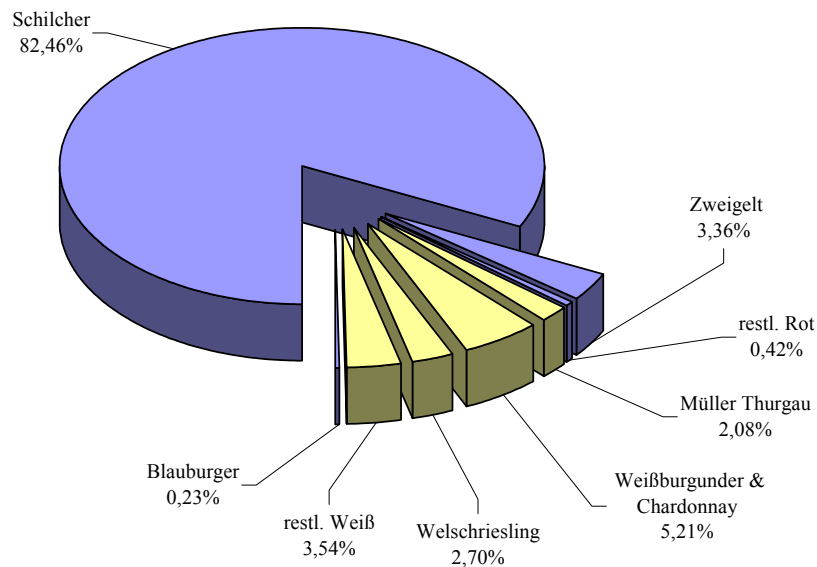
Fig. 26: The major grape varieties of Südoststeiermark according to area<sup>33</sup><sup>33</sup> Graphics Austria Wine Marketing Board according to Statistics Austria



Wine-growing area Weststeiermark

Vineyard area measured in hectares sorted by grape variety - 1999

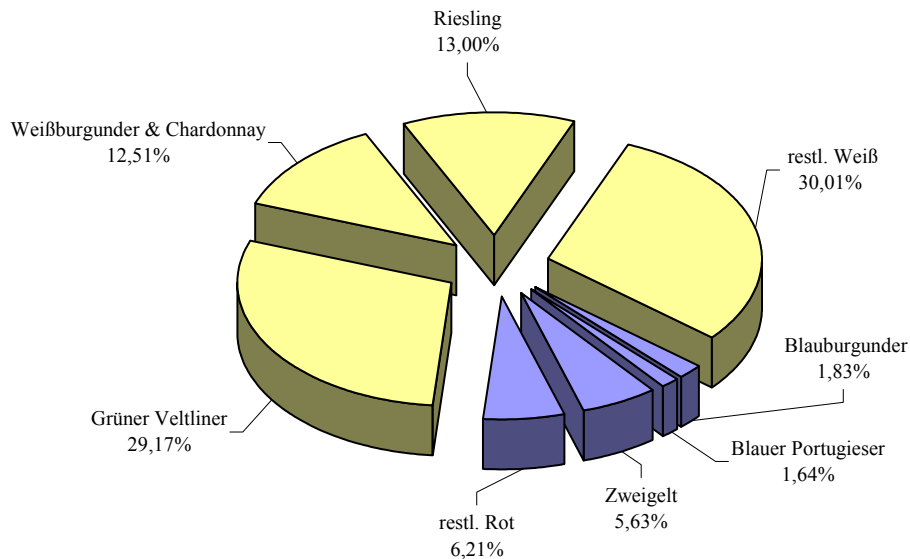
<u>Total white grape area</u>	<u>58,43</u>	<u>Total black grape area</u>	<u>373,43</u>
<b><u>Sorten</u></b>		<b><u>Sorten</u></b>	
Weißer Burgunder	22,51	Blauer Wildbacher (Schilcher)	356,10
Welschriesling	11,67	Zweigelt	14,52
Müller-Thurgau	8,98	Blauburger	0,98
Sauvignon blanc	3,72	Blaufränkisch	0,83
Grauer Burgunder	2,55	Blauer Portugieser	0,65
Gemischter Satz	1,99	Blauer Burgunder	0,14
Riesling	1,85	Cabernet Franc	0,00
Goldburger	1,68	Cabernet Sauvignon	0,00
Scheurebe	1,43	Merlot	0,00
Sylvaner	0,93	St. Laurent	0,00
Traminer	0,69	Gemischter Satz	0,00
Muskateller	0,15	Other black grape varieties	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		
Other white grape varieties	0,22		

Fig. 27: The major grape varieties of Weststeiermark according to area<sup>34</sup><sup>34</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

Wine-growing area Wien

Vineyard area measured in hectares sorted by grape variety - 1999

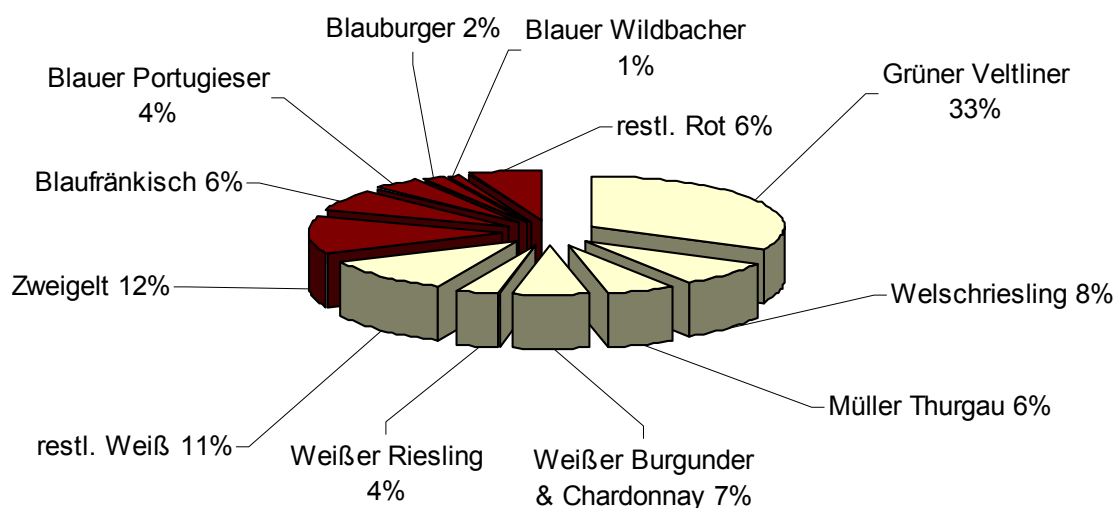
<u>Total white grape area</u>	<u>574,46</u>	<u>Total black grape area</u>	<u>103,84</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	197,86	Zweigelt	38,20
Riesling	88,17	Blauer Burgunder	12,39
Weißer Burgunder	84,86	Blauer Portugieser	11,10
Gemischter Satz	73,75	Blauburger	10,91
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	Other black grape varieties	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		
Other white grape varieties	3,01		

Fig 28: The major grape varieties of Wien according to area<sup>35</sup><sup>35</sup> Graphics Austria Wine Marketing Board according to Statistics Austria

## Vineyard area measured in hectares sorted by grape variety - 2007

**White wine:**  
 17.033,61 ha Grüner Veltliner  
 4.323,97 ha Welschriesling  
 3.009,72 ha Müller-Thurgau  
 3.460,66 ha Weißer Burgunder & Chardonnay  
 1.874,34 ha Weißer Riesling  
 5.917,57 ha other white varieties

**Red wine:**  
 6.511,32 ha Zweigelt  
 3.340,13 ha Blaufränkisch  
 2.222,95 ha Blauer Portugieser  
 1.001,48 ha Blauburger  
 794,80 ha St. Laurent  
 2.829,23 ha other red varieties

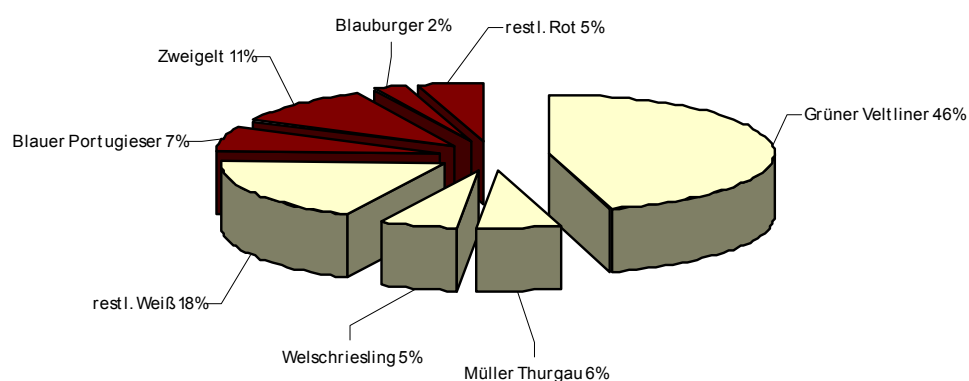
Fig. 29: Austria total<sup>36</sup>

<sup>36</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Niederösterreich

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>24.439,41</u></b>	<b><u>Total black grape area</u></b>	<b><u>7.927,31</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	14.756,32	Blauer Portugieser	2.173,91
Müller Thurgau	2.001,14	Zweigelt	3.443,45
Welschriesling	1.728,19	Blauburger	785,32
Weißer Riesling	1.558,08	Gemischer Satz	295,29
Weißer Burgunder & Chardonnay**	1.529,51	St. Laurent	360,51
Gemischter Satz	263,41	Blauer Burgunder	295,98
Neuburger	603,63	Blaufränkisch	166,05
Frühroter Veltliner (Malvasier)	547,09	Cabernet Sauvignon	183,07
Roter Veltliner	245,09	Merlot	210,96
Rotgipfler	117,56	Cabernet Franc	12,35
Traminer	117,89	Other black grape varieties	0,77
Zierfandler (Spätrot)	99,86	Blauer Wildbacher	-0,35
Muskat-Ottonel	110,03		
Sauvignon Blanc	182,87		
Scheurebe	62,53		
Grauer Burgunder	45,35		
Goldburger	39,98		
Muskateller	186,20		
Other white grape varieties	34,23		
Sylvaner	28,56		
Bouvier	6,07		
Furmint			
Jubiläumsrebe	-0,18		
Chardonnay*	137,21		
Weißburgunder*	38,79		

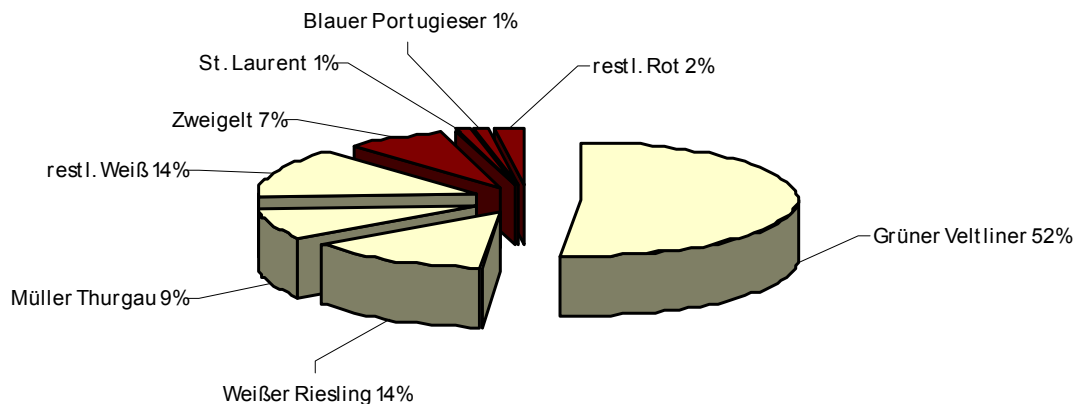
Fig. 30: The major grape varieties of Niederösterreich according to area<sup>37</sup>

<sup>37</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Wachau

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>1.253,31</u></b>	<b><u>Total black grape area</u></b>		<b><u>164,96</u></b>
<b><u>Varieties:</u></b>			<b><u>Varieties:</u></b>		
Grüner Veltliner	727,99		Zweigelt	102,70	
Weißer Riesling	198,15		Blauer Portugieser	14,72	
Müller Thurgau	121,82		St. Laurent	14,99	
Neuburger	74,82		Blauburger	10,90	
Weißburgunder	64,48		Gemischer Satz	10,66	
Gemischer Satz	21,38		Blauer Burgunder	6,70	
Frühroter Veltliner (Malvasier)	20,43		Blaufränkisch	1,71	
Muskateller	10,88		Cabernet Sauvignon	1,36	
Muskat-Ottonel	4,39		Merlot	1,19	
Sauvignon Blanc	2,70		Other black grape varieties	0,16	
Grauer Burgunder	2,05		Cabernet Franc	-0,13	
Traminer	2,48				
Roter Veltliner	1,16				
Sylvaner	0,64				
Jubiläumsrebe	0,27				
Bouvier	0,36				
Goldburger	-0,20				
Zierfandler (Spätrot)	0,09				
Rotgipfler	0,06				
Other white grape varieties	0,05				
Welschriesling	-0,69				

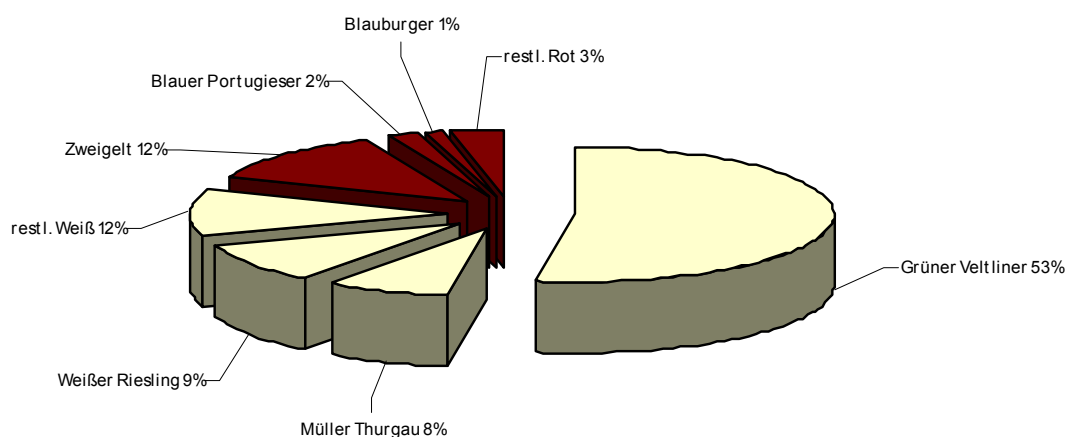
Fig. 31: The major grape varieties of Wien according to area<sup>38</sup>

<sup>38</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Kremstal

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>1.849,32</u></b>	<b><u>Total black grape area</u></b>		<b><u>424,49</u></b>
<b><u>Varieties:</u></b>			<b><u>Varieties:</u></b>		
Grüner Veltliner	1.193,00		Zweigelt	281,18	
Müller Thurgau	179,78		Blauer Portugieser	45,21	
Weißer Riesling	213,95		Blauburger	24,24	
Weißburgunder	70,03		Blauer Burgunder	19,57	
Neuburger	54,24		Gemischer Satz	13,62	
Gemischter Satz	13,76		St. Laurent	16,82	
Frühroter Veltliner (Malvasier)	32,75		Cabernet Sauvignon	8,70	
Roter Veltliner	21,06		Merlot	12,23	
Welschriesling	9,97		Cabernet Franc	1,66	
Muskat-Ottonel	8,79		Blaufränkisch	1,26	
Sauvignon Blanc	18,57				
Muskateller	22,60				
Traminer	4,09				
Sylvaner	1,19				
Bouvier	1,78				
Goldburger	0,89				
Grauer Burgunder	1,48				
Scheurebe	0,17				
Other white grape varieties	0,58				
Zierfandler (Spätrot)	0,34				
Rotgipfler	0,17				
Jubiläumsrebe	0,13				

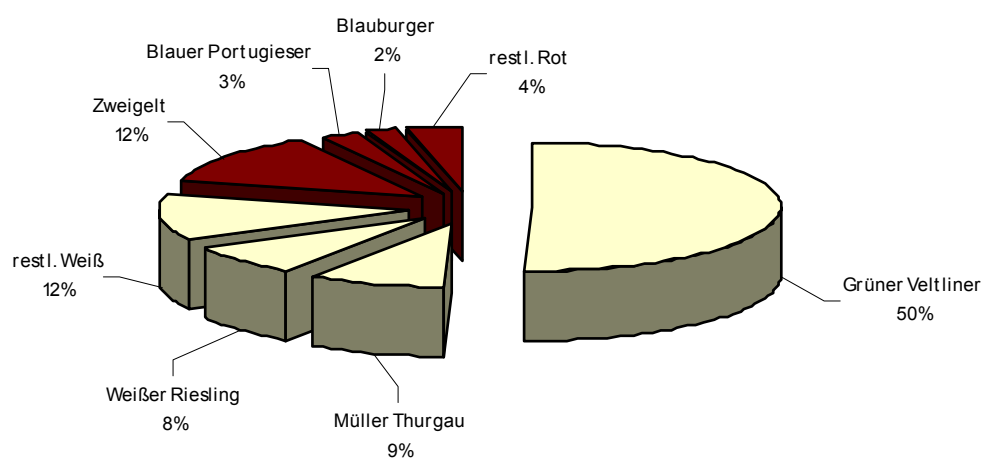
Fig. 32: The major grape varieties of Kremstal according to area<sup>39</sup>

<sup>39</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Kamptal

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>3.154,12</u></b>	<b><u>Total black grape area</u></b>	<b><u>836,69</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2.001,84	Zweigelt	515,76
Müller Thurgau	385,39	Blauer Portugieser	104,85
Weißer Riesling	297,96	Blauburger	70,92
Weißburgunder	144,24	St. Laurent	50,37
Frühroter Veltliner (Malvasier)	80,61	Blauer Burgunder	39,42
Welschriesling	72,73	Gemischer Satz	20,69
Neuburger	39,19	Cabernet Sauvignon	14,53
Sauvignon Blanc	36,44	Merlot	14,84
Roter Veltliner	30,64	Blaufränkisch	3,94
Muskateller	28,56	Cabernet Franc	1,37
Muskat-Ottonel	10,44		
Traminer	8,30		
Scheurebe	7,45		
Grauer Burgunder	6,53		
Sylvaner	4,74		
Bouvier	4,67		
Other white grape varieties	1,01		
Goldburger	0,73		
Rotgipfler	0,45		
Zierfandler (Spätrot)	0,34		
Jubiläumsrebe	0,17		
Gemischter Satz	-8,31		

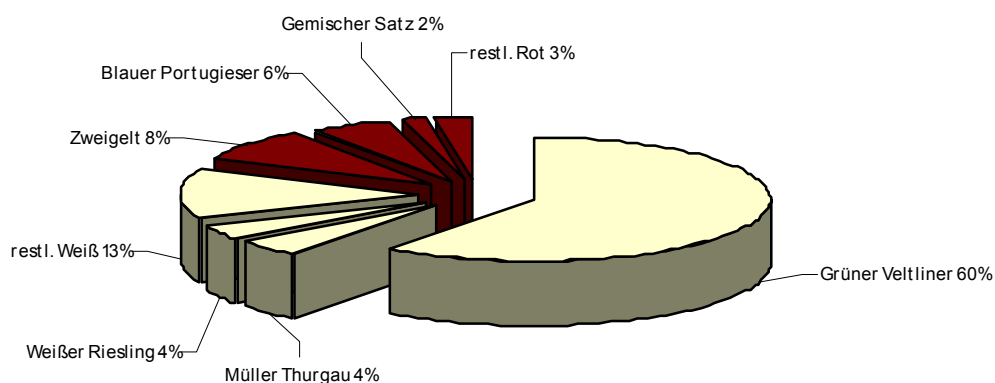
Fig. 33: The major grape varieties of Kamptal according to area<sup>40</sup>

<sup>40</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Traisental

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>583,96</u></b>	<b><u>Total black grape area</u></b>	<b><u>130,30</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	431,29	Zweigelt	59,91
Müller Thurgau	31,03	Blauer Portugieser	39,71
Weißer Riesling	28,13	Gemischer Satz	12,19
Gemischter Satz	22,79	Blauburger	6,33
Weißburgunder	13,52	St. Laurent	5,73
Neuburger	13,29	Merlot	2,52
Frühroter Veltliner (Malvasier)	12,01	Blauer Burgunder	1,67
Sauvignon Blanc	7,77	Cabernet Sauvignon	1,50
Muskateller	7,54	Blaufränkisch	0,71
Roter Veltliner	4,64	Cabernet Franc	0,03
Muskat-Ottonel	2,71	Zweigelt	59,91
Sylvaner	2,14		
Bouvier	2,10		
Welschriesling	1,84		
Traminer	1,58		
Grauer Burgunder	1,20		
Rotgipfler	0,18		
Scheurebe	0,14		
Zierfandler (Spätrot)	0,11		
Other white grape varieties	0,05		
Goldburger	-0,10		

Fig. 34: The major grape varieties of Traisental according to area<sup>41</sup>

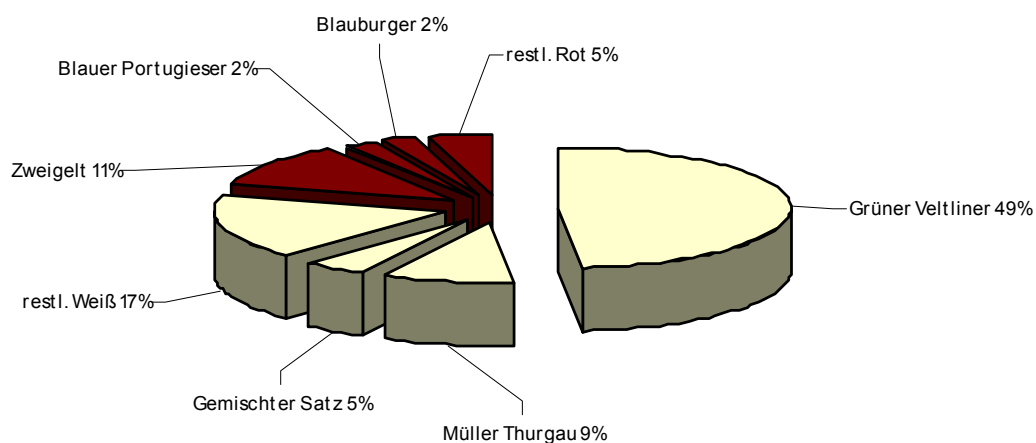
<sup>41</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive



Wine-growing area Wagram

Vineyard area measured in hectares sorted by grape variety - 2007

<u>Total white grape area</u>	<u>2.250,76</u>	<u>Total black grape area</u>	<u>581,79</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	1.369,27	Zweigelt	318,43
Müller Thurgau	258,40	Blauer Portugieser	67,86
Gemischter Satz	130,89	Blauburger	66,86
Weißer Riesling	105,57	Gemischer Satz	57,26
Weißburgunder	99,54	Blauer Burgunder	30,76
Frühroter Veltliner (Malvasier)	99,49	St. Laurent	17,83
Roter Veltliner	78,56	Cabernet Sauvignon	12,34
Welschriesling	24,56	Merlot	5,39
Traminer	15,40	Blafränkisch	4,15
Muskateller	14,04	Cabernet Franc	0,76
Sauvignon Blanc	13,24	Other black grape varieties	0,10
Zierfandler (Spätrot)	8,03	Schilcher	0,05
Neuburger	7,43		
Muskat-Ottonel	7,23		
Sylvaner	5,39		
Scheurebe	4,94		
Bouvier	3,68		
Grauer Burgunder	2,05		
Goldburger	1,34		
Other white grape varieties	1,00		
Rotgipfler	0,43		
Jubiläumsrebe	0,28		

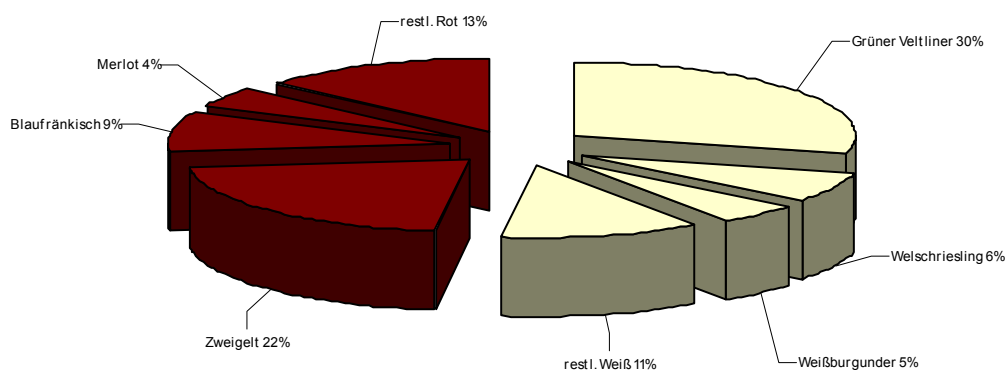
Fig. 35: The major grape varieties of Wagram according to area<sup>42</sup>

<sup>42</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Carnuntum

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>526,60</u></b>	<b><u>Total black grape area</u></b>		<b><u>486,43</u></b>
<b><u>Varieties:</u></b>			<b><u>Varieties:</u></b>		
Grüner Veltliner	294,93		Zweigelt	217,19	
Welschriesling	65,51		Blaufränkisch	90,50	
Weißburgunder	50,55		Merlot	42,11	
Müller Thurgau	25,23		Blauburger	31,93	
Weißer Riesling	18,82		Cabernet Sauvignon	23,59	
Other white grape varieties	14,09		Blauer Portugieser	22,11	
Sauvignon Blanc	12,07		St. Laurent	20,29	
Muskateller	9,43		Gemischer Satz	20,10	
Gemischter Satz	7,05		Blauer Burgunder	17,33	
Neuburger	6,38		Cabernet Franc	1,28	
Goldburger	4,66				
Muskat-Ottonel	4,51				
Scheurebe	3,40				
Traminer	2,98				
Frühroter Veltliner (Malvasier)	2,79				
Roter Veltliner	1,48				
Bouvier	1,29				
Rotgipfler	0,63				
Grauer Burgunder	0,53				
Sylvaner	0,27				

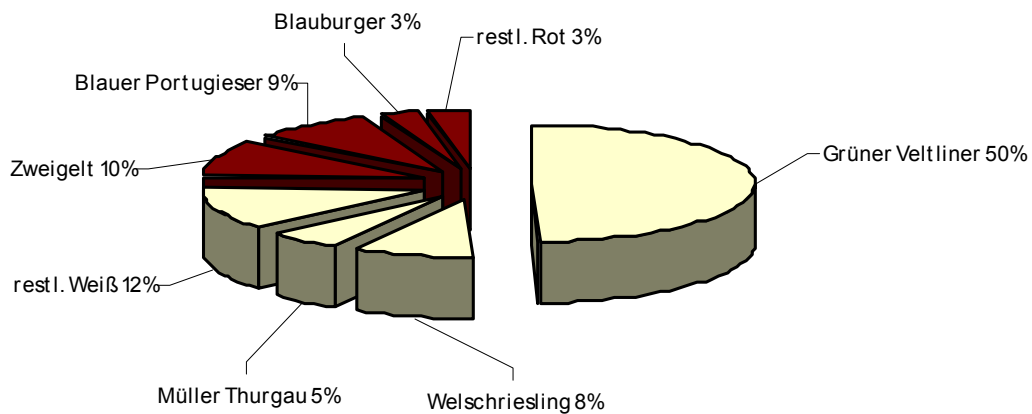
Fig. 36: The major grape varieties of Carnuntum according to area<sup>43</sup>

<sup>43</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Weinviertel

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>12.991,50</u></b>	<b><u>Total black grape area</u></b>	<b><u>4.211,29</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	8.528,87	Zweigelt	1.685,23
Welschriesling	1.460,75	Blauer Portugieser	1.506,55
Müller Thurgau	943,39	Blauburger	516,16
Weißburgunder	647,00	Gemischer Satz	136,40
Weißer Riesling	552,41	St. Laurent	94,55
Frühroter Veltliner (Malvasier)	260,24	Merlot	93,00
Roter Veltliner	103,93	Blauer Burgunder	72,94
Muskateller	81,79	Cabernet Sauvignon	71,85
Sauvignon Blanc	77,44	Blaufränkisch	32,70
Neuburger	66,31	Cabernet Franc	1,95
Gemischter Satz	58,02	Other black grape varieties	0,51
Traminer	47,37	Schilcher	-0,55
Muskat-Ottonel	46,37		
Scheurebe	44,44		
Goldburger	20,24		
Grauer Burgunder	16,15		
Bouvier	13,22		
Other white grape varieties	9,94		
Sylvaner	7,11		
Jubiläumsrebe	2,45		
Rotgipfler	1,96		
Zierfandler (Spätrot)	1,75		
Furmint	0,35		

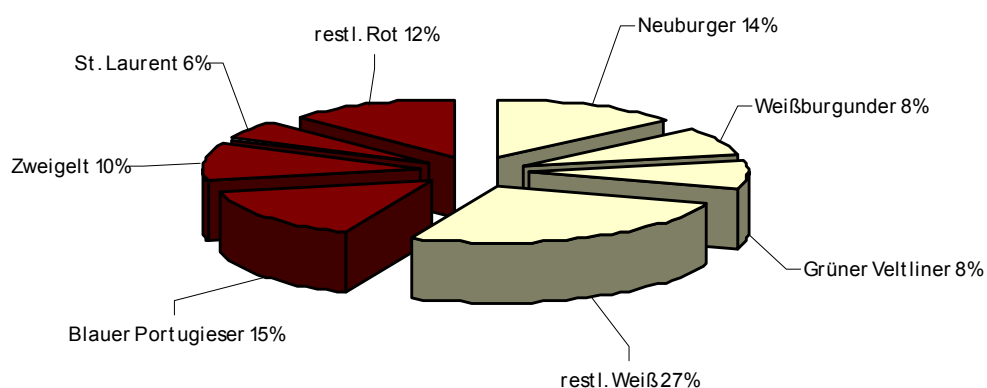
Fig. 37: The major grape varieties of Weinviertel according to area<sup>44</sup>

<sup>44</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Thermenregion

Vineyard area measured in hectares sorted by grape variety - 2007

<u>Total white grape area</u>	<u>1.402,44</u>	<u>Total black grape area</u>	<u>1.081,30</u>
<b>Varieties:</b>		<b>Varieties:</b>	
Neuburger	342,57	Blauer Portugieser	373,52
Grüner Veltliner	202,32	Zweigelt	257,54
Weißburgunder	200,37	St. Laurent	140,25
Rotgipfler	113,68	Blauer Burgunder	106,82
Weißer Riesling	99,29	Blauburger	58,05
Welschriesling	93,51	Cabernet Sauvignon	48,71
Zierfandler (Spätrot)	89,20	Merlot	38,64
Müller Thurgau	59,85	Blaufränkisch	27,71
Frühroter Veltliner			
(Malvasier)	40,06	Gemischer Satz	24,37
Traminer	35,62	Cabernet Franc	5,54
Muskat-Ottonel	25,51	Schilcher	0,15
Gemischter Satz	22,74		
Grauer Burgunder	15,36		
Sauvignon Blanc	14,17		
Goldburger	12,42		
Muskateller	9,59		
Other white grape varieties	7,51		
Sylvaner	7,08		
Bouvier	4,27		
Roter Veltliner	3,62		
Scheurebe	1,99		
Jubiläumsrebe	1,71		

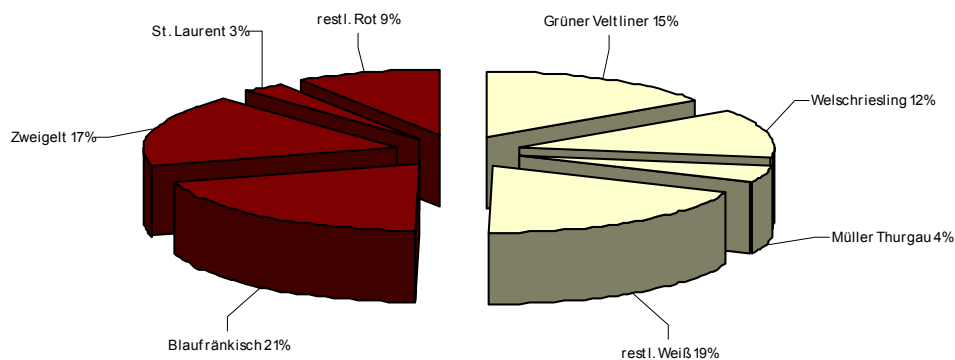
Fig. 38: The major grape varieties of Thermenregion according to area<sup>45</sup>

<sup>45</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Burgenland

Vineyard area measured in hectares sorted by grape variety - 2007

<u>Total white grape area</u>	<u>7.684,42</u>	<u>Total black grape area</u>	<u>7.605,48</u>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	2.332,94	Blaufränkisch	3.150,52
Welschriesling	1.848,31	Zweigelt	2.622,07
Weißer Burgunder & Chardonnay**	515,03	St. Laurent	413,31
Müller Thurgau	669,13	Merlot	322,71
Neuburger	365,09	Cabernet Sauvignon	313,14
Muskat-Ottonel	347,78	Blauer Burgunder	286,57
Bouvier	303,13	Blauburger	194,00
Scheurebe	281,79	Syrah	83,38
Traminer	192,04	Roesler	61,21
Grauer Burgunder	174,74	Gemischer Satz	56,88
Sauvignon Blanc	165,08	Blauer Portugieser	39,31
Weißer Riesling	159,34	Cabernet Franc	38,03
Goldburger	154,30	Other black grape varieties	13,69
Frühroter Veltliner (Malvasier)	57,14	Rathay	8,14
Muskateller	55,57	Blauer Wildbacher	2,52
Other white grape varieties	23,49		
Jubiläumsrebe	20,95		
Gemischter Satz	8,95		
Sylvaner	4,27		
Roter Veltliner	2,78		
Rotgipfler	1,50		
Furmint	0,81		
Zierfandler (Spätrot)	0,26		

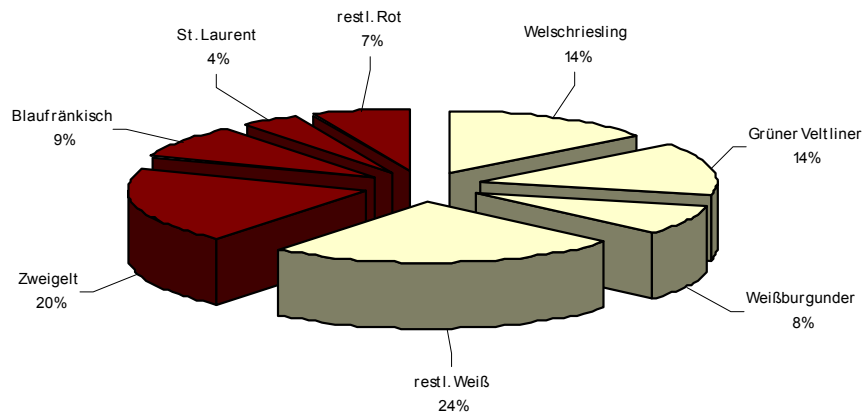
Fig. 39: The major grape varieties of Burgenlande according to area<sup>46</sup>

<sup>46</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Neusiedlersee

Vineyard area measured in hectares sorted by grape variety - 2007

<u>Total white grape area</u>	<u>5.488,66</u>	<u>Total black grape area</u>	<u>3.537,55</u>
<b>Varieties:</b>		<b>Varieties:</b>	
Welschriesling	1.297,90	Zweigelt	1.781,75
Grüner Veltliner	1.272,25	Blaufränkisch	807,07
Weißburgunder	751,50	St. Laurent	343,99
Müller Thurgau	419,25	Blauer Burgunder	164,24
Bouvier	276,05	Cabernet Sauvignon	150,52
Neuburger	271,62	Merlot	138,85
Muskat-Ottonel	265,72	Blauburger	117,53
Scheurebe	255,80	Cabernet Franc	15,94
Grauer Burgunder	164,23	Gemischer Satz	7,88
Traminer	146,57	Other black grape varieties	4,68
Sauvignon Blanc	113,89	Blauer Portugieser	2,62
Weißer Riesling	110,68	Schilcher	2,48
Goldburger	98,15		
Frühroter Veltliner			
(Malvasier)	43,54		
Muskateller	38,24		
Jubiläumsrebe	19,09		
Other white grape varieties	7,99		
Sylvaner	2,20		
Roter Veltliner	1,79		
Rotgipfler	1,37		
Furmint	0,55		
Zierfandler (Spätrot)	0,49		
Gemischter Satz	-70,21		

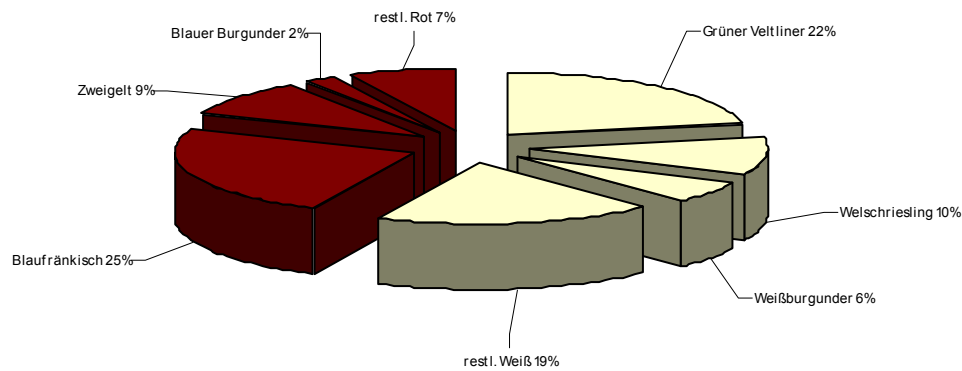
Fig. 40: The major grape varieties of Neusiedlersee according to area<sup>47</sup>

<sup>47</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Neusiedlersee-Hügelland

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>Total black grape area</u></b>	
<b><u>2.262,31</u></b>		<b><u>1.718,85</u></b>	
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	882,08	Blafränkisch	962,95
Welschriesling	400,64	Zweigelt	376,23
Weißburgunder	235,70	Blauer Burgunder	94,16
Müller Thurgau	215,58	Cabernet Sauvignon	81,85
Gemischter Satz	96,32	Merlot	65,64
Neuburger	92,64	Blauburger	48,47
Muskat-Ottonel	78,42	St. Laurent	45,51
Goldburger	48,25	Blauer Portugieser	30,96
Sauvignon Blanc	44,59	Cabernet Franc	13,08
Traminer	43,01		
Weißer Riesling	28,11		
Bouvier	26,25		
Scheurebe	20,06		
Muskateller	15,63		
Frühroter Veltliner			
(Malvasier)	13,60		
Grauer Burgunder	9,53		
Other white grape varieties	7,46		
Jubiläumsrebe	1,86		
Sylvaner	1,64		
Roter Veltliner	0,78		
Furmint	0,26		
Rotgipfler	0,13		
Zierfandler (Spätrot)	-0,23		

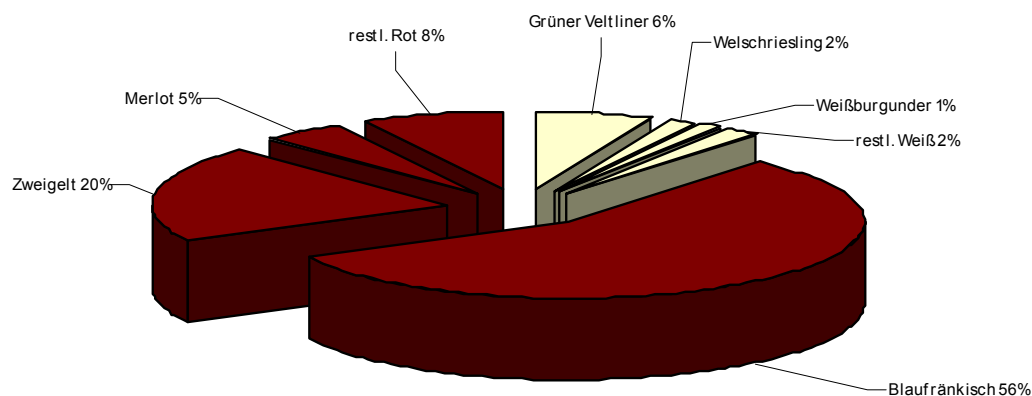
Fig. 41: The major grape varieties of Neusiedlersee-Hügelland according to area<sup>48</sup>

<sup>48</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Mittelburgenland

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>189,15</u></b>	<b><u>Total black grape area</u></b>		<b><u>1.893,37</u></b>
<b><u>Varieties:</u></b>			<b><u>Varieties:</u></b>		
Grüner Veltliner	133,37		Blafränkisch	1.194,41	
Welschriesling	33,32		Zweigelt	431,47	
Weißburgunder	26,89		Merlot	103,37	
Müller Thurgau	22,63		Cabernet Sauvignon	72,80	
Weißer Riesling	6,02		Blauburger	22,56	
Goldburger	3,34		St. Laurent	22,52	
Scheurebe	2,72		Blauer Burgunder	21,53	
Muskat-Ottonel	2,58		Cabernet Franc	8,67	
Sauvignon Blanc	2,24		Other black grape varieties	7,39	
Traminer	0,76		Gemischer Satz	5,10	
Muskateller	0,69		Blauer Portugieser	3,55	
Grauer Burgunder	0,66				
Other white grape varieties	0,65				
Bouvier	0,40				
Neuburger	0,27				
Roter Veltliner	0,21				
Sylvaner	0,09				

Fig. 42: The major grape varieties of Mittelburgenland according to area<sup>49</sup>

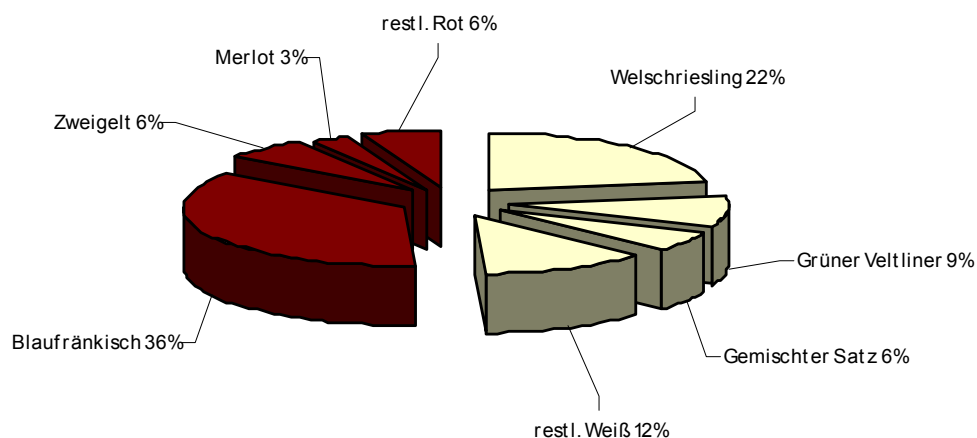
<sup>49</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive



Wine-growing area Südburgenland

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>255,36</u></b>	<b><u>Total black grape area</u></b>	<b><u>264,01</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	116,46	Blafränkisch	186,09
Grüner Veltliner	45,24	Zweigelt	32,62
Gemischter Satz	30,53	Merlot	14,85
Weißer Riesling	14,53	Cabernet Sauvignon	7,97
Weißburgunder	11,98	Blauer Burgunder	6,64
Müller Thurgau	11,67	Gemischer Satz	6,54
Other white grape varieties	7,39	Blauburger	5,44
Goldburger	4,56	Blauer Portugieser	2,19
Sauvignon Blanc	4,37	St. Laurent	1,29
Scheurebe	3,21	Cabernet Franc	0,34
Traminer	1,70	Schilcher	0,04
Muskat-Ottonel	1,06		
Muskateller	1,01		
Neuburger	0,56		
Bouvier	0,43		
Sylvaner	0,34		
Grauer Burgunder	0,32		

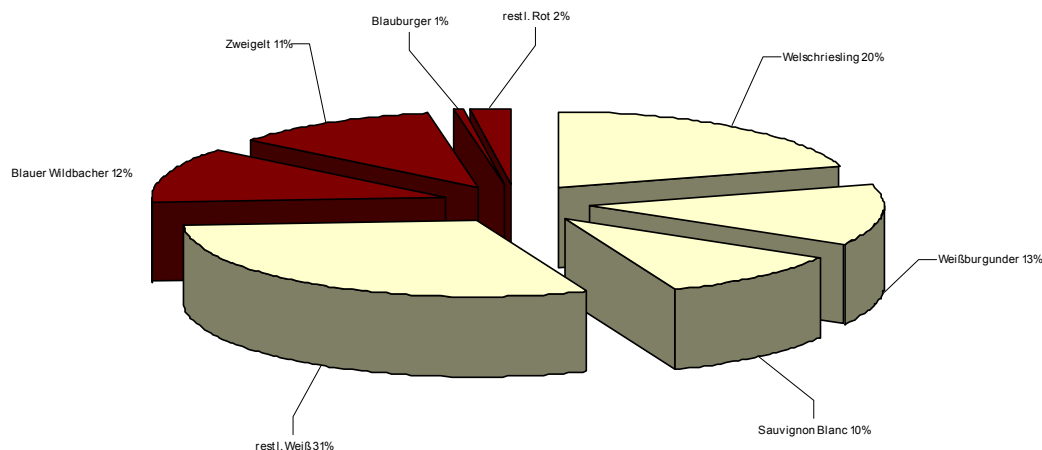
Fig. 43: The major grape varieties of Südburgenland according to area<sup>50</sup>

<sup>50</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Steiermark

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>2.831,36</u></b>	<b><u>Total black grape area</u></b>	<b><u>990,78</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	775,81	Blauer Wildbacher	453,99
Weißburgunder	501,99	Zweigelt	429,48
Sauvignon Blanc	395,73	Blauburger	25,20
Müller Thurgau	330,75	Blaufränkisch	17,38
Chardonnay	268,83	Blauer Burgunder	14,23
Muskateller	174,30	Cabernet Sauvignon	13,33
Scheurebe	167,55	St. Laurent	12,83
Traminer	83,37	Merlot	12,12
Weißer Riesling	75,44	Ofther black grape varieties	7,29
Grauer Burgunder	65,94	Blauer Portugieser	4,45
Goldburger	45,79	Cabernet Franc	0,48
Muskat-Ottoneel	13,30		
Sylvaner	7,47		
Grüner Veltliner	3,21		
Bouvier	1,87		
Neuburger	0,26		
Gemischter Satz	-80,25		

Fig. 44: The major grape varieties of Steiermark according to area<sup>51</sup>

<sup>51</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

### Wine-growing area Südsteiermark

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>1.666,85</u></b>	<b><u>Total black grape area</u></b>		<b><u>317,11</u></b>
<b><u>Varieties:</u></b>			<b><u>Varieties:</u></b>		
Welschriesling	428,15		Zweigelt	200,83	
Weißburgunder	389,65		Schilcher	67,18	
Sauvignon Blanc	320,15		Blaufränkisch	11,26	
Müller Thurgau	175,92		Blauburger	8,13	
Muskateller	149,44		St. Laurent	7,12	
Scheurebe	92,71		Cabernet Sauvignon	6,53	
Weißer Riesling	44,92		Blauer Burgunder	6,05	
Traminer	44,17		Blauer Portugieser	3,74	
Grauer Burgunder	43,13		Merlot	3,60	
Other white grape varieties	17,01		Other black grape varieties	2,28	
Muskat-Ottonel	10,05		Cabernet Franc	0,39	
Sylvaner	4,52				
Goldburger	3,13				
Bouvier	0,95				
Grüner Veltliner	0,88				
Gemischter Satz	-57,93				

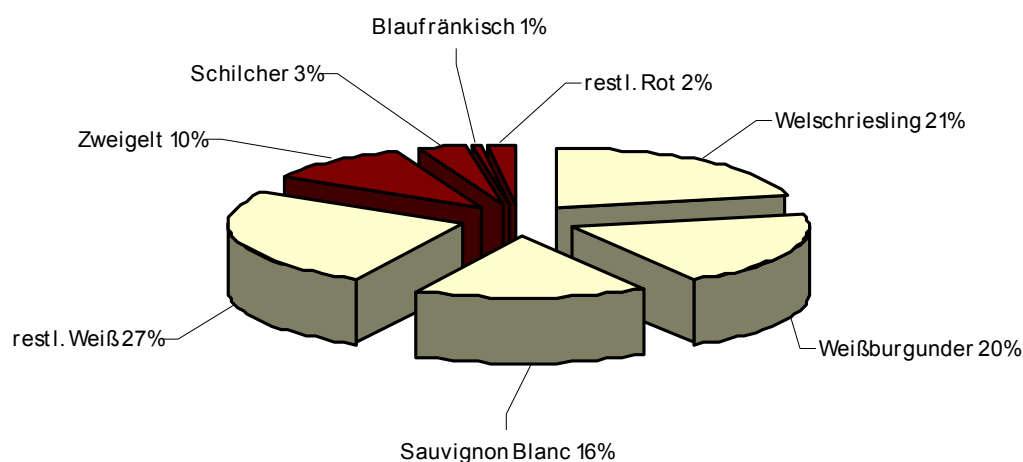


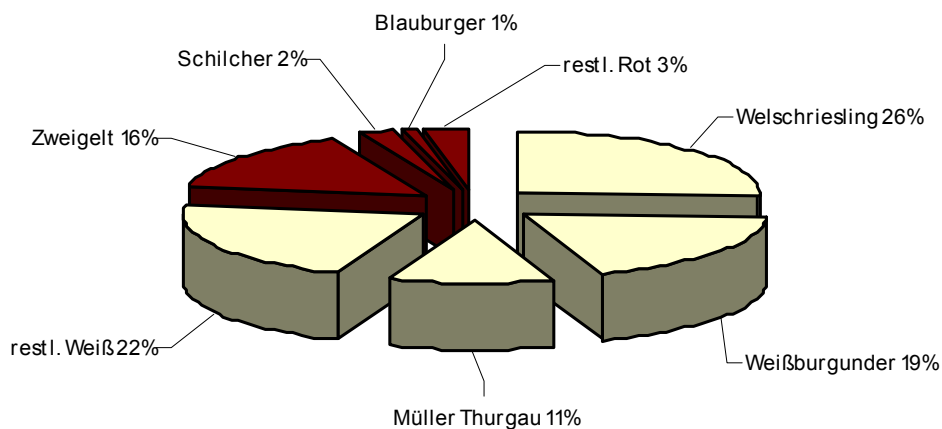
Fig. 45: The major grape varieties of Südsteiermark according to area<sup>52</sup>

<sup>52</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Südoststeiermark

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>		<b><u>Total black grape area</u></b>	
<b><u>1.012,37</u></b>		<b><u>295,90</u></b>	
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Welschriesling	330,70	Zweigelt	211,02
Weißburgunder	253,89	Schilcher	30,26
Müller Thurgau	144,30	Blauburger	16,09
Scheurebe	72,32	Merlot	8,52
Sauvignon Blanc	59,99	Blauer Burgunder	8,04
Goldburger	40,98	Cabernet Sauvignon	6,80
Traminer	38,31	Blaufränkisch	5,16
Weißer Riesling	28,66	St. Laurent	5,06
Muskateller	21,03	Other black grape varieties	4,80
Grauer Burgunder	20,26	Cabernet Franc	0,09
Other white grape varieties	13,84	Blauer Portugieser	0,06
Muskat-Ottonel	2,78		
Grüner Veltliner	2,27		
Sylvaner	1,70		
Bouvier	0,92		
Neuburger	0,26		
Gemischter Satz	-19,84		

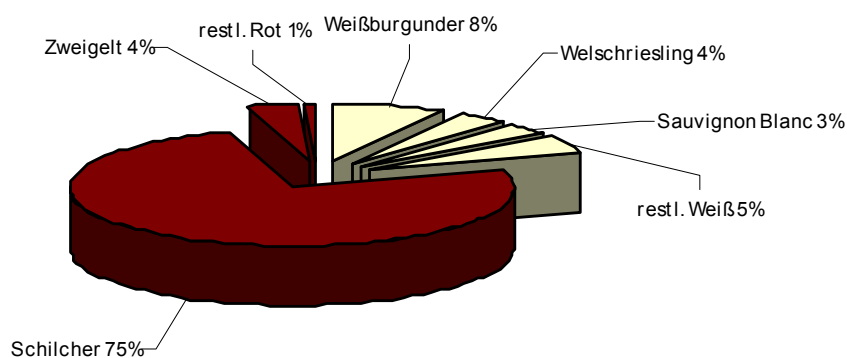
Fig. 46: The major grape varieties of Südoststeiermark according to area<sup>53</sup>

<sup>53</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Weststeiermark

Vineyard area measured in hectares sorted by grape variety - 2007

<u>Total white grape area</u>	<u>95,96</u>	<u>Total black grape area</u>	<u>377,76</u>
<b>Varieties:</b>		<b>Varieties:</b>	
Weißburgunder	39,93	Schilcher	356,54
Welschriesling	16,96	Zweigelt	17,63
Sauvignon Blanc	15,59	Blauburger	0,98
Müller Thurgau	10,53	Blaufränkisch	0,96
Muskateller	3,84	Blauer Portugieser	0,65
Grauer Burgunder	2,55	St. Laurent	0,65
Scheurebe	2,52	Other black grape varieties	0,21
Weißer Riesling	1,85	Blauer Burgunder	0,14
Goldburger	1,68		
Sylvaner	1,25		
Traminer	0,98		
Muskat-Ottonel	0,47		
Other white grape varieties	0,22		
Grüner Veltliner	0,07		
Gemischter Satz	-2,48		

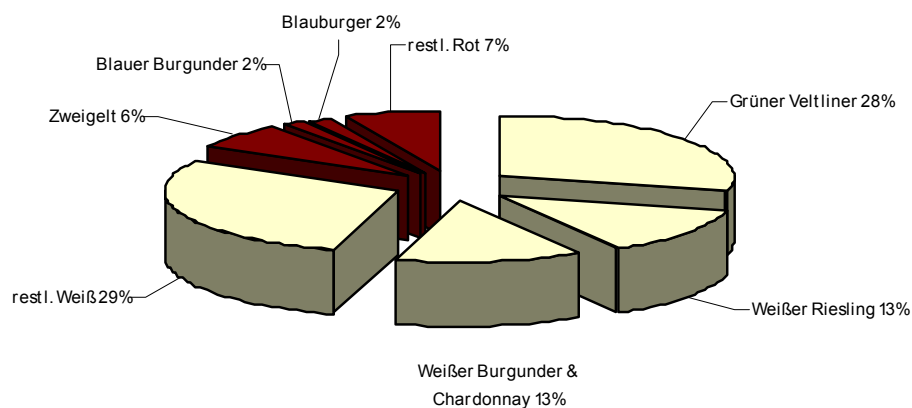
Fig. 47: The major grape varieties of Weststeiermark according to area<sup>54</sup>

<sup>54</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

Wine-growing area Wien

Vineyard area measured in hectares sorted by grape variety - 2007

<b><u>Total white grape area</u></b>	<b><u>581,56</u></b>	<b><u>Total black grape area</u></b>	<b><u>115,39</u></b>
<b><u>Varieties:</u></b>		<b><u>Varieties:</u></b>	
Grüner Veltliner	201,36	Zweigelt	45,18
Weißer Burgunder & Chardonnay**	88,36	Blauer Burgunder	12,46
Weißer Riesling	89,78	Blauburger	11,16
Gemischter Satz	68,05	Blauer Portugieser	10,67
Welschriesling	31,97	Cabernet Sauvignon	9,96
Müller Thurgau	23,59	St. Laurent	8,45
Neuburger	16,01	Merlot	6,19
Sauvignon Blanc	9,95	Gemischer Satz	5,49
Traminer	8,06	Blafränkisch	5,13
Frühroter Veltliner (Malvasier)	8,06	Cabernet Franc	0,63
Goldburger	7,07	Blauer Wildbacher	0,07
Grauer Burgunder	6,41		
Muskateller	5,21		
Sylvaner	3,96		
Muskat-Ottonel	3,04		
Other white grape varieties	3,01		
Rotgipfler	2,59		
Scheurebe	1,53		
Roter Veltliner	1,47		
Bouvier	1,13		
Zierfandler (Spätrot)	0,98		
Chardonnay*	0,51		
Weißburgunder*	-0,54		

Fig. 48: The major grape varieties of Wien according to area<sup>55</sup>

<sup>55</sup> Survey of area under vines 1999 + changes due to adjustments 1999 – 2007 according to Federal Ministry planted area, not necessarily productive

### 1.2.2 Grape varieties – Brief description

Variety (white)	Cultivated area (in %)	Important growing areas in Austria
<b>Grüner Veltliner</b> 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.		
<b>Welschriesling</b> 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.		
<b>Müller-Thurgau</b> 3,289 ha (Rivaner)	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.		
<b>Weißburgunder &amp; Chardonnay</b> 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.		
<b>Riesling</b> 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).		
<b>Neuburger</b> 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.		
<b>Frühroter Veltliner (Malvasier)</b> 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.		
<b>Muskat-Ottonel</b>	0.86	Neusiedlersee and Neusiedlersee-

<b>418 ha</b>			<b>Hügelland</b>
Intensive bouquet, grapey, mild. Depending on the degree of maturity of the grapes, the Muscat bouquet is more or less pronounced; because of its low acidity, the Muskat-Ottonel is very mild and 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.			
<b>Traminer ha</b>	<b>363</b>	0.75	In all wine-growing areas
Intensive aroma, full-bodied, soft. This highly aromatic white wine is easy to recognise by its intensive fragrance of roses and dried fruit. There are three varieties of Traminer in Austria: the clearly predominant Roter Traminer, the especially spicy Gewürztraminer and the almost extinct Gelber Traminer. Despite its low acidity, the Traminer ripens reliably, and thus produces an interesting <i>Prädikatswein</i> .			
<b>Bouvier 365 ha</b>		0.75	Burgenland
Discreetly grapey with delicate Muscat aromas, this extremely early ripening grape variety is used primarily for the production of fresh fruit juice ( <i>Most</i> ) and young wine in full fermentation ( <i>Sturm</i> ) in the wine-growing area of Neusiedlersee. Although its importance has declined in recent years, it is still used for making <i>Prädikatswein</i> of high and even outstanding quality, in which its fine spice notes provide polish. It is particularly well suited for making blended dessert wines.			
<b>Sauvignon Blanc (Muskat-Sylvaner)</b>	<b>314 ha</b>	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.			
<b>Goldburger ha</b>	<b>309</b>	0.64	Burgenland
After an initial wave of planting, this new strain from the oenology school in Klosterneuburg has not met with the expected acceptance. In general, its bouquet is grapey to neutral, reminiscent at its best of the citrus spice of the parent <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 <i>Prädikatswein</i> .			
<b>Roter Veltliner 258 ha</b>		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.			
<b>Ruländer (Grauburgunder, Pinot Gris)</b>	<b>293 ha</b>	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.			
<b>Zierfandler (Spätrot) and 118 ha und Rotgipfler</b>	<b>98</b>	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 <i>Prädikatswein</i> . With its regional counterpart, the Rotgipfler, it is often blended and is then known as the Spätrot-Rotgipfler.			
<b>Grüner Sylvaner ha</b>	<b>53</b>	0.11	In all wine-growing areas



<p>Reticent 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 (Rheinhesse) 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.</p>		
<b>Furmint</b> <b>n. a.</b>	n.a.	
<p>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.</p>		
Other high-quality varieties ha	2,166	4.47 In all wine-growing areas

Variety (red)	Cultivated area (in %)	Important growing areas in Austria
<b>Zweigelt</b> <b>ha</b>	<b>4,350</b>	8.97 In all wine-growing areas
<p>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.</p>		
<b>Blafränkisch</b> <b>2,641 ha</b>	5.45	Burgenland
<p>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.</p>		
<b>Blauer Portugieser</b> <b>ha</b>	<b>2,358</b>	4.86 Niederösterreich and Burgenland
<p>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.</p>		
<b>Blauburger</b> <b>884 ha</b>	1.82	Niederösterreich
<p>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.</p>		

<b>Blauer Burgunder (Pinot Noir)</b> <b>409 ha</b>	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).		
<b>St. Laurent</b> <b>415 ha</b>	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.		
<b>Blauer Wildbacher (Schilcher)</b> <b>464 ha</b>	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.		
<b>Cabernet Sauvignon</b> <b>312 ha</b>	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.		
<b>Merlot</b> <b>112 ha</b>	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.		

### 1.2.3 Development of the area under cultivation until 1999

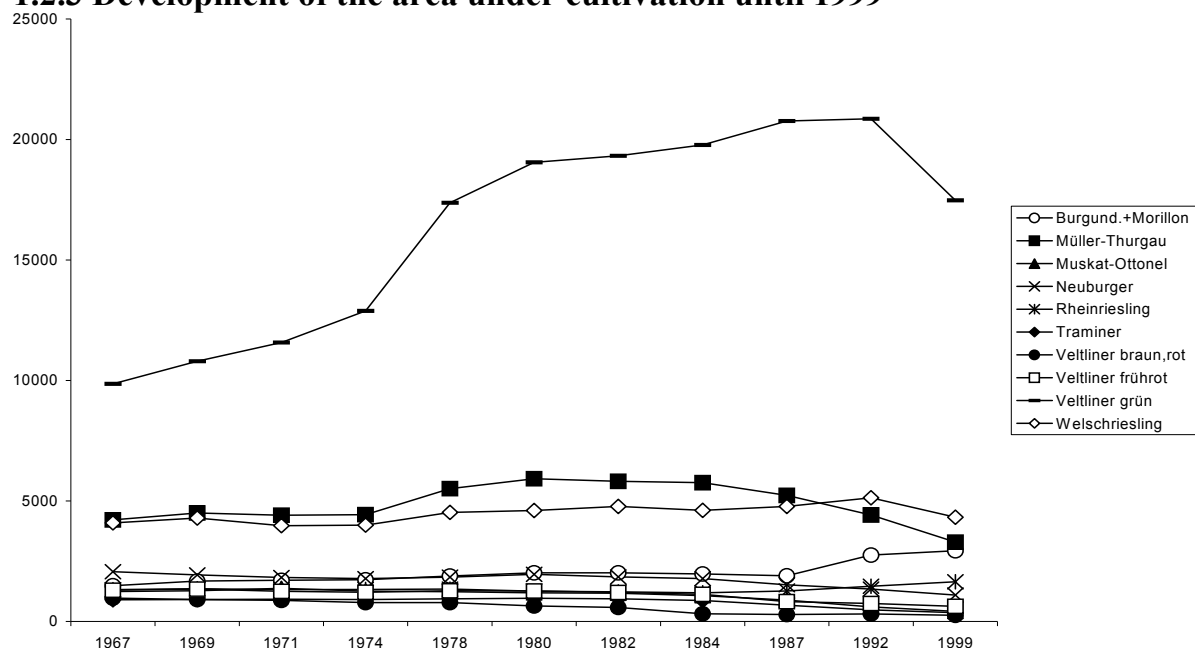


Fig. 49: Development of the area under cultivation concerning white grape varieties in Austria<sup>56</sup>

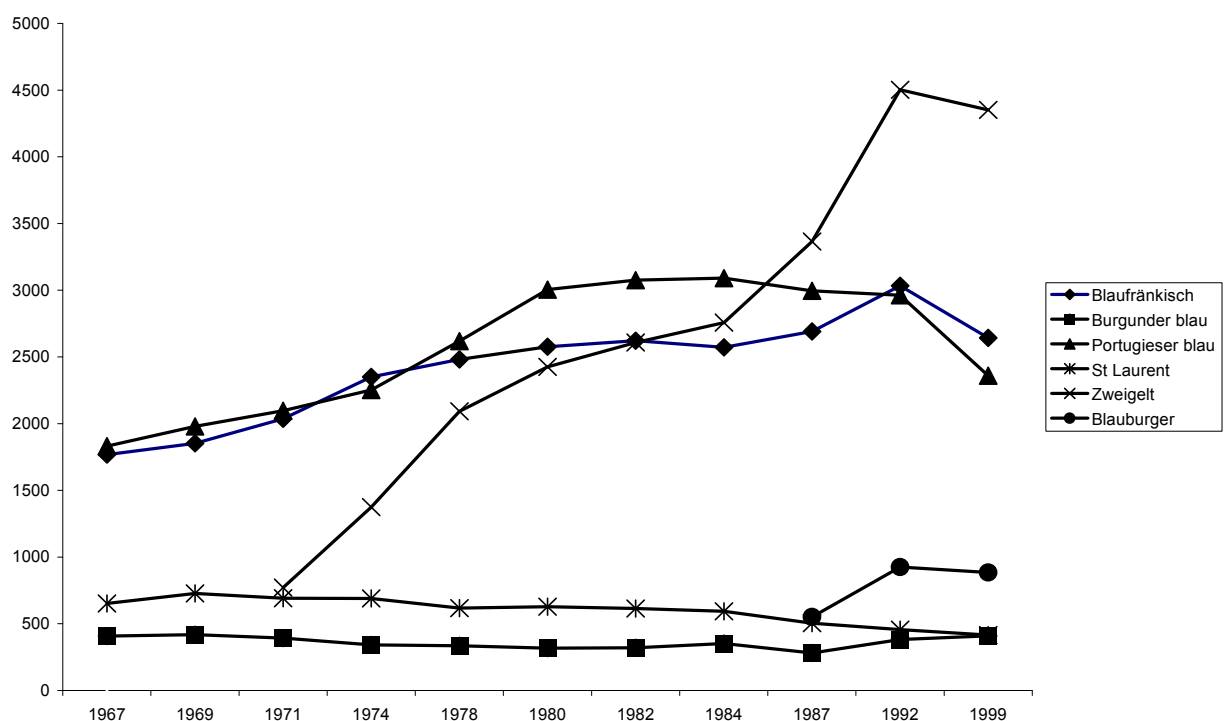



Fig. 50: Development of the area under cultivation concerning red grape varieties in Austria until 1999<sup>57</sup>


<sup>56</sup> Graphics: HBLA u. BA Klosterneuburg, Source: Statistics Austria

<sup>57</sup> Graphics: HBLA u. BA Klosterneuburg, Source: Statistics Austria



	<b>Conversion</b>	<b>Clearing</b>	<b>Irrigation</b>	<b>Subsidies (mill. Euros)</b>
<b>N</b>	5,075 ha	3,263 ha	818 ha	27,6
<b>B</b>	3,541 ha	2,042 ha	2,722 ha	31,1
<b>St</b>	1,065 ha	483 ha	73 ha	10,3
<b>W</b>	43 ha	26 ha	6 ha	0,3
<b>A</b>	9,724 ha	5,814 ha	3,619 ha	69,2

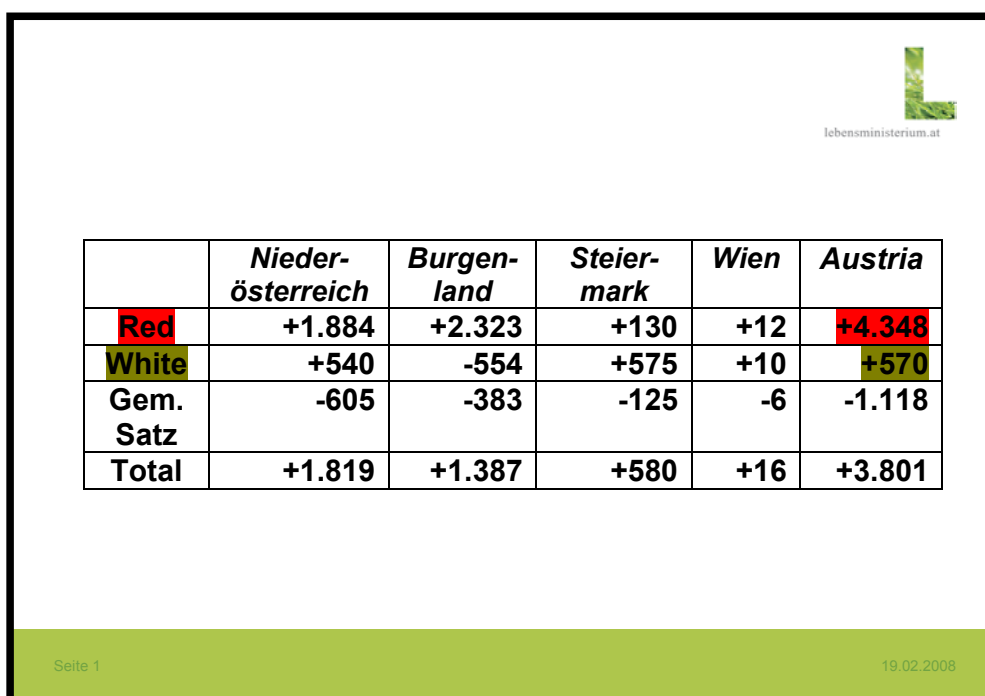
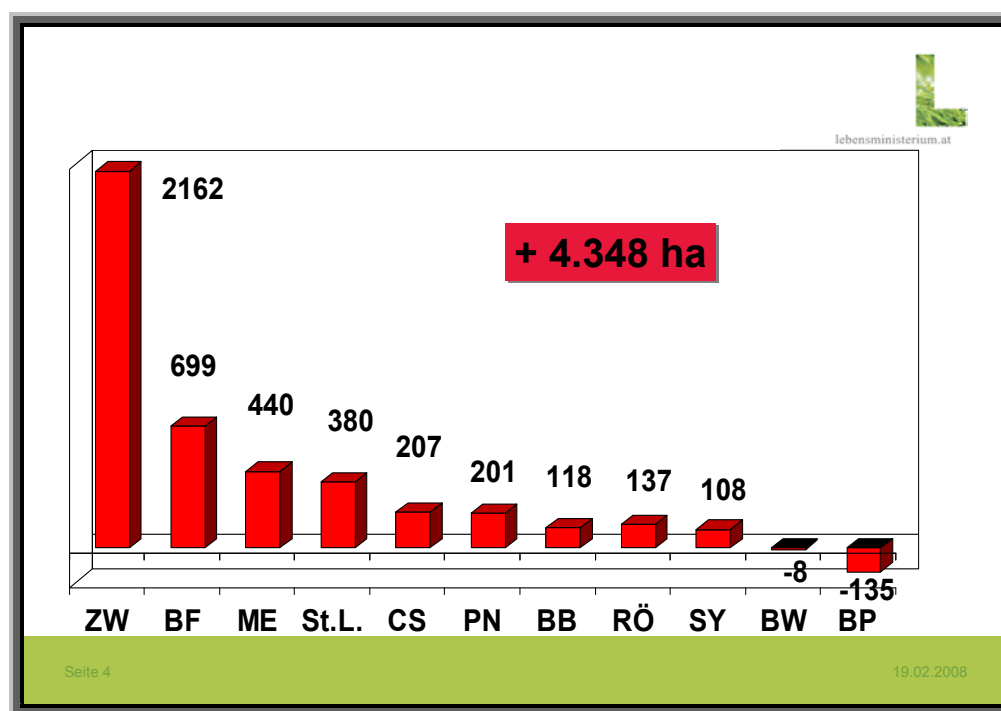
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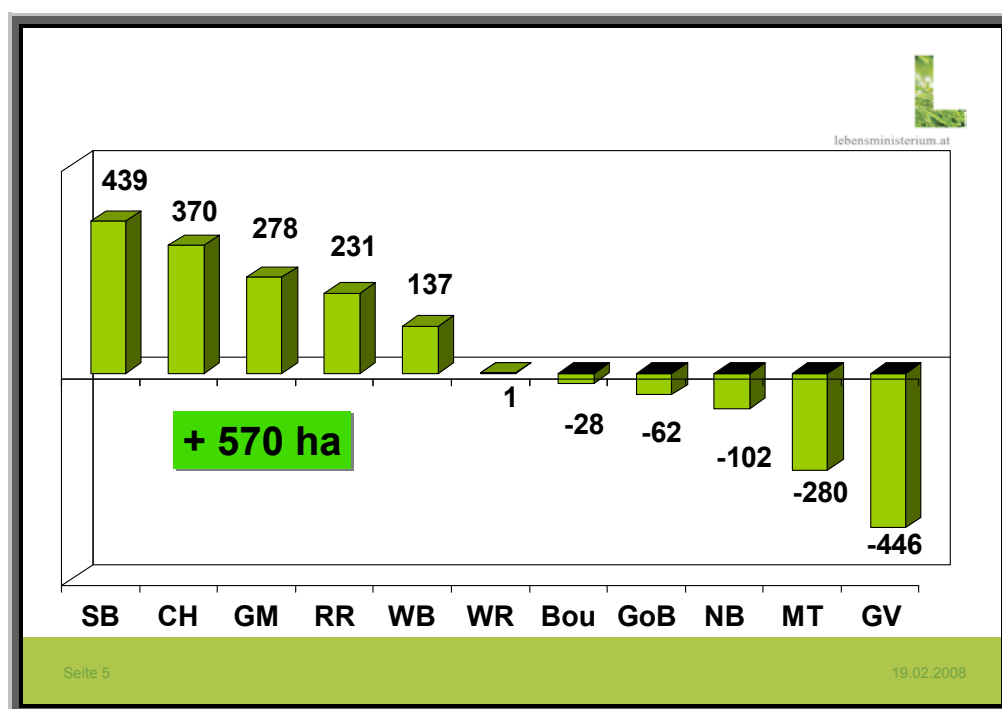
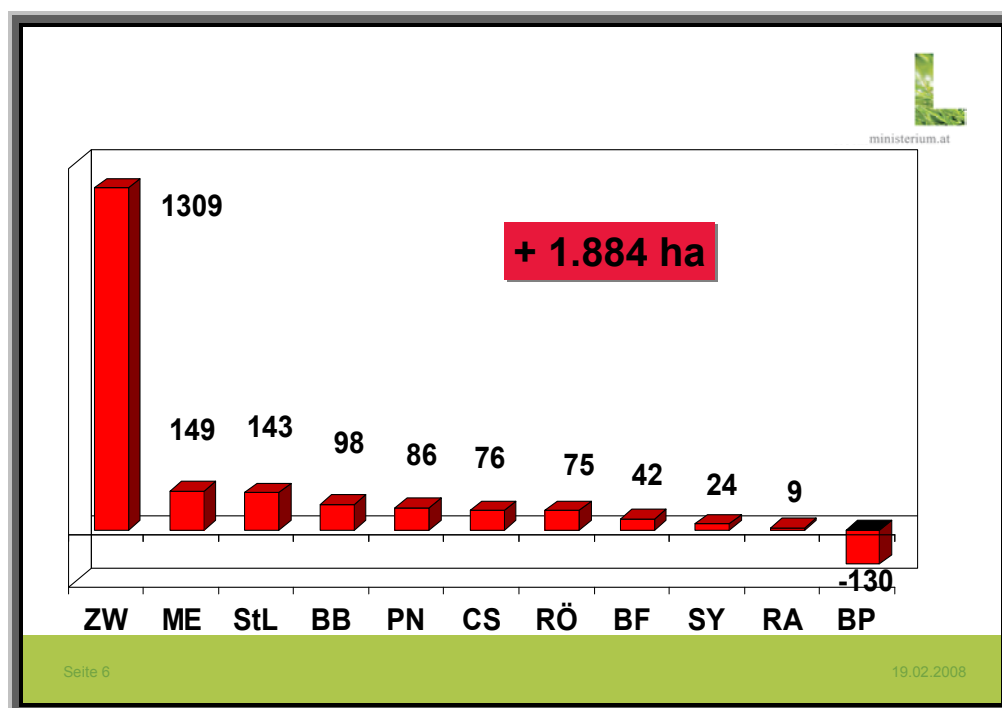
Fig. 31: Conversion Total Data 2008<sup>58</sup>


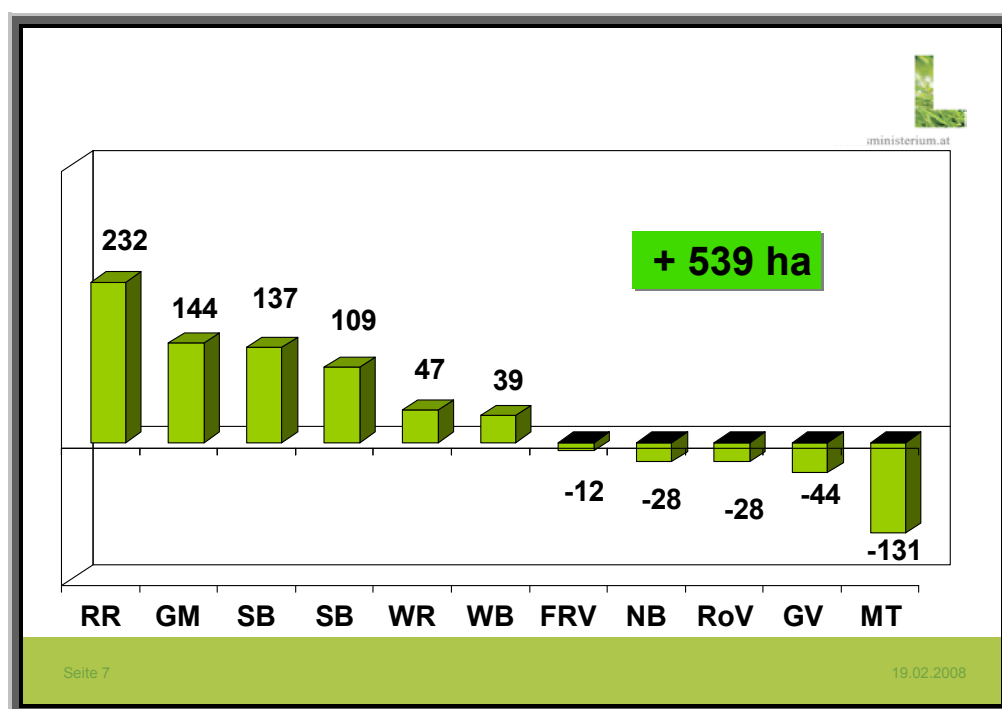
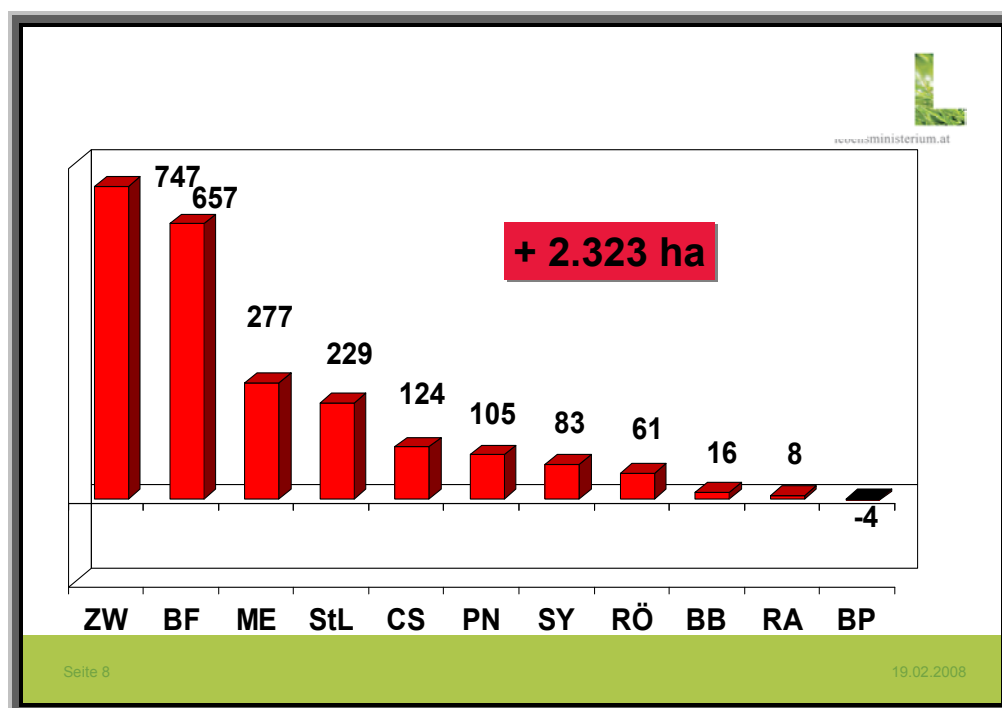
	<b>Land consolidation (ha)</b>	<b>Slope terraces (lin. m)</b>	<b>Wall terraces (m<sup>2</sup>)</b>	<b>Deer Protection (lin. m. fence)</b>	<b>Subsidies (in thousand euros)</b>
<b>N</b>	77.2 ha	75.140	54.004	150.979	3.804
<b>B</b>	0.3 ha	3.411	2.058	205.633	421
<b>St</b>	0.2 ha	72.678	7.097	110.552	1.084
<b>W</b>	0.0 ha	11	586	1.122	27
<b>A</b>	77.7 ha	151.240	63.745	468.286	5.337

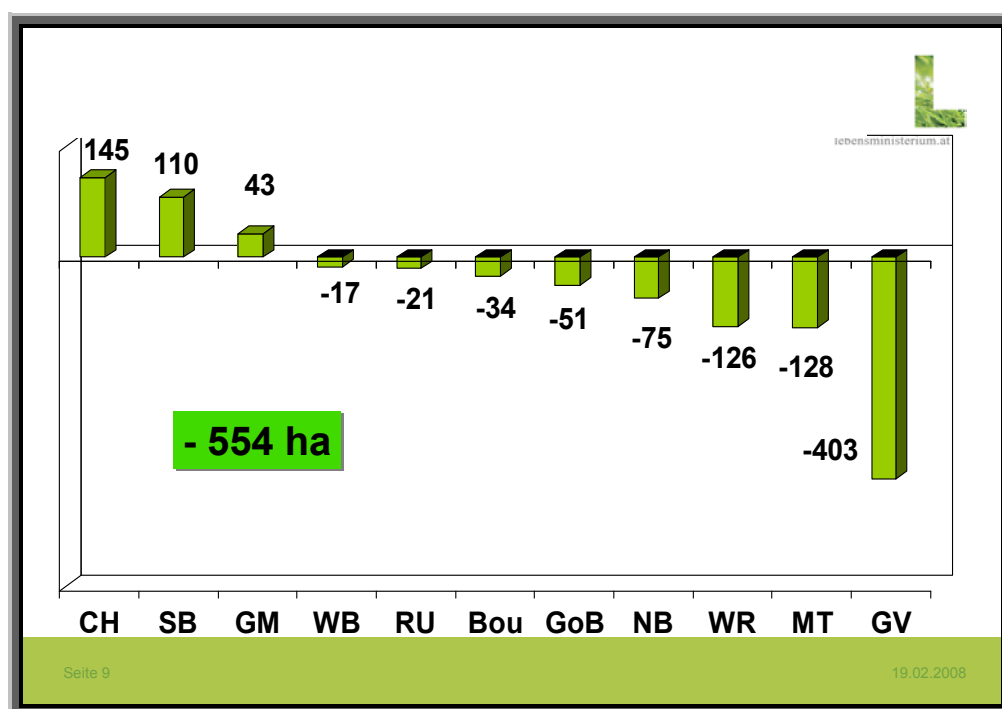
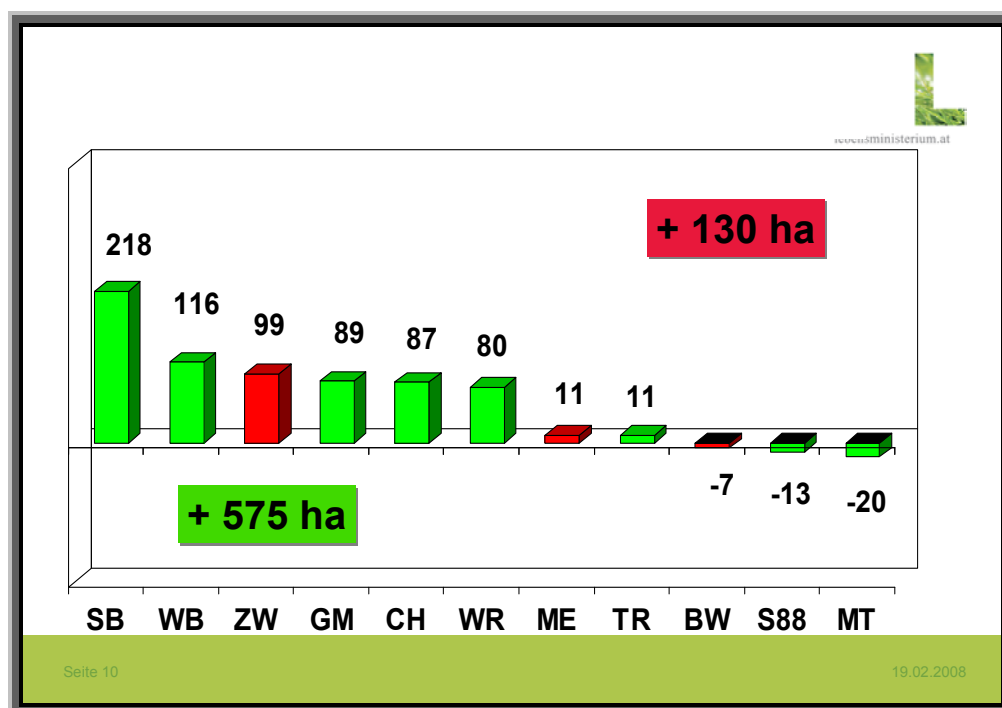
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Fig. 32: Conversion Total Data 2008 – Special measures<sup>59</sup><sup>58</sup> Ministry of Life<sup>59</sup> Ministry of Life

Fig. 53: Conversion Total Data 2008 - Total acreage (in ha)<sup>60</sup>Fig. 54: Conversion Total of Red Grape Varieties in Austria<sup>61</sup><sup>60</sup> Ministry of Life<sup>61</sup> Ministry of Life

Fig. 55: Conversion Total of White Grape Varieties in Austria<sup>62</sup>Fig. 56: Conversion Total of Red Grape Varieties in Niederösterreich<sup>63</sup><sup>62</sup> Ministry of Life<sup>63</sup> Ministry of Life

Fig. 57: Conversion Total of White Grape Varieties in Niederösterreich<sup>64</sup>Fig. 58: Conversion Total of Red Grape Varieties in Burgenland<sup>65</sup><sup>64</sup> Ministry of Life<sup>65</sup> Ministry of Life

Fig. 59: Conversion Total of Red Grape Varieties in Burgenland<sup>66</sup>Fig. 60: Conversion Total of Grape Varieties in Steiermark<sup>67</sup><sup>66</sup> Ministry of Life<sup>67</sup> Ministry of Life



### 1.3 Climate change

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.

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

Table 5: Temperature Data<sup>68</sup>

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.

<sup>68</sup> ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), temperature is given in degrees Celsius.

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/Langenlebern	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

Table 6: Temperature maximum and minimum<sup>69</sup>

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.

<sup>69</sup> ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), temperature is given in degrees Celsius.

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

Table 7: Precipitation and insolation<sup>70</sup>

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.

<sup>70</sup> ZAMG Wien (Central Institute for Meteorology and Geodynamics Vienna), Temperature is given in degrees Celsius, Precipitation in l/m<sup>2</sup>, Insolation in hours

## 1.4 Vintages

### The wine year and vintage of 2007:

Every year there is the same question: Is there too much sunshine for our vineyards? Or perhaps too little? Will we run out of water or are our grape-vines undemanding in this respect?

#### **The Meaning of the Terroir**

The fact is that the vines are very adaptable, especially if at the time of planting their preferences, ripening possibilities and their location requirements were taken into account. Vines that ripen late are seldom grown in cooler locations because there would be difficulties in the ripening process. And vines that have a tendency to pick up diseases are seldom found in damp areas, because the possibility of getting a fungus is too high. Austria's vintners know which vines grow best where and they have deepened this knowledge in the last several years.

#### **Vines were able to withstand changing climates**

After a relatively late bud break and a changeable climate during blossoming in June, which caused a rather low fruit set, especially with the Grüner Veltiner, the season was followed by a dry and hot period in July in the Austrian vineyards. Because of good water reserves from the late autumn 2005, and after the long and snowy winter, there were hardly any drought damages. Vine roots grow very deep, therefore the available water led to an abundance of foliage. All this requires careful vineyard management, eg, deliberate leaf removal in the grape zone, pruning the tips, cutting the side shoots, etc. Sporadically, there was an increased occurrence of peronospera. Fruit set was good, although a few areas reported a smaller yield of certain vines. The rather humid August necessitated meticulous work in the vineyards.

At the end of August, the vineyards presented themselves in outstanding conditions, with abundant foliage and healthy grapes. At the beginning of September, there was a nice weather period which catapulted the sugar gradation of the grapes. The expectation for a warm and sunny Indian summer promises an outstanding vintage. In terms of yield, a harvest of 2.2 -2.4 Mio. hl is expected.

### The Austrian Vintage 2007 - Erratic Weather; Wines of Supreme Quality

After the first tastings of the young 2007 vintage wines, the faces of the winemakers and professional tasters throughout Austria's wine-growing areas expressed strong satisfaction about the high level of quality achieved. And those faces were much brighter than they were at harvest time, when the results - from good to outstanding - couldn't even be hoped for, due to the difficult summer and autumn weather conditions. In general, those somewhat extreme weather capers are not reflected in the wines, which are quite balanced. In fact, there are no extremes in the picture. And, another major plus-point is that, after three years of below-average quantities, a "normal harvest" could once again be achieved.

### **The weather capers....**

... weren't all that accurate nature observers remembered. After a winter that certainly did not live up to its name, the vines sprouted very early, and the continuously beautiful spring, with its lovely sequence of sunny days and timely rainfall, even led – similarly to the 2003 vintage - to the earliest flowering "of all time". Eager anticipation of an optimal beginning of the vegetation period, however, was spoiled by late frosts, which caused some damage at around the 1st of May. There was some damage also at the beginning of summer because of hailstorms that occurred on the high plateau north of Krems and in the Thermenregion; this resulted in some harvest volume losses.

A roasting hot July, which made vineyard cultivation a torturous experience, is seared in everyone's memory. Still, highly meticulous work in the vineyards was essential during this heat wave, especially in order to deter sunburn that can cause unpleasant, bitter tannins in finished wines.

Punctually, on 1<sup>st</sup> August, the weather changed, bringing bountiful rainfall and cooler night temperatures. Nevertheless, at the end of August, wine-growers were given an extremely early harvest - just like in 2003 – and therefore, "warm" style wines.

But also during this period, everything was different as well: heavy downpours in eastern Austria at back-to-school time caused much concern regarding the stability of the grapes and the danger of rot. However, there were few worries for northern Burgenland winemakers, most of whom had mainly white wines, plus some Pinot Noir and St. Laurent, which were already in the cellars. Also the producers in southern Burgenland and in the Steiermark kept their cool, because their vineyards did not have to endure excessive rain.

Variable weather conditions in the fall, which brought some sunny days during the first half of October, helped determine very careful harvest times. Harvests in the areas north of the Danube river lasted quite long - for example, until mid-November in the Wachau. This meant that more than one harvest was necessary, so that the grapes were as healthy as possible.

### **Cold and warm – or, the big harmony**

We begin with the most important category of the Austrian wine economy, dry white wines, which also is the easiest to assess. Generally, the harmony, which is quickly evident, is very impressive – there is a striking balance between the most important ingredients, like alcohol, sugar-free extract and acidity.

This is a result of tame alcohol levels - some predictions of high alcohol content did not materialise - and for the rich extract, which is only marginally less than in the 2006 wines. The acidity is ideal, providing the white wines with exactly the right racy structure, and no aggression. Absolutely remarkable is the sensorial feeling from the acidity – which is likely appreciated more than the actual analytical value.

Besides the harmonious balance, the real phenomenon of the vintage is that, in the very well done white wines, the cool fall period - expressed by the filigree and fruit nuances, delicate texture and nervous acidity – comes through in the same sip that reveals the high ripeness shown by ripe fruit flavours, ample body and appropriate alcohol provided by the spring, July, and by the long vegetation period. The symbiosis of cold and warm is, therefore, quite a positive surprise!

**Pleasant summer wines; wonderful Veltliners**

In contrast to last year's wines, also the lighter varieties, which profited from the longer ripening period, came into their own with a charm that hasn't been captured in a long time. Grüner Veltliner in particular soared to wonderful levels: from Weinviertel DAC and Steinfeder to late-harvested Premium single vineyard wines and Eiswein (ice wine), there is something to satisfy every kind of taste. Also impressively successful are Weissburgunder (Pinot Blanc) and Steiermark's Morillon, which seldom features such silky elegance and is so subtly rounded.

Perhaps it is a little too early to properly evaluate the Rieslings, which are developing somewhat slowly and releasing their stone fruit notes rather shyly. The classic origin wines, from the weathered primitive rock soils, are putting their aromas out in front, but they also sparkle with finely chiselled fruit tones and mineral definition - as long as distinctive Botrytis influences are avoided.

Sauvignon Blanc, especially from the Steiermark, is highly impressive: those grass and nettle tones, even in the light, steel tank-matured styles, have been left behind. Few wines with such numerous dominant, developed flavours can be found outside of the Steiermark. Real luck was struck with Gelber Muskateller wines, which rarely express such a grapy, crispy character. The stellar Traminer, however, seems to be a little dull because of the low acidity, and still needs more time to mature. But it is not yet clear if it can match its outstanding 2006 vintage performance.

**Fruit-accented red wines – with Austrian distinction**

The tasted young wines from the red wine strongholds of Burgenland and the red wine islands in Niederösterreich (Lower Austria) are revealing pleasant charm so far: the fruit flavours are

tending to the light side with notes of red berries instead of the dark berries that we came to know from last year's vintage. The areas which did not harvest the grapes before the big rains came – this means most areas - had to choose carefully when their harvests would take place; a long waiting period was not possible, especially, for example, around the Neusiedlersee.

The results, therefore, are red wines of medium- to full concentration, with pleasant, soft tannins and unobtrusive acidity – which, in structure, surpass the 2005 vintage, but probably will not quite reach the 2002 vintage. In principle, the changing weather patterns were neither an advantage nor a disadvantage to the grape varieties, because the Austrian premiere red varieties, Blaufränkisch and Zweigelt, as well as the early ripening Blauer Burgunder (Pinot Noir) and late ripening Cabernet, all seem to have done well; if there is a favourite, then it would be the extraordinary fruity-sweet Merlot. Also, the Schilcher will please fans of this Weststeiermark speciality because of its mature style, concentration and, yet again, its pointed acidity.

**Sweet Essenz - ante portas**

Because botrytis in 2007 took place in all of the right vineyards, suddenly and nearly everywhere, significant amounts were able to be harvested - in contrast to the other excellent sweet-wine vintages of 2005 and 2006. Lovers of these sweet delicacies certainly will be thrilled. The first barrel samples show solid, fruity Prädikatswein with glass-clear varietal character, relatively little noble rot flavour, and just enough - but not too much – acidity; closer to 2006 than 2005. These early speculations must also consider that 2007 was fortunately a vintage that enabled the production of Essenz level juice with the highest must weights; with slow fermentation in the barrels, the wines should live for decades. The 2007 vintage completes a stunning triathlon that includes the two previous vintages. But it may even be possible to compare it to the legendary sweet wine vintages of 1995 and 1981 as well.

## 1.5 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 m<sup>2</sup>

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	2,014
5	<	10 ha	198	12	361	58	752	415	495	722	333	832
10	<	20 ha	148	9	406	65	773	412	444	639	346	857
20	<	30 ha	58	4	219	36	521	281	315	453	190	463
30	<	50 ha	49	3	220	38	556	305	386	559	217	541
50	<	100 ha	17	1	91	15	262	151	216	313	142	349
100	<	200 ha	2	0	13	2	25	15	19	25	10	24
200 ha and more			-	-	2	0	6	3	6	8	1	3
Total			745	44	1,823	302	10,666	5,666	4,096	5,802	2,071	5,083

#### 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	2,363
5	<	10 ha	161	9	333	54	662	365	447	651	309	771
10	<	20 ha	109	7	345	56	704	376	397	569	279	695
20	<	30 ha	40	3	182	30	439	239	268	385	167	406
30	<	50 ha	36	2	175	31	463	252	362	529	204	506
50	<	100 ha	16	1	86	14	237	138	187	270	131	323
100	<	200 ha	-	-	11	2	22	13	17	23	8	20
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	5,083

#### 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	635
120	<	180	56	4	170	28	425	240	443	670	801	1,999
180	<	240	32	2	122	19	272	152	230	343	273	695
240	<	300	22	1	84	14	216	118	163	235	150	370
300	<	360	26	2	76	13	211	119	142	210	111	275
360	<	480	44	3	115	20	298	160	235	341	152	380
480	<	600	15	1	84	14	209	118	167	241	106	262
600	<	900	36	2	123	20	288	158	203	295	136	338
900	<	1500	11	1	63	10	129	71	78	110	47	114
1500 and more			1	0	11	2	27	13	16	23	6	14

Table 8: Wineries with a vineyard area of < 0,1 ha to 3 ha<sup>71</sup>

<sup>71</sup> Statistics Austria



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
<b>Total</b>		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
<b>Total</b>		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

Table 9: Wineries with a vineyard area of 3 ha bis > 5 ha<sup>72</sup><sup>72</sup> Statistics Austria

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
<b>Wine-growing area</b>										
Neusiedlersee	1	0	38	7	858	460	528	754	290	715
Neusiedlersee-Hügelland	18	1	93	17	1,276	647	438	620	179	445
Mittelburgenland	6	0	22	4	446	248	192	277	94	226
Südburgenland	209	12	211	33	318	153	52	71	13	31
Thermenregion	7	0	44	7	309	165	188	270	119	292
Kremstal	3	0	23	4	476	245	148	213	74	184
Kamptal	2	0	10	2	477	257	178	254	114	281
Donauland	19	1	93	15	645	336	206	286	94	230
Traisental	7	0	83	14	290	156	101	144	25	62
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
<b>States</b>										
Burgenland	234	14	364	61	2,898	1,508	1,210	1,721	576	1,417
Niederösterreich (Lower Austria)	129	9	785	134	6,279	3,384	2,354	3,338	1,252	3,070
Steiermark (Styria)	375	22	662	105	1,387	721	482	669	219	539
Wien (Vienna)	-	-	3	1	90	46	43	65	22	53
Others	7	0	9	2	12	6	7	9	2	4

Table 10: Partition of the Wineries to the wine-growing areas<sup>73</sup><sup>73</sup> Statistics Austria

The structure of wineries has considerably altered during the last 20 years, both referring to size and number.

	1988 <sup>74</sup>			1994 <sup>75</sup>		
	Number of wineries	Vineyard area in ha	Size of estate in ha	Number of wineries	Vineyard area in ha	Size of estate in ha
up to 1ha	30.408	10.967	0,36	21.196	9.274	0,44
up to 3ha	9.175	16.118	1,76	8.593	14.976	1,74
up to 5ha	3.331	12.844	3,86	3.266	12.539	3,84
> 5 ha	2.466	18.259	7,40	2.814	21.574	7,67
	<b>45.380</b>	<b>58.188</b>	<b>1,28</b>	<b>35.869</b>	<b>58.363</b>	<b>1,63</b>

	1999 <sup>76</sup>			2003 <sup>77</sup>	
	Number of wineries	Vineyard area in ha	Size of estate in ha	Number of wineries	Vineyard area in ha
up to 1ha	13.206	6.005	0,45	12.928	k.A.
up to 3ha	6.158	10.872	1,77	6.055	k.A.
up to 5ha	2.416	9.390	3,89	2.370	k.A.
> 5 ha	2.837	24.916	8,78	2.809	k.A.
	<b>24.617</b>	<b>51.183</b>	<b>2,08</b>	<b>24.162</b>	

Table 61: Development of the structure of estates 1988-2003

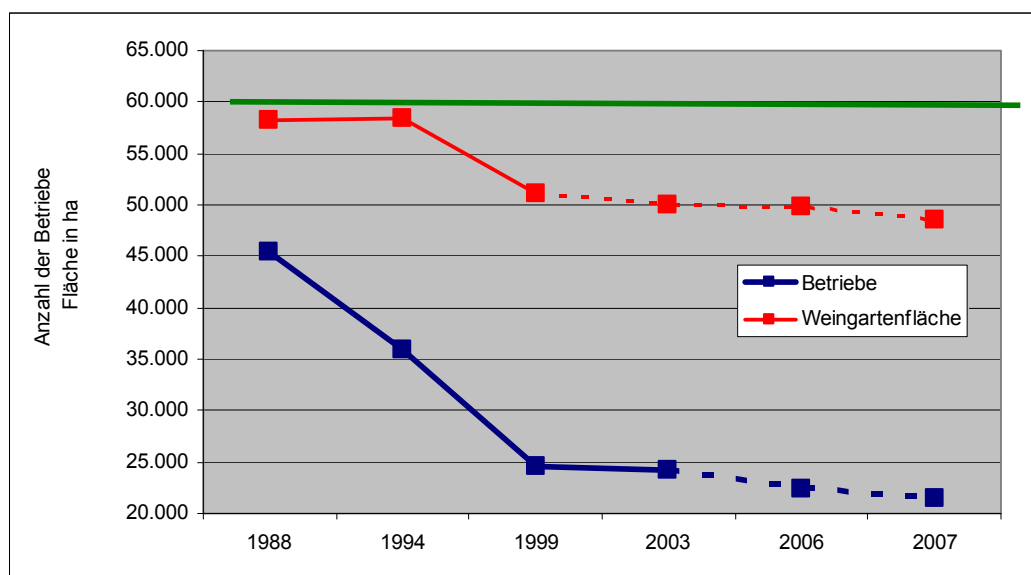


Table 62: Development of the number of estates and vineyard area<sup>78</sup>

The presently cultivated area under vines of approximately 48.000 ha is considerably lower than the potential area of 60.000 ha (see figure 7).

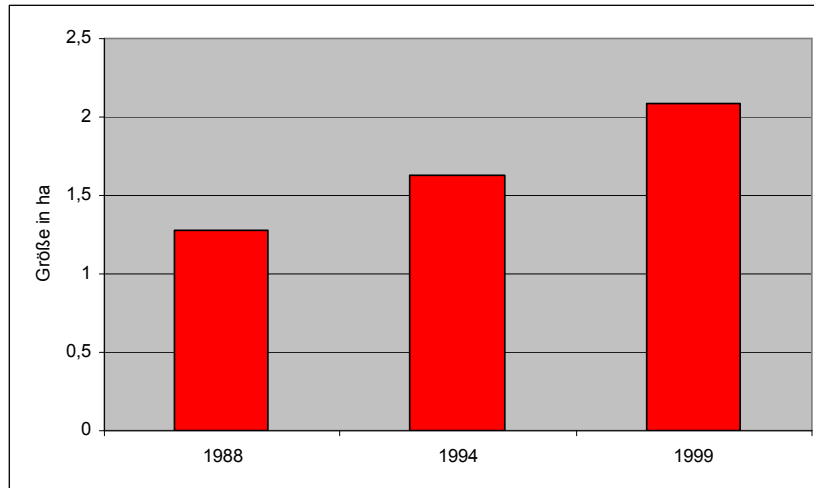
<sup>74</sup> ÖSTZ: Structure Analysis 1988

<sup>75</sup> ÖSTAT: Structure Analysis 1994

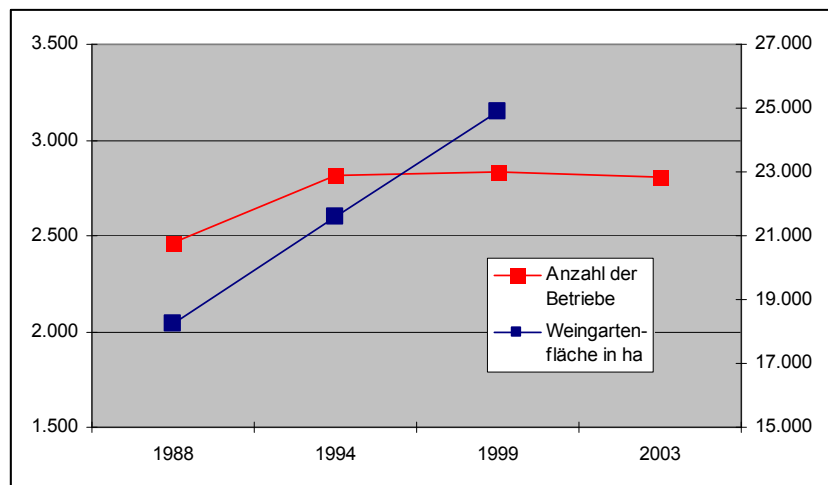
<sup>76</sup> Statistics Austria: Analysis of the agricultural structure 1999

<sup>77</sup> Regional Chambers of Agriculture: Structure analysis 2003 on Austrian viticulture (assessment of 1.206 questionnaires)

<sup>78</sup> Graphics ÖWM

Fig. 63: Development of the average estates size<sup>79</sup>

On the one side, there is a noticeable reduction in the total number of estates which can be traced back to a strong reduction of the estates under 1 ha. On the other side, there was an increase in the general size of estates, which was caused through estates of a size bigger than 5 ha. There is a noticeable trend towards larger estate structures and a decrease in the number of smaller wineries. Quite naturally, this fact is associated with the structure of earnings. The bigger an estate is, the larger the share of full-time estates.

Fig. 64: Development of the estates bigger than 5 ha<sup>80</sup>

There is a structural change noticeable in estates over 5 ha. Although there is only a slight increase in the numbers, there is a clear increase in the acreage that is cultivated by these estates. The average cultivated area per estate increased in this group from 7.4 ha in 1988 to 8.78 ha in 2003. There is a further trend in this direction to be expected, which makes sense, considering the competitiveness of the Austrian wine business.

<sup>79</sup> ÖWM 2007<sup>80</sup> ÖWM 2007

## 1.6 Wine-earnings

### Harvest 2007 Final report<sup>81</sup>

After the end of the period date, 30<sup>th</sup> of November, a survey of the harvested quantities stated a **yield of 2,628,000 hl** on an area of 44,200 ha (+1% to 2006) for the year **2007**. This marked an increase of 16% compared to the year before and an increase of 6% over the average harvest crop in the last 5 years.

The year 2007 was marked by a persistent dry period far into the late summer, that was accompanied by strong regional thunderstorms, and in certain areas (e.g. Thermenregion, Carnuntum) there were strong hail showers. High temperatures in spring caused a lot of sun damage („sunburn“) to the grapes and an early and small harvest was predicted. At the beginning of September, there were lots of rain showers in Austria and to avoid high losses, vines that are prone to rot (e.g. Riesling) had to be harvested quickly. This was followed by an Indian summer with outstanding hours of sunshine and the possibility for an extremely long harvesting period. So after 2 years of poor yield, a “stronger” yield could be achieved, whereby the quality of the grapes highly depended on the date of the harvest. Comparatively for the provinces, all vineyards were able to produce more than their usual harvest yields.

**Lower Austria** produced 1.6 Mio hl, which was 23% more than the year before and 5% over the average of the last 5 years. **Burgenland** had a total harvest of 797,000 hl, that resulted in a plus of 4% compared to the year before. Especially „above average“ yields were produced in **Styria**, 220,500 hl (+20% to 2006) as well as in **Vienna** with 21,700 hl (+15% to 2006).

**White wine** topped the meager results of the year before with 1.6 Mio hl in all of Austria, an increase of 17%, but it barely missed the 5 year average (-2%). During the last year, Lower Austria suffered large losses through blossom dropping (Grünern Veltliner), but this year there was a remarkable gain; white wine produced 1.1 Mio hl (+25%) - a gain of 5 % compared to the average of the last 5 years. The Weinviertel in Lower Austria, with 619,400 hl (+30% to 2006), along with the wine-growing region Wagram (formerly Donauland) with 104,800 hl (+38% to 2006) and the Wachau with 60.300 hl (+35% to 2006) had the largest gains in the white wine section. Burgenland, with 315.000 hl, produced 5% less white wine compared to 2006, and the 5 year average was missed by 12 %. The majority (63%) came from the region Neusiedlersee, 198,400 hl (-8% to 2006). Styria increased its production of white wines to 158,800 hl (+18% to 2006), a result of 24% above average. Vienna also produced significantly more white wine, 15,600 hl (+14% to 2006) and topped the harvest yield of the last 5 years (+15%).

**Red wines** showed a remarkable production increase in 2007, yielding 1.0 Mio hl (+16% to 2006), a remarkably above average harvest. From Burgenland originated 482,400 hl red wine (+11% to the 5 year average), 213.000 hl (+3% to 2006) of that were produced in the region Neusiedlersee. Lower Austria added 493.900 hl (+19% to 2006) to the harvest of red wine and had a number (+22% to 2006) high above the 5 year average. Styria was able to increase its harvest to 61,700 hl (+24% to 2006), and topped its 5 year average by 35%.

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<sup>81</sup> Statistics Austria

**Qualitäts- and Prädikatsweine** produced 2.3 Mio hl (+14% to 2006), which was an extremely above average production (+8% to the 5 year average). The largest increases came from Styria with 191,400 hl (+23% to 2006), Vienna with 18,000 hl (+19% to 2006) and Lower Austria with 1.4 Mio hl (+18% to 2006). Comparatively low increases were evident in Burgenland in the production of Qualitäts- and Prädikatsweine with 699,200 hl (+4% to 2006). The harvest quantities of Tafel- und Landweine increased strongly in 2007 to 290,400 hl (+43% to 2006): but the number was not high enough to reach the 5 year average (-9%). The added volume of Tafel- und Landweine were mainly produced in Lower Austria, were 187,700 hl (+94% to 2006) is nearly double the yield of the previous year. Lower yields came from Burgenland with 75,600 hl (-5% to 2006) and Styria with 24,200 hl (-1% to 2006). Vienna noted a plus with an increase to 2,700 hl (+9% to 2006).

According to the wine inventory survey determined at the reference date 31<sup>st</sup> of July, 2007, the average wine crop accounted for 2.4 Mio hl, 10% below the previous year's stored amount, whereby the average stored amount of wine in the last 5 years decreased by 16%. 2005 and 2006 saw the production of considerably less wine and higher export numbers; this caused a clearing of stored wine, especially in white wines with 1.3 Mio hl (-15%). The inventory of red wine decreased by 4% or 1, 1 Mio hl.

Qualitäts- und Prädikatsweine reduced their stored quantity by 9% to 1.9 Mio. hl, whereby white wines accounted for a reduction of 960,300 hl or 16%, and red wines for a reduction of 947,700 hl, which represents 2 %.

With a minus of 12%, Lower Austria had the largest stored reduction of Qualitäts- und Prädikatswein, whereby even the stored amounts of white wine reduced by 18%.

Tafel- and Landwein had an inventory minus of 15%, whereby red wines (148,600 hl; -15%) and white wines (252,500 hl; -14%) showed nearly the same numbers.

Sparkling wines and other products (119.000 hl; -6%), wines from third countries (8,100 hl; -9%), as well as grape must (2,400 hl; -3%) noted reserves below the numbers from the last year.

In comparison with the other States, Lower Austria reported the highest inventory with 1.5 Mio. hl (- 13%), followed by Burgenland with 662.300 hl (-7%), Styria unchanged with 163,900 hl and Vienna with 84,600 hl (-19%).

## 1.7 Inventory 2007

The inventory was again slightly reduced during 2007, and with 2.44 Mio hektoliter slightly under the average number. Looking at the different types of wine, there is a clear adjustment, it has to be noted that the inventory in Qualitäts-, Tafel- und Landwein was reduced. The current composition of the total Austrian wine stock is 78% Prädikats- und Qualitätswein and 17% Land- und Tafelwein. The sparkling wines of Austria are included in „other products.“

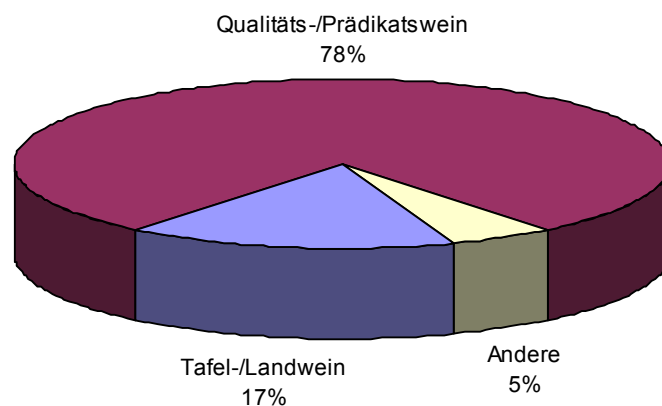
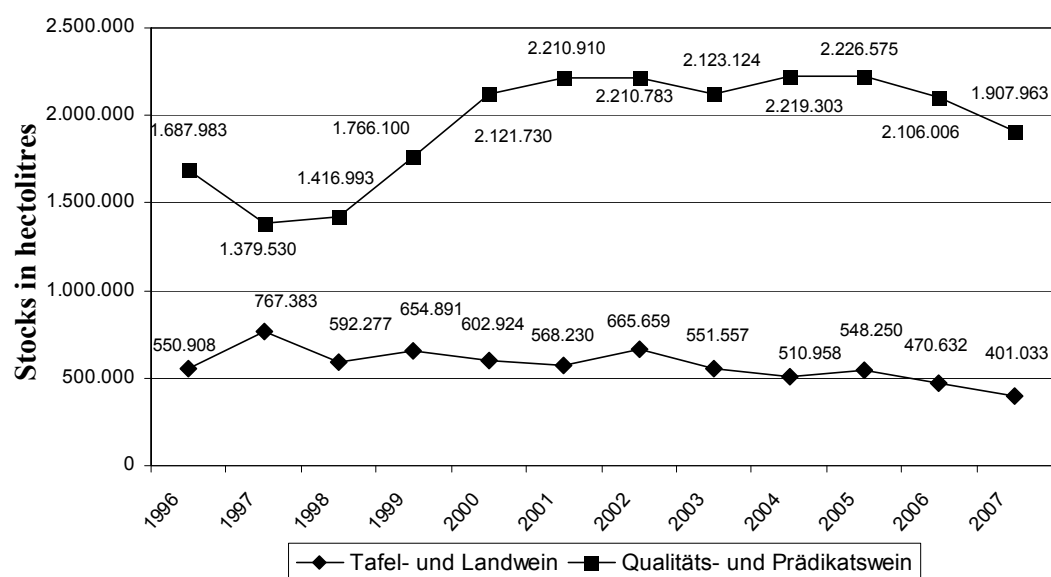
States	Tafel- and Landwein		Qualitäts- and Prädikatswein		Grape must <sup>2)</sup>	
	white	red	white	red	white	red
	in Hektoliter					
Burgenland	27.152	25.562	165.964	331.297	406	198
Kärnten	64	40	71	146	-	-
Niederösterreich	172.487	96.324	700.554	539.492	1.350	363
Oberösterreich	10.792	2.136	3.128	9.740	-	-
Salzburg	2	31	-	-	-	-
Steiermark	28.856	15.101	70.760	41.086	57	41
Tirol	3.718	5.454	6.794	16.095	-	-
Vorarlberg	1.750	2.484	1.878	3.033	-	-
Wien	7.647	1.433	11.144	6.781	22	1
<b>Austria 2007</b>	<b>252.468</b>	<b>148.565</b>	<b>960.293</b>	<b>947.670</b>	<b>1.835</b>	<b>603</b>
Austria 2006	294.881	175.751	1.139.465	966.541	2.001	501
Austria Ø 03-06	350.910	169.439	1.245.874	941.924	2.440	692
States	Sparkling wine and other products		Wine from third countries		Wine inventory total	
	white	red	white	red	white	red
	in Hektoliter					
Burgenland	9.062	2.312	51	306	<b>202.635</b>	<b>359.675</b>
Kärnten	40	6	8	3	<b>183</b>	<b>195</b>
Niederösterreich	23.510	8.309	1.526	4.907	<b>899.427</b>	<b>649.395</b>
Oberösterreich	5.969	84	-	-	<b>19.889</b>	<b>11.960</b>
Salzburg	-	-	-	-	<b>2</b>	<b>31</b>
Steiermark	6.124	1.325	339	245	<b>106.136</b>	<b>57.798</b>
Tirol	1.491	1.039	57	470	<b>12.060</b>	<b>23.058</b>
Vorarlberg	240	955	11	130	<b>3.879</b>	<b>6.602</b>
Wien	55.172	2.354	-	-	<b>73.985</b>	<b>10.569</b>
<b>Austria 2007</b>	<b>101.608</b>	<b>16.384</b>	<b>1.992</b>	<b>6.061</b>	<b>1.318.196</b>	<b>1.119.283</b>
Austria 2006	108.992	16.373	1.610	7.264	1.546.949	1.166.430
Austria Ø 03-06	114.857	19.794	808	6.044	1.714.889	1.137.893

1) incl. natural stock (stored for maturation, not saleable yet)

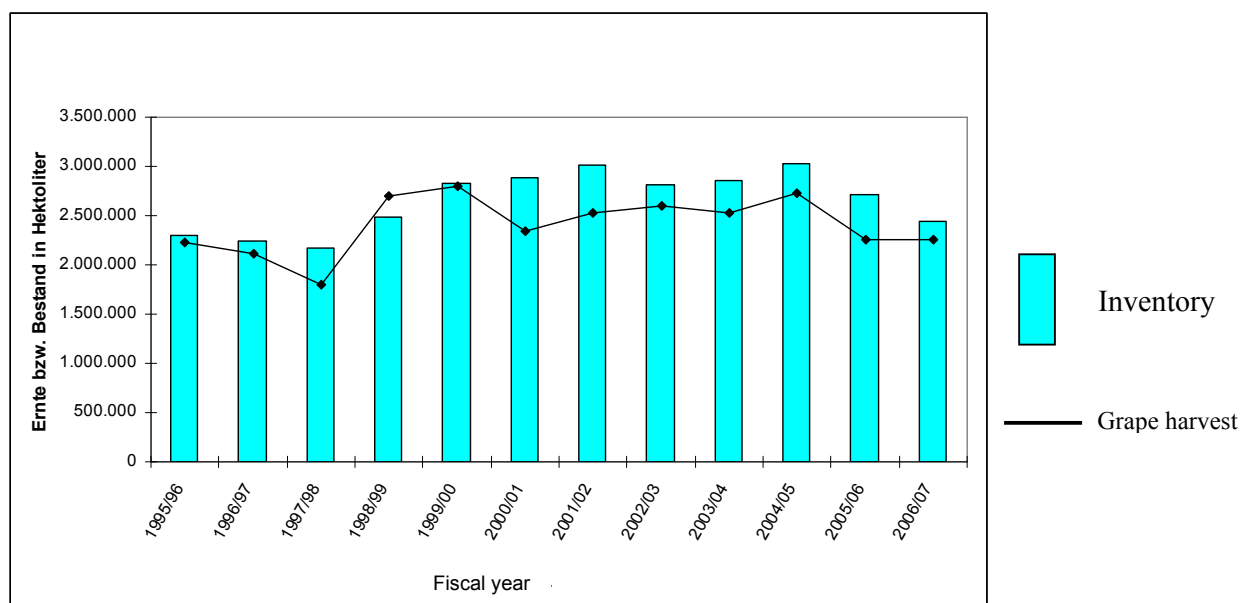
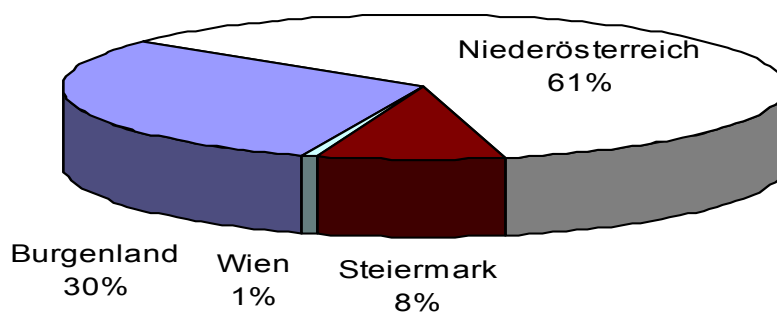
2) Concentrated as well as rectified grape must

Table 11: Wine inventory 2007<sup>82</sup>

<sup>82</sup> Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (as of July 31<sup>st</sup>, 2007).

Fig. 65: Shares of wine products with regard to wine inventory 2007<sup>83</sup>Fig. 12: Inventory development of Tafelwein/Landwein and Qualitätswein/Prädikatswein 1996 bis 2007<sup>84</sup><sup>83</sup> Statistics Austria<sup>84</sup> Statistics Austria



Fig. 66: Inventory in hl 1996 – 2007 compared to the vintage 1995 - 2006<sup>85</sup>Fig. 67: Inventory 2007 - relative breakdown by Federal States<sup>86</sup><sup>85</sup> Statistics Austria<sup>86</sup> Statistics Austria

## 1.8 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

Table 13: Average prices for wine in bottles<sup>87</sup>

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.

<sup>87</sup> Federal Institute Statistics Austria

Actual Data of the Austrian wine marketAverage prices – barrel wine (results mid-September 2006)<sup>88</sup>

Federal State	€ price per litre (net)	Notice / Comment
<b><u>NIEDERÖSTERREICH</u></b>		Lower Austria: Here, where white wines are still produced, the prices are the same. Red barrel wine sometimes brings less revenue. The most pressing question in the wine regions is the upcoming harvest. Peronospora could be a factor in a reduced yield. But it is expected that the prices will not change.
Qualitätswein (white)	0,60 – 0,62	
Qualitätswein (red)	0,35 – 0,40	
<b><u>BURGENLAND</u></b>		
Qualitätswein (white)	0,60 – 0,65	There is little movement on the market. Sales figures for white wines are trickling, red wines are still shipped, but there seems to be a less increased demand. Small pressure is becoming noticeable. Start of harvesting could be the 8 <sup>th</sup> of August. The quality in the region is flawless. It is expected to get the same price as last year (45 to 50 cents for white wine).
Qualitätswein (red)	0,35 – 0,40	

**1.9 The Austrian Wine Boards<sup>89</sup>**

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.

<sup>88</sup> Der Winzer 8/2008, Comment: Österreichischer Weinbauverband

<sup>89</sup> Dr Rudolf Schmid, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW ); DI Josef Glatt, PKLWK

- 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)

## **2 Marketing of Austrian Wine**

### **2.1 Qualitätswein of regional origin (DAC)<sup>1</sup>**

On an international level a distinction is made between Roman and German wine law. While the German wine law (Austria, Germany) rather concentrates on the grape variety, the Roman wine law (Italy, France and Spain) distinguishes and characterises the wine according to its origin. For example: If you ask a consumer here in Austria who is acquainted with the German wine law, “Which wine have you had yesterday?” he will probably name a grape variety (“Yesterday, I had a good Zweigelt.”); a consumer from a Roman country will name the origin of the wine (“I had a Chianti/ Bordeaux/ Rioja etc.). As the wines within the Roman system are defined according to their origin, this classification corresponds more or less to a wine description; the German wine law however does not define any wine by its individual origin. In case somebody replies “I had a Kamptaler.” no information is given about the character of the wine (white? red? sweet?).

Thus, the Roman wine law offers 2 big advantages:

1. Wines which are named and defined according to their origin are not exchangeable! Austria experienced this bitter fact when large quantities of Grüner Veltliner, Welschriesling Zweigelt or Blaufränkisch were exported from Hungary and consumed by Austrian consumers – who primarily focus on the variety – believing they would drink Austrian wine. In addition, from now on the indication of the grape variety and vintage will be also allowed on the label of a Tafelwein. Therefore, the emphasis on the specific origin will become even more important.
2. The Roman wine law knows the principle of self-determination. The fact that Chianti has to taste like Chianti every year necessitates an accurate definition of the wine (grape variety, production measures, maturation). All the details are defined by persons involved in the wine business within the Chianti region (grape producers, wine producers, retailers etc.) – we thus talk of self-determination respectively of the system of inter-profession (cooperation between the individual occupational groups in inter-professional committees). It is a great advantage of self-determination that the responsible professional groups are obliged to focus intensively on the wine and the region to create not exchangeable and unmistakable wines.

The already mentioned imports from Hungary in the late 90ies brought about that the Austrian wine business started to discuss the Roman legal system. An amendment of the wine law provided the opportunity to set up inter-professional committees for the individual Austrian wine-growing regions with the aim to develop suggestions for origin-specific wines. Only those origin-specific wines may carry the name of the region; the designation “DAC” respectively “Districtus Austriae Controllatus” instead of “Qualitätswein” notifies the consumer that he buys a wine with a specific origin. Of greater significance than the abbreviation DAC is however the geographic denomination.

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<sup>1</sup>Austria Wine Marketing Board, Willi Klinger 2008

This means that a DAC-wine is not generally something totally new. Based on the existing Austrian system for Qualitätswein, DAC-wines are those which typically display the taste of a local wine-growing region. Therewith, Austria follows the appellation systems of renowned wine-growing regions in Italy (Chianti, Soave), France (Bordeaux, Burgundy, Chablis) or Spain (Rioja). There the denominations read DOC/DOCG, AOC/AC or DOC/DO.

Up to now, 5 DAC regions were defined according to a regulation by the Ministry of Agriculture: Weinviertel DAC (a distinct Grüner Veltliner), Mittelburgenland DAC (a Blaufränkisch in various styles), Traisental DAC (two levels of Grüner Veltliner or Riesling), Kremstal DAC (two levels of Grüner Veltliner or Riesling) and Kamptal DAC (two levels of Grüner Veltliner or Riesling).

After all, how does the self-determination system in Austria's wine-growing regions work?

It is based on the so called regulation concerning the organization of branches by the Ministry of Agriculture which encompasses a large number of regulations. The Regional Wine Boards (in every wine-growing region) include decisive representatives of the regional wine business, whereby the structure of the members has to represent the specific characteristics of the wine-growing region. Marketing measures which take regional requirements into account can be taken in cooperation with the Austria Wine Marketing Board. Provided that a DAC-wine will sharpen a region's profile, the Regional Board has the possibility to suggest regulations for typical origin-related Qualitätswein (DAC-wines) to the Federal Minister. In addition to the Regional Boards in the wine-growing regions a National Wine Board has been established. It functions as a filter between the decisions of the Regional Wine Boards and the regulations of the Federal Ministry of Agriculture, Forestry, Environment and Water Management. The intensive discussion of regional characteristics and the related types of wine (Which wine type links the consumer to the region? How can individual types of origin be distinguished?) has set up a very creative process within the Austrian wine business. In the medium term, it can be expected that the major part of Austria's wine-growing regions will define origin-specific DAC-wines.

### Legal regulations DAC

#### Weinviertel DAC (as from vintage 2002)

Grape variety	Grüner Veltliner
Levels:	Classic: Application for obtaining state inspection numbers as of January 1 in the year following the harvest.
Alcohol:	minimum 12 Vol %
Taste profile:	Grüner Veltliner: fruity, spicy, peppery, no notes of botrytis or wood

#### Traisental DAC (as from vintage 2007)

Grape variety:	Grüner Veltliner, Riesling
Levels:	Classic: Application for obtaining state inspection numbers as of January 1 in the year following the harvest Reserve: Application for obtaining state inspection numbers as of March 15 in the year following the harvest
Alcohol:	Classic: minimum 12 Vol % Reserve: minimum 13 Vol%
Taste profile:	Grüner Veltliner: fresh, fruity, spicy, peppery, no notes of botrytis or wood



Riesling: powerful, structured, aromatic, mineral  
no notes of botrytis or wood

#### Kremstal DAC (as from vintage 2007)

Grape variety: Grüner Veltliner, Riesling  
Levels: Classic: Application for obtaining state inspection numbers as of January 1 in the year following the harvest  
Reserve: Application for obtaining state inspection numbers as of March 15 in the year following the harvest

Alcohol: Classic: minimum 12 Vol %  
Reserve: minimum 13 Vol%

Taste profile: Grüner Veltliner: fresh, accentuated fruit, delicate spiciness, no notes of botrytis or wood  
Riesling: fragrant, aromas of stone fruit, elegant, mineral  
no notes of botrytis or wood

#### Kamptal DAC (concept, as from vintage 2008)

Grape variety: Grüner Veltliner, Riesling  
Levels: Classic: Application for obtaining state inspection numbers as of January 1 in the year following the harvest  
Reserve: Application for obtaining state inspection numbers as of March 15 in the year following the harvest

Alcohol: Classic: minimum 12 Vol %  
Reserve: minimum 13 Vol%

Taste profile: Grüner Veltliner: accentuated fruit, fine spice, no notes of botrytis or wood  
Riesling: fragrant, aromatic, elegant, mineral  
No dominant notes of botrytis, no tone of wood

#### Mittelburgenland DAC (as from vintage 2005)

Grape variety: Blaufränkisch  
Levels: Classic: Application for obtaining state inspection numbers as of January 1 in the year following the harvest  
On sale as of March 1 in the year following the harvest

Reserve: Reserve: Application for obtaining state inspection numbers as of January 1 in the second year following the harvest  
On sale as of March 1 in the second year following the harvest

Alcohol: Classic: minimum 12,5 Vol % (maximum 13 Vol %)  
With designation of single vineyard (e.g. Hochäcker) minimum 13 Vol% (maximum 13,5 Vol%)  
Reserve: minimum 13 Vol%

Taste profile: Classic: fruity, spicy, powerful, matured in traditional large oak casks or used barrique barrels  
Reserve: fruity, spicy, powerful, matured in traditional large oak casks or used barrique barrels

## 3 The Austrian Market

### 3.1 Consumption

#### Domestic Wine Consumption

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	05/06	2,643,468
88/89	2,621,115	97/98	2,460,764	06/07	2,679,684

Table 14: Consumption from 1980/81 to 2006/07 (in hl)<sup>71</sup>

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

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.

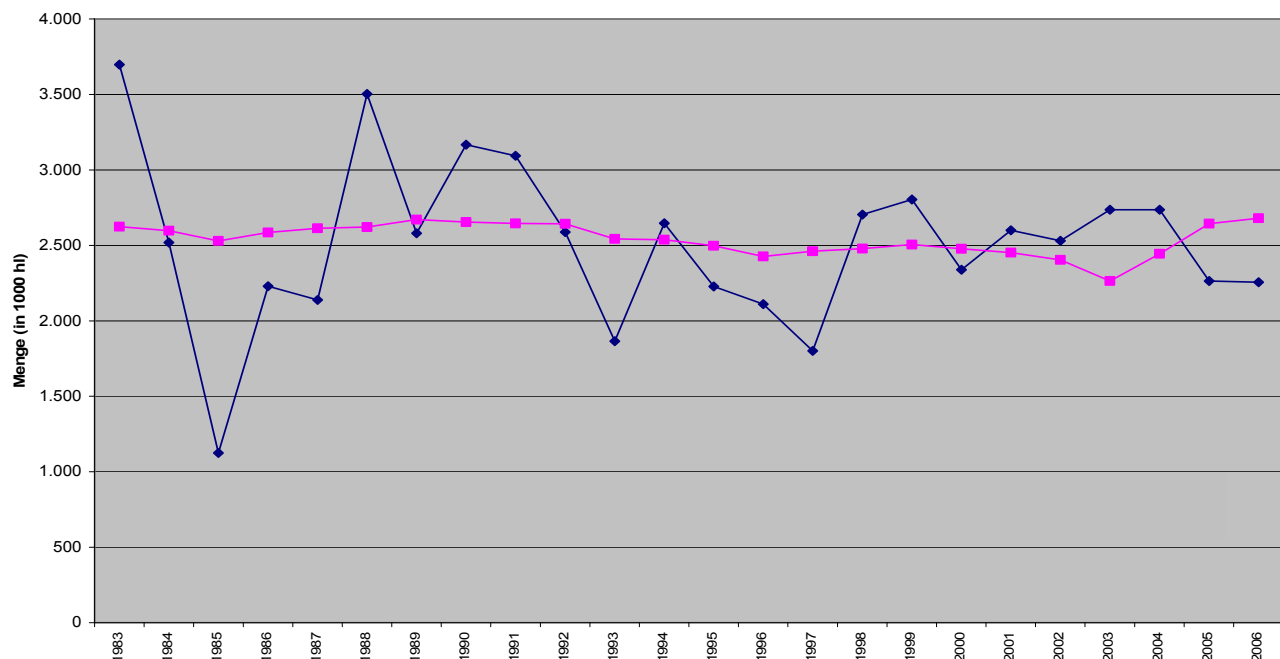
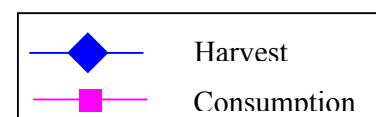


Fig. 68: Harvest and Consumption\_1983 – 2006 in Austria<sup>72</sup>



<sup>71</sup> Statistics Austria: Supply balance

<sup>72</sup> Graphics Austria Wine Managing Board according to Statistics Austria

<b>Year</b>	<b>Consumption in litres</b>	<b>Consumption in 0.75 l bottles</b>
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

Table 15: Domestic consumption sparkling wine 1990 - 2007<sup>75</sup>

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".

<sup>75</sup> Association of the Austrian Sparkling Wine Industry

Year	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
61	2,15	77,3	20,8
62	2,30	80,2	22,1
63	ca. 2,3	85,2	22,5
64	2,00	89,9	26,0
65	2,20	92,1	29,8
66	1,90	98,8	31,6
67	1,84	102,6	31,9
68	1,96	98,2	33,4
69	1,20	99,0	33,5
70	1,40	98,7	34,6
71	2,28	101,8	35,9
72	2,36	103,7	35,5
73	ca. 2,3	110,1	36,8
74	1,96	105,4	35,4
75	1,65	103,8	35,1
76	1,70	102,0	36,3
77	1,70	103,1	36,1
78	1,37	100,9	35,0
79	1,56	103,9	35,8
80	1,59	101,9	35,8
81	1,51	104,8	35,1
82	1,52	108,5	35,3
83	1,55	109,4	37,4
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 ***

Table 16: Per-capita Alcohol Consumption<sup>4c</sup>

\* Figures include light and alcohol-free beer

\*\* From 1 September to 31 August

\*\*\* Estimated figure

\*\*\*\* Corrected data

<sup>4</sup>World Drink Trends 2005

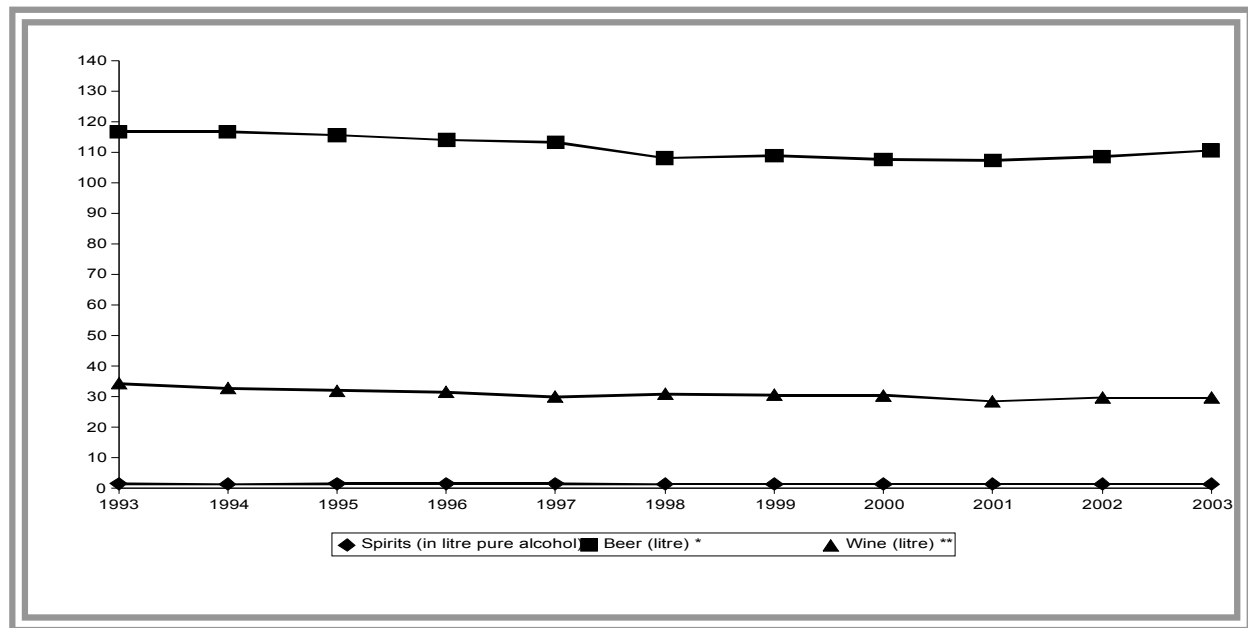


Fig. 69: Beer, wine, and spirit consumption in Austria 1993-2003 in liters per capita annually<sup>5</sup>

### 3.2 Market Segments

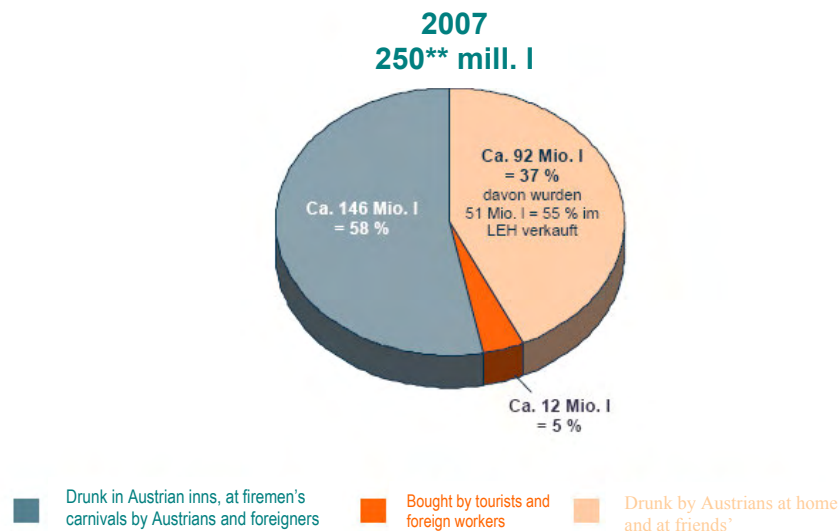


Fig. 70: Domestic consumption<sup>6</sup>

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.

<sup>5</sup> Graphics Austria Wine Marketing Board according to World Drink Trends 2005

<sup>6</sup> GfK

### 3.2.1 The home consumption of Austrian wine – GfK Household Panel

GfK Austria

WIFO

Dezember 2007

#### Household market development 2006 - 2007

	2006	2007	06/07 +/- %
<b>Buyer segment size in %</b>			
Domestic wine	46,7	54,9	+17,5
Foreign wine	33,9	42,2	+24,7
<b>Quantity in mill. l</b>			
Domestic wine	62,29	61,62	-1,1
Foreign wine	22,71	22,05	-2,9
<b>Expenditure in mill. €</b>			
Domestic wine	203	211	+4,2
Foreign wine	82	79	-3,4
<b>Average price in €/l</b>			
Domestic wine	3,26	3,43	+5,3
Foreign wine	3,60	3,59	-0,5



GfK

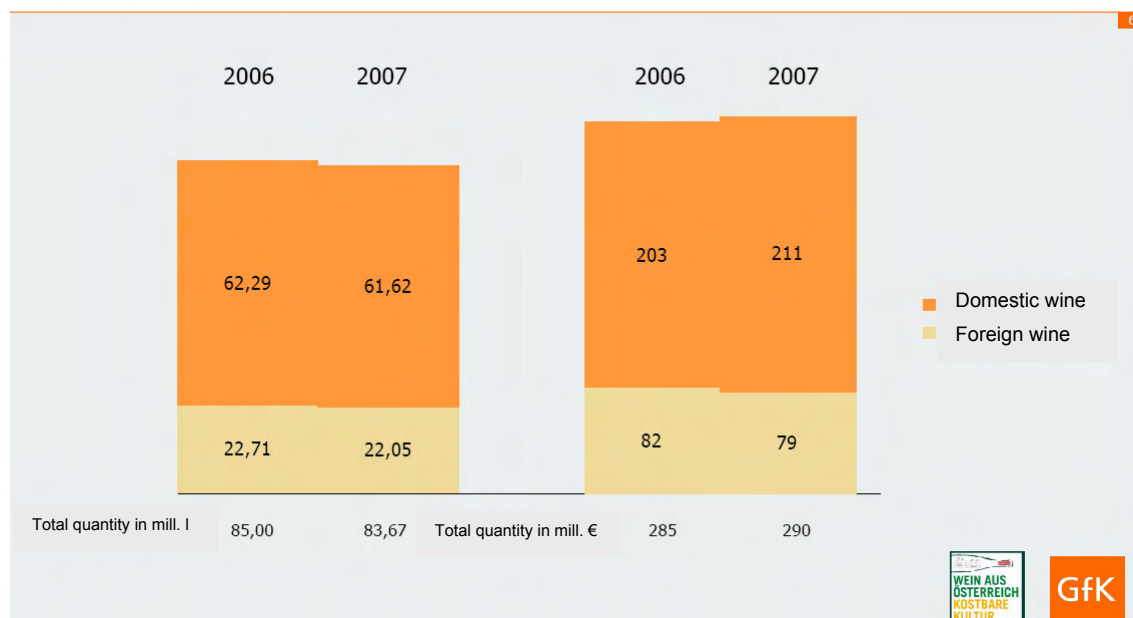
Fig. 81: Household market development 2006-2007<sup>7</sup>

GfK Austria

WIFO

Dezember 2007

#### Turnover household market In mill. euros



GfK

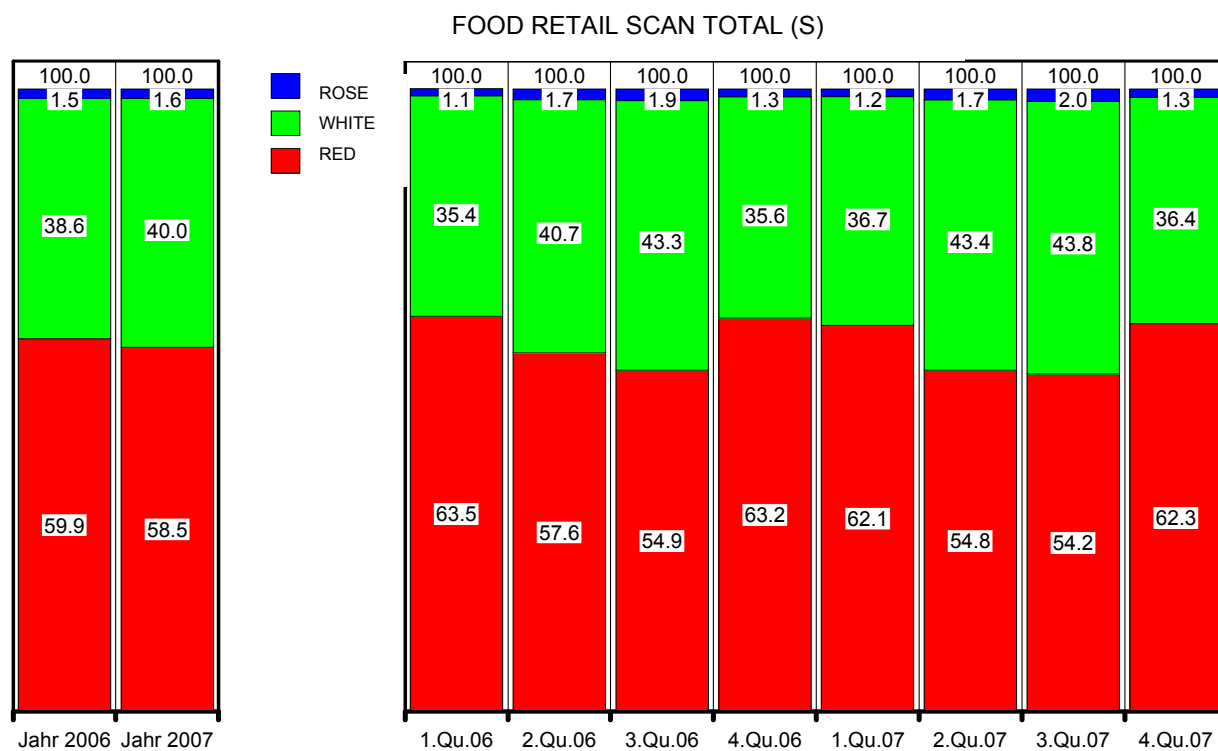
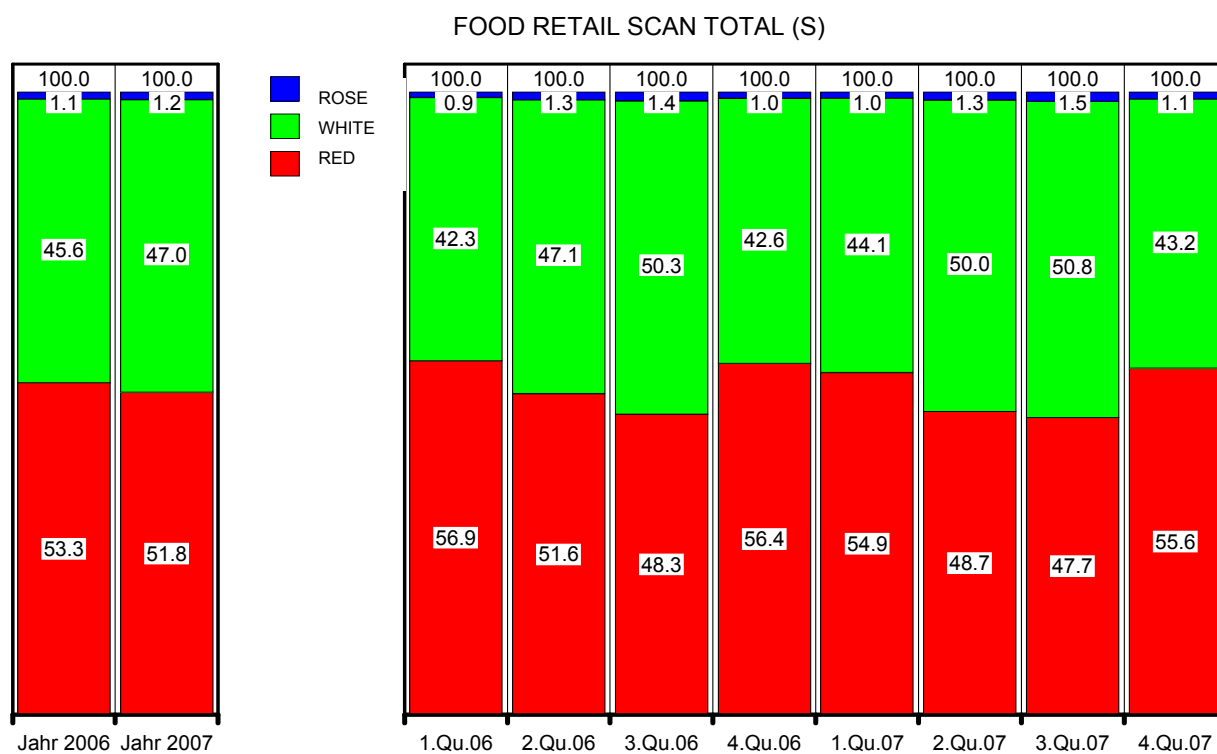
Fig. 82: Turnover household market<sup>8</sup><sup>7</sup> GfK 2003<sup>8</sup> GfK 2003

### 3.2.2 Food retail trade

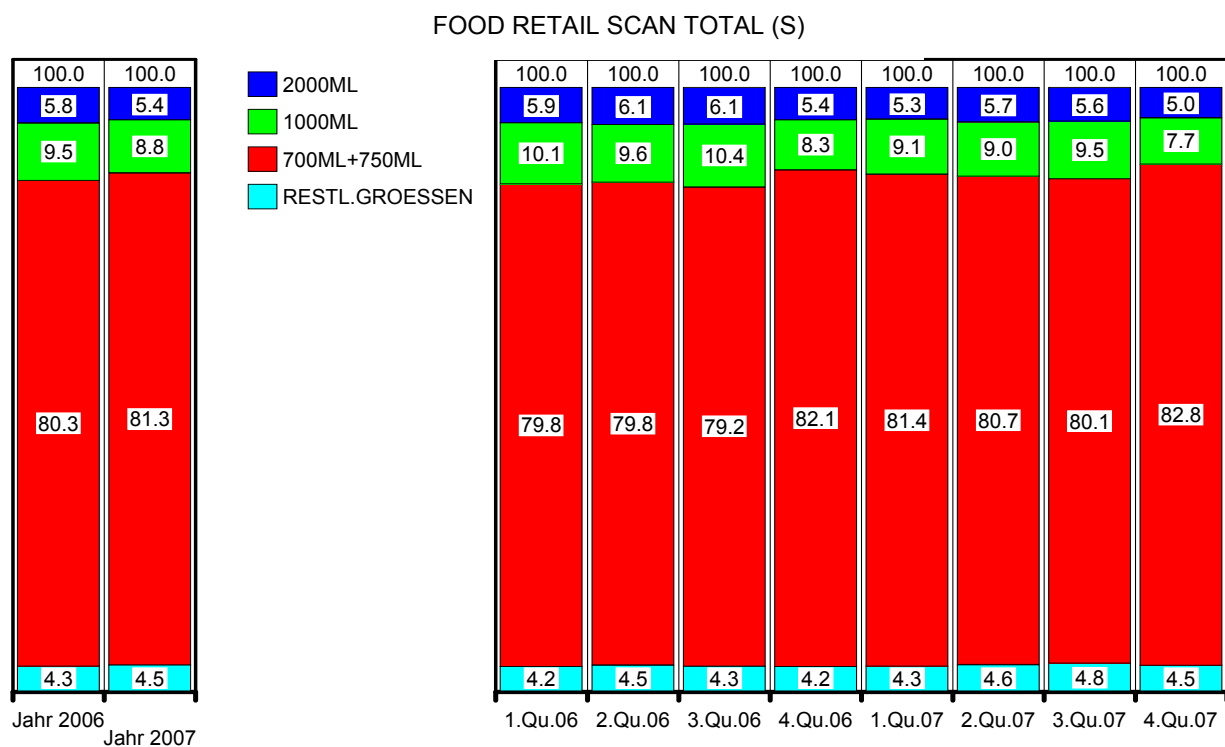
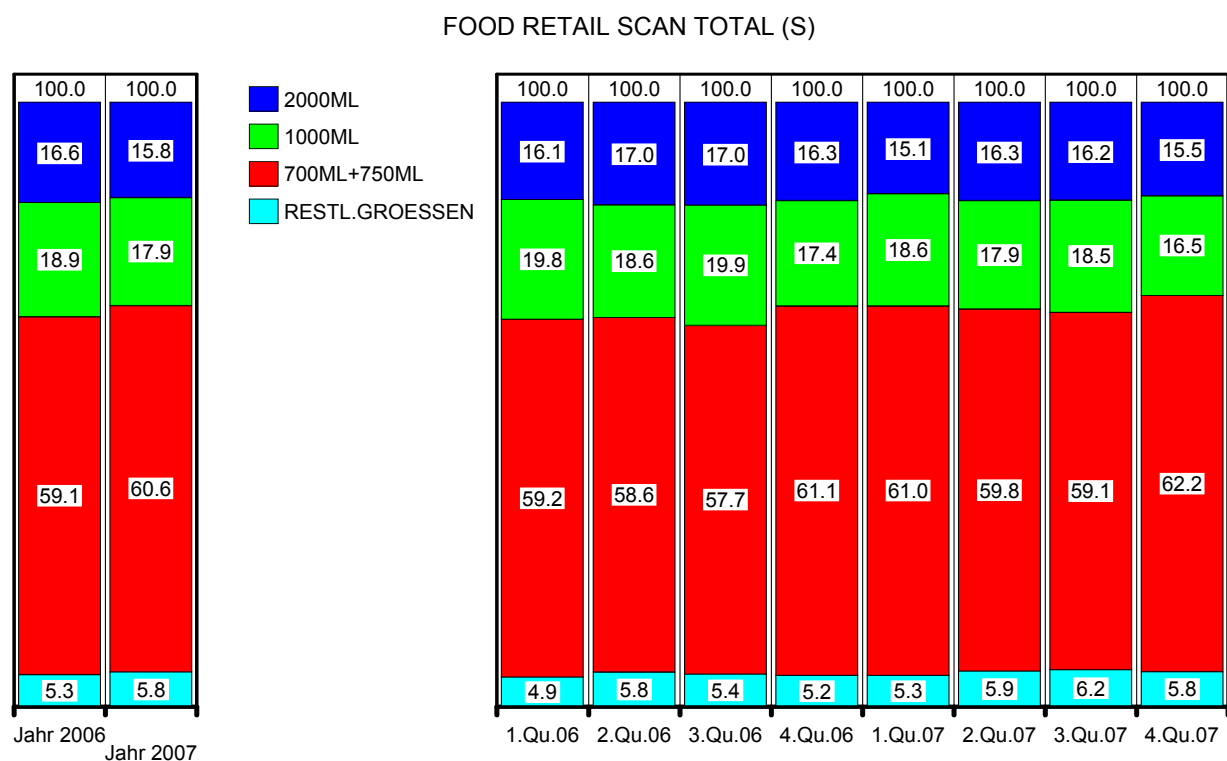
WINE - TOTAL										
Value of Sales in 1,000 Euros										
	2006	2007	1st quarter of 2006	2nd quarter of 2006	3rd quarter of 2006	4th quarter of 2006	1st quarter of 2007	2nd quarter of 2007	3rd quarter of 2007	4th quarter of 2007
Food Retail SCAN TOTAL (\$)										
TOTAL WINE	142,538.7	148,146.3	33,591.7	34,072.7	34,764.4	40,110.0	34,681.2	35,304.2	36,463.0	41,697.8
Red wine	85,368.0	86,638.8	21,321.2	19,628.2	19,071.5	25,347.2	21,520.3	19,364.0	19,775.9	25,978.7
White wine	55,085.9	59,199.3	11,905.2	13,864.2	15,049.0	14,267.5	12,743.9	15,328.9	15,957.0	15,169.4
Rosé wine	2,111.1	2,332.9	372.4	587.0	649.7	502.0	424.1	617.1	735.6	556.1

WINE - TOTAL										
Value of Sales in 1,000 litres										
	2006	2007	1st quarter of 2006	2nd quarter of 2006	3rd quarter of 2006	4th quarter of 2006	1st quarter of 2007	2nd quarter of 2007	3rd quarter of 2007	4th quarter of 2007
Food Retail SCAN TOTAL (\$)										
TOTAL WINE	45,613.7	45,411.8	11,041.5	11,219.4	11,405.8	11,947.1	10,863.2	11,169.4	11,353.6	12,025.7
Red wine	24,311.9	23,515.1	6,277.9	5,783.8	5,506.5	6,743.6	5,968.8	5,438.7	5,417.5	6,690.0
White wine	20,783.5	21,337.0	4,669.2	5,289.1	5,738.6	5,086.6	4,787.2	5,583.6	5,765.4	5,200.8
Rosé wine	519.1	560.3	94.4	146.6	160.6	117.5	107.3	147.1	170.6	135.2

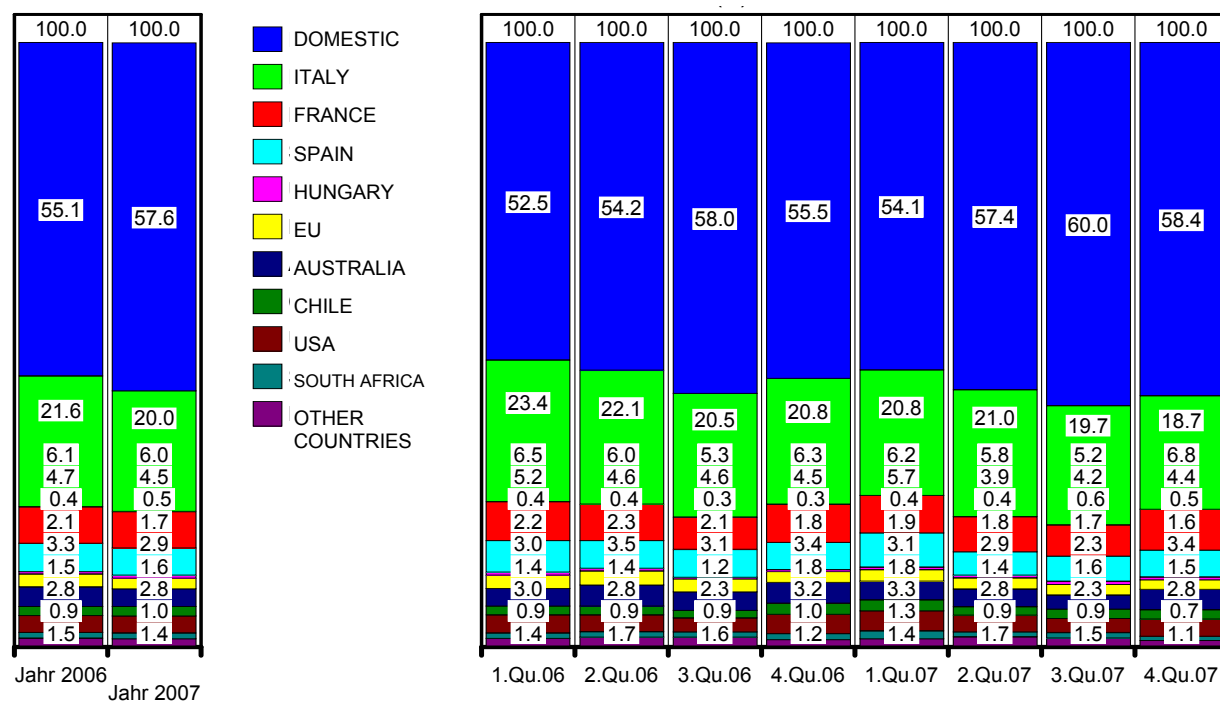
Table 17: Wine Total Value of Sales in 1,000 euros<sup>9</sup>Table 18: Wine Total Value of Sales in 1,000 litres<sup>10</sup><sup>9</sup> AC Nielsen<sup>10</sup> AC Nielsen

Fig. 83: Quantity in percent by wine colour<sup>11</sup>Fig. 84: Value in percent by wine colour<sup>12</sup><sup>11</sup> AC Nielsen<sup>12</sup> AC Nielsen

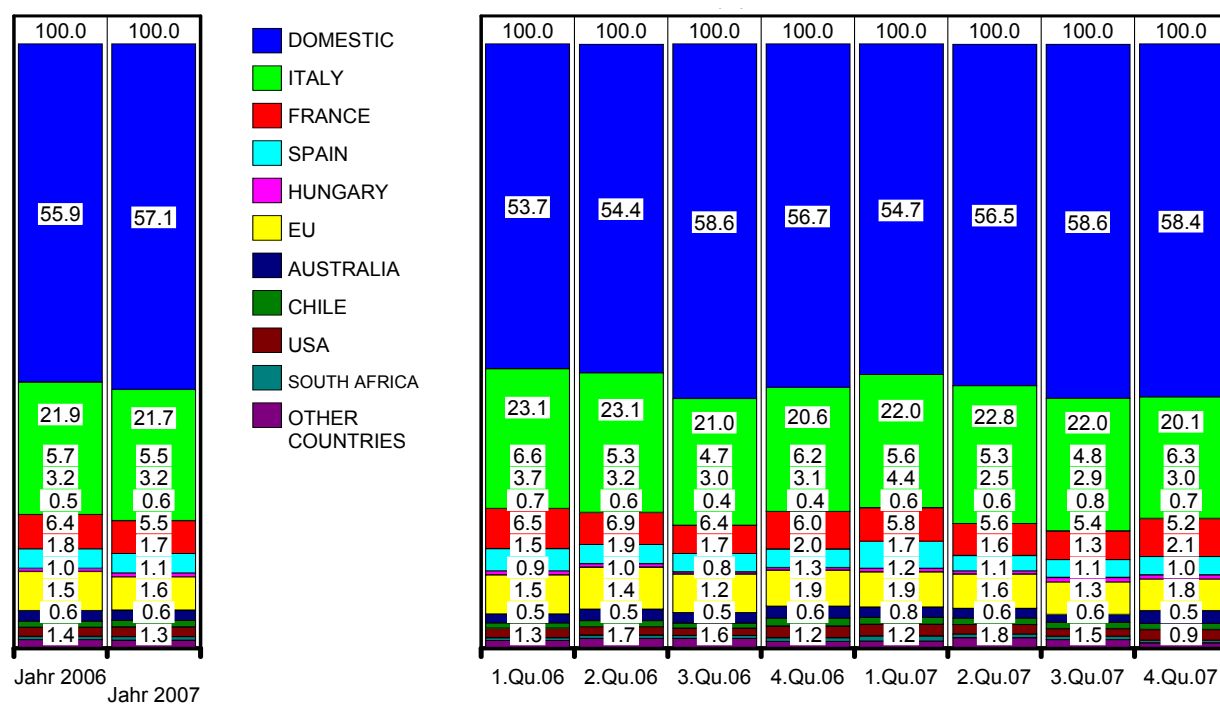


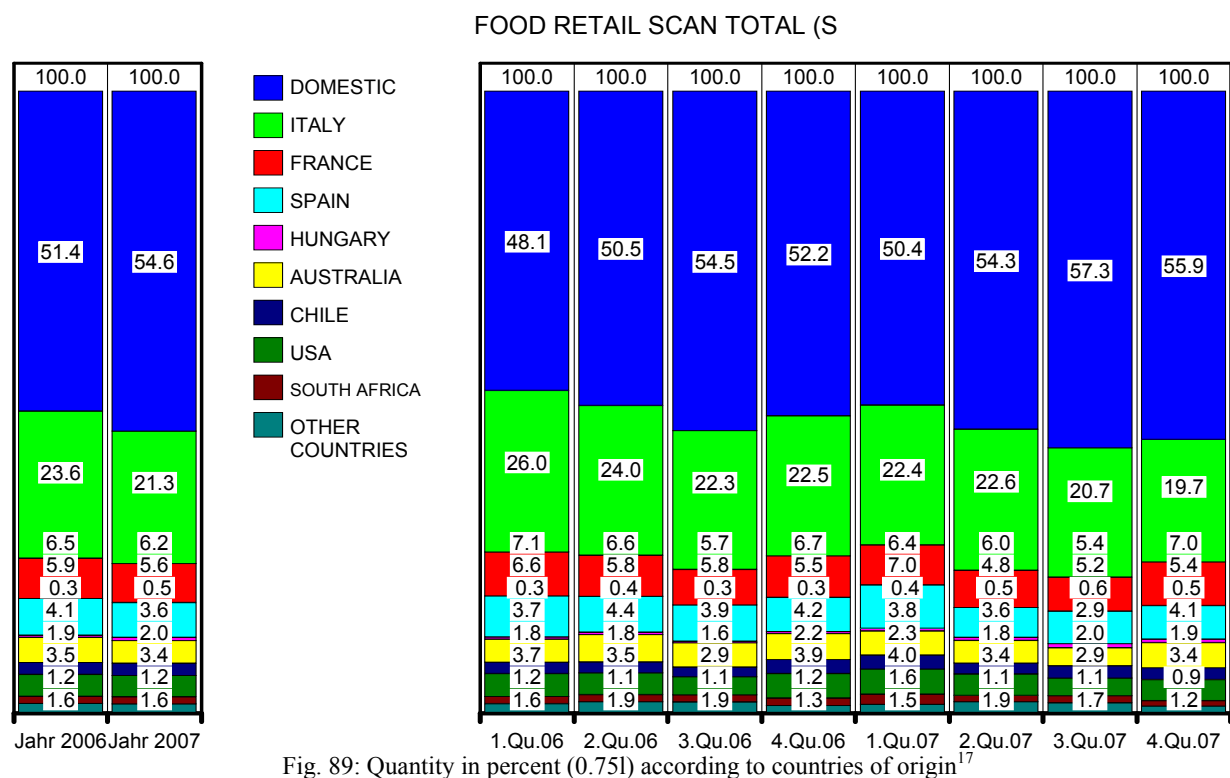
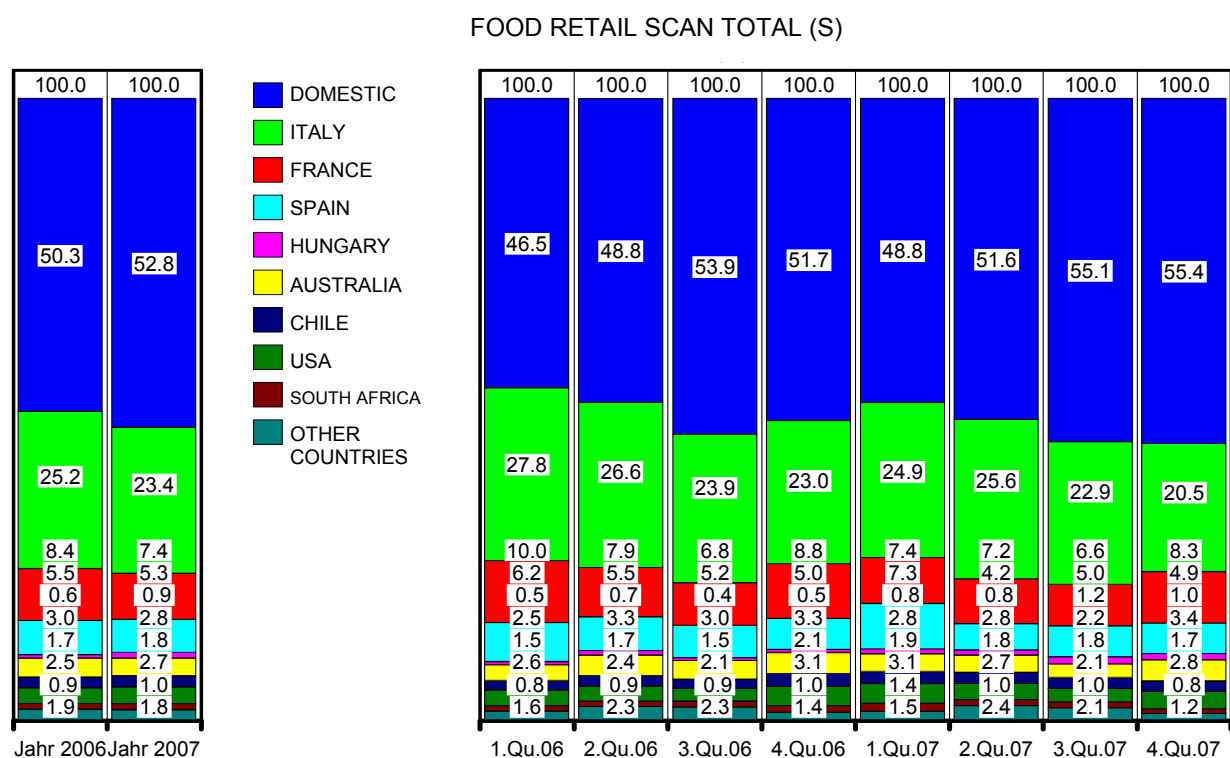
Fig. 85: Value in percent by trading unit<sup>13</sup>Fig. 86: Quantity in percent by trading unit<sup>14</sup><sup>13</sup> AC Nielsen<sup>14</sup> AC Nielsen

## FOOD RETAIL SCAN TOTAL (S)

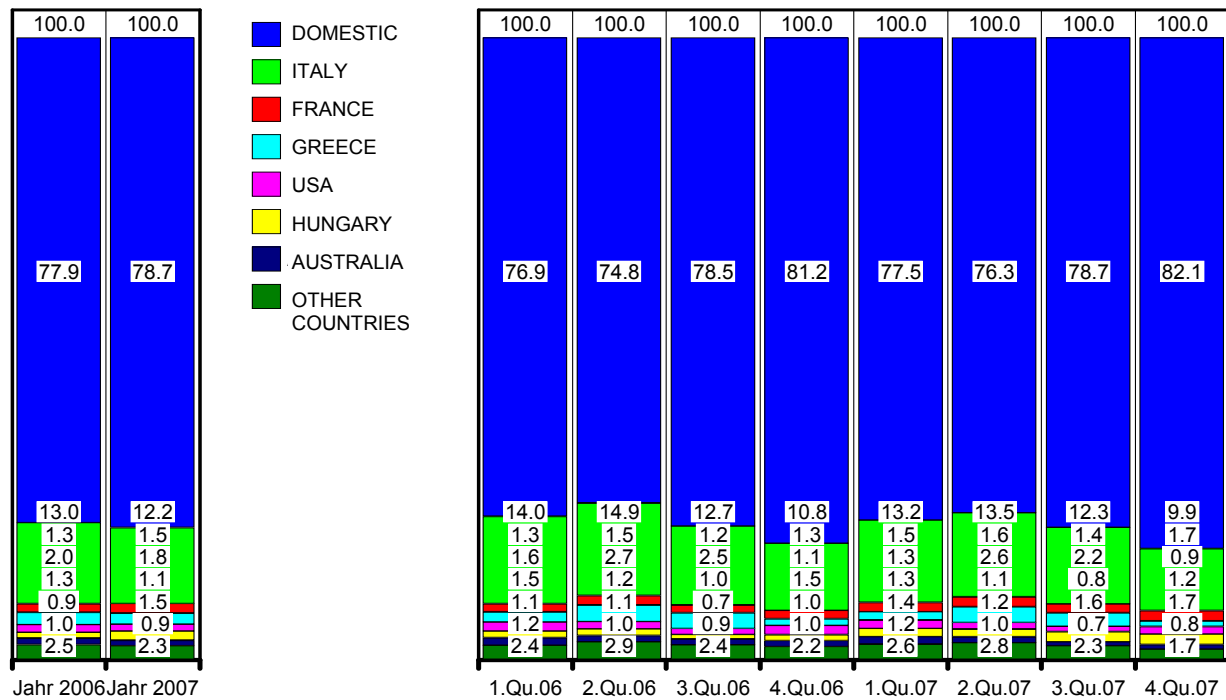
Fig. 87: Total quantity of wine according to countries of origin<sup>15</sup>

## FOOD RETAIL SCAN TOTAL (S)

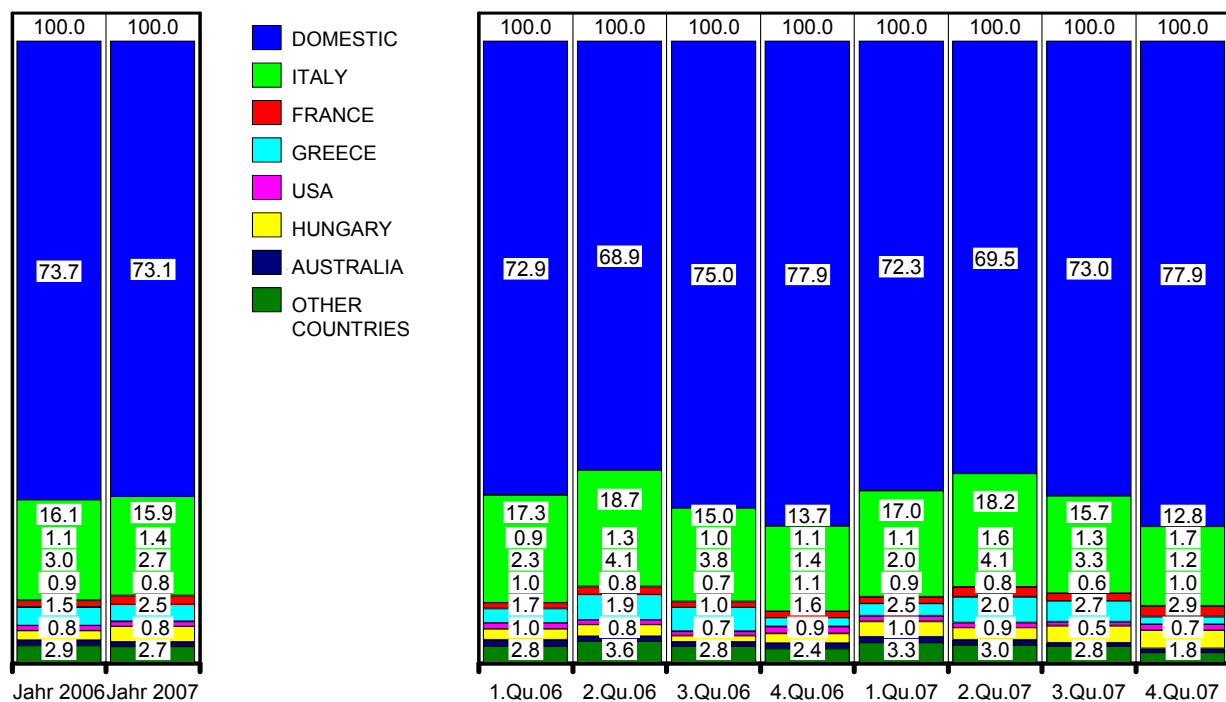
Fig. 88: Total Value of wine according to countries of origin<sup>16</sup><sup>15</sup> AC Nielsen<sup>16</sup> AC Nielsen

Fig. 89: Quantity in percent (0.75l) according to countries of origin<sup>17</sup>Fig. 90: Value in percent (0.75l) according to countries of origin<sup>18</sup><sup>17</sup> AC Nieslen<sup>18</sup> AC Nieslen

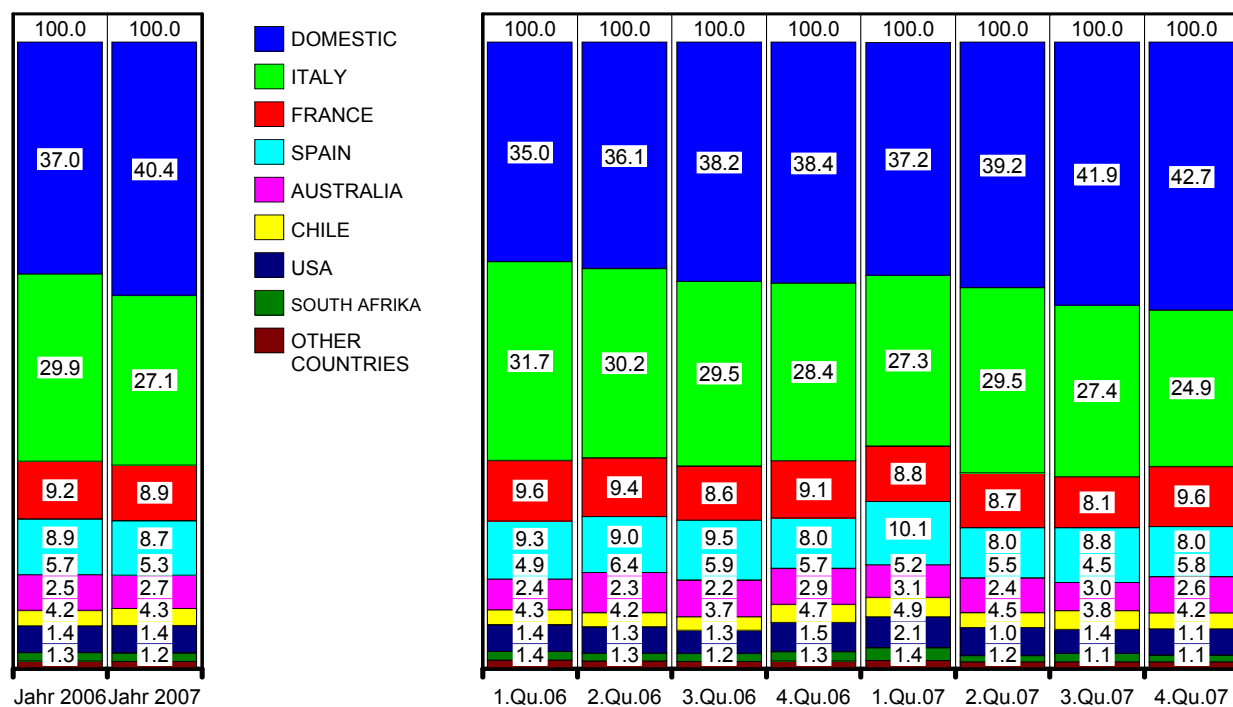
## FOOD RETAIL SCAN TOTAL (S)

Fig. 91: Quantity in percent for white wine (0.75l) according to countries of origin<sup>19</sup>

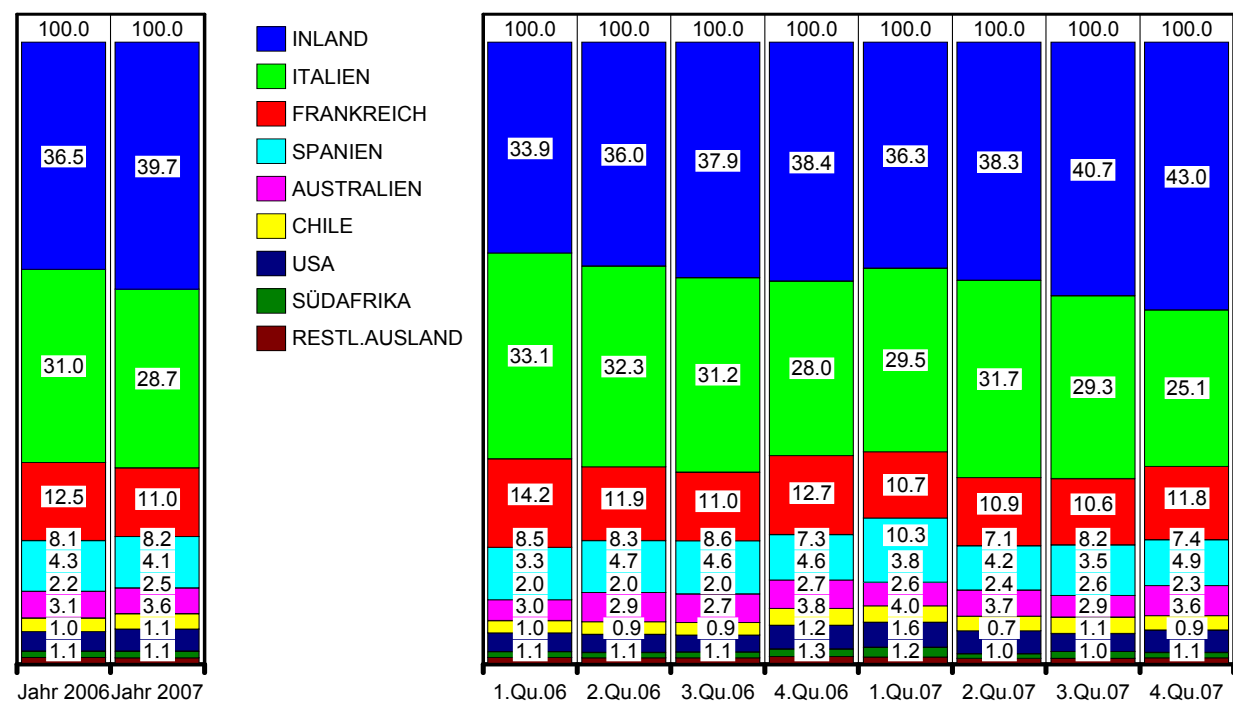
## FOOD RETAIL SCAN TOTAL (S)

Fig. 92: Value in percent for white wine (0.75l) according to countries<sup>20</sup><sup>19</sup> AC Nielsen<sup>20</sup> AC Nielsen

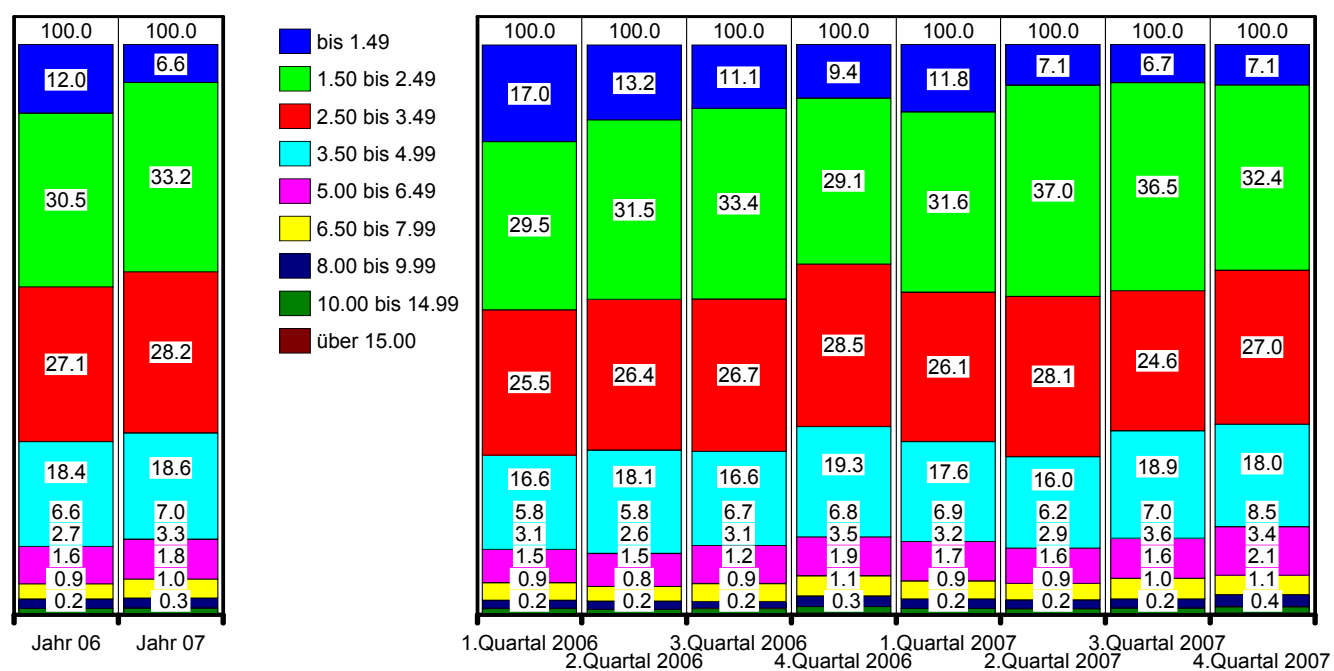
## FOOD RETAIL SCAN TOTAL (S)

Fig. 93: Quantity in percent for red wine (0.75l) according to countries of origin<sup>21</sup>

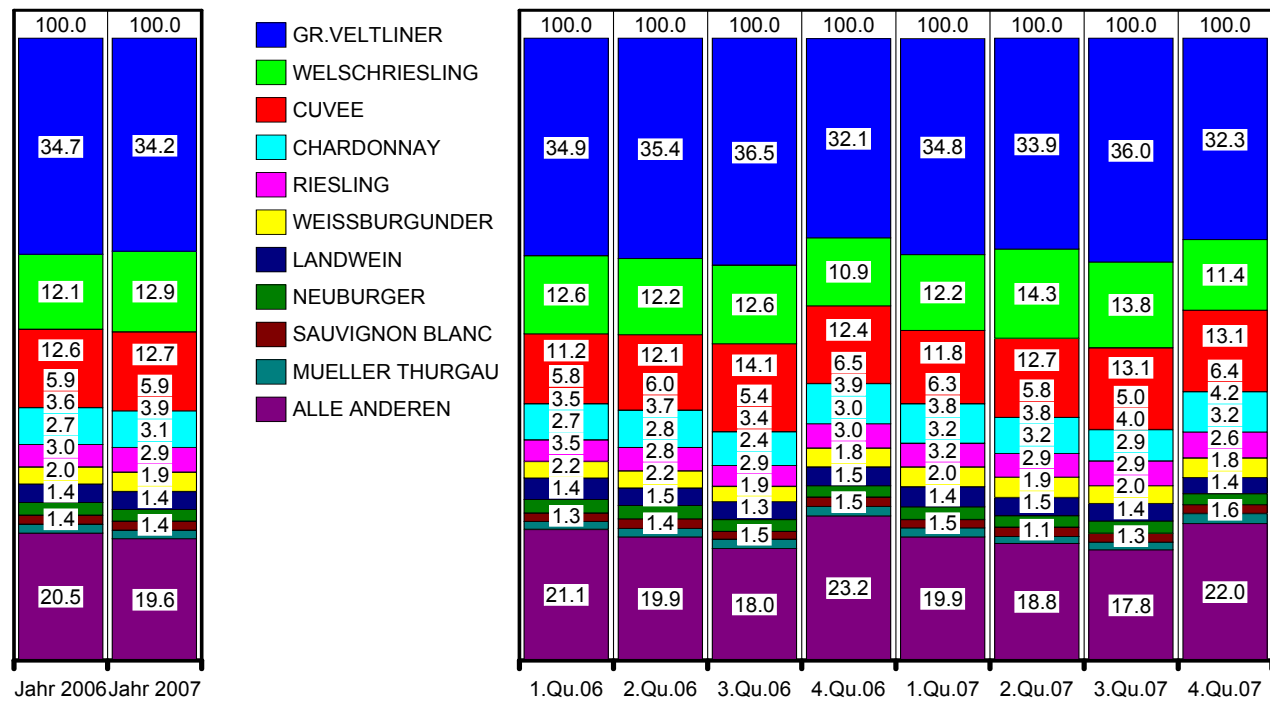
## FOOD RETAIL SCAN TOTAL (S)

Fig. 94: Value in percent for red wine (0.75l) according to countries of origin<sup>22</sup><sup>21</sup> AC Nielsen<sup>22</sup> AC Nielsen

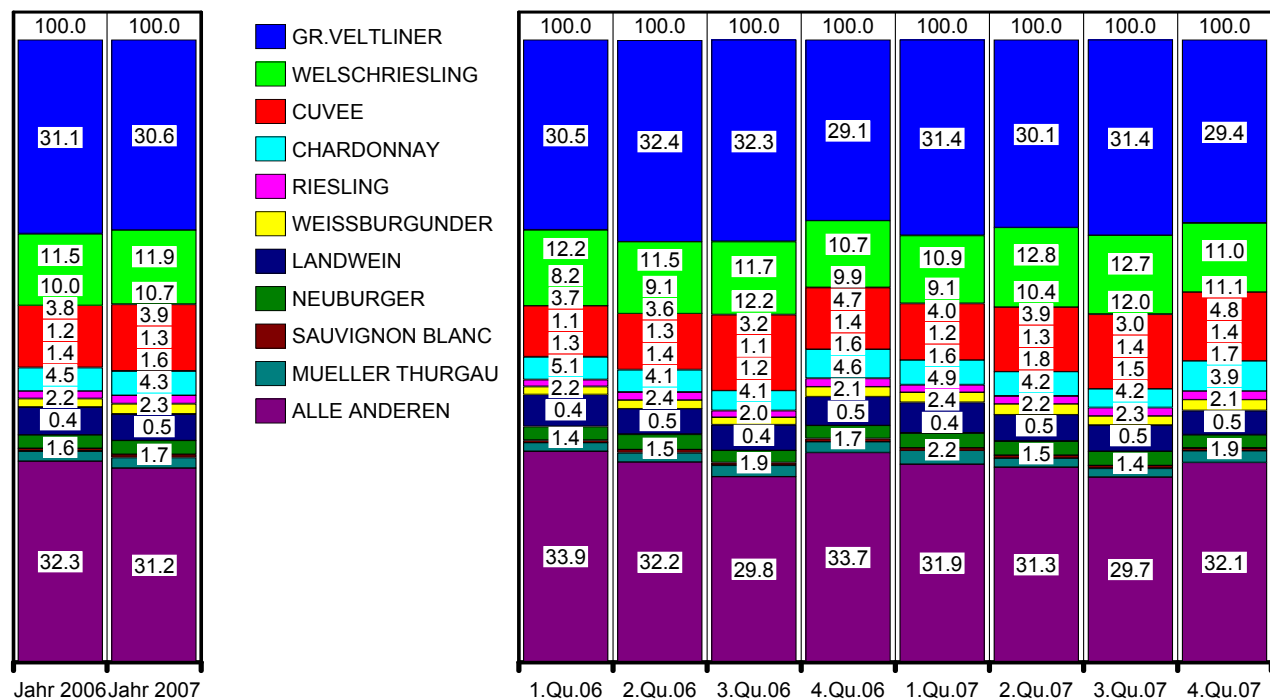
## FOOD RETAIL SCAN TOTAL (S)

Fig.95: Analysis of Price Categories of Wine Total 0.7/0.75 l - Sold quantities converted to prices in food retail<sup>23</sup><sup>23</sup> AC Nielsen

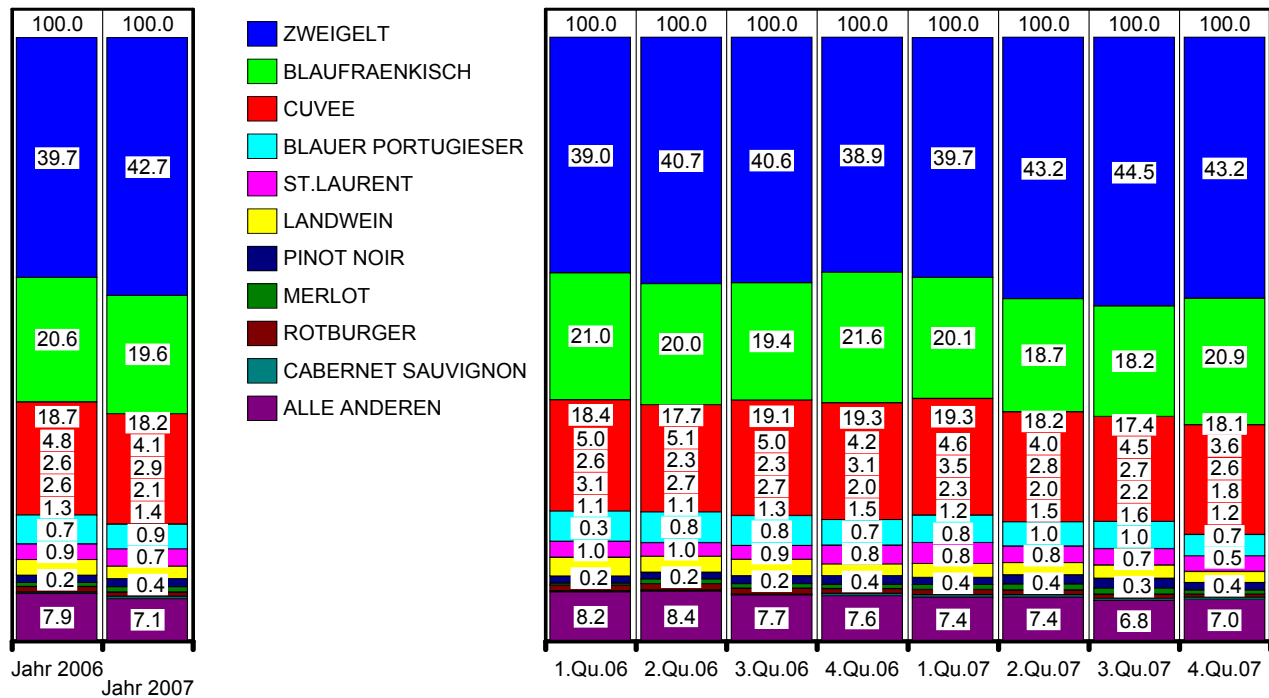
## FOOD RETAIL SCAN TOTAL (S)

Fig. 96: Domestic value in percent top 10 white varieties<sup>24</sup>

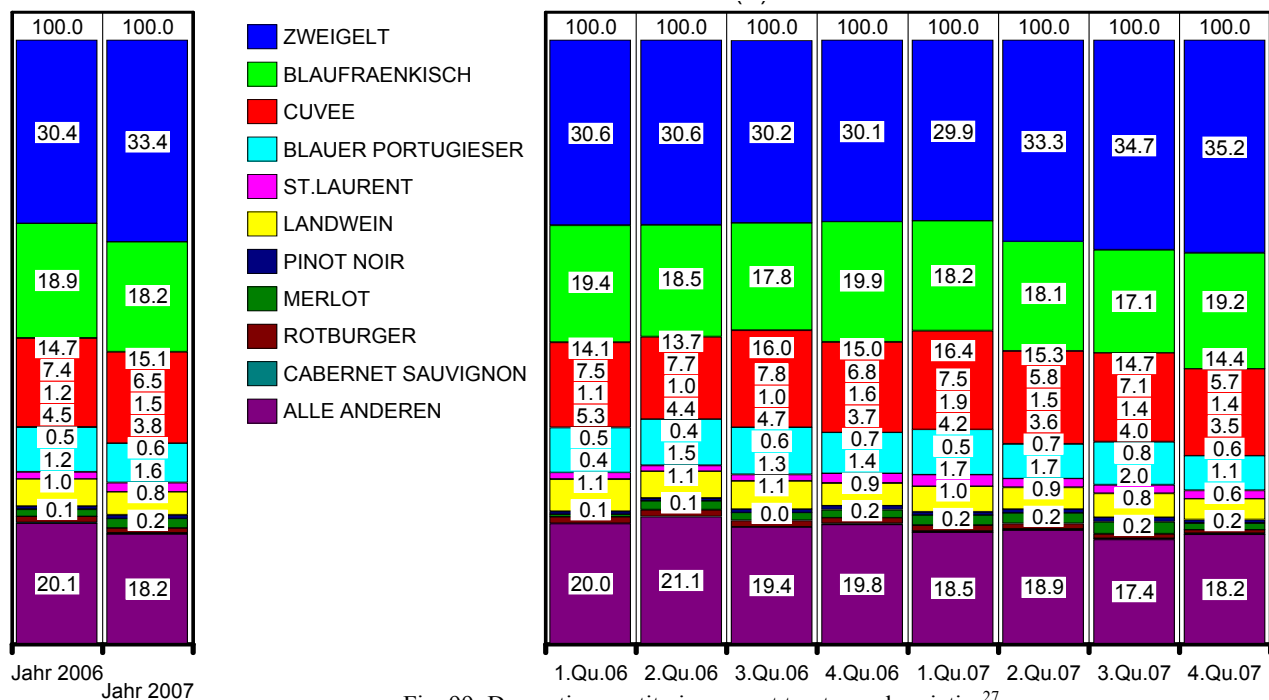
## FOOD RETAIL SCAN TOTAL (S)

Fig. 97: Foreign value in percent top 10 white varieties<sup>25</sup><sup>24</sup> AC Nielsen<sup>25</sup> AC Nielsen

## FOOD RETAIL SCAN TOTAL (S)

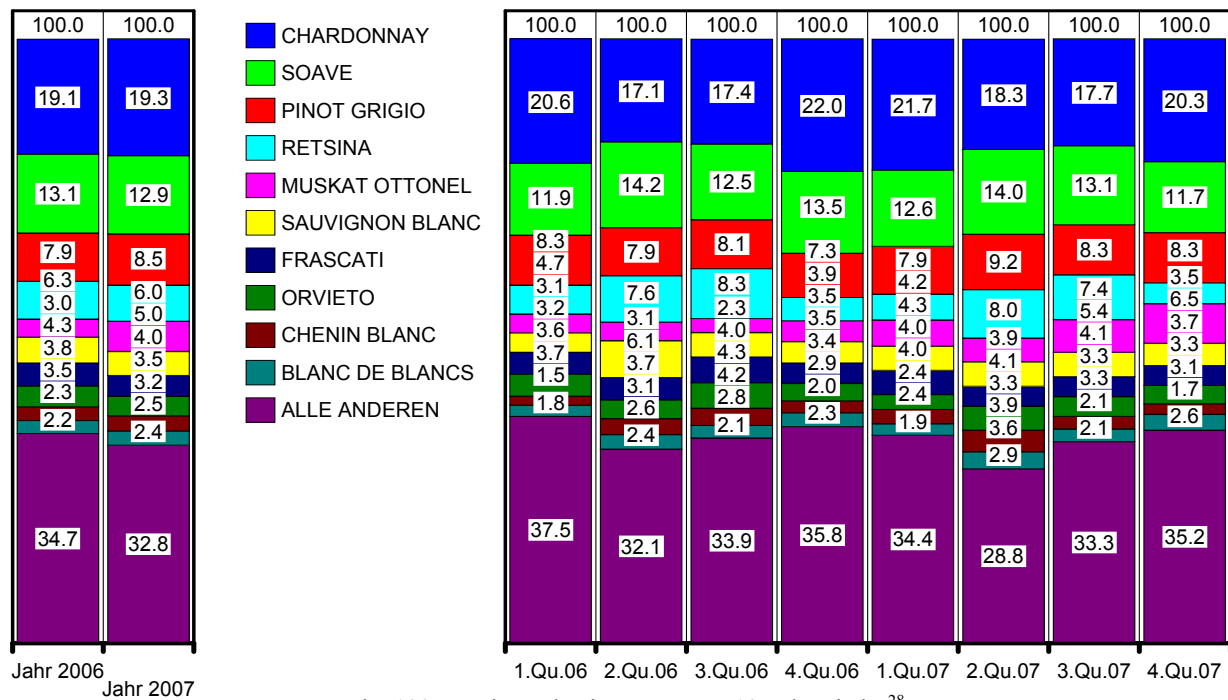
Fig. 98: Domestic value in percent top 10 red varieties<sup>26</sup>

## FOOD RETAIL SCAN TOTAL (S)

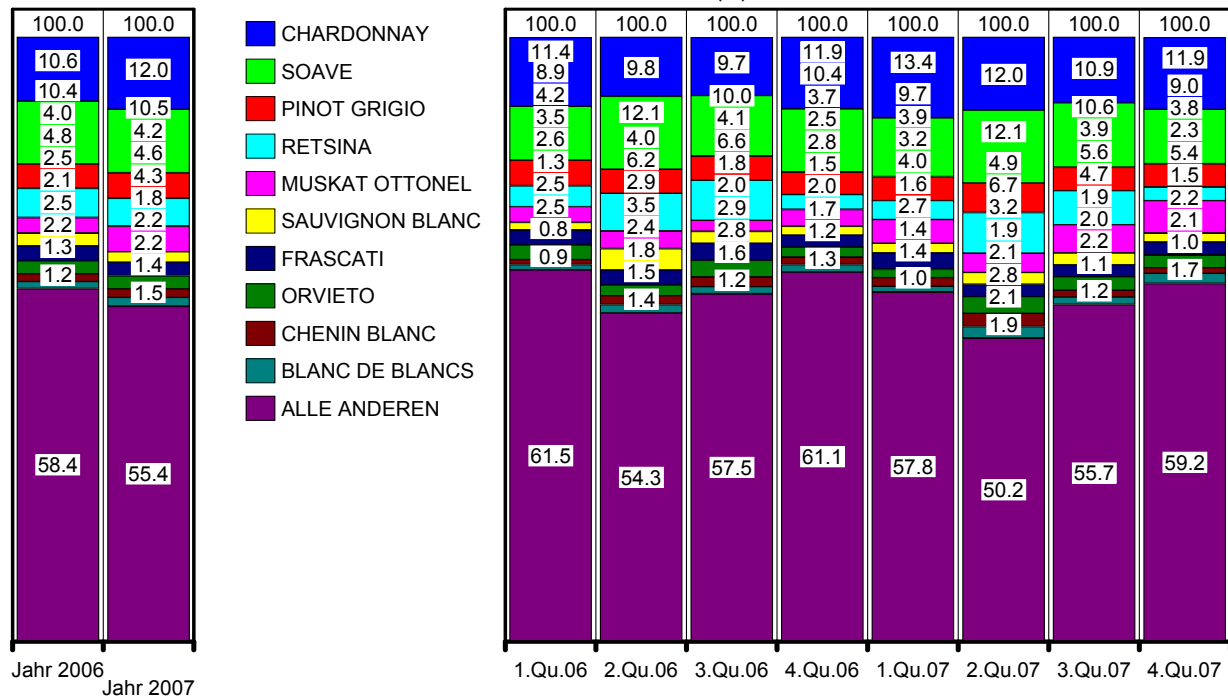
Fig. 99: Domestic quantity in percent top ten red varieties<sup>27</sup><sup>26</sup> AC Nielsen<sup>27</sup> AC Nielsen

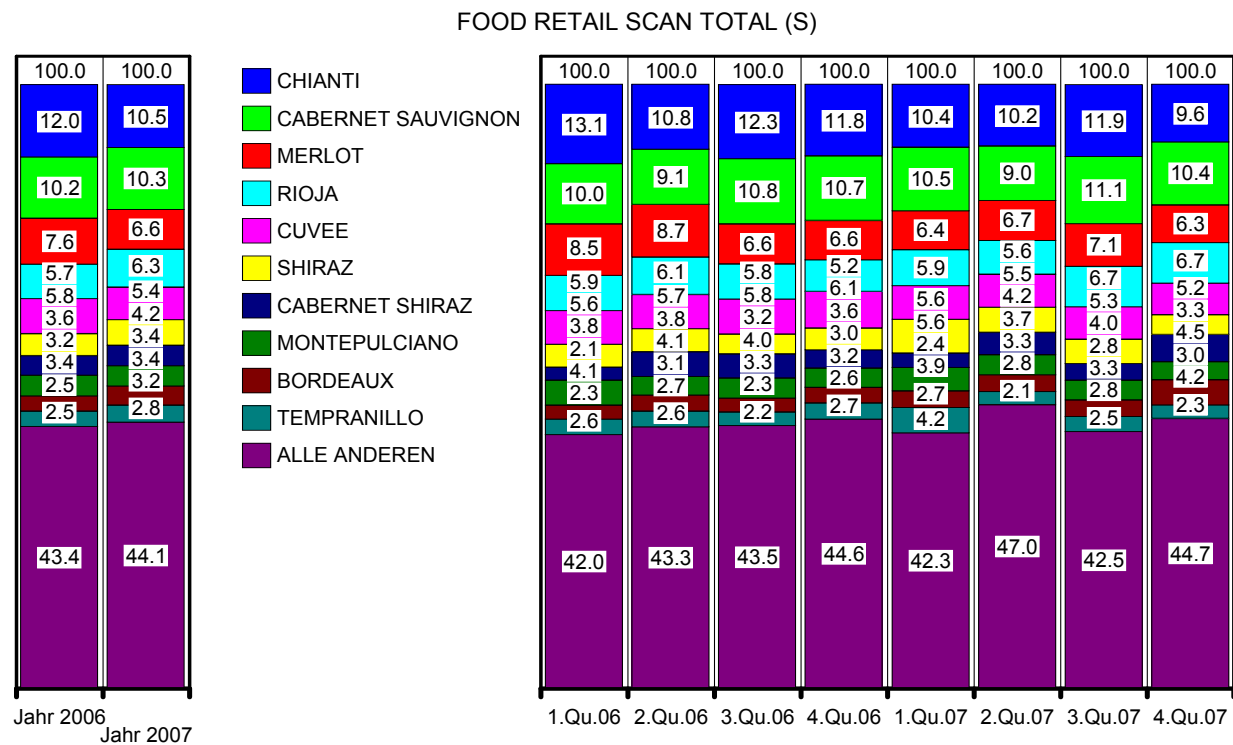
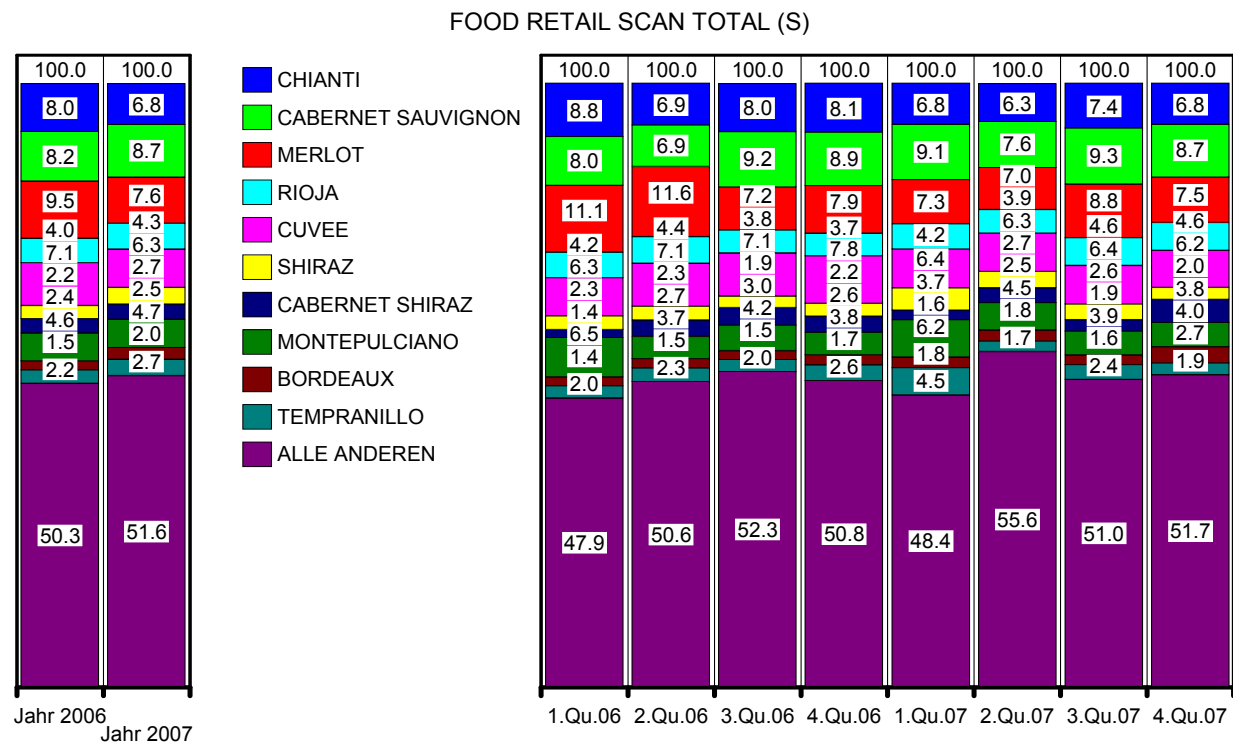


## FOOD RETAIL SCAN TOTAL (S)

Fig. 100: Foreign value in percent top 10 red varieties<sup>28</sup>

## FOOD RETAIL SCAN TOTAL (S)

Fig. 101: Foreign quantity in percent top 10 white varieties<sup>29</sup><sup>28</sup> AC Nielsen<sup>29</sup> AC Nielsen

Fig. 102: Foreign value in percent top 10 red varieties<sup>30</sup>Fig. 103: Foreign quantity in percent top 10 red varieties<sup>31</sup><sup>30</sup> AC Nielsen<sup>31</sup> AC Nielsen

## 4 Austria's foreign trade in wine

### 4.1 International foreign trade in wine 2007

Partner country	Import				Export		
	Liter	Euro	€/Liter		Liter	Euro	€/Liter
US Minor Outlying Islands	3.681	5.339	€ 1,45				
Argentina	157.704	521.709	€ 3,31				
Australia	1.357.684	4.183.328	€ 3,08		29.602	247.087	€ 8,35
Belgium	2.371	9.497	€ 4,01		92.307	427.508	€ 4,63
Bosnia-Herzegovina	12.306	42.256	€ 3,43		10.126	18.044	€ 1,78
Brasil	1.964	8.962	€ 4,56		2.024	10.907	€ 5,39
Bulgaria	2.506	7.013	€ 2,80		17.115	41.436	€ 2,42
Chile	1.006.311	1.879.532	€ 1,87				
China	4.160	115.343	€ 27,73		44.963	233.928	€ 5,2
Denmark	19.830	24.787	€ 1,25		249.406	863.708	€ 3,46
Germany	14.981.020	24.093.658	€ 1,61		39.748.450	59.378.126	€ 1,49
Estonia					56.331	283.541	€ 5,33
Finland					44.191	348.528	€ 7,89
France	5.663.564	39.559.014	€ 6,98		56.195	897.732	€ 15,98
Greece	645.996	1.117.255	€ 1,73		3.560	18.847	€ 5,29
Hong Kong					11.670	190.735	€ 16,34
India					1.093	7.670	€ 7,02
Indonesia					1.639	12.274	€ 7,49
Ireland					11.134	66.023	€ 5,93
Island					9.360	80.472	€ 8,6
Israel	32.672	42.465	€ 1,30				
Italy	43.435.179	73.505.874	€ 1,69		695.326	1.589.373	€ 2,29
Japan					83.542	677.351	€ 8,12
Jordanien							
Caiman Islands					7.797	57.832	€ 7,42
Canada	14.498	77.476	€ 5,34		92.624	502.916	€ 5,43
Republik of Corea					9.378	49.287	€ 5,26
Kosovo					3.351	19.156	€ 5,72
Croatia	30.201	122.092	€ 4,04		61.904	146.055	€ 2,36
Lebanon							
Liechtenstein					109.031	901.793	€ 8,27
Lithuania					2.295	13.780	€ 6,00
Luxembourg					25.371	110.868	€ 4,37
Malaysia					1.867	8.676	€ 4,65
Former Yugoslav Republic of Macedonia	47.465	64.889	€ 1,37				
Mexico							
Republic of Montenegro	21.889	67.728	€ 3,09		2.805	40.255	€ 14,35
New Zealand	18.783	146.437	€ 7,8		619	6.575	€ 10,62
The Netherlands	41.164	37.185	€ 0,9		1.407.029	5.490.136	€ 3,9
Netherlands Antilles							
Norway	1.695	7.622	€ 4,5		455.012	1.335.780	€ 2,94
Poland					614.009	1.248.439	€ 2,03
Portugal	261.812	1.230.857	€ 4,7		3.797	43.511	€ 11,46
Romania	1.747	6.111	€ 3,5		11.177	39.138	€ 3,5
Russian Federation					40.950	326.118	€ 7,96

Saudi-Arabia	3.433	20.410	€ 5,95				
Sweden					318.217	1.483.576	€ 4,66
Switzerland	42.326	887.060	€ 20,96		1.779.562	10.562.000	€ 5,94
Serbia	15.233	24.135	€ 1,58		9.941	35.816	€ 3,6
Serbia and Montenegro							
Singapore					8.903	80.676	€ 9,06
Slovakia	1.013	5.667	€ 5,59		438.408	560.666	€ 1,28
Slovenia	115.400	173.609	€ 1,50		808.425	933.929	€ 1,16
Spain	4.584.215	12.350.008	€ 2,69		14.491	94.841	€ 6,54
South Africa	394.873	1.529.964	€ 3,87				
Syrian Arab. Rep.					10.160	22.417	€ 2,21
Taiwan					28.425	338.399	€ 11,9
Thailand					32.701	68.404	€ 2,09
Czech Republic					6.477.173	3.699.164	€ 0,57
Tunesia	2.834	7.051	€ 2,49				
Turkey	24.871	60.292	€ 2,42		1.439	9.433	€ 6,56
Ukraine	6.002	31.462	€ 5,24		3.366	18.739	€ 5,57
Hungary	423.091	676.710	€ 1,60		139.845	257.197	€ 1,84
Venezuela							
United Arab Emirates					24.835	210.807	€ 8,49
United States of America	771.280	2.246.095	€ 2,91		1.554.386	8.227.654	€ 5,29
United Kingdom	811.335	2.250.627	€ 2,77		211.190	2.493.677	€ 11,81
<b>Total</b>	<b>74.968.156</b>	<b>167.158.018</b>	<b>€ 2,33</b>		<b>55.921.629</b>	<b>105.103.847</b>	<b>€ 1,88</b>

Table 19: Austria's foreign trade in wine 2007<sup>1</sup><sup>1</sup> Statistics Austria

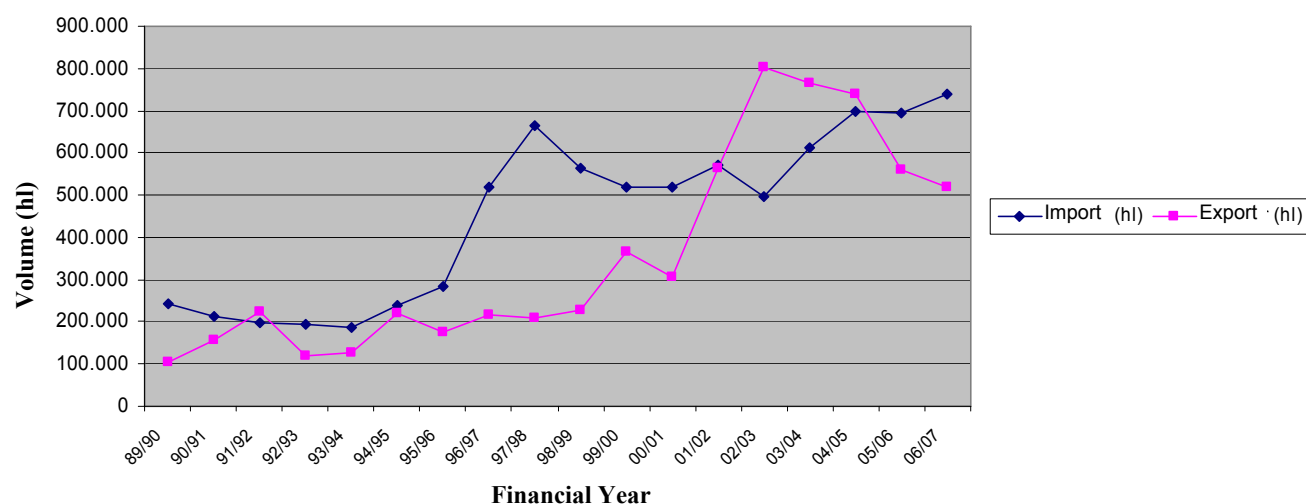
## 4.2 Austrian Imports and Exports (Financial Year) 1989/90 – 2006/07

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 <sup>2</sup>	Imports (hl)	Exports (hl)
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
2005/2006	696.159	559.211
2006/2007	739.102	519.489

Table 20: Import/Export 1989/90 – 2006/07<sup>3</sup>

International wine imports and exports (bottled wine and cask wine) 1989/90 – 2006/2007

Fig. 164: Import Export of Wine - global<sup>4</sup>

<sup>2</sup> Until 1993/94: Nov 1 - Oct 31; as of 1994/95: Sep 1 - Aug 31; as of 2000/01: Aug 1 – Jul 31

<sup>3</sup> Statistics Austria; "Balance of Supply"

<sup>4</sup> Grafics ÖWM according to Statistics Austria

### 4.3 Imports and exports (calendar Year 2003 – 2007)

#### Imports (calendar years)

Product groups	in hl									
	2003	%-V	2004	%-V	2005	%-V	2006	%-V	2007	%-V
Sparkling wines	68.112	-1,1	74.619	9,6	110.498	48,1	163.558	48,0	158.377	-3,2
Bottles < 2 L at 1-3 bars	52.767	7,5	61.334	16,2	63.289	3,2	72.749	14,9	78.895	8,4
Qualitätswein white, < 2 L	32.110	-23,5	62.732	95,4	53.258	-15,1	34.104	-36,0	50.158	47,1
Qualitätswein red, < 2 L	133.300	0,8	224.984	68,8	213.356	-5,2	119.293	-44,1	124.503	4,4
Other white wines, < 2 L	36.286	-14,7	62.442	72,1	58.518	-6,3	48.024	-17,9	62.645	30,4
Other red wines, < 2 L	83.391	16,5	108.736	30,4	90.363	-16,9	85.869	-5,0	106.762	24,3
Prädikatsweine, < 2 L	15.796	-25,0	10.313	-34,7	6.031	-41,5	3.757	-37,7	5.833	55,3
Bottles > 2 l at 1-3 bars	2.349	37,0	513	-78,2	2.036	297,1	7.762	281,2	3.764	-51,5
Qualitätswein white, > 2 L	709	-11,7	375	-47,1	413	10,2	358	-13,3	2.362	559,8
Qualitätswein red, > 2 L	8.327	-32,0	7.470	-10,3	4.209	-43,7	5.850	39,0	4.996	-14,6
Other white wines, > 2 L	19.911	1010,5	8.051	-59,6	16.586	106,0	78.749	374,8	87.799	11,5
Other red wines, > 2 L	75.872	-10,1	86.689	14,3	76.849	-11,4	80.071	4,2	63.040	-21,3
Prädikatsweine, > 2 L	539	-10,8	514	-4,6	539	4,8	450	-16,5	548	21,8
<b>Wines total</b>	<b>529.468</b>	<b>0,1</b>	<b>708.771</b>	<b>33,9</b>	<b>705.944</b>	<b>-0,4</b>	<b>700.597</b>	<b>-0,8</b>	<b>749.682</b>	<b>7,0</b>
Product groups	in 1000 EURO									
	2003	%-V	2004	%-V	2005	%-V	2006	%-V	2007	%-V
Sparkling wines	23.924	1,3	26.589	11,1	31.679	19,1	43.288	36,6	47.609	10,0
Bottles < 2 L at 1-3 bars	10.528	14,0	12.727	20,9	11.744	-7,7	12.748	8,5	14.344	12,5
Qualitätswein white, < 2 L	9.233	-24,4	14.444	56,4	14.652	1,4	12.922	-11,8	14.997	16,1
Qualitätswein red, < 2 L	49.261	-8,2	61.940	25,7	52.410	-15,4	39.517	-24,6	40.896	3,5
Other white wines, < 2 L	6.901	-8,8	9.189	33,2	8.838	-3,8	8.678	-1,8	11.534	32,9
Other red wines, < 2 L	23.592	11,0	26.960	14,3	20.979	-22,2	24.541	17,0	25.279	3,0
Prädikatsweine, < 2 L	2.298	-7,5	2.068	-10,0	1.697	-17,9	3.364	98,2	2.932	-12,8
Bottles > 2 l at 1-3 bars	585	51,6	80	-86,3	539	573,8	1.366	153,4	738	-46,0
Qualitätswein white, > 2 L	99	-15,8	116	17,2	80	-31,0	96	20,0	231	140,6
Qualitätswein red, > 2 L	1.770	-13,0	1.321	-25,4	855	-35,3	1.142	33,6	971	-15,0
Other white wines, > 2 L	821	60,0	427	-48,0	1.053	146,6	2.859	171,5	3.736	30,7
Other red wines, > 2 L	3.784	-2,4	4.112	8,7	3.420	-16,8	3.335	-2,5	3.743	12,2
Prädikatsweine, > 2 L	75	-25,4	144	92,0	212	47,2	165	-22,2	149	-9,7
<b>Weine gesamt</b>	<b>132.871</b>	<b>-3,1</b>	<b>160.117</b>	<b>20,5</b>	<b>148.160</b>	<b>-7,5</b>	<b>154.021</b>	<b>4,0</b>	<b>167.158</b>	<b>8,5</b>

Table 21: Imports<sup>5</sup><sup>5</sup> Statistics Austria

Exports (calendar years)

Product groups	in Hektoliter									
	2003	%-V	2004	%-V	2005	%-V	2006	%-V	2007	%-V
Sparkling wines	6.235	45,7	7.605	22,0	8.479	11,5	10.264	21,1	12.357	20,4
Bottles < 2 L at 1-3 bars	4.816	16,7	5.369	11,5	9.643	79,6	23.228	140,9	48.340	108,1
Qualitätswein white, < 2 L	66.357	7,8	85.333	28,6	89.018	4,3	118.941	33,6	137.058	15,2
Qualitätswein red, < 2 L	83.428	43,0	129.812	55,6	123.586	-4,8	82.449	-33,3	83.623	1,4
Other white wines, < 2 L	46.892	-10,0	19.714	-58,0	38.603	95,8	25.401	-34,2	38.220	50,5
Other red wines, < 2 L	16.726	15,8	26.321	57,4	54.245	106,1	26.005	-52,1	38.254	47,1
Prädikatsweine, < 2 L	99	-29,6	73	-26,3	544	645,2	199	-63,4	208	4,5
Bottles > 2 l at 1-3 bars	4	-99,7	28	600,0	0	-99,6	0,2		40	19900,0
Qualitätswein white, > 2 L	21.544	34,1	15.724	-27,0	9.467	-39,8	1.568	-83,4	19.058	1115,4
Qualitätswein red, > 2 L	25.076	20,8	38.883	55,1	44.051	13,3	18.476	-58,1	21.899	18,5
Other white wines, > 2 L	497.115	11,3	337.099	-32,2	198.554	-41,1	124.898	-37,1	119.947	-4,0
Other red wines, > 2 L	63.045	-4,7	74.845	18,7	95.156	27,1	71.209	-25,2	40.122	-43,7
Prädikatsweine, > 2 L	73	-11,5	30	-58,9	41	36,7	10	-75,6	90	800,0
<b>Wines total</b>	<b>831.410</b>	<b>11,5</b>	<b>740.834</b>	<b>-10,9</b>	<b>671.387</b>	<b>-9,4</b>	<b>516.762</b>	<b>-23,0</b>	<b>559.216</b>	<b>8,2</b>
Product groups	in 1000 EURO									
	2003	%-V	2004	%-V	2005	%-V	2006	%-V	2007	%-V
Sparkling wines	2.319	31,8	2.021	-12,9	2.802	38,6	3.752	33,9	4.550	21,3
Bottles < 2 L at 1-3 bars	1.359	-7,3	1.018	-25,1	1.421	39,6	2.554	79,7	5.426	112,5
Qualitätswein white, < 2 L	13.973	14,2	17.569	25,7	19.144	9,0	25.181	31,5	32.443	28,8
Qualitätswein red, < 2 L	18.299	28,2	29.060	58,8	19.981	-31,2	20.820	4,2	27.509	32,1
Other white wines, < 2 L	9.659	-4,1	9.157	-5,2	10577	15,5	9.801	-7,3	11.790	20,3
Other red wines, < 2 L	3.973	3,4	5.474	37,8	12.153	122,0	7.093	-41,6	10.039	41,5
Prädikatsweine, < 2 L	107	17,4	91	-15,0	217	138,5	262	20,7	124	-52,7
Bottles > 2 l at 1-3 bars	1	-97,1	51	5000,0	0,6	-98,8	1	66,7	14	1300,0
Qualitätswein white, > 2 L	840	15,6	800	-4,8	431	-46,1	847	96,5	1.473	73,9
Qualitätswein red, > 2 L	1.699	19,6	2.851	67,8	2.376	-16,7	1.455	-38,8	1.473	1,2
Other white wines, > 2 L	14.388	29,4	11.757	-18,3	7.717	-34,4	5.698	-26,2	7.106	24,7
Other red wines, > 2 L	2.358	-14,3	3.605	52,9	4.754	31,9	4.064	-14,5	3.092	-23,9
Prädikatsweine, > 2 L	53	110,4	49	-7,5	22	-55,1	8	-63,6	63	687,5
<b>Wines total</b>	<b>69.026</b>	<b>15,4</b>	<b>83.502</b>	<b>21,0</b>	<b>81.596</b>	<b>-2,3</b>	<b>81.536</b>	<b>-0,1</b>	<b>105.104</b>	<b>28,9</b>

Table 22: Exports<sup>6</sup><sup>6</sup> Statistics Austria

## 4.4 Imports and exports (Jan – June 2007)

### Imports

Product groups	I-VI 2006		I-VI 2007		% Variation	
	litre	€	litre	€	litre	€
Sparkling wines	5.527.846	13.866.912	5.459.994	15.072.997	-1,2	8,7
Bottles < 2 L at 1-3 bars	3.214.494	5.424.788	3.226.660	4.723.868	0,4	-12,9
Qualitätswein white, < 2 L	1.599.572	6.373.770	2.223.194	6.341.007	39,0	-0,5
Qualitätswein red, < 2 L	5.674.954	19.672.173	5.996.043	18.445.788	5,7	-6,2
Other white wines, < 2 L	2.205.107	3.467.976	2.152.099	4.329.076	-2,4	24,8
Other red wines, < 2 L	3.987.714	10.247.446	4.173.952	10.323.894	4,7	0,7
Prädikatsweine, < 2 L	167.112	605.750	237.324	1.396.826	42,0	130,6
Bottles > 2 l at 1-3 bars	388.051	657.664	251.099	513.842	-35,3	-21,9
Qualitätswein white, > 2 L	15.132	41.785	172.341	139.957	1038,9	234,9
Qualitätswein red, > 2 L	269.122	387.663	219.151	641.395	-18,6	65,5
Other white wines, > 2 L	4.145.965	1.388.723	6.379.952	2.624.729	53,9	89,0
Other red wines, > 2 L	4.128.084	1.506.615	2.385.293	1.520.215	-42,2	0,9
Prädikatsweine, > 2 L	26.849	102.242	34.365	101.813	28,0	-0,4
<b>Wines total</b>	<b>31.350.002</b>	<b>63.743.507</b>	<b>32.911.467</b>	<b>66.175.407</b>	<b>5,0</b>	<b>3,8</b>

Table 23: Imports Jan – June 2007<sup>7</sup>

### Exports

Product groups	I-VI 2006		I-VI 2007		% Variation	
	litre	€	litre	€	litre	€
Sparkling wines	454.399	1.647.502	701.950	2.127.601	54,5	29,1
Bottles < 2 L at 1-3 bars	314.141	801.793	1.960.519	2.468.166	524,1	207,8
Qualitätswein white, < 2 L	5.918.866	12.069.696	6.297.725	14.002.793	6,4	16,0
Qualitätswein red, < 2 L	4.426.160	9.757.220	3.491.638	11.678.526	-21,1	19,7
Other white wines, < 2 L	1.198.035	4.739.215	1.619.206	5.752.325	35,2	21,4
Other red wines, < 2 L	1.282.384	3.292.752	1.489.796	3.933.441	16,2	19,5
Prädikatsweine, < 2 L	13.192	187.876	18.599	46.128	41,0	-75,4
Bottles > 2 l at 1-3 bars	140	491	3.883	13.162	2673,6	2580,7
Qualitätswein white, > 2 L	484.911	305.857	692.375	594.399	42,8	94,3
Qualitätswein red, > 2 L	1.058.161	796.188	961.184	633.799	-9,2	-20,4
Other white wines, > 2 L	7.235.506	3.340.912	7.203.303	4.202.622	-0,4	25,8
Other red wines, > 2 L	3.836.033	2.109.207	2.338.842	1.704.912	-39,0	-19,2
Prädikatsweine, > 2 L	60	417	6.154	35.391	10156,7	8387,1
<b>Wines total</b>	<b>26.221.988</b>	<b>39.049.126</b>	<b>26.785.174</b>	<b>47.193.265</b>	<b>2,1</b>	<b>20,9</b>

Fig. 24: Exports Jan – June 2007<sup>8</sup><sup>7</sup> Statistics Austria<sup>8</sup> Statistics Austria



## 4.5 Austrian wine exports sorted by product groups and major markets 2006 – 2007

Product groups	Germany				Switzerland			
	2006		2007		2006		2007	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	367.467	1.491.424	264.716	1.188.061	26.603	160.798	60.422	230.641
Bottles < 2 L at 1-3 bars	1.557.483	1.590.837	2.794.670	3.531.642	61.085	335.272	75.583	274.421
Qualitätswein white, < 2 L	10.420.908	16.599.402	11.587.937	21.507.782	187.929	1.653.493	281.015	1.900.503
Qualitätswein red, < 2 L	7.296.817	14.110.872	6.767.962	18.083.445	342.398	2.299.134	558.722	3.286.841
Other white wines, < 2 L	1.230.145	2.629.346	2.086.346	3.762.572	248.739	2.132.543	235.822	1.705.682
Other red wines, < 2 L	1.327.130	1.734.458	1.804.392	2.464.993	332.489	2.331.824	342.955	2.389.422
Prädikatsweine, < 2 L	15.441	200.152	8.281	45.190	1876	23.386	7427	54.596
Bottles > 2 l at 1-3 bars	61	323	520	769	0	0	3338	12419
Qualitätswein white, > 2 L	1.314.896	683.795	1.620.995	1.077.828	2.030	21.247	25.965	24.588
Qualitätswein red, > 2 L	1.249.065	868.887	1.922.179	1.211.732	78.104	75.551	77.046	63.444
Other white wines, > 2 L	6.760.258	2.973.298	8.463.230	5.127.712	1.591	13.545	2.890	41.108
Other red wines, > 2 L	3.775.855	1.758.404	2.426.926	1.375.991	65.632	555.702	108.293	577.647
Prädikatsweine, > 2 L	262	358	296	409	309	3.773	84	688
<b>Wines total</b>	<b>35.315.788</b>	<b>44.641.556</b>	<b>39.748.450</b>	<b>59.378.126</b>	<b>1.348.785</b>	<b>9.606.268</b>	<b>1.779.562</b>	<b>10.562.000</b>
Product groups	USA				Netherlands			
	2006		2007		2006		2007	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	12.790	94.394	23.204	148.548	176.870	408.949	656.523	1.669.080
Bottles < 2 L at 1-3 bars	11.328	71.784	62.320	329.422	15.368	48.317	6.421	26.003
Qualitätswein white, < 2 L	385.384	1.992.200	195.039	910.876	139.650	593.938	311.805	1.362.362
Qualitätswein red, < 2 L	98.339	571.252	212.041	1.182.965	90.754	698.229	131.502	714.752
Other white wines, < 2 L	654.752	3.510.130	806.439	4.159.661	18.211	84.907	105.188	416.776
Other red wines, < 2 L	121.104	783.979	188.356	1.093.514	168.319	1.111.547	192.136	1.295.302
Prädikatsweine, < 2 L	495	7.925	0	0	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	77	966	15.330	76.806	0	0	0	0
Qualitätswein red, > 2 L	270	48.238	155	5.373	561	82.562	606	788
Other white wines, > 2 L	3.285	15.241	98	2.404	0	0	0	0
Other red wines, > 2 L	13.882	90.303	44.926	281.735	955	1.882	2.848	5.073
Prädikatsweine, > 2 L	9	138	6478	36.350	0	0	0	0
<b>Wines total</b>	<b>1.301.715</b>	<b>7.186.550</b>	<b>1.554.386</b>	<b>8.227.654</b>	<b>610.688</b>	<b>3.030.331</b>	<b>1.407.029</b>	<b>5.490.136</b>

Table 25: Survey of countries<sup>9</sup><sup>9</sup> Statistics Austria

Product groups	United Kingdom				Italy			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	1.492	211.241	4.037	203.654	246.614	795.759	18.137	219.431
Bottles < 2 L at 1-3 bars	666	3.281	2.601	11.715	26421	37467	8.632	26.117
Qualitätswein white, < 2 L	80.598	605.662	163.772	983.924	41.801	338.134	50.275	391.672
Qualitätswein red, < 2 L	19.363	1.070.573	33.559	1.225.227	81.431	265.229	101.298	327.586
Other white wines, < 2 L	5.496	37.770	5.362	40.447	73.989	111.700	90.378	154.763
Other red wines, < 2 L	1.112	12.612	1.822	14.897	104.686	179.154	114.573	192.965
Prädikatsweine, < 2 L	6	3.430	6	351	173	2935	3165	7.868
Bottles > 2 l at 1-3 bars	18	246	0	0	2	10	171	402
Qualitätswein white, > 2 L	0	0	0	0	25.188	16.371	83.339	62.858
Qualitätswein red, > 2 L	44	11.342	31	13.462	130.132	71.338	128	69
Other white wines, > 2 L	0	0	0	0	101.365	51.586	218.829	198.366
Other red wines, > 2 L	0	0	0	0	7.686	7.601	6.401	7.276
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
<b>Wines total</b>	<b>108.795</b>	<b>1.956.157</b>	<b>211.190</b>	<b>2.493.677</b>	<b>839.488</b>	<b>1.877.284</b>	<b>695.326</b>	<b>1.589.373</b>
Product groups	Czech Republic				Japan			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	14.058	35.274	39.218	82.839	2.198	23.720	4.693	38.509
Bottles < 2 L at 1-3 bars	619.679	262.142	1.736.911	825.292	8.154	86.864	900	7.334
Qualitätswein white, < 2 L	11.291	63.783	25.948	118.660	21.970	187.420	7.992	52.502
Qualitätswein red, < 2 L	13.948	114.707	29.390	71.476	22.971	159.452	14.881	139.586
Other white wines, < 2 L	97.292	120.625	91.159	96.718	25.402	317.952	34.849	317.305
Other red wines, < 2 L	311.781	287.282	334.995	312.523	8.411	56.621	11.335	97.115
Prädikatsweine, < 2 L	21	118	86	757	2	176	0	0
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	223.086	106.278	23.739	17.261	1.728	8.647	517	1.357
Qualitätswein red, > 2 L	139.561	103.098	13.131	12.242	4061	15.770	5146	10.366
Other white wines, > 2 L	4.792.999	2.114.889	2.963.198	1.533.522	917	3295	880	2.036
Other red wines, > 2 L	2.386.444	1.122.238	1.219.398	627.874	3170	19.422	2049	10078
Prädikatsweine, > 2 L	0	0	0	0	150	648	300	1163
<b>Wines total</b>	<b>8.610.160</b>	<b>4.330.434</b>	<b>6.477.173</b>	<b>3.699.164</b>	<b>99.134</b>	<b>879.987</b>	<b>83.542</b>	<b>677.351</b>
Product groups	Norway				Sweden			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	3.378	22.292	6.034	43.926	508	1.997	159	1.931
Bottles < 2 L at 1-3 bars	0	0	193	1.974	0	0	668	3.176
Qualitätswein white, < 2 L	119.409	568.614	234.747	790.381	122.357	603.907	309.627	1.392.794
Qualitätswein red, < 2 L	22.441	91.414	34.606	199.860	2.589	25.791	6.507	70.626
Other white wines, < 2 L	14.126	85.528	19.356	76.320	1.453	16.578	1.256	15.049
Other red wines, < 2 L	2.493	12.848	1.951	12.201	0	0	0	0
Prädikatsweine, < 2 L	0	0	0	0	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	0	0	133371	195.291	0	0	0	0
Qualitätswein red, > 2 L	21.552	32.628	0	0	0	0	0	0
Other white wines, > 2 L	49.840	24.808	24754	15827	0	0	0	0
Other red wines, > 2 L	0	0	0	0	0	0	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
<b>Wines total</b>	<b>233.239</b>	<b>838.132</b>	<b>455.012</b>	<b>1.335.780</b>	<b>126.907</b>	<b>648.273</b>	<b>318.217</b>	<b>1.483.576</b>

Table 26: Survey of countries II<sup>10</sup><sup>10</sup> Statistics Austria

Product groups	France				Canada			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	672	27.724	2.647	107.882	6.159	21.470	11043	48.928
Bottles < 2 L at 1-3 bars	41	84	617	1.003	2133	22.875	2790	13.730
Qualitätswein white, < 2 L	21.074	186.559	36.832	251.207	25.852	147.807	25.139	164.964
Qualitätswein red, < 2 L	15.063	238.053	13.129	522.037	11.674	56.340	14.642	75.730
Other white wines, < 2 L	134	840	1.047	4.516	40.054	164.365	25.161	121.594
Other red wines, < 2 L	2.386	5.171	1.806	3.635	10.218	35.814	13.078	72.455
Prädikatsweine, < 2 L	1	5	0	0	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	0	0	0	0	846	4.307	6	325
Qualitätswein red, > 2 L	2602	11.380	99	7.420	0	0	0	0
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	0	0	18	32	236000	162.700	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	765	5.190
<b>Wines total</b>	<b>41.973</b>	<b>469.816</b>	<b>56.195</b>	<b>897.732</b>	<b>332.936</b>	<b>615.678</b>	<b>92.624</b>	<b>502.916</b>
Product groups	Belgium				Denmark			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	3.444	16.257	8.051	36.600	2.048	11.329	594	6.217
Bottles < 2 L at 1-3 bars	79	443	249	1.124	0	0	12	62
Qualitätswein white, < 2 L	69.272	309.450	60.011	270.745	41.042	238.841	83.556	442.099
Qualitätswein red, < 2 L	9.387	52.986	13.186	82.504	12.926	67.743	157.903	348.293
Other white wines, < 2 L	3.827	31.837	3.209	16.413	7.434	47.574	6.496	58.611
Other red wines, < 2 L	6.039	14.584	7.517	19.929	173	3.799	526	2.611
Prädikatsweine, < 2 L	0	0	0	0	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	0	0	0	0	0	0	0	0
Qualitätswein red, > 2 L	10	20	46	99	0	0	319	5.815
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	64	147	38	94	0	0	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
<b>Wines total</b>	<b>92.122</b>	<b>425.724</b>	<b>92.307</b>	<b>427.508</b>	<b>63.623</b>	<b>369.286</b>	<b>249.406</b>	<b>863.708</b>
Product groups	Slovakia				Finland			
	2006		2007		2006		2007	
	litre	€	litre	€	litre	€	litre	€
Sparkling wines	7.313	31.966	7.203	76.163	298	2.504	1.721	16.266
Bottles < 2 L at 1-3 bars	6.069	11.397	87796	44.061	810	3.727	1.079	6.435
Qualitätswein white, < 2 L	3.120	27.678	14.564	84.473	22.350	220.979	35.286	276.478
Qualitätswein red, < 2 L	6.582	44.099	4.179	44.815	4.091	37.244	3.844	35.242
Other white wines, < 2 L	58.314	70.919	61.576	71.819	3.262	18.745	1.726	10.760
Other red wines, < 2 L	96.472	117.851	101.834	124.062	560	3.276	535	3.347
Prädikatsweine, < 2 L	89	1.011	63	940	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	11	68	0	0	0	0
Qualitätswein white, > 2 L	9	4	36	58	0	0	0	0
Qualitätswein red, > 2 L	220.304	118.055	92281	80577	0	0	0	0
Other white wines, > 2 L	495.676	377.406	15675	9104	0	0	0	0
Other red wines, > 2 L	607.903	267.348	53188	24512	0	0	0	0
Prädikatsweine, > 2 L	0	0	2	14	0	0	0	0
<b>Wines total</b>	<b>1.501.851</b>	<b>1.067.734</b>	<b>438.408</b>	<b>560.666</b>	<b>31.371</b>	<b>286.475</b>	<b>44.191</b>	<b>348.528</b>

Table 27: Survey of countries III<sup>11</sup><sup>11</sup> Statistics Austria

Product groups	Taiwan				Hungary			
	2006		2007		2006		2007	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	460	3.446	108	134	58.672	127.445	51.108	157.559
Bottles < 2 L at 1-3 bars	0	0	153	9.877	136	2.294	478	2827
Qualitätswein white, < 2 L	2.331	38.698	7.029	104.684	1.750	5.404	6.656	24.053
Qualitätswein red, < 2 L	9.040	86.832	6.378	40.505	3.985	16.049	2.667	9.149
Other white wines, < 2 L	3.907	47.489	4.710	74.494	160	532	1.791	4.892
Other red wines, < 2 L	6.679	49.574	9483	95.591	674	1.903	644	2.296
Prädikatsweine, < 2 L	0	0	0	0	98	804	167	1338
Bottles > 2 l at 1-3 bars	0	0	0	0	5	35	5	35
Qualitätswein white, > 2 L	0	0	0	0	0	0	0	0
Qualitätswein red, > 2 L	0	0	0	0	11	54	76329	55048
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	0	0	564	13.114	16	70	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
<b>Weine gesamt</b>	<b>22.417</b>	<b>226.039</b>	<b>28.425</b>	<b>338.399</b>	<b>65.507</b>	<b>154.590</b>	<b>139.845</b>	<b>257.197</b>
Product groups	Russia				Poland			
	2006		2007		2006		2007	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	3.124	10.534	22.511	70.662	8.762	18.527	453	3.480
Bottles < 2 L at 1-3 bars	0	0	0	0	2.404	8.820	869	3.129
Qualitätswein white, < 2 L	1.180	28.066	8.574	65.100	18.200	59.451	16.774	93.891
Qualitätswein red, < 2 L	313	2.119	5.438	29.797	18.599	46.268	19.891	70.112
Other white wines, < 2 L	511	101.943	1.585	44.436	1.585	12.970	477	691
Other red wines, < 2 L	49	5.627	2.621	113.523	561	452	350.892	973.396
Prädikatsweine, < 2 L	36	2.889	18	159	0	0	19	77
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	70	4.520	0	0	0	0	0	0
Qualitätswein red, > 2 L	24	5.208	0	0	0	0	1280	1920
Other white wines, > 2 L	0	0	0	0	238.058	81.954	201.411	91.272
Other red wines, > 2 L	0	0	0	0	5.841	6.457	21943	10471
Prädikatsweine, > 2 L	0	0	203	2441	0	0	0	0
<b>Weine gesamt</b>	<b>5.307</b>	<b>160.906</b>	<b>40.950</b>	<b>326.118</b>	<b>294.010</b>	<b>234.899</b>	<b>614.009</b>	<b>1.248.439</b>

Table 28: Survey of countries IV<sup>12</sup><sup>12</sup> Statistics Austria

Partner countries	In ha											
	2007	Rank	2006	Rank	2005	Rank	2004	Rank	2003	Rank	2002	Rank
Germany	397.485	1	353.158	1	397.424	1	426.128	1	528.191	1	503.519	1
Czech Republic	64.772	2	86.102	2	174.124	2	216.942	2	193.889	2	152.682	2
Switzerland	17.796	3	13.488	4	12.952	4	8.790	6	10.614	7	5.576	5
United States	15.543	4	13.017	5	9.878	7	8.797	7	6.364	8	4.388	6
Netherlands	14.070	5	6.107	7	9.379	8	1.921	9	1.276	11	1.176	10
Slovenia	8.084	6	1.264	12	623	17	26	19	2.306	9	67	33
Italy	6.953	7	8.395	6	29.827	3	21.878	3	27.713	3	50.742	3
Poland	6.140	8	2.940	9	11.422	5	16.680	5	12.278	6	2.996	8
Norway	4.550	9	2.332	10	1.214	13	1.481	11	902	14	234	21
Slovakia	4.384	10	15.019	3	10.057	6	19.887	4	18.999	4	11.987	4
Sweden	3.182	11	1.269	11	1.270	11	313	17	1.160	12	788	13
United Kingdom	2.112	12	1.088	13	1.259	12	854	14	404	20	243	20
Hungary	1.398	13	655	17	3.658	9	6.348	8	18.058	5	3.228	7
Liechtenstein	1.090	14	959	15	854	15	1.265	13	680	17	1.273	9
Canada	926	15	3.329	8	521	18	1.528	10	2.237	10	494	17
Belgium	923	16	921	16	668	16	829	15	698	16	760	14
Japan	835	17	991	14	1.088	14	1.401	12	1.079	13	1.028	11
France	562	18	420	18	442	19	583	16	572	19	505	16
Russian Federation	410	19	53	19	1.510	10	80	18	k.A	k.A	k.A	k.A
Greece	36	20	31	20	30	20	13	21	593	18	628	15
Lithuania	23	21	18	21	12	21	20	20	744	15	973	12
Partner countries	In 1000 €											
	2007	Rank	2006	Rank	2005	Rank	2004	Rank	2003	Rank	2002	Rank
Germany	59.378	1	44.642	1	43.889	1	48.244	1	46.439	1	41.987	1
Switzerland	10.562	2	9.606	2	7.277	3	5.220	4	4.310	3	3.553	4
United States	8.228	3	7.187	3	5.673	5	4.877	5	3.943	4	3.618	3
Netherland	5.490	4	3.030	5	1431	6	713	11	510	10	433	8
Czech Republic	3.699	5	4.330	4	7.648	2	8.522	2	5.909	2	3.740	2
United Kingdom	2.494	6	1.956	6	1.182	7	1.317	6	553	9	313	10
Italy	1.589	7	1.877	7	6.856	4	6.130	3	1.566	5	1.761	5
Sweden	1.484	8	648	12	562	11	251	19	426	13	366	9
Norway	1.336	9	838	10	431	14	533	13	255	15	159	18
Poland	1.248	10	235	18	530	12	749	10	665	7	213	13
Liechtenstein	902	11	818	11	711	9	627	12	499	11	703	6
France	898	12	470	14	367	15	455	15	212	16	185	15
Denmark	864	13	369	16	158	21	793	9	104	20	111	19
Japan	677	14	880	9	956	8	1.185	7	669	6	627	7
Slovakia	561	15	1.068	8	576	10	802	8	417	14	176	16
Canada	503	16	616	13	240	20	413	16	458	12	252	11
Belgium	428	17	426	15	266	19	290	18	199	17	209	14
Finland	349	18	286	17	278	17	170	20	128	19	221	12
Taiwan	338	19	226	19	268	18	324	17	182	18	170	17
Russian Federation	326	20	161	20	365	16	67	21	k.A.	k.A	k.A	k.A
Hungary	257	21	156	21	498	13	489	14	595	8	102	21

Table 29: The 20 major countries importing Austrian wine (ranking according to wine export data 2007)<sup>13</sup><sup>13</sup> Statistics Austria

## 4.6 Austrian wine exports – long term prognosis

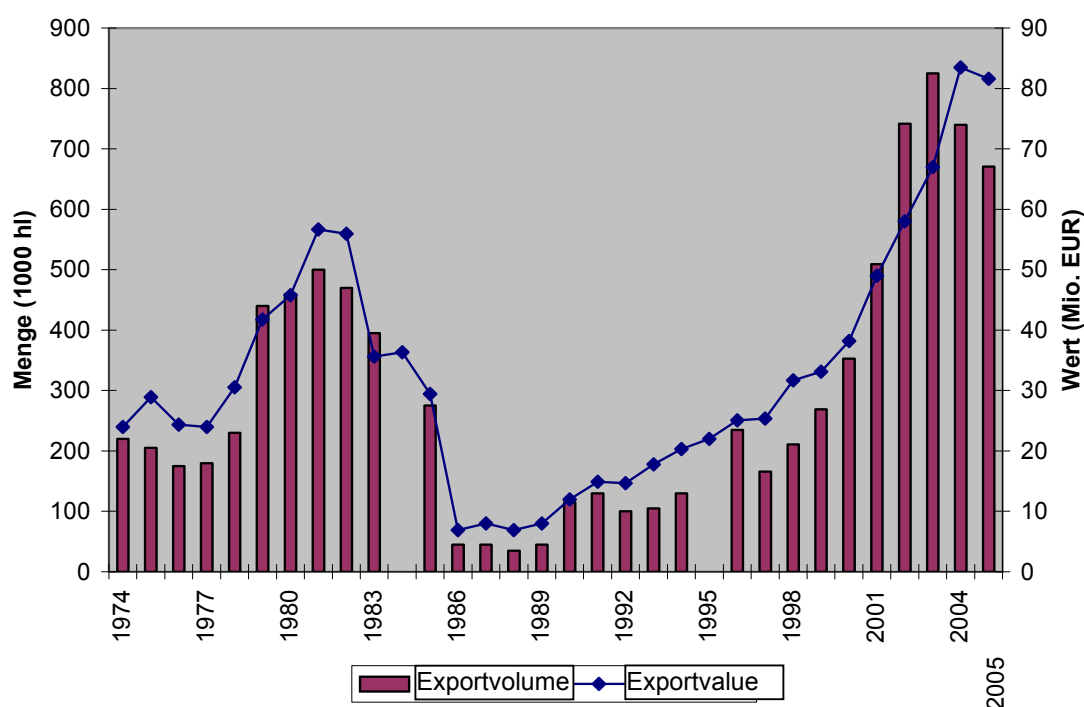


Abb. 190: Austria's Wine export 1974 – 2005 (excl. Sparkling wine)<sup>14</sup>

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.

Year	Export €/l	Import €/l	Year	Export €/l	Import €/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	k.A.	k.A.
1980	1,00	0,73	1996	1,05	k.A.
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

Table 34: Price development in foreign trade (exclusive sparkling wine)<sup>15</sup>

<sup>14</sup> Statistics Austria

<sup>15</sup> 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 30<sup>th</sup>. 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 30<sup>th</sup> 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 (BGFBL I Nr. 110) amending the Wine Law 1999 (BGB1 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 SO<sub>2</sub> 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 sulfiti
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*.<sup>1</sup>

<sup>1</sup> 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.

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