



DOCUMENTATION AUSTRIAN WINE 2009



AUSTRIAN WINE 
November 2009 Edition

Preface

The tasks of the Austrian Wine Marketing Board include the compilation of all available data and facts related to Austrian wine on a regular basis and the detailed presentation to all users at home and abroad. Thereby, we regularly face unexpected difficulties. Many figures date back to the last survey of vineyards in 1999. Since then, the structure of the Austrian wine business has changed significantly. The number of wineries has markedly decreased while the average cultivated area per winery has significantly increased. Furthermore, the range of grape varieties has considerably changed due to supporting restructuring measures. After all, the percentage of red wine has gone up to more than one third.

A new survey of vineyards is planned within the next few months, so that an improved data material can be expected for the documentation for 2010. Meanwhile, we have tried to achieve a somewhat realistic picture by incorporating existing data on completed restructuring measures. Nevertheless, this method involves certain discrepancies.

Please find the up-to-date version of the documentation on our website www.weinausosterreich.at

This documentation was compiled by

Barbara Arbeithuber

Stephanie Pexider

We appreciate your remarks and comments in order to keep
the „Documentation Wine“ up-to-date.

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1. Structure Wine Country Austria

Austria's vineyard area covers approximately 52,500 hectares (not necessarily productive) which are predominantly situated in the East and Southeast of the country. Among the wines produced there, white wine unquestionably accounts for the larger share – 66% of the vineyards are planted with the 22 white grape varieties permitted for the production of quality wine (Qualitätswein). In recent years, the share of red varieties (13) has increased to 34 percent. The average yield amounts to 2.5 million hectolitres (2008 2.9 mill. hl), the largest part of which is consumed in Austria. Although local wines account for 75% of the Austrian wine consumption, exports have increased considerably over the past few years.

1.1 Austria's Wine Growing Areas

Quality wine of designated wine-growing areas

Quality wine accounts for approximately two thirds of the overall production in Austria. It is characterized by an official control number on the label and, for Austrian bottled wine, the red-white-red band on the cap (or, less frequently, on a paper band around the bottle neck) stating the identification number of the winery. Marketing-wise, the various designations of origin are subdivided into generic wine-growing regions named after the Federal states and 16 **specific wine-growing areas** (Carnuntum, Kamptal, Kremstal, Mittelburgenland etc.). The **generic wine-growing regions** allow for a large selection of grape varieties and wine styles, thus giving the wine grower the opportunity to optimally meet the demands of the market in accordance with the Austrian wine law and the 35 permitted grape varieties. At the level of the 16 specific wine-growing areas, however, the main concern is placed on a wine profile distinctively displaying the area characteristics. Those areas which have already successfully terminated this process are allowed to market their specific wine style(s) under the name of the specific area with the addition **DAC (Districtus Austriae Controllatus)**. All other quality wines of the respective area are labelled under the designation of the federal state (generic wine-growing region).



Comprehensive wine growing regions

The federal states of Lower Austria (32, 100 ha), Burgenland (16, 000 ha) and Styria (3, 650 ha) are defined as comprehensive wine growing regions; Vienna has its own special status.



Tab. 1: Comprehensive wine growing regions ¹

¹ AWMB

Specific wine growing areas

The three comprehensive wine growing regions are subdivided into 16 specific wine-growing areas. Five of those regions, Weinviertel, Mittelburgenland and Traisental, Kremstal and Kamptal, are marketed under the DAC appellation system. From September 1st, 2010 area-specific quality wines from the political districts Eisenstadt Umgebung, Freistadt Eisenstadt and the political municipalities, Jois and Winden, will be allowed to be marketed under the designation DAC-Leithaberg

Tab. 2: Specific wine growing areas²**Austria's wine growing regions*** **52.500 ha****Wine-growing region: Niederösterreich****Lower Austria** **32.100 ha***Specific wine growing areas*

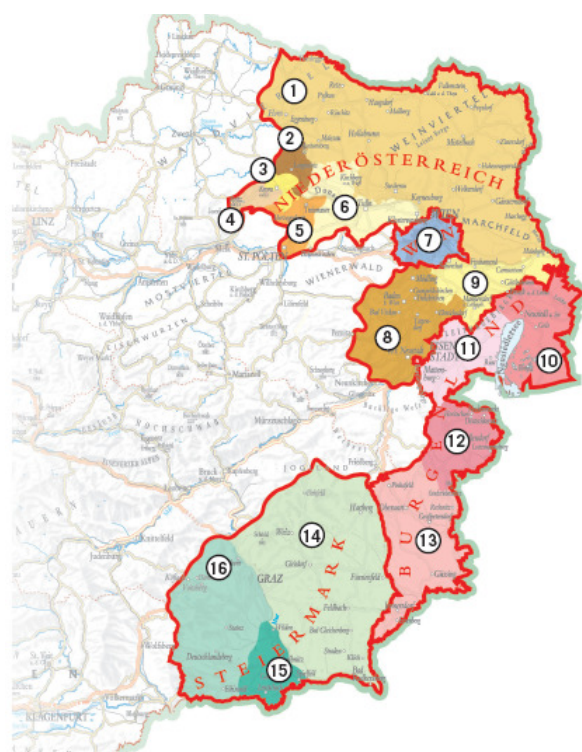
(1) Weinviertel	17.200 ha
(2) Kamptal	4.000 ha
(3) Kremstal	2.300 ha
(4) Wachau	1.500 ha
(5) Traisental	800 ha
(6) Wagram	2.700 ha
(8) Thermenregion	2.500 ha
(9) Carnuntum	1.100 ha

Wine-growing region: Burgenland **16.000 ha***Specific wine growing areas*

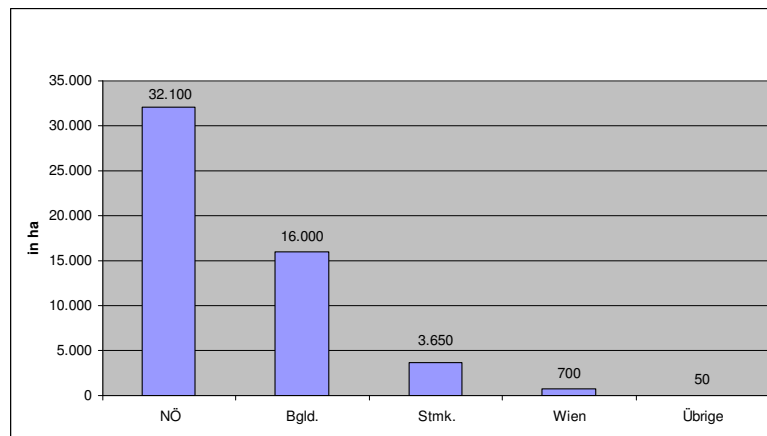
(10) Neusiedlersee	9.100 ha
(11) Mittelburgenland	2.200 ha
(12) Neusiedlersee-Hügelland	4.200 ha
(13) South Burgenland	500 ha

Wine-growing region: Steiermark**Styria** **3.650 ha***Specific wine growing areas*

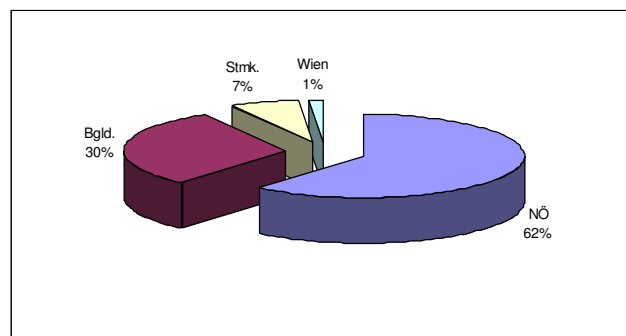
(14) Südost-Steiermark	
South-east Styria	1.300 ha
(15) Südsteiermark	
Southern Styria	1.850 ha
(16) Weststeiermark	
West Styria	500 ha

(7) Wien -Vienna **700 ha****Others** **50 ha**Tab. 3: Austria's wine growing regions³² Graphics AWMB³ Graphics AWMB

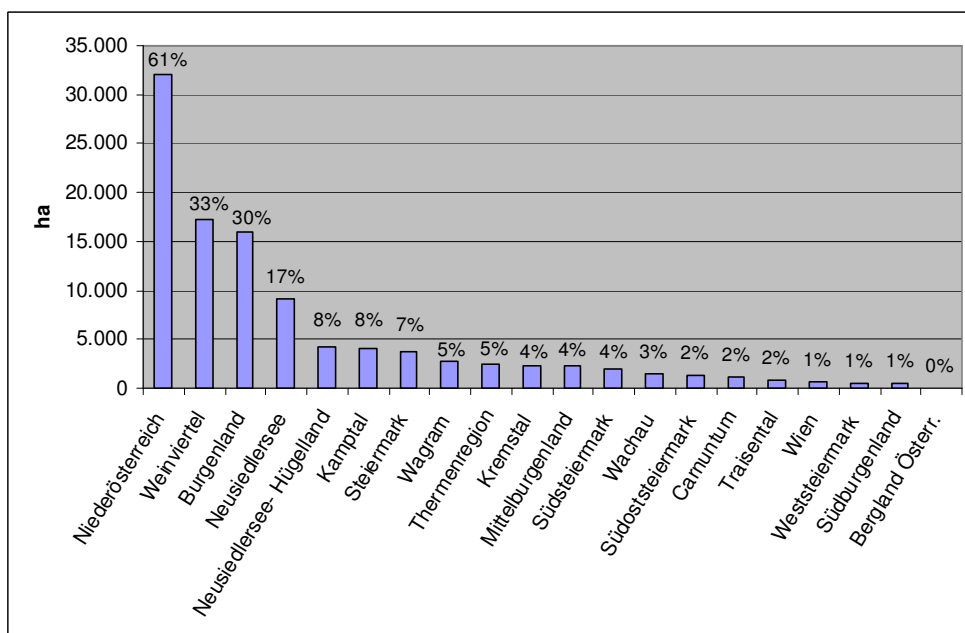
Austria's wine growing regions



Tab. 4: Austria's wine growing regions (Niederösterreich, Burgenland, Steiermark, Wien, others) ⁴



Tab. 5: Wine growing regions in percentage (according to area) ⁵



Tab. 6: Austria's wine growing regions (in % of total area) ⁶

⁴ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

⁵ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

⁶ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

1.1.1 Conversion 2008

	Conversion		Clearing		Irrigation		Subsidies	
	in ha	in %	in ha	in %	in ha	in %	(Mill. Euro)	in %
Niederösterreich	5.312	53%	3.359	56%	886	24%	32,8	43%
Burgenland.	3.641	36%	2.062	35%	2.801	75%	31,9	42%
Steiermark.	1.106	11%	505	8%	60	2%	11,6	15%
Wien	52	1%	30	1%	8	0%	0,4	1%
Austria	10.111		5.956		3.755		76,7	

Tab. 7: Conversion Total Data 2008⁷

1.1.2 Special Measures

	Land consolidation		Slope Terraces		Wall terraces		Deer protection		Subsidies	
	in ha	in %	in 1000 lfm	in %	in m ²	in %	in lfm Zaun	in %	in 1.000 EUR	in %
Niederösterreich	80,8	99%	79.775	51%	59.043	84%	187.032	34%	4.101	72%
Burgenland.	0,3	0%	3.481	2%	2.536	4%	241.730	43%	428	8%
Steiermark.	0,2	0%	72.422	46%	7.447	11%	124.602	22%	1.090	19%
Wien	0	0%	511	0%	1.186	2%	3.251	1%	71	1%
Austria	81,3		156.189		70.212		556.615		5.690	

Tab. 8: Conversion Total Data 2008 – Special measures⁸

1.1.3 Total Acreage

	Niederösterreich	Burgenland.	Steiermark.	Wien	Austria
Red	+1.881	+2.361	+126	+10	+4.378
White	+696	-517	+600	+15	+794
Gemischter Satz*	-611	-379	-127	-6	-1.123
Total	+1.966	+1.465	+599	+19	+4.049

Tab. 9: Conversion Data 2008 – Total acreage⁹

*Various grape varieties planted and harvested together

⁷ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

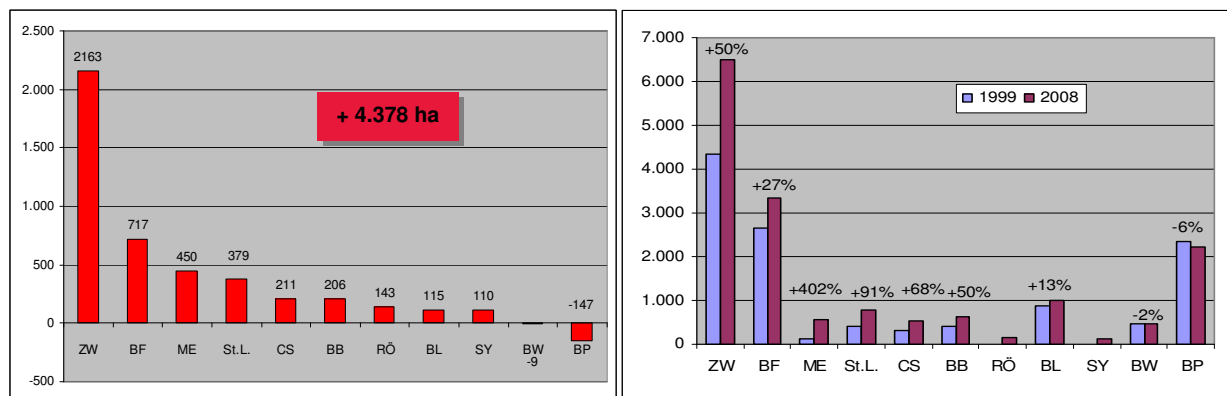
⁸ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

⁹ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

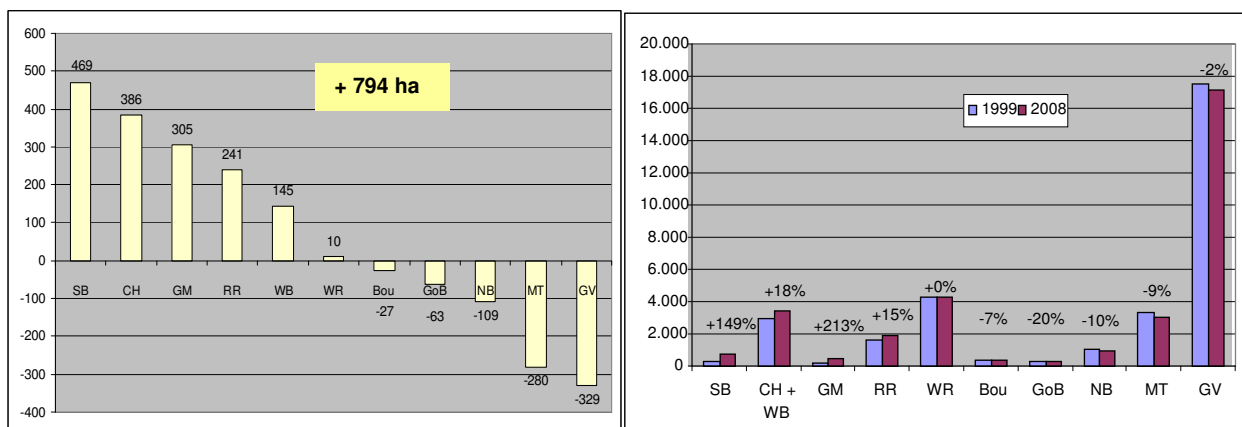
White Wine	Abbrev.	Red Wine	Abbrev.
Bouvier	Bou	Blauburger	BL
Chardonnay	CH	Pinot Noir (Blauer Burgunder)	BB
Frühroter Veltliner (Malvasier)	FRV	Blauer Portugieser	BP
Gemischter Satz	GS	Blauer Wildbacher	BW
Pinot Gris (Grauer Burgunder, Ruländer)	RU	Blaufränkisch	BF
Grüner Veltliner (Weißgipfler)	GV	Cabernet Franc	CF
Müller Thurgau (Rivaner)	MT	Cabernet Sauvignon	CS
Muskateller (Gelber und, Roter)	GM	Gemischter Satz	GS
Muskat Ottonel	MO	Merlot	ME
Neuburger	NB	Rathay	RA
Roter Veltliner	RV	Roesler	RÖ
Sauvignon Blanc	SB	St.Laurent	St. L.
Scheurebe (Sämling 88)	S88	Syrah	SY
Sylvaner (Grüner Sylvaner)	SY	Zweigelt (Rotburger)	ZW
Traminer (Gewürz- und Roter Traminer)	TR		
Weißburgunder, (Pinot Blanc, Klevner)	WB		
Riesling (Rheinriesling)	RR		
Welschriesling	WR		

Tab. 10: Abbreviations of grape varieties ¹⁰

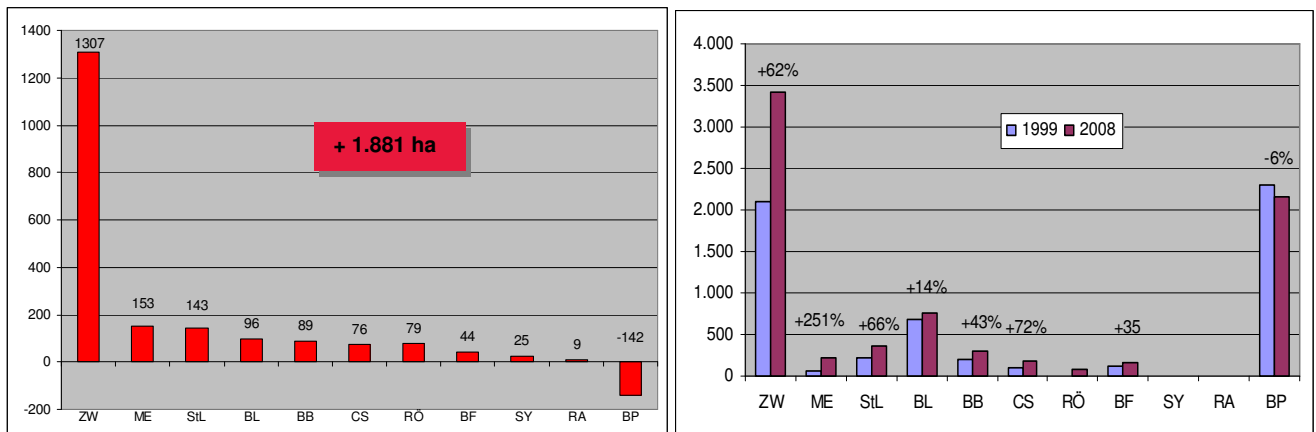
Austria Red

Tab. 11: Total conversion of red grape varieties in Austria (in ha) ¹¹

Austria White

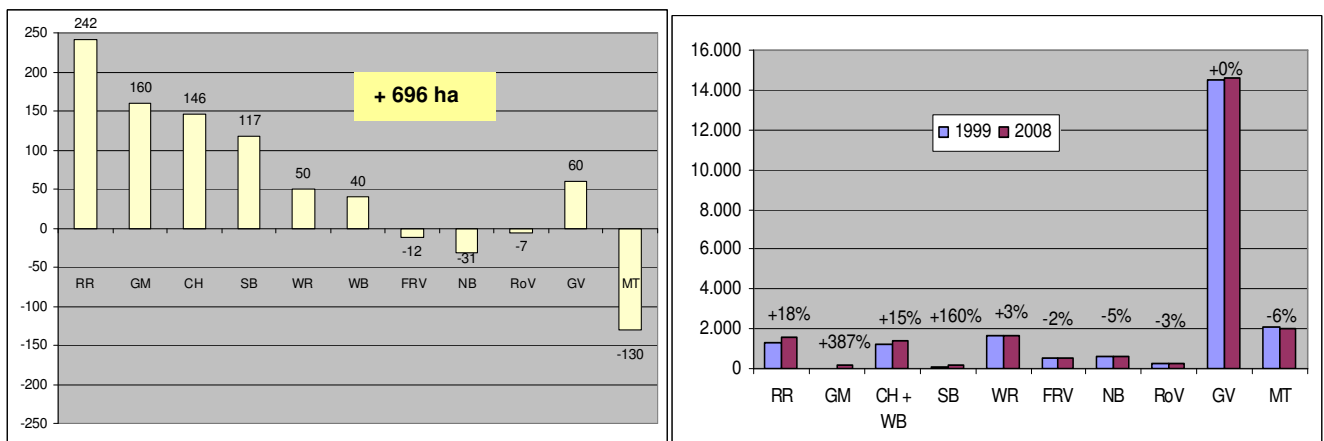
Tab. 12: Total conversion of white grape varieties in Austria (in ha) ¹²¹⁰ Table AWMB¹¹ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management¹² Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

Niederösterreich Red



Tab. 13: Total conversion of red grape varieties in Niederösterreich (in ha) ¹³

Niederösterreich White

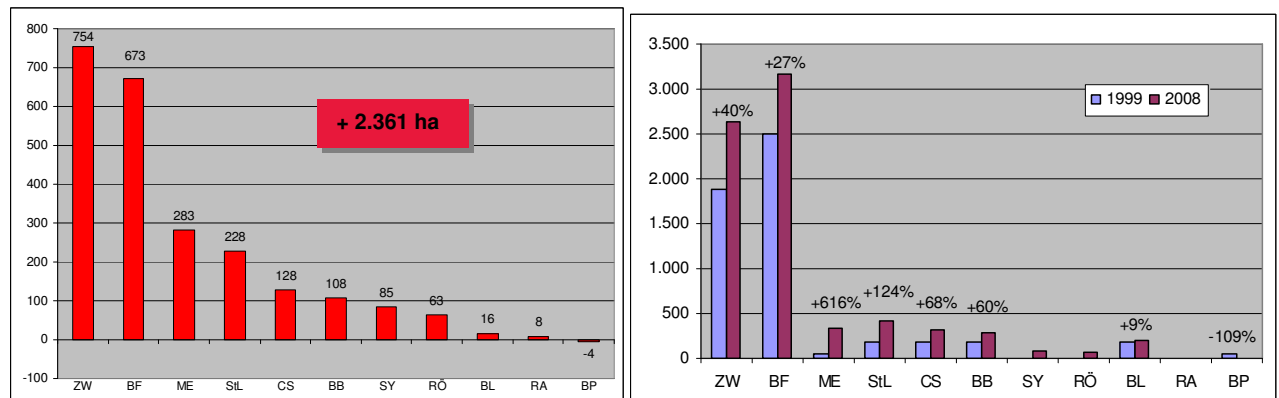


Tab. 14: Total conversion of white grape varieties in Niederösterreich (in ha) ¹⁴

¹³ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

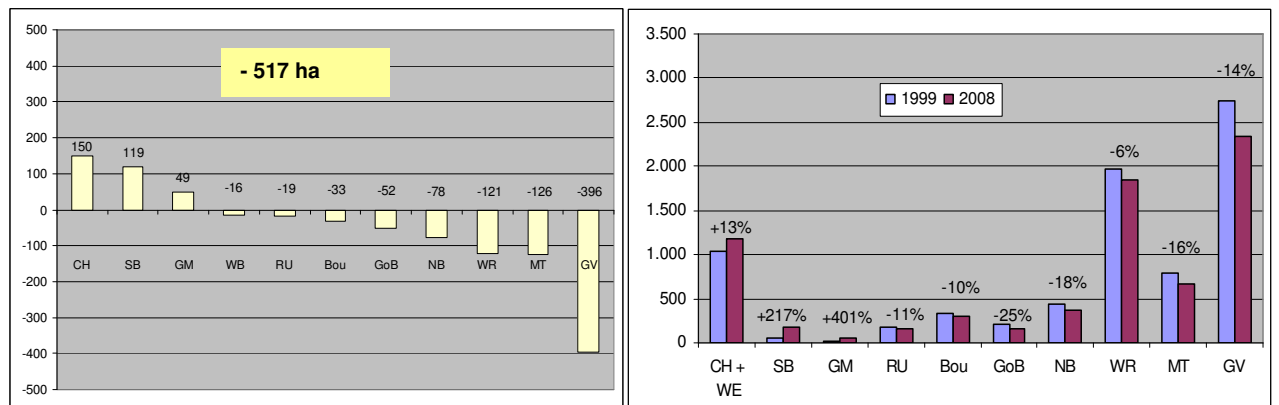
¹⁴ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

Burgenland Red



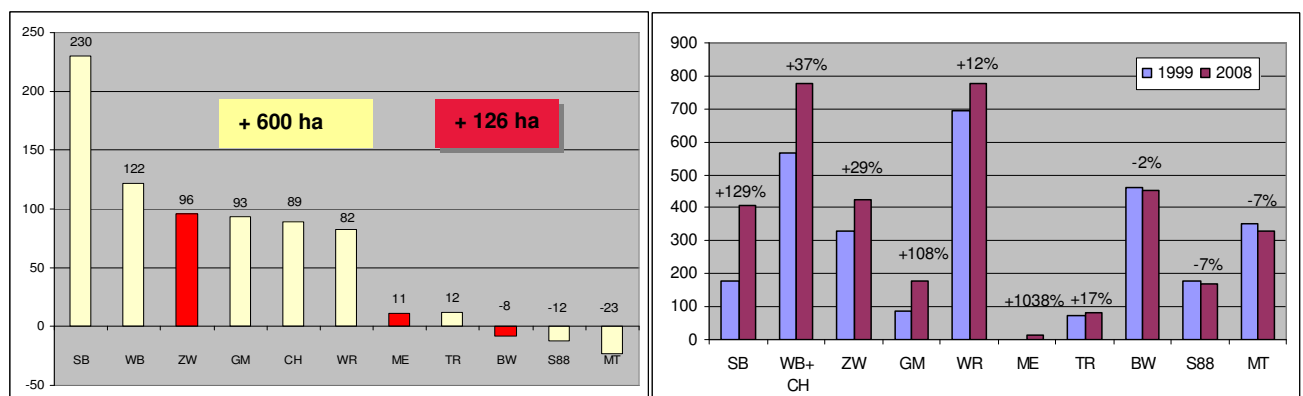
Tab. 15: Total conversion of red grape varieties in Burgenland (in ha) ¹⁵

Burgenland White



Tab. 16 Total conversion of white grape varieties in Burgenland (in ha) ¹⁶

Steiermark Red and White



Tab. 17: Total conversion of white and red grape varieties in Steiermark (in ha) ¹⁷

¹⁵ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

¹⁶ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

¹⁷ Graphics AWMB according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

1.1.4 Vineyard area

Wine growing regions	Total Wine 1999		Total Wine 2004			Total Wine 2008		
	Holdings	Area	Productive area in ha	Earnings in hektoliter		Productive area in ha	Earnings in hektoliter	
				total	/ ha		total.	/ ha
ÖSTERREICH	32.044	48.558	43.540	2.734.561	278	45.622	2.993.722	66
Wine growing regions:								
Burgenland	27.692	44.568	12.819	819.764	64	13.247	797.038	60
Lower Austria			26.871	1.724.022	64	27.923	1.959.308	70
Styria	3.821	3.291	3.471	167.321	48	3.942	214.944	55
Vienna	497	678	352	22.433	64	472	21.003	44
Rest of Austria	34	21	27	1.021	38	38	1.429	38
Burgenland	9.654	14.564	12.819	819.764	64	13.247	797.038	60
Neusiedlersee	3.268	8.326	6.732	455.855	68	7.144	470.980	66
Neusiedlersee-Hügelland	3.652	3.912	3.879	207.811	54	3.510	182.429	52
Mittelburgenland	1.098	1.877	1.845	134.151	73	2.121	121.624	57
Südburgenland	1.636	448	363	21.947	60	473	22.006	47
Lower Austria	18.038	30.004	26.871	1.724.022	64	27.923	1.959.308	70
Thermenregion	1.282	2.332	1.981	91.485	46	2.143	93.747	44
Kremstal	1.397	2.176	2.130	118.893	56	2.478	154.322	62
Kamptal	1.491	3.869	3.436	200.229	58	3.675	198.806	54
Donauland	1.710	2.732	2.644	142.546	54	2.508	169.603	68
Traisental	706	683	621	34.867	56	659	38.007	58
Carnuntum	745	892	799	45.026	56	850	48.173	57
Wachau	867	1.390	1.216	75.832	62	1.308	80.843	62
Weinviertel	9.774	15.892	14.018	1.014.175	72	14.275	1.174.266	82
others	66	38	26	969	37	29	1.542	54
Styria	3.821	3.291	3.471	167.321	48	3.942	214.944	55
Südsteiermark	1.066	1.741	1.740	93.996	54	2.025	115.954	57
Weststeiermark	491	433	419	14.455	34	500	24.040	48
Südoststeiermark	2.254	1.115	1.311	58.868	45	1.417	74.950	53
übrige	10	2	0	2	21	-	-	-
Vienna	497	678	352	22.433	64	472	21.003	44
Rest of Austria	34	21	27	1.021	38	38	1.429	38

Tab. 18: Vineyard area 1999, 2004, 2008 by comparison¹⁸¹⁸ Statistics Austria survey of the area under vines 1999, yield 2004 and 2008

Total Wine 2004							Total Wine 2008					
Wine growing regions	White Wine			Red and Rosé Wine			White Wine			Rod and Rosé Wine		
	Productive area in ha	Ertrag in Hektoliter		Productive area in ha	Earnings in hektoliter		Productive area in ha ¹	Earnings in hektoliter		Productive area in ha	Earnings in hektoliter	
		total	/ ha		insg.	/ ha		total.	/ ha		total.	/ ha
AUSTRIA	29.367	1.773.780	272	14.173	960.781	282	30.028	1.954.149	65	15.594	1.039.573	67
Wine growing regions:												
Burgenland	6.794	387.405	57	6.025	432.359	72	6.226	353.935	57	7.021	443.103	63
Lower Austria	19.616	1.238.503	63	7.255	485.519	67	20.384	1.423.234	70	7.539	536.074	71
Styria	2.673	129.625	49	798	37.696	47	3.035	161.145	53	907	53.798	59
Vienna	271	17.733	65	81	4.700	58	364	15.163	42	109	5.839	54
Rest of Austria.	13	514	38	13	507	38	19	671	36	19	758	40
Burgenland	6.794	387.405	57	6.025	432.359	72	6.226	353.935	57	7.021	443.103	63
Neusiedlersee	4.097	246.547	60	2.635	209.308	79	3.920	236.350	60	3.224	234.629	73
Neusiedlersee-Hügelland	2.332	121.838	52	1.547	85.973	56	1.945	101.479	52	1.564	80.949	52
Mittelburgenland	193	10.942	57	1.652	123.209	75	172	8.470	49	1.948	113.154	58
Südburgenland	172	8.077	47	191	13.869	73	188	7.635	41	285	14.371	51
Lower Austria	19.616	1.238.503	63	7.255	485.519	67	20.384	1.423.234	70	7.539	536.074	71
Thermenregion	1.073	47.973	45	909	43.512	48	1.074	44.967	42	1.069	48.780	46
Kremstal	1.612	90.337	56	518	28.556	55	1.953	121.067	62	524	33.254	63
Kamptal	2.654	151.360	57	782	48.869	63	2.904	154.071	53	771	44.735	58
Donauland	2.042	106.414	52	602	36.132	60	1.919	130.300	68	589	39.303	67
Traisental	490	26.855	55	131	8.012	61	510	28.998	57	149	9.009	61
Carnuntum	376	21.067	56	423	23.958	57	397	21.641	55	453	26.532	59
Wachau	1.005	61.445	61	211	14.387	68	1.100	66.749	61	208	14.093	68
Weinviertel	10.343	732.277	71	3.676	281.898	77	10.503	854.124	81	3.772	320.142	85
übrige	23	776	34	4	194	53	25	1.316	53	4	226	63
Styria	2.673	129.625	49	798	37.696	47	3.035	161.145	53	907	53.798	59
Südsteiermark	1.512	80.850	53	228	13.146	58	1.759	97.792	56	265	18.162	69
Weststeiermark	113	3.637	32	306	10.819	35	155	6.801	44	345	17.239	50
Südoststeiermark	1.047	45.138	43	264	13.730	52	1.121	56.553	50	296	18.397	62
others	-	-	-	0	2	21	-	-	-	-	-	-
Vienna	271	17.733	65	81	4.700	58	364	15.163	42	109	5.839	54
Rest of Austria	13	514	38	13	507	38	19	671	36	19	758	40

Tab. 19: Vineyard areas for white, red and rosé wine 2004 und 2008 in comparison ¹⁹¹⁹ Statistics Austria yield 2004 and 2008

1.2 Structure of Wineries

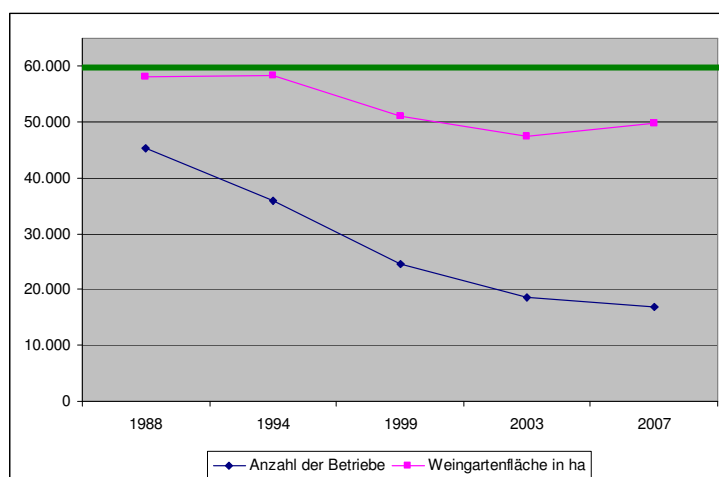
On the one side, there is a noticeable reduction in the total number of estates which can be traced back to a strong reduction of the estates under 1 ha. On the other side, there was an increase in the general size of estates, which was caused through estates of a size bigger than 5 ha. There is a noticeable 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.

	1988			1994			1999			2003*			2007		
in ha	No. of wineries	Vineyard area in ha	Size of estate in ha	No. of wineries	Vineyard area in ha	Size of estate in ha	No. of wineries	Vineyard area in ha	Size of estate in ha	No. of wineries	Vineyard area in ha	Size of estate in ha	No. of wineries	Vineyard area in ha	Size of estate in ha
< 1	30.408	10.967	0,36	21.196	9.274	0,44	13.206	6.005	0,45	-	-	-	-	-	-
< 3	9.175	16.118	1,76	8.593	14.976	1,74	6.158	10.872	1,77	-	-	-	-	-	-
< 5	3.331	12.844	3,86	3.266	12.539	3,84	2.416	9.390	3,89	8.120	-	-	7.423	-	-
> 5	2.466	18.259	7,4	2.814	21.574	7,67	2.837	24.916	8,78	10.508	-	-	9.469	-	-
	45.380	58.188	1,28	35.869	58.363	1,63	24.617	51.183	2,08	18.629	47.574	2,55	16.892	49.842	2,95

Tab. 20: Development of the structure of estates 1988-2007 ²¹

* This category includes all wineries with an agricultural area of < or > 5 ha, which means, that that not the whole area has necessarily to be planted with vine.

The presently cultivated area under vines of approximately 50.000 ha is lower than the potential area of 60.000 ha.

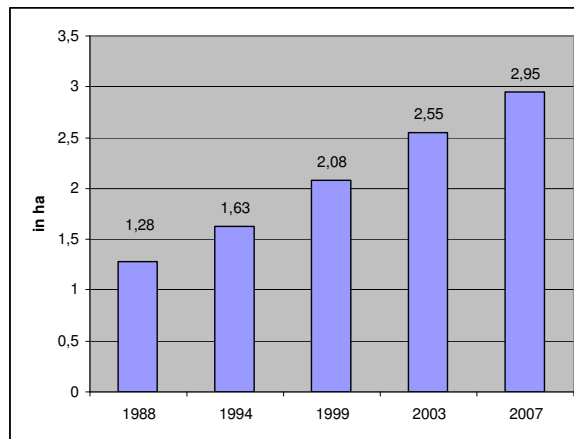


Tab. 21: Development of the number of estates and vineyard area ²²

²¹ Graphics AWMB according to Statistics Austria

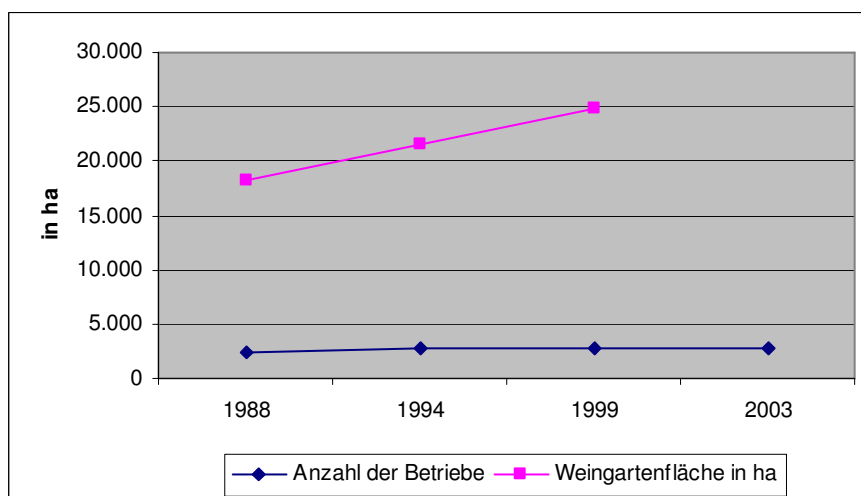
²² Graphics AWMB according to Statistics Austria

Development of wineries



Tab. 22: Development of the average estates size ²³

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.



Tab. 23: Development of the estates bigger than 5 ha ²⁴

²³ Graphics AWMB according to Statistics Austria

²⁴ Graphics AWMB according to Statistics Austria)

1.3 Grape varieties in Austria

We would like to mention that the figures from 2008 are based on estimations regarding restructuring measures. To be precise, the exact data of the survey of the area concerning the vines from 1999 are added to the data of the restructuring measures, which means that the data have become increasingly imprecise over the years. The data regarding restructuring activities comprises solely changes in areas which have been reported in the course of the granting of subsidies. As it can be assumed that the major part of the total changes in areas occurred as a consequence of subsidies, the respective values tend to be exact.

An example:

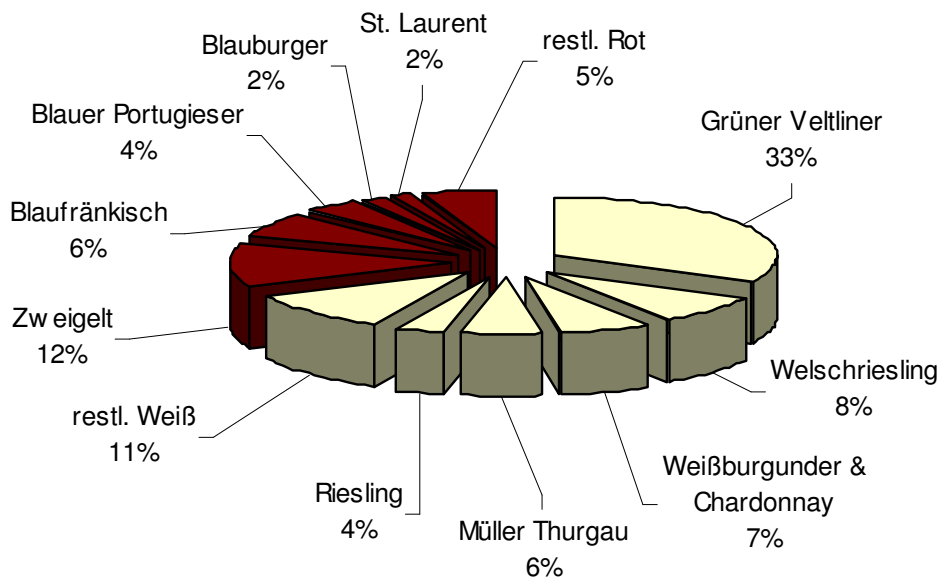
A wine grower who has received a subsidy for planting x ha Chardonnay and a premium for grubbing x hectare Grüner Veltliner is included in the survey. On the other hand, a wine grower who has not received a premium for grubbing x hectare vines is at first not included in the survey. If, however he receives a subsidy for replanting that area, he is statistically recorded, a fact which leads to an overvaluation of the cultivated area.

A general rule exists that wine growers, independent of the subsidies they are granted, are obliged to report changes in the area to the federal commission which passes the data on to the cadastre. The exact figures are published every 10 years, thus again in 2010. In the meantime, we are unfortunately forced to deal with the above-mentioned estimates which tend to overestimate the areas. The fact that a wine grower reports his intention to plant 1 hectare of Grüner Veltliner is statistically recorded and as such is a part of the application figures but is not verified. In other words, those figures do not say whether the Grüner Veltliner has been finally planted or not and if so, when it will be productive. This means that restructuring data include all cultivated areas, whether productive or not. In contrast therewith, the harvest report of the Statistics Austria records only productive areas. Thus, the total data based on restructuring figures will always be higher than the yield recorded.

Austria

Vineyard area measured in hectares sorted by grape variety 2008

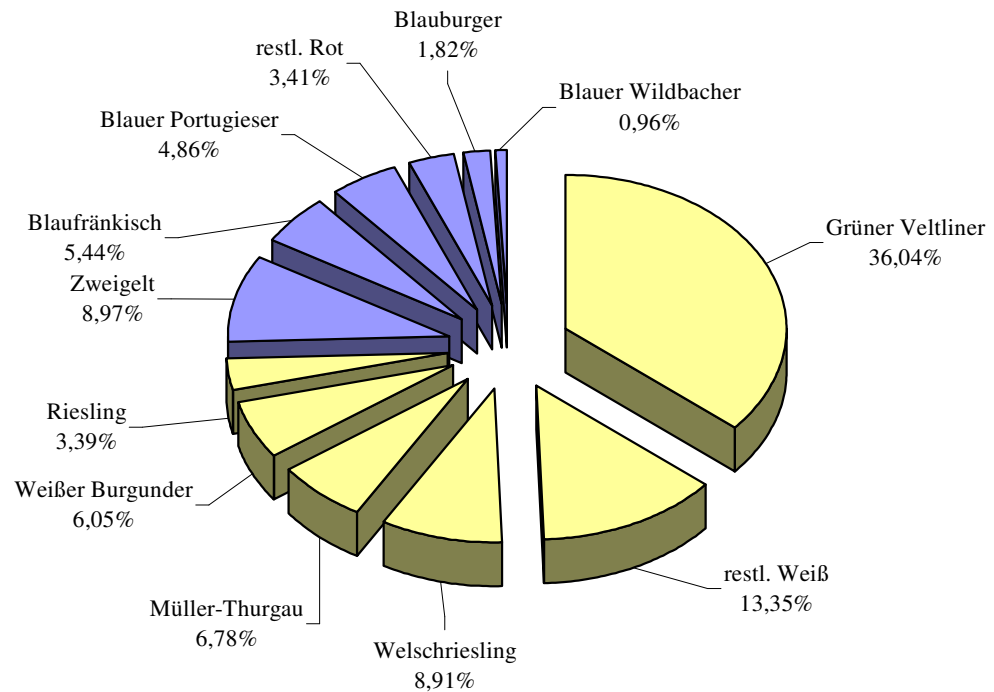
Total white grape area			Total black grape area		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
White Wine	35.833	-0,9%	Red Wine	16.730	35,4%
Grüner Veltliner	17.151	-1,9%	Zweigelt	6.512	49,7%
Welschriesling	4.333	0,2%	Blaufränkisch	3.358	27,2%
Weißburgunder & Chardonnay	3.484	18,0%	Blauer Portugieser	2.211	-6,2%
Müller-Thurgau	3.010	-8,5%	Blauburger	999	13,0%
Riesling	1.884	14,6%	St. Laurent	794	91,2%
Other white grape varieties	5.972	-7,8%	restl. Rot	2.856	67,6%

Tab. 24: Total Austria 2008 ²⁵

²⁵ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Austria

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



Tab. 25: Total Austria 1999 ²⁶

Total white grape area :

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 grape varieties

Total black grape area:

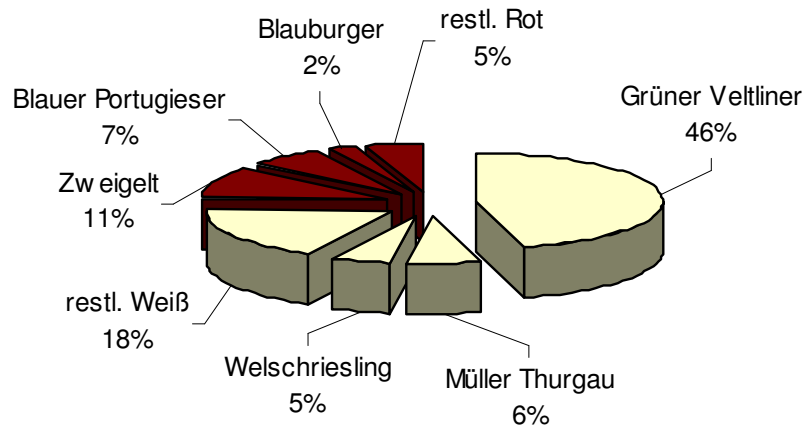
4.349,73 ha Zweigelt
 2.640,61 ha Blaufränkisch
 2.358,18 ha Blauer Portugieser
 883,95 ha Blauburger
 464,11 ha Blauer Wildbacher
 1.655,05 ha other red grape varieties

²⁶ Graphics Austria Wine Marketing Board according to Statistics Austria

1.3.1 Wine growing area Niederösterreich (Lower Austria)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine				Red Wine		
Varieties	ha	+/- % 1999		Varieties	ha	+/- % 1999
Total white grape area	24.319	0,3%		Total black grape area	8.032	30,6%
Grüner Veltliner	14.861	0,4%		Zweigelt	3.441	61,2%
Müller Thurgau	2.002	-6,1%		Blauer Portugieser	2.162	-6,2%
Welschriesling	1.731	3,0%		Blauburger	783	14,0%
Riesling	1.568	18,2%		St. Laurent	361	65,8%
Weißburgunder & Chardonnay	1.437	14,9%		Pinot Noir	299	42,4%
Neuburger	600	-5,0%		Gemischer Satz	295	0,0%
Frühroter Veltliner (Malvasier)	546	-2,2%		Merlot	214	247,8%
Gemischter Satz	257	-70,4%		Cabernet Sauvignon	183	70,7%
Roter Veltliner	246	-2,6%		Blafränkisch	168	35,0%
Muskateller	202	382,5%		Roesler	79	
Sauvignon Blanc	191	159,4%		Syrah	25	
Traminer	121	23,6%		Cabernet Franc	12	46,1%
Rotgipfler	120	5,8%		Rathay	9	
Muskat-Ottonel	111	23,4%		Other black grape varieties	1	0%
Zierfandler (Spätrot)	100	4,3%				
Scheurebe	62	3,7%				
Pinot Gris	54	18,5%				
Goldburger	39	-12,9%				
Sylvaner	28	-17,0%				
Bouvier	6					
Other white grape varieties	34	0 %				



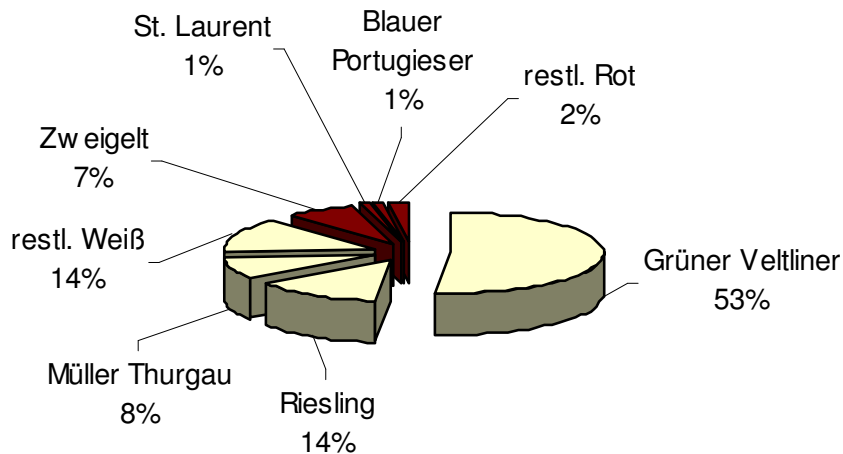
Tab. 26: The major grape varieties of Lower Austria according to area ²⁷

²⁷ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Wachau

Vineyard area measured in hectares sorted by grape variety 2008

White Wine				Red Wine		
Varieties	ha	+/- % 1999		Varieties	ha	+/- % 1999
Total white grape area	1.263	2,4%		Total black grape area	165	5,3%
Grüner Veltliner	736	3,7%		Zweigelt	102	5,8%
Riesling	199	7,9%		St. Laurent	15	2,7%
Müller Thurgau	121	-4,4%		Blauer Portugieser	15	-1,3%
Neuburger	74	-8,4%		Blauburger	11	-3,6%
Weißburgunder & Chardonnay	64	-0,2%		Gemischer Satz	11	0,0%
Gemischter Satz	22	-24,7%		Pinot Noir	7	24,3%
Frühroter Veltliner (Malvasier)	20	2,0%		Blafränkisch	2	6,4%
Muskateller	12	106,6%		Cabernet Sauvignon	1	56,8%
Muskat-Ottonel	4	25,7%		Merlot	1	132,1%
Sauvignon Blanc	3	37,6%				
Traminer	3	31,3%				
Pinot Gris	2	0,0%				
Roter Veltliner	1	-19,7%				
Sylvaner	1	-13,0%				
Jubiläumsrebe	1	111,1%				
Bouvier	0	40,0%				

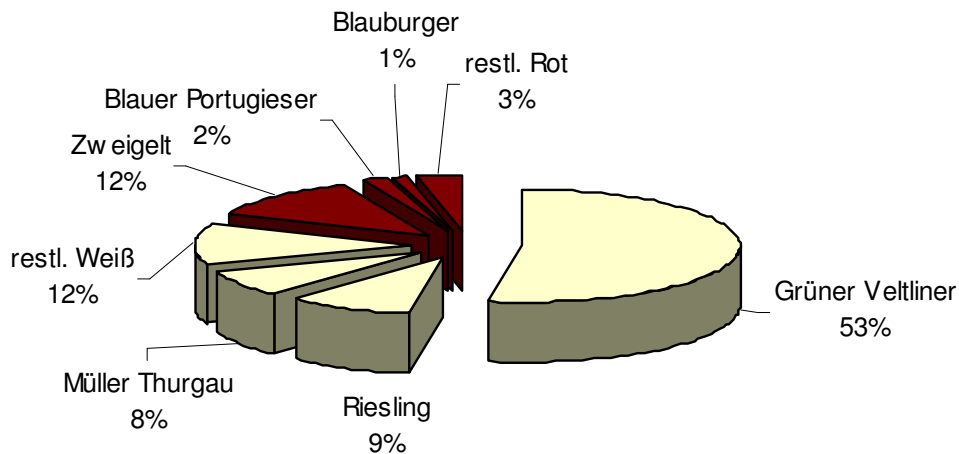
Tab. 27: The major grape varieties of Wachau according to area ²⁸

²⁸ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Kremstal

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	1.867	0,1%	Total black grape area	426	40,2%
Grüner Veltliner	1.205	-0,4%	Zweigelt	278	53,9%
Riesling	214	15,1%	Blauer Portugieser	45	-8,1%
Müller Thurgau	179	-14,1%	Blauburger	24	-1,2%
Weißburgunder & Chardonnay	75	10,1%	Pinot Noir	20	29,0%
Neuburger	54	-3,4%	St. Laurent	17	40,5%
Frühroter Veltliner (Malvasier)	33	-9,2%	Gemischer Satz	14	0,0%
Muskateller	23	377,6%	Merlot	12	333,3%
Roter Veltliner	21	7,7%	Cabernet Sauvignon	9	94,4%
Sauvignon Blanc	18	167,4%	Roesler	4	
Gemischter Satz	13	-65,4%	Cabernet Franc	2	13,2%
Welschriesling	10	-15,3%	Blaufränkisch	1	88,2%
Muskat-Ottonel	9	12,6%			
Traminer	5	103,4%			
Pinot Gris	2	40,5%			
Bouvier	2	0,0%			
Sylvaner	1	-42,7%			
Goldburger	1	-40,0%			
Other white grape varieties	1	0,0%			

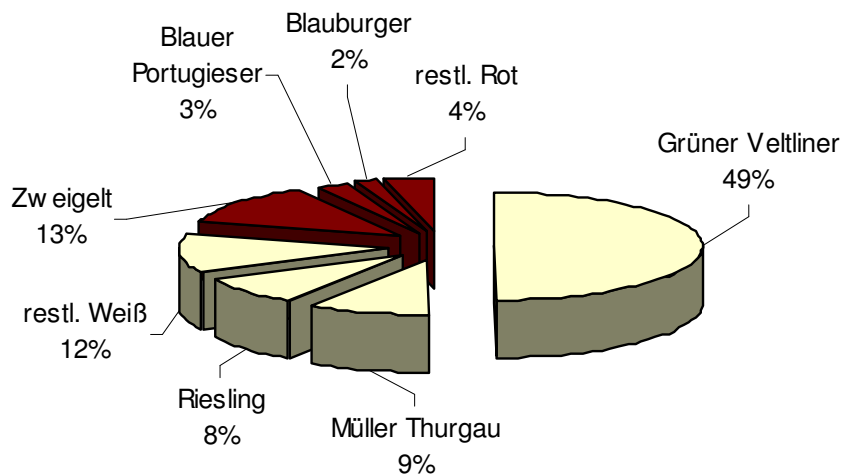
Tab. 28: The major grape varieties of Kremstal according to area ²⁹

²⁹ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Kamptal

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	3.234	-0,9%	Total black grape area	836	38,7%
Grüner Veltliner	2.018	-0,4%	Zweigelt	514	61,7%
Müller Thurgau	385	-10,9%	Blauer Portugieser	104	-9,0%
Riesling	342	14,9%	Blauburger	70	8,3%
Weißburgunder & Chardonnay	152	4,8%	St. Laurent	50	37,3%
Frühroter Veltliner (Malvasier)	80	-1,1%	Pinot Noir	39	27,7%
Welschriesling	72	-5,6%	Merlot	15	121,1%
Neuburger	39	-12,3%	Cabernet Sauvignon	15	67,2%
Sauvignon Blanc	37	63,2%	Gemischer Satz	14	-33,8%
Roter Veltliner	30	-7,9%	Roesler	13	
Muskateller	30	335,3%	Blafränkisch	4	23,4%
Muskat-Ottonel	11	12,4%	Syrah	2	
Pinot Gris	9	42,9%	Cabernet Franc	1	74,1%
Traminer	8	23,5%			
Scheurebe	7	-7,5%			
Bouvier	5	6,9%			
Sylvaner	5	-6,1%			
Other white grape varieties	1	0,0%			

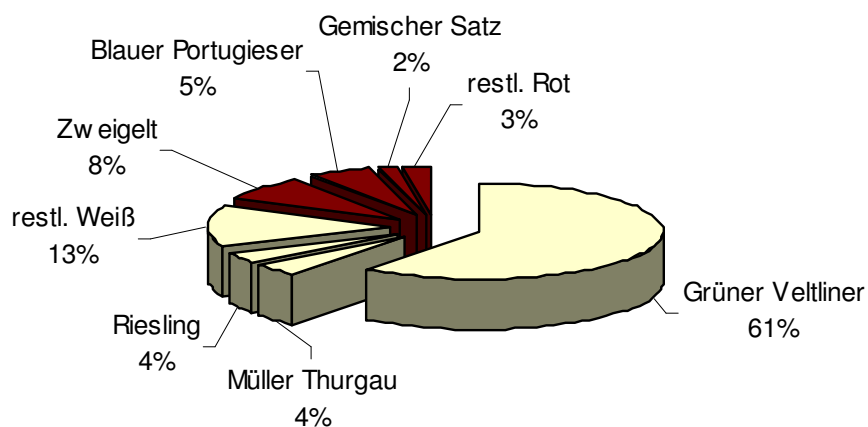
Tab. 29: The major grape varieties of Kamptal according to area ³⁰

³⁰ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Traisental

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	592	1,0 %	Total black grape area	129	34,8 %
Grüner Veltliner	436	0,6%	Zweigelt	59	86,1%
Müller Thurgau	30	-9,3%	Blauer Portugieser	39	-5,6%
Riesling	29	36,6%	Gemischer Satz	12	0,0%
Gemischter Satz	23	-41,3%	Blauburger	6	24,6%
Weißburgunder & Chardonnay	17	32,7%	St. Laurent	6	95,1%
Neuburger	13	-10,3%	Merlot	3	1411,8%
Frühroter Veltliner (Malvasier)	12	2,5%	Pinot Noir	2	6,4%
Sauvignon Blanc	8	129,0%	Cabernet Sauvignon	1	163,6%
Muskateller	8	511,8%	Roesler	1	
Roter Veltliner	5	0,0%	Blaufränkisch	1	15,4%
Muskat-Ottonel	3	43,7%			
Bouvier	2	16,2%			
Welschriesling	2	0,0%			
Sylvaner	2	-17,9%			
Traminer	2	31,7%			
Pinot Gris	2	25,0%			

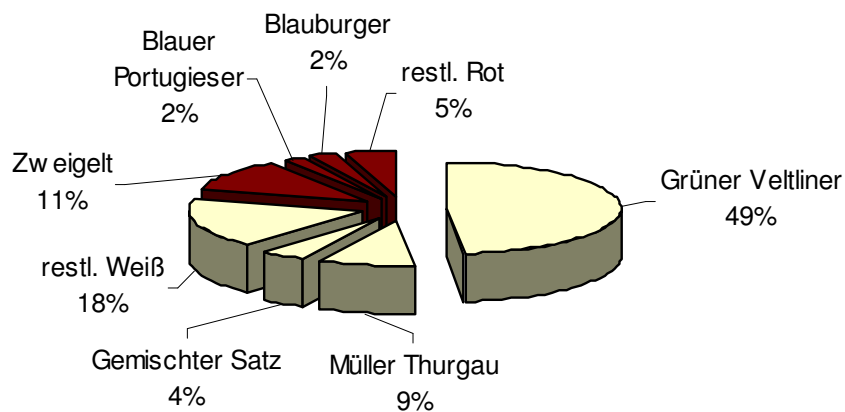
Tab. 30: The major grape varieties of Traisental according to area ³¹

³¹ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Wagram

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	2.266	-0,3 %	Total black grape area	591	29,3 %
Grüner Veltliner	1.377	1,4%	Zweigelt	319	42,1%
Müller Thurgau	258	-7,7%	Blauer Portugieser	67	-4,5%
Gemischter Satz	128	-32,0%	Blauburger	66	8,0%
Weißburgunder & Chardonnay	109	11,5%	Gemischer Satz	57	0,0%
Riesling	106	24,6%	Pinot Noir	31	36,2%
Frühroter Veltliner (Malvasier)	99	1,6%	St. Laurent	18	102,6%
Roter Veltliner	79	-3,9%	Cabernet Sauvignon	12	99,2%
Welschriesling	24	2,5%	Roesler	6	
Traminer	16	27,0%	Merlot	6	108,2%
Muskateller	14	356,5%	Blafränkisch	4	50,2%
Sauvignon Blanc	13	218,5%	Syrah	3	
Zierfandler (Spätrot)	8	-3,6%	Rathay	1	
Neuburger	7	1,4%			
Muskat-Ottonel	7	17,7%			
Sylvaner	5	0,0%			
Scheurebe	5	-1,9%			
Bouvier	4	15,7%			
Pinot Gris	2	9,8%			
Goldburger	1	-45,6%			
Other white grape varieties	1	0,0%			

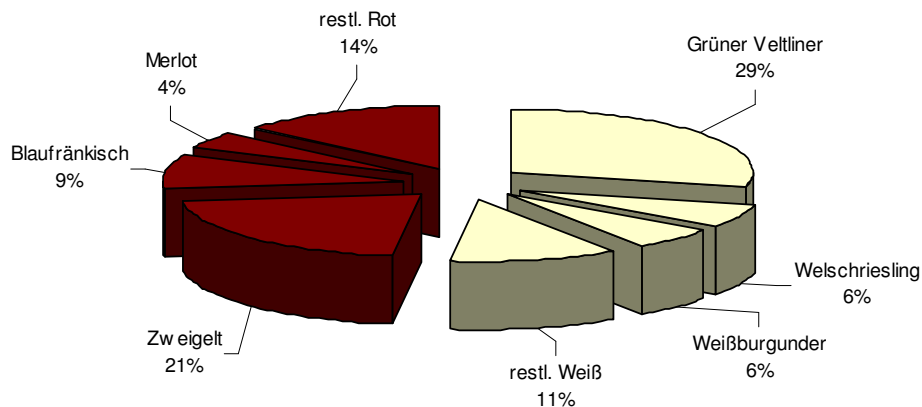
Tab. 31: The major grape varieties of Wagram according to area ³²

³² Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Carnuntum

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	536	-8,4%	Total black grape area	496	62,1%
Grüner Veltliner	296	-8,3%	Zweigelt	218	83,8%
Welschriesling	66	-0,5%	Blaufränkisch	92	32,1%
Weißburgunder & Chardonnay	57	16,6%	Merlot	43	514,3%
Müller Thurgau	25	-6,5%	Blauburger	32	-5,7%
Riesling	19	-5,1%	Cabernet Sauvignon	24	68,8%
Sauvignon Blanc	13	219,5%	Blauer Portugieser	22	-19,6%
Muskateller	10	801,7%	St. Laurent	20	86,6%
Gemischter Satz	7	-86,8%	Gemischer Satz	18	0,0%
Neuburger	6	-11,0%	Pinot Noir	18	224,9%
Goldburger	5	-9,7%	Syrah	8	
Muskat-Ottonel	5	12,4%	Roesler	7	
Scheurebe	3	13,5%	Cabernet Franc	1	112,9%
Traminer	3	23,9%			
Frühroter Veltliner (Malvasier)	3	0,0%			
Roter Veltliner	1	-11,8%			
Bouvier	1	67,6%			
Rotgipfler	1	0,0%			
Other white grape varieties	14	0,0%			

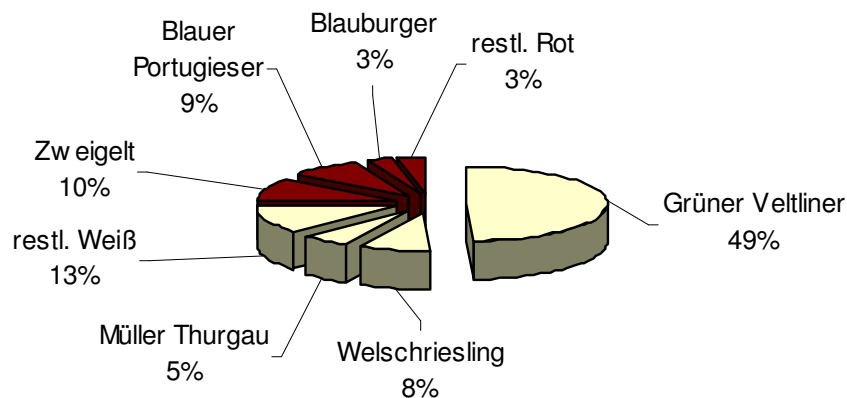
Tab. 32: The major grape varieties of Carnuntum according to area³³

³³ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Weinviertel

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	13.173	1,1%	Total black grape area	4.260	28,1%
Grüner Veltliner	8.578	0,4%	Zweigelt	1.689	73,2%
Welschriesling	1.464	3,5%	Blauer Portugieser	1.498	-6,7%
Müller Thurgau	947	-1,8%	Blauburger	516	19,6%
Weißburgunder & Chardonnay	752	24,0%	Gemischer Satz	136	0,0%
Riesling	555	26,1%	St. Laurent	95	111,6%
Frühroter Veltliner (Malvasier)	261	-2,4%	Merlot	94	265,9%
Roter Veltliner	105	-3,2%	Pinot Noir	73	54,3%
Muskateller	92	553,6%	Cabernet Sauvignon	72	101,4%
Sauvignon Blanc	80	234,6%	Roesler	40	
Neuburger	66	0,0%	Blafränkisch	33	55,8%
Gemischter Satz	56	-86,1%	Syrah	8	
Traminer	50	39,0%	Rathay	6	
Muskat-Ottonel	46	45,5%	Cabernet Franc	2	87,4%
Scheurebe	44	8,6%	Other black grape varieties	1	0,0%
Pinot Gris	21	28,5%			
Goldburger	20	-11,7%			
Bouvier	13	48,9%			
Sylvaner	7	-21,6%			
Jubiläumsrebe	2	-7,6%			
Rotgipfler	2	25,2%			
Zierfandler (Spätrot)	1	-26,3%			
Other white grape varieties	10	0,0%			

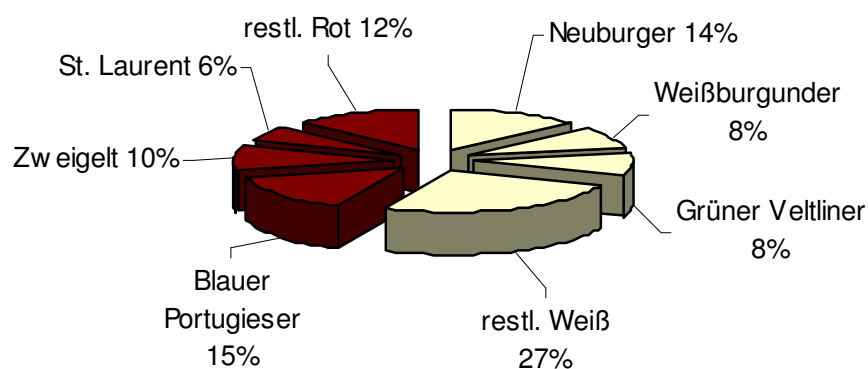
Tab. 33: The major grape varieties of Weinviertel according to area ³⁴

³⁴ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Thermenregion

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	1.422	-0,2%	Total black grape area	1.092	21,3%
Neuburger	341	-4,0%	Blauer Portugieser	373	-2,0%
Weißburgunder & Chardonnay	211	1,6%	Zweigelt	258	36,1%
Grüner Veltliner	206	4,2%	St. Laurent	140	60,1%
Rotgipfler	116	5,7%	Pinot Noir	109	33,9%
Riesling	100	8,5%	Blauburger	58	4,7%
Welschriesling	95	7,2%	Cabernet Sauvignon	49	32,6%
Zierfandler (Spätrot)	90	6,1%	Merlot	39	147,7%
Müller Thurgau	60	-1,2%	Blaufränkisch	28	12,6%
Frühroter Veltliner (Malvasier)	40	-6,4%	Gemischer Satz	24	0,0%
Traminer	35	0,6%	Roesler	8	
Muskat-Ottonel	26	3,2%	Cabernet Franc	6	40,2%
Gemischter Satz	20	-66,2%	Syrah	3	
Sauvignon Blanc	18	186,3%	Rathay	2	
Pinot Gris	15	0,0%			
Goldburger	12	-3,9%			
Muskateller	11	126,5%			
Sylvaner	7	-22,9%			
Bouvier	4	4,8%			
Roter Veltliner	3	86,5%			
Scheurebe	2	-16,5%			
Jubiläumsrebe	2	0,0%			
Other white grape varieties	8	0,0%			

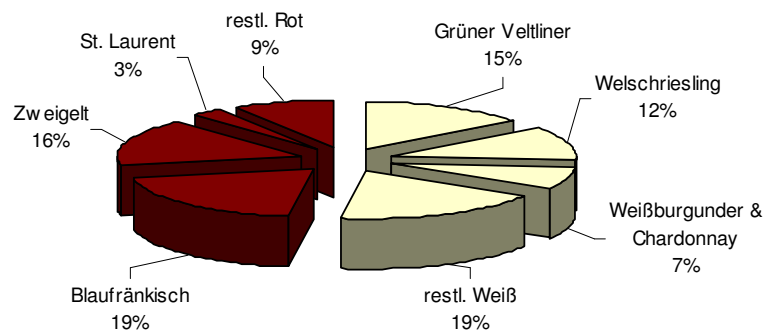
Tab. 34: The major grape varieties of Thermenregion according to area ³⁵

³⁵ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

1.3.2 Wine growing area Burgenland

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	8.361	-9,7%	Total black grape area	7.644	44,7%
Grüner Veltliner	2.340	-14,5%	Blafränkisch	3.166	27,0%
Welschriesling	1.852	-6,2%	Zweigelt	2.629	40,2%
Weißburgunder & Chardonnay**	1.178	12,9%	St. Laurent	412	123,5%
Müller Thurgau	670	-15,9%	Merlot	329	615,5%
Neuburger	363	-17,6%	Cabernet Sauvignon	317	67,4%
Muskat-Ottonel	350	8,4%	Pinot Noir	289	59,4%
Bouvier	303	-10,0%	Blauburger	194	8,7%
Scheurebe	283	-2,5%	Syrah	85	
Traminer	193	2,6%	Roesler	63	
Sauvignon Blanc	174	217,5%	Gemischer Satz	57	0,0%
Riesling	159	-2,1%	Blauer Portugieser	40	-8,9%
Pinot Gris	155	-11,0%	Cabernet Franc	38	115,7%
Goldburger	154	-25,1%	Rathay	8	
Muskateller	61	402,5%	Blauer Wildbacher	3	-19,2%
Frühroter Veltliner (Malvasier)	57	-14,9%	Other black grape varieties	14	0,0%
Jubiläumsrebe	21	-16,3%			
Gemischter Satz	13	-96,7%			
Sylvaner	4	-4,5%			
Roter Veltliner	3	-12,6%			
Rotgipfler	2	-16,7%			
Furmint	1	0,0%			
Other white grape varieties	23	0,0%			



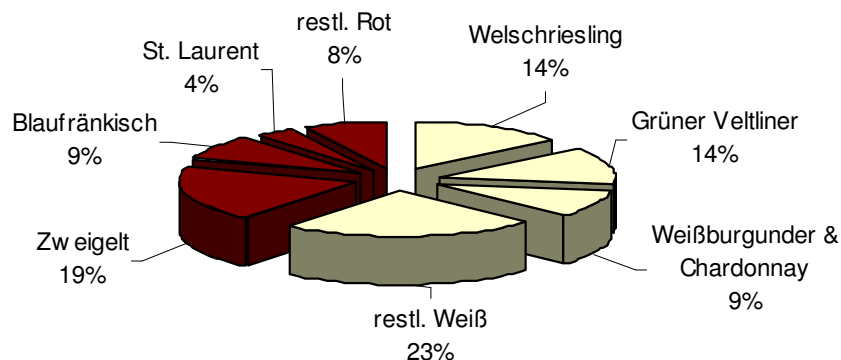
Tab. 35: The major grape varieties of Burgenland according to area ³⁶

³⁶ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Neusiedlersee (Lake Neusiedl)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	5.677	-8,5%	Total black grape area	3.632	72,9%
Welschriesling	1.301	-7,6%	Zweigelt	1.788	55,6%
Grüner Veltliner	1.277	-16,6%	Blafränkisch	813	69,3%
Weißburgunder & Chardonnay	869	13,1%	St. Laurent	343	127,5%
Müller Thurgau	421	-17,8%	Pinot Noir	166	86,3%
Bouvier	277	-10,3%	Cabernet Sauvignon	154	83,7%
Neuburger	270	-20,3%	Merlot	143	682,4%
Muskat-Ottonel	267	7,9%	Blauburger	118	11,3%
Scheurebe	257	-2,8%	Roesler	38	
Traminer	147	2,7%	Syrah	37	
Pinot Gris	144	-12,1%	Cabernet Franc	16	310,7%
Sauvignon Blanc	118	241,9%	Rathay	6	
Riesling	112	-2,0%	Blauer Portugieser	3	-23,2%
Goldburger	98	-29,7%	Schilcher	2	-19,4%
Frühroter Veltliner (Malvasier)	44	-17,6%	Other black grape varieties	5	0,0%
Muskateller	42	398,8%			
Jubiläumsrebe	19	-15,1%			
Sylvaner	2	-12,2%			
Roter Veltliner	2	-18,3%			
Rotgipfler	1	-18,0%			
Furmint	1	0,0%			
Other white grape varieties	8	0,0%			

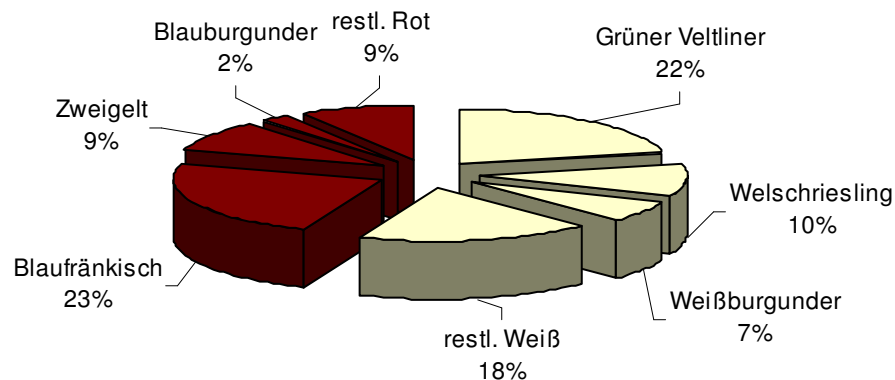
Tab. 36: The major grape varieties of Neusiedlersee according to area ³⁷

³⁷ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Neusiedlersee-Hügelland (Lake Neusiedl)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	2.308	-6,0%	Total black grape area	1.802	23,7%
Grüner Veltliner	885	-7,7%	Blaufränkisch	969	9,3%
Welschriesling	401	-1,8%	Zweigelt	377	28,8%
Weißburgunder & Chardonnay	270	15,3%	Pinot Noir	96	50,4%
Müller Thurgau	215	-10,5%	Cabernet Sauvignon	83	56,3%
Gemischter Satz	98	-53,3%	Merlot	68	574,4%
Neuburger	92	-8,6%	Blauburger	48	9,5%
Muskat-Ottonel	79	9,9%	St. Laurent	46	110,9%
Sauvignon Blanc	49	198,8%	Gemischer Satz	37	0,0%
Goldburger	48	-14,6%	Blauer Portugieser	31	-5,1%
Traminer	43	1,7%	Syrah	20	
Riesling	28	1,1%	Cabernet Franc	13	10,7%
Bouvier	26	-5,4%	Roesler	10	
Scheurebe	20	-1,0%	Rathay	1	
Muskateller	17	414,9%	Other black grape varieties	2	0,0%
Frühroter Veltliner (Malvasier)	14	-4,9%			
Pinot Gris	10	8,4%			
Jubiläumsrebe	2	-27,5%			
Sylvaner	2	0,0%			
Roter Veltliner	1	0,0%			
Other white grape varieties	7	0,0%			

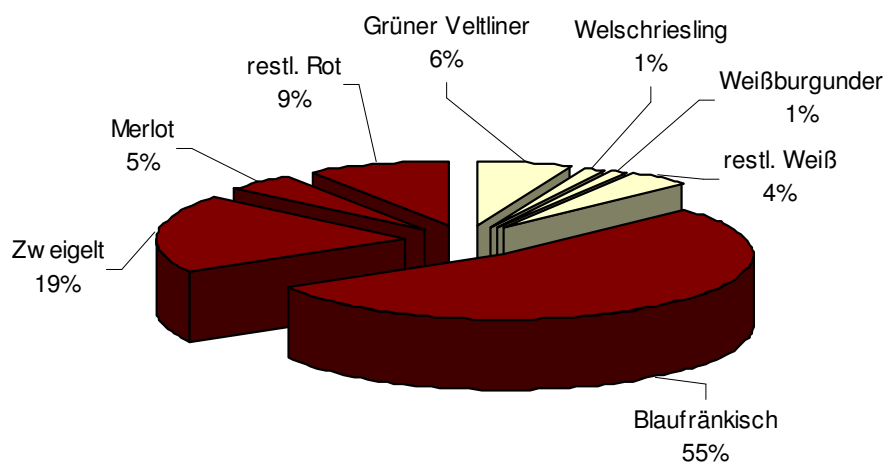
Tab. 37: The major grape varieties of Neusiedlersee-Hügelland according to area ³⁸

³⁸ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Mittelburgenland (Middle Burgenland)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	233	-31,9%	Total black grape area	1.931	25,9%
Grüner Veltliner	133	-33,6%	Blafränkisch	1.198	22,3%
Welschriesling	33	-22,1%	Zweigelt	430	4,3%
Weißburgunder & Chardonnay	24	-20,4%	Merlot	102	540,0%
Müller Thurgau	23	-28,7%	Cabernet Sauvignon	72	48,6%
Riesling	6	-20,8%	Syrah	26	
Goldburger	3	-24,6%	Blauburger	23	-3,0%
Scheurebe	3	-23,6%	St. Laurent	22	89,5%
Muskat-Ottonel	3	-13,5%	Pinot Noir	21	-5,0%
Sauvignon Blanc	2	-35,3%	Roesler	15	
Muskateller	1	500,0%	Cabernet Franc	9	464,1%
Traminer	1	-33,0%	Blauer Portugieser	4	-26,8%
Other white grape varieties	1	0,0%	Rathay	1	
			Other black grape varieties	7	0,0%

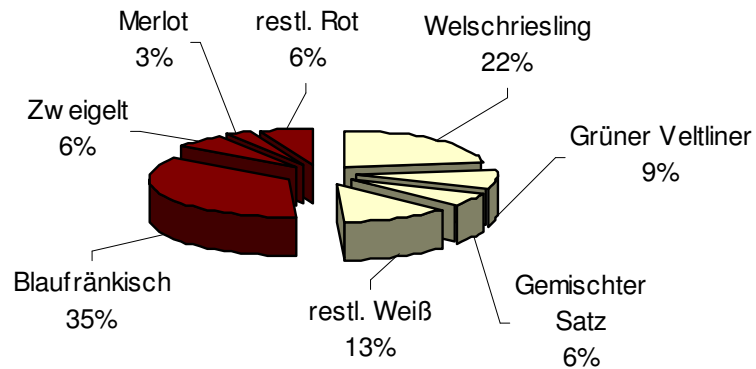
Tab. 38: The major grape varieties of Mittelburgenland according to area ³⁹

³⁹ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Südburgenland (South Burgenland)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine				Red Wine		
Varieties	ha	+/- % 1999		Varieties	ha	+/- % 1999
Total white grape area	259	1,5%		Total black grape area	267	38,0%
Welschriesling	117	2,8%		Blafränkisch	186	27,1%
Grüner Veltliner	45	-0,2%		Zweigelt	33	61,1%
Gemischter Satz	31	-22,1%		Merlot	15	866,2%
Weißburgunder & Chardonnay	15	35,0%		Cabernet Sauvignon	8	101,8%
Riesling	14	1,5%		Gemischer Satz	7	0,0%
Müller Thurgau	12	-5,7%		Pinot Noir	7	0,0%
Sauvignon Blanc	5	826,9%		Blauburger	5	0,0%
Goldburger	5	-14,8%		Syrah	2	
Scheurebe	3	38,3%		Blauer Portugieser	2	0,0%
Traminer	2	40,7%		St. Laurent	1	333,3%
Muskat-Ottonel	1	218,8%				
Muskateller	1	304,3%				
Neuburger	1	0,0%				
Other white grape varieties	7	0,0%				

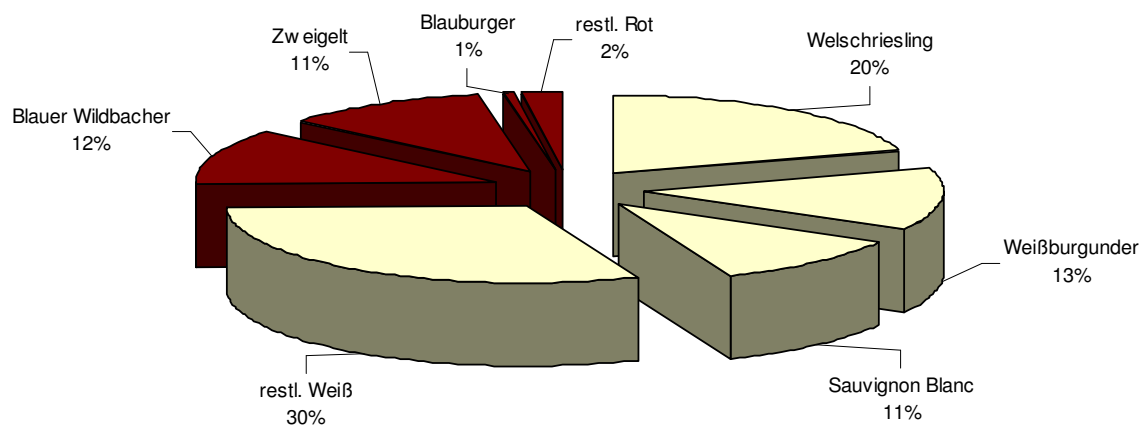
Tab. 39: The major grape varieties of Südburgenland according to area ⁴⁰

⁴⁰ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

1.3.3 Wine growing area Steirerland (Styria)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	2.943	23,2%	Total black grape area	988	14,6%
Welschriesling	778	11,8%	Blauer Wildbacher	453	-1,7%
Weißburgunder	507	31,5%	Zweigelt	427	29,1%
Sauvignon Blanc	408	129,5%	Blauburger	25	13,7%
Müller Thurgau	328	-6,4%	Blaufränkisch	17	4,2%
Chardonnay	270	49,0%	Pinot Noir	14	166,4%
Muskateller	179	108,7%	Cabernet Sauvignon	13	98,2%
Scheurebe	168	-6,7%	St. Laurent	13	129,4%
Traminer	84	16,1%	Merlot	12	1047,2%
Riesling	75	1,2%	Blauer Portugieser	4	-16,3%
Pinot Gris	74	11,5%	Roesler	1	
Goldburger	46	-11,2%	Other black grape varieties	7	0,0%
Muskat-Ottonel	13	193,9%			
Sylvaner	7	-29,4%			
Grüner Veltliner	3	-35,9%			
Bouvier	2	0,0%			



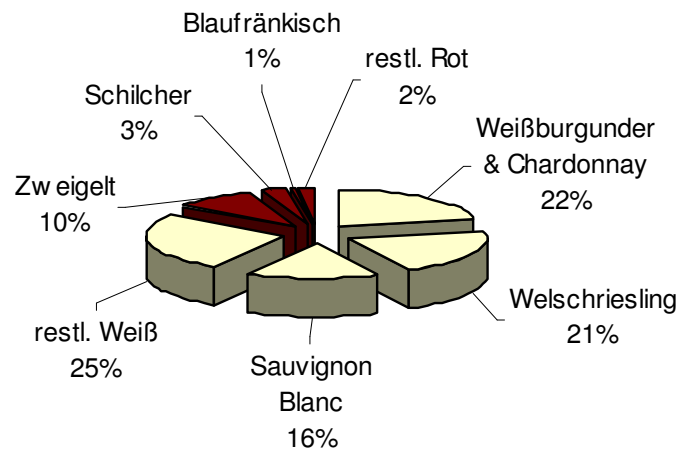
Tab. 40: The major grape varieties of Styria according to area ⁴¹

⁴¹ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Südsteiermark (Southern Styria)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine				Red Wine		
Varieties	ha	+/- % 1999		Varieties	ha	+/- % 1999
Total white grape area	1.789	23,0%		Total black grape area	314	10,3%
Weißburgunder & Chardonnay	444	32,4%		Zweigelt	199	18,1%
Welschriesling	429	9,7%		Schilcher	66	-14,6%
Sauvignon Blanc	327	121,9%		Blafränkisch	11	-3,4%
Müller Thurgau	173	-13,8%		Blauburger	8	-1,2%
Muskateller	151	91,6%		St. Laurent	7	51,2%
Scheurebe	93	-13,4%		Cabernet Sauvignon	7	61,7%
Pinot Gris	46	7,4%		Pinot Noir	6	99,0%
Riesling	44	-3,9%		Merlot	4	
Traminer	44	8,9%		Blauer Portugieser	3	-19,0%
Muskat-Ottonel	10	267,1%		Other black grape varieties	2	0,0%
Sylvaner	4	-45,9%				
Goldburger	3	-39,7%				
Bouvier	1	0,0%				
Grüner Veltliner	1	-55,6%				
Other white grape varieties	17	0,0%				

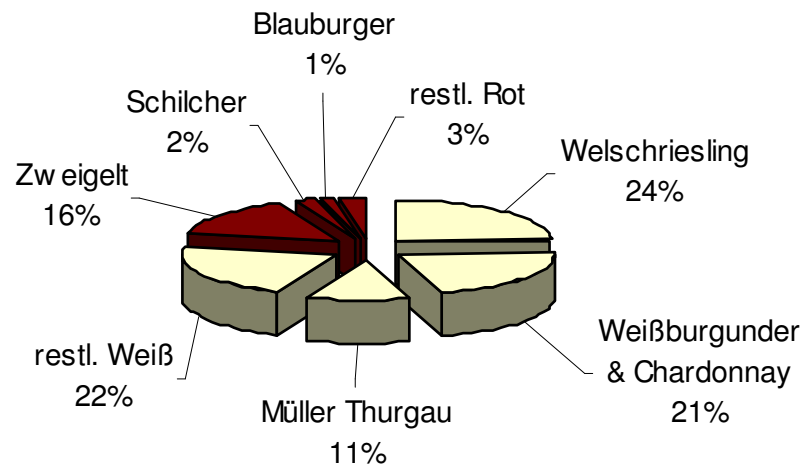
Tab. 41: The major grape varieties of Südsteiermark according to area⁴²

⁴² Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Südoststeiermark (South-East Styria)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	1.080	19,1%	Total black grape area	296	45,9%
Welschriesling	332	13,1%	Zweigelt	210	42,4%
Weißburgunder & Chardonnay	288	37,4%	Schilcher	31	14,2%
Müller Thurgau	144	2,5%	Blauburger	16	23,9%
Scheurebe	73	1,8%	Merlot	9	707,5%
Sauvignon Blanc	65	143,2%	Pinot Noir	8	266,1%
Goldburger	41	-8,1%	Cabernet Sauvignon	7	153,6%
Traminer	39	24,7%	Blafränkisch	5	24,3%
Riesling	29	10,4%	St. Laurent	5	565,8%
Pinot Gris	25	22,2%	Roesler	1	
Muskateller	24	258,6%	Other black grape varieties	5	0,0%
Muskat-Ottonel	3	54,9%			
Grüner Veltliner	2	-23,6%			
Sylvaner	2	30,1%			
Bouvier	1	0,0%			
Other white grape varieties	14	0,0%			



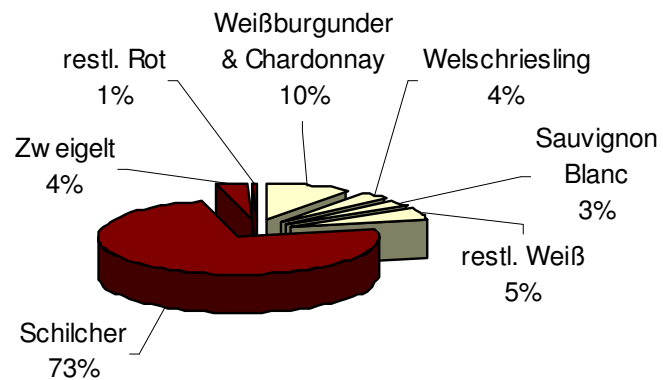
Tab. 42: The major grape varieties of Südoststeiermark according to area 43

⁴³ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

Wine growing area Weststeiermark (West Styria)

Vineyard area measured in hectares sorted by grape variety 2008

White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	106	80,6%	Total black grape area	377	0,9%
Weißburgunder & Chardonnay	46	105,7%	Schilcher	356	-0,1%
Welschriesling	17	46,3%	Zweigelt	18	21,3%
Sauvignon Blanc	16	333,3%	Blauburger	1	0,0%
Müller Thurgau	11	18,9%	Blaufränkisch	1	12,0%
Muskateller	4	2466,7%	Blauer Portugieser	1	0,0%
Scheurebe	3	76,9%	St. Laurent	1	
Pinot Gris	2	-3,9%			
Riesling	2	0,0%			
Goldburger	2	0,0%			
Sylvaner	1	32,3%			
Traminer	1	43,5%			
Muskat-Ottonel	1				



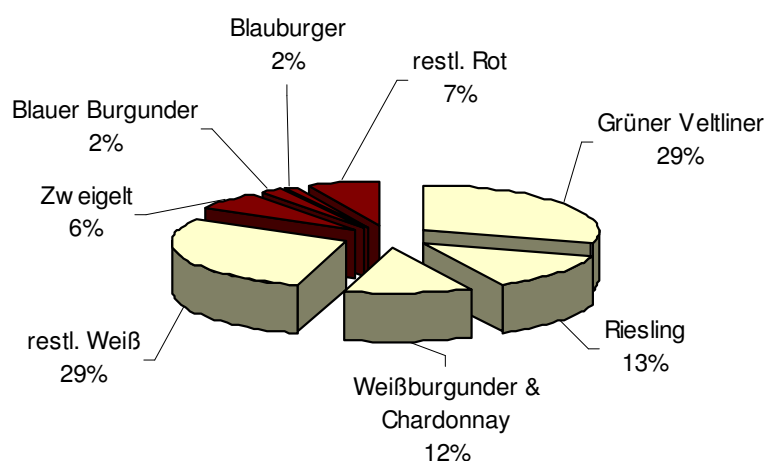
Tab. 43: The major grape varieties of Weststeiermark according to area 44

⁴⁴ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

1.3.4 Wine growing area Vienna

Vineyard area measured in hectares sorted by grape variety 2008

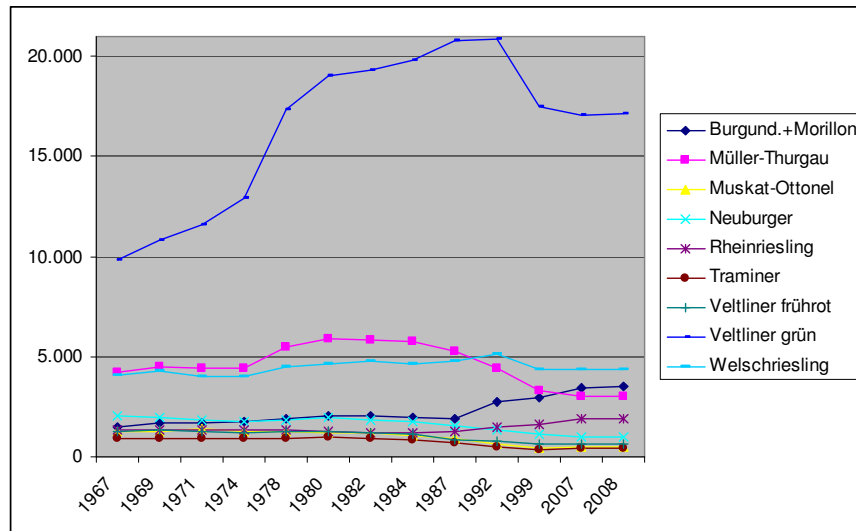
White Wine			Red Wine		
Varieties	ha	+/- % 1999	Varieties	ha	+/- % 1999
Total white grape area	583	1,5%	Total black grape area	114	9,4%
Grüner Veltliner	206	4,1%	Zweigelt	44	15,4%
Riesling	89	1,4%	Pinot Noir	12	0,8%
Weißburgunder & Chardonnay	85	0,0%	Blauburger	11	2,7%
Gemischter Satz	68	-8,1%	Blauer Portugieser	11	-3,6%
Welschriesling	32	-0,9%	Cabernet Sauvignon	10	8,8%
Müller Thurgau	24	-2,5%	St. Laurent	8	2,7%
Neuburger	16	1,2%	Merlot	6	77,4%
Sauvignon Blanc	11	24,6%	Gemischer Satz	5	0,0%
Frühroter Veltliner (Malvasier)	8	15,7%	Blafränkisch	5	0,0%
Traminer	8	2,6%	Cabernet Franc	1	44,4%
Goldburger	7	-2,8%			
Pinot Gris	7	6,2%			
Muskateller	6	92,1%			
Sylvaner	4	0,0%			
Muskat-Ottonel	3	0,0%			
Rotgipfler	3	0,0%			
Roter Veltliner	1	0,0%			
Scheurebe	1	-13,1%			
Bouvier	1	0,0%			
Zierfandler (Spätrot)	1	0,0%			
Other white grape varieties	3	0,0%			



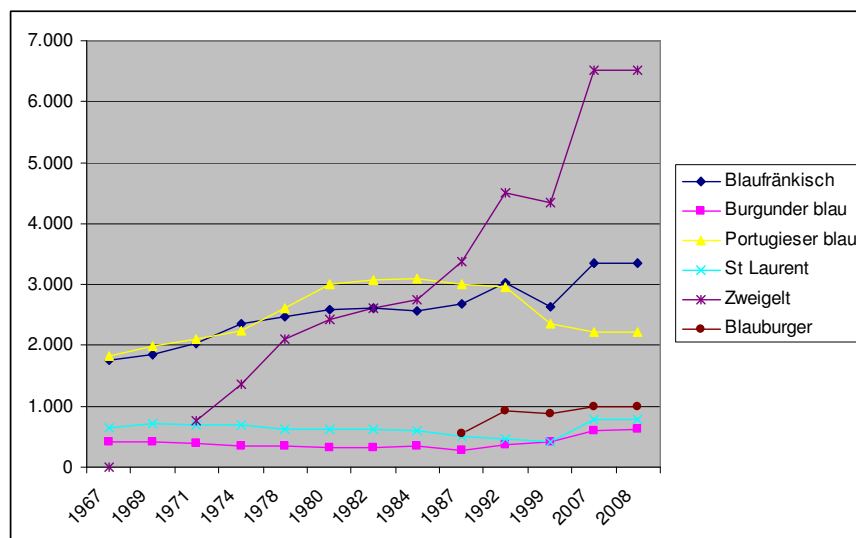
Tab. 44: The major grape varieties of Vienna according to area ⁴⁵

⁴⁵ Survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive

1.3.5 Development of the area under cultivation until 2008



Tab. 45: Development of the area under cultivation concerning white grape varieties in Austria ⁴⁶








Tab. 46: Development of the area under cultivation concerning black grape varieties in Austria ⁴⁷







⁴⁶ Graphics AWMB according to Statistics Austria







⁴⁷ Graphics AWMB according to Statistics Austria






1.4 Description Grape Varieties






White wine varieties	Cultivated area (in %) ⁴⁸	Important growing areas in Austria
Grüner Veltliner 17.151 ha	32,6	Lower Austria, Burgenland, Vienna
<i>Peppery spice, clear fruit, predominantly dry, enormous potential.</i>		
	<p>Grüner Veltliner covers almost a third of Austria's vineyards and is by far the most common varietal in the country. This typical Austrian speciality is found mainly in the wine growing areas of Lower Austria north of the Danube: Weinviertel, Traisental, Kamptal, Kremstal, Wagram, Wachau, Vienna and Carnuntum but also in northern Burgenland. The wide spectrum of styles reaches from light and spicy wines best enjoyed in their youth, to powerful, monumental wines worthy of aging for decades. A new and exciting development in these great Veltliners is maturation in small oak barrels.</p>	
Welschriesling 4.333 ha	8,2	Burgenland, eastern Weinviertel, Styria
<i>Spicy, refreshing, vibrant acidity.</i>		
	<p>This traditional Austrian variety is not related to Riesling at all. It is cultivated mainly in southern and south-eastern Styria, Burgenland, and Weinviertel, where it is prized as an excellent base for sparkling wines. Welschriesling wines are popular because of their refreshing fruitiness and are best drunk young. Around Lake Neusiedl this variety can also be vinified into outstanding botrytised sweet wines distinguished by their finesse and breed.</p>	
Weißburgunder & Chardonnay 3.484 ha	6,6	Lower Austria, Burgenland, Styria
<i>Delicate aromas, nutty, powerful, aristocratic</i>		
	<p>When fully ripe, Weißburgunder wines are substantial and possess aromas reminiscent of nuts and almonds and a well-balanced acidity. Internationally known as Pinot Blanc, this variety shows good medium-term development in the bottle. Its discreet character makes Pinot Blanc an ideal blending partner and a good candidate for maturation in new oak. It is cultivated primarily in southern and south-eastern Styria, but also in Weinviertel, Vienna, Thermenregion and Burgenland.</p>	
<i>Full-bodied, exotic fruit, volume, spice.</i>		
	<p>This varietal has a long tradition in Styria and is typically vinified into fresh, delicate, flowery wines. Recent plantings have become substantial in Lower Austria, Burgenland, and Vienna and new Chardonnay wines in various styles can be found. This variety creates powerfully extracted wines with good aging potential and a nose reminiscent of white bread and dried fruit. Even when the grapes are harvested very ripe, Austrian Chardonnay retains a good degree of balancing acidity. Although the international style with malolactic fermentation and a conscientious utilization of new oak is popular, the more fragrant, classic line remains important in Austria. In Styria Chardonnay is called Morillon.</p>	
Müller-Thurgau (Rivaner) 3.010 ha	5,7	Lower Austria, Burgenland, Styria
<i>Light, musky, round, soft.</i>		
	<p>This grape variety was created and named by the Swiss botanist Hermann Müller from Thurgau and is a crossing between Riesling and the German grape Madelaine Royale. In most cases, Müller Thurgau creates mild wines with little acidity and a bouquet reminiscent of Muscat. With the exception of sweet wines, Müller Thurgau should be drunk very young, within the year following the harvest.</p>	







⁴⁸ AWMB according to survey of area under vines 1999 + changes due to adjustments 1999 – 2008 according to Federal Ministry planted area, not necessarily productive



Riesling	1.884 ha	3,6	Lower Austria(along the Danube and other river valleys), Burgenland
 <p><i>Aristocratic fragrance, peach and apricot, fine nuances, complexity.</i> Not only the Rieslings from the top vineyards in Wachau, but also those from Kamptal, Kremstal, Wagram, and Weinviertel are among the world's very best representatives of this variety. Young Austrian Rieslings have a clear distinct nose reminiscent of peach, apricot, and citrus fruit. The continuing development of Riesling in the bottle makes it ideally suited for cellaring. The clean, racy acidity of this variety keeps it refreshing even as it ages. The rare Austrian Spätlese and Auslese wines as well as Smaragd wines from Wachau have the potential to age for decades.</p>			
Neuburger	985 ha	1,9	Thermenregion, Wachau, Lake Neusiedl and Lake Neusiedl-Hügelland, Vienna
 <p><i>Nutty, full-bodied, mild.</i> Legend would have it that around 1850 an unknown type of vine was washed ashore the Danube, planted by local winegrowers, and given the name Neuburger. The Neuburger grape brings elegantly reserved wines, with a discreet nutty aroma, and powerful, yet mild character. This variety is planted primarily in Thermenregion, Wachau, Neusiedlersee, Neusiedlersee-Hügelland, and Vienna. Because of its versatility it is vinified in a number of styles and is a popular blending partner.</p>			
Sauvignon Blanc (Muskat-Sylvaner)	783 ha	1,5	Styria, Lower Austria, Burgenland
 <p><i>Lively, spicy, bell pepper, fresh grass, and gooseberry.</i> The new wave of plantings can make one forget that this varietal was introduced in Southern Styria over 120 years ago by Archduke Johann. With increased physiological ripeness herbaceous aromas are replaced by elderberry, cassis, and gooseberry. The fresh, animated acidity of the fruit-driven Austrian Sauvignon Blanc lends its elegance, unmistakable character, and good potential for medium term cellaring. Good results have also been achieved with judicious vinification in new oak. Sauvignon Blanc is mainly planted in Styria, but also in the areas around Lake Neusiedl in Burgenland</p>			
Frühroter Veltliner (Malvasier)	604 ha	1,1	Lower Austria
 <p>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.</p>			
Scheurebe (Sämling 88)	512 ha	1,0	Burgenland, Styria
 <p>In 1916, this grape variety was crossed with a Riesling and presumably a wild grape variety. The grower, Georg Scheu, showed specific interest in those wild varieties. Unfortunately, his collection has not survived. Due to its intensive fragrance (black currant, exotic fruits, stone fruit), the Scheurebe is considered among the bouquet varieties. If the grapes fall short to ripen, they develop the so-called "Sämling tone." High ripeness provided, noble Prädikat wines are possible. At Lake Neusiedl, Scheurebe also delivers Straw and Schilf (Reed) wines.</p>			
Muskat-Ottonel	475 ha	0,9	Lake Neusiedl and Lake Neusiedl-Hügelland
 <p>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 up for a good aperitif,: the sweet Prädikatswein – which ages well – is suitable with dessert. There are very promising vineyard areas around Neusiedlersee.</p>			

Muskateller	449 ha	0,9	Styria, Lake Neusiedl
	<p><i>Grapey, musky, lean, racy.</i> Despite being a rarity, Austrian Muscat has aroused considerable interest due to its unique character. The round, grapey aromas with nuances of cinnamon and citrus peel are combined with a lean, compact palate and balanced by nervy acidity. The most famous Muskateller vineyards are in southern Styria, but Wachau and the areas around Lake Neusiedl also produce unique wines from this variety that are best enjoyed young.</p>		
Traminer	402 ha	0,8	Burgenland, Lower Austria, Styria
	<p><i>Pronounced rose fragrance, powerful, fiery.</i> The Traminer and its most common subvarieties, Roter Traminer and Gewürztraminer all display a characteristic nose of rose petal, coconut, and dried fruit. Physiological ripeness is essential for this variety to show its power and fiery temperament. Traminer is a varietal for connoisseurs and tiny vineyards are dotted around all Austrian winegrowing areas with a special centre in the South Styrian volcanic soils around Klösch. The slight, pleasant bitterness of its wines is often complimented by discreet residual sugar. The aging potential of sweet Traminer is legendary and these wines have an affinity to discreet use of new oak.</p>		
Boviver	338 ha	0,6	Burgenland
	<p>Discreetly grapey with delicate Muscat aromas, this extremely early ripening grape variety is used primarily for the production of fresh fruit juice (Most) and young wine in full fermentation (Sturm) in the wine-growing area of Neusiedlersee. Although its importance has declined in recent years, it is still used for making Prädikatswein of high and even outstanding quality, in which its fine spice notes provide polish. It is particularly well suited for making blended dessert wines.</p>		
Pinot Gris (Grauer Burgunder, Ruländer)	290 ha	0,60	Burgenland, Styria, Lower Austria
	<p>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.</p>		
Veltliner Rot	251 ha	0,5	Lower Austria
	<p>When yields are too high, this autochthonous grape brings rather thin, acidic wines, but good clone selection and rigorous yield restrictions provided, wines of deep concentration and intense aromas with raisin nuances can be achieved. Despite high extract concentration, the variety's excellent acidic structure gives good balance to the often relatively high alcohol content. Some of the most interesting wines from this rare grape variety are found in the Wagram district of Donauland.</p>		
Goldburger	290 ha	0,6	Burgenland
	<p>After an initial wave of planting, this new strain from the oenology school in Klosterneuburg has not met with the expected acceptance. In general, its bouquet is grapey to neutral, reminiscent at its best of the citrus spice of the parent Orangetraube. The other partner in this crossing was the late-ripening Welschriesling. Because of its early ripening, this grape variety is now used primarily for the production of finer Prädikatswein.</p>		

Rotgipfler	125 ha	0,2	Thermal Region
	Delicate hints of vegetables like asparagus, complemented by neutral fruit; on the palate full of extracts, ripe aromas, spicy to savoury, ideal from Spätlese (Late Harvest) onwards. The name derives from the red (bronzed) coloured shoot top. This speciality from the Thermenregion (Thermal Region) originates in and around the villages of Gumpoldskirchen and Traiskirchen.		
Zierfandler (Spätrot)	102 ha	0,20	Thermenregion
	<p><i>Discreet spice, good substance, lingering finish.</i></p> <p>Together with Rotgipfler this quintessentially Austrian varietal is a specialty of the Lower Austrian winegrowing area Thermenregion. In its youth this variety is almost reticent on the nose, discreetly reminiscent of pistachios and almonds, but with increasing maturity it develops exotic fruit aromas. The mighty body, rich extract, and racy acidity are inherent indications for excellent cellaring potential. Sweet wines made from Zierfandler achieve world-class quality. A blend with Rotgipfler, still widely produced in the Thermenregion, is called Spätrot- Rotgipfler.</p>		
Grüner Sylvaner	44 ha	0,1	Lower Austria, Styria
	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 Rhinehesse (Rhein Hessen) 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.		
Jubiläumsrebe	26 ha.	0,0.	Burgenland
	In 1922 Professor Fritz Zweigelt crossed this grape variety from Grauem Portugieser and Frührotem Veltliner. On the occasion of the 100th anniversary of the Weinbauschule (Viticultural College) In 1922, Professor Fritz Zweigelt crossed this grape variety with Grauem Portugieser and Frührotem Veltliner. On the occasion of the 100th anniversary of the Weinbauschule (Viticultural College) Klosterneuburg in 1960, the variety was presented to the public and given the name “Jubilee Variety.” This grape variety is cultivated in the minutest quantities, favourable sites lead to high sugar gradations; a high must weight may be furthermore achieved by letting the berries shrivel – possible without noble rot.		
Furmint	1 ha.	0,0.	Burgenland
	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.		

Black grape varieties	Cultivated area (in %)	Important growin areas in Austria
Blauer Zweigelt	6.512 ha	12,4
Lower Austria, Burgenland		
Cherry fruit, charming, velvety.  <p>Developed by and named after the Austrian oenologist Professor Zweigelt, this crossing of Blaufränkisch und St. Laurent is Austria's primary red grape. In its youth Zweigelt wine is fruit driven and gains complexity, roundness, and finesse with age. With these qualities, Zweigelt can be vinified into light, fruity table wines as well as powerful wines worthy of cellaring. The robust Zweigelt vine achieves good results in Austrian vineyards and the discreet character of the wine makes it an ideal blending partner, particularly with Blaufränkisch and Cabernet Sauvignon. Burgenland, Lower Austria, and Styria have all proved ideal locations for this variety.</p>		
Blafränkisch	3.358 ha	6,4
Burgenland and Lower Austria		
Dark berries, herbal spice, medium tannins.  <p>The name "Blafränkisch" probably dates back to the time of Charlemagne, who classified valued varieties as Frankish or Franconian. Today this grape is cultivated all over Burgenland and in certain areas of Lower Austria, particularly in Carnuntum. Blafränkisch with great individuality grows in "Blafränkischland", the winegrowing areas of Middle and South Burgenland. This Austrian varietal creates a wine that is almost impetuous with deep fruit in its youth. Aging brings more complex aromas and velvety texture to appear. The grape is well suited to vinification in small oak barrels.</p>		
Blauer Portugieser	2.211 ha	4,2
Lower Austria and Burgenland		
Grapy, soft, mild tannins.  <p>The Blauer Portugieser was imported into Lower Austria by a wine merchant from Porto and planted in Bad Vöslau. Today the grape enjoys continued popularity in Thermenregion and in Weinviertel as well. This wine brings very soft and mild red wines, often with notable violet aromas. As Blauer Portugieser develops quickly, it is best enjoyed in its youth.</p>		
Blauburger	999 ha	1,9
Lower Austria		
Delicately floral, elegant, vivacious  <p>The elegant Pinot noir which increasingly gains importance in Austria's vineyards, is characterized by its very delicate and subtle range of fragrances which reminds of raspberries and forest soil. Well ventilated sites are decisive, as this grape variety is very sensible to rot. In recent years, it has been possible to produce almost mighty, well-ripened Pinot Noirs, whereby the wine-growing areas east and west of Lake Neusiedl as well as the wine-growing areas in Lower Austria like the Thermal Region and Carnuntum achieved the best results; however, other wine-growing regions strive to cultivated this capricious grape variety which shows a much better ageing potential as might be assumed due to its challenging character.</p>		
St. Laurent	794 ha	1,5
Lower Austria and Burgenland		
Amarelle cherry, regional character, round tannins.  <p>The immediate fragrance of amarelle cherries and plums is characteristic of St. Laurent. On the palate it seems a darker relative of Pinot Noir, with which it is closely related. Despite its reputation as a difficult grape, St. Laurent has recently enjoyed a significant renaissance, especially in the northern and central parts of Burgenland, the northern areas of Lower Austria, and in Styria. Thermenregion is the traditional home of this distinguished wine. The variety's deep fruit and aging potential make it ideal to enrich blends and have won the grape a dedicated following.</p>		

Pinot Noir (Blauburgunder)	615 ha	1,2	Lower Austria and Burgenland
<i>Flowery, elegant, lively.</i>  <p>The delicate fragrance of Pinot Noir is reminiscent of raspberries and forest floor. This elegant grape continues to conquer Austria's hearts and vineyards. Because of the variety's susceptibility to rot, Austrian vintners plant this grape in locations with good air circulation. Potent Pinot Noirs have been made recently on the eastern and western shores of Lake Neusiedl and in the Lower Austrian winegrowing areas Thermenregion and Carnuntum. Despite its capriciousness in the vineyard and leanness of its wines, the potential of Pinot Noir is beginning to attract interest from winemakers in other areas of Austria.</p>			
Merlot	561 ha	1,1	Lower Austria and Burgenland
 <p>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.</p>			
Cabernet Sauvignon	523 ha	1,0	Burgenland, Carnuntum, Thermal Region
<i>Wild forest berries, powerful, solid tannic structure.</i>  <p>This variety was the first of the French trend setters to be imported into Austria. Its march across the vineyards during the early eighties has since been followed by other varieties such as Syrah and Merlot. Austrian Cabernet shows an intensive cassis nose and a punchy, tannic fruit making it an important addition to the Austrian red wine landscape. Because of Cabernet Sauvignon's tannic structure and affinity to new oak, it lends itself ideally to supporting more aromatic varieties in blends. Even in small quantities it contributes its peppery spice and aging potential.</p>			
Blauer Wildbacher (Schilcher)	455 ha	0,9	West Styria
<i>Nettles and spice, rustic, pronounced acidity.</i>  <p>This Styrian specialty is vinified predominantly as a refreshing rosé called Schilcher. Vineyards on gneiss and slate soils bring the most distinctive wines with inimitable grassy spice and piercing acidity. This wine is typically enjoyed in summer and its charm is best captured in its youth.</p>			
Roesler	143 ha	0,3	
 <p>This new variety cultivated at the Viticultural College Klosterneuburg demands little from the soils and sites, is frost-resistant, robust and not very prone to diseases; it may thus be called "environmentally compatible" as far as plant protection is concerned. The large, small-berried bunches ripen medium-early and produce velvety-extract-rich, tannine-dominated, lingering red wines with density and power. Characteristic is a relatively high colour intensity with violet hues and an intensively fruity aroma of wild forest berries.</p>			
Syrah	110 ha.	0,2.	
 <p>Tough originating from old French varieties, Syrah has continued its triumph throughout the world of wine, particularly the New World, during the last years. Mostly deep, intensive colour, the intensity of the fragrance decreases with ripeness, classically herbal spiciness with some eucalyptus, tobacco and smoky spiciness, sometimes cedar wood and pod. The Austrian type of this grape variety distinguishes itself from the New World characteristics by more fruit elegance and subtle aromas and displays a nice berry fruit and a pleasant, yet pronounced tannine structure.</p>			

Cabernet Franc	52 ha	0,1	Burgenland
	<p>The Cabernet Franc is a very old grape variety; those wild grapes which presumably made up for its selection are still traceable. Later on, the probably spontaneous crossing with Sauvignon Blanc led to the grape variety Cabernet Sauvignon. Although the Cabernet France is often overshadowed by the Cabernet Sauvignon, it is a reliable partner in the classic Bordeaux marriage, often together with the related Merlot. In Austria, the third Bordeaux variety, Cabernet Franc, is still not widely planted, except for large areas in the village of Siegendorf. Ripening early, this grape variety is well adapted to cooler wine-growing regions. Due to its thin, rather light berry skins, the tannins are seldom pronounced. If the berries are not fully ripened, the wines often show vegetable, spicy notes which remind one of green pepper.</p>		
Rathay	17 ha	0,0	
	<p>Ráthay is a crossing of Blauburger x (Seyve Villard 18-402 x Blaufränkisch), effected at the Viticultural College in Klosterneuburg and admitted as quality grape variety since 2000. It is almost resistant to mildew and frost-resistant up to minus 25 degrees. The intensely coloured wines are full-bodied and rich in tannins and extracts. Good results may be expected with Barrique maturation.</p>		

1.5 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.

Temperature Data

City	Altitude in m	Average Temp. 61-90	Average -Temp. 90-04	Average- Temp. 04-08	Changes. 90/04 - 04/08
Illmitz	117	10,9	10,3	11,0	0,7
Neusiedl am See	154	10,3	10,5	11,2	0,7
Deutschkreutz	192	9,9	-	10,2	-
Wörterberg (Bgld.)	400	9,4	8,8	9,7	0,9
Bernstein (NÖ)	600	8,4	9,0	9,1	0,1
Eisenstadt	184	10,4	10,3	10,8	0,5
Graz	337	9,5	9,7	10,2	0,5
Deutschlandsberg	353	9,3	9,2	9,4	0,2
Leibnitz/Silberberg	332	9,5	9,2	9,7	0,5
Hollabrunn	253	9	9,4	9,7	0,3
Falkenstein	302	9,2	-	9,7	-
Retz	320	9,2	9,6	10,0	0,4
St. Pölten	273	9,4	9,6	10,0	0,4
Baden	249	10	10,2	10,2	0,0
Bad Vöslau	230	9,8	-	10,0	-
Gumpoldskirchen	222	-	10,4	10,9	0,5
Schwechat	184	9,9	10,2	10,6	0,4
Tulln/Langenleithen	175	9,5	10,0	10,3	0,3
Krems	204	9,6	9,7	10,2	0,5
Langenlois	204	9,2	9,6	10,0	0,4
Wien - Hohe Warte	198	10,3	10,6	10,9	0,3

Tab. 47: Temperature Data ⁴⁹

⁴⁹ ZAMG Vienna 2009, Temperature in °C

Temperatur maximum and minimum

Ort	Altitude in m	Max. Aug. average 61-90	Max. Aug. average 90-04	Max. Aug. average 04-08	Change 90/04 – 04/08	Min. Jan. average 61-90	Min. Jan. average 90-04	Min. Jan. average 04-08	Change 90/04- 04/08
Illmitz	117	29,0	33,4	32,6	-0,8	-12	-13	-11,1	1,9
Neusiedl am See	154	32,0	33,6	32,6	-1,0	-12	-12	-11,4	0,6
Deutschkreutz	192	32,0	-	31,3		-13	-	-12,4	-
Wörterberg (Bgld.)	400	30,0	29,2	30,2	1,0	-12	-12	-11,1	0,9
Bernstein (NÖ)	600	28,0	30,4	28,4	-2,0	-12	-11	-11,2	-0,2
Eisenstadt	184	32,0	33,1	31,8	-1,3	-12	-11	-10,8	0,2
Graz	337	30,0	32,3	31,2	-1,1	-12	-13	-9,9	3,1
Deutschlandsberg	353	31,0	32,4	30,7	-1,7	-14	-15	-12,8	2,2
Leibnitz/Silberberg	332	32,0	33,0	28,5	-4,5	-16	-13	-13,1	-0,1
Hollabrunn	253	32,0	32,8	31,0	-1,8	-15	-14	-16,5	-2,5
Falkenstein	302	33,0	-	29,6		-14	-	-12,2	-
Retz	320	32,0	32,5	30,5	-2,0	-14	-12	-12,1	-0,1
St. Pölten	273	33,0	32,9	31,0	-1,9	-12	-13	-11,7	1,3
Baden	249	32,0	33,0	31,3	-1,7	-11	-11	-10,9	0,1
Bad Vöslau	230	32,0	-	30,4		-13	-	-11,2	-
Gumpoldskirchen	222	-	32,8	31,9	-0,9	-	-12	-10,7	1,3
Schwechat	184	32,0	33,0	31,7	-1,3	-13	-13	-12,2	0,8
Tulln/Langenlebar	175	32,0	33,5	31,5	-2,0	-14	-14	-14,1	-0,1
Krems	204	32,0	32,9	31,0	-1,9	-12	-13	-12,7	0,3
Langenlois	204	32,0	33,0	31,2	-1,8	-13	-13	-12,9	0,1
Wien - Hohe Warte	198	32,0	33,0	31,4	-1,6	-10	-10	-10,4	-0,4

Tab. 48: Temperature Maximum and Minimum⁵⁰Precipitation and Insolation

Ort	Altitude in m	Precip. 61-90	Precip. 90-04	Precip. 04-08	Changes 90/04 - 04/08	Insol. 61-90	Insol. 90-04	Insol. 04-08	Changes 90/04 - 04/08
Illmitz	117	595	571	606,2	35,2	1832	2080	2.103,6	23,60
Neusiedl am See	154	597	550	597,8	47,8	1862	2010	2.183,4	173,40
Deutschkreutz	192	594	-	722,6	-	1830	-	1.974,2	-
Wörterberg (Bgld.)	400	754	894	625,6	-268,4	n/a	1965	2.098,4	133,40
Bernstein (NÖ)	600	749	771	798,0	27,0	n/a	-	1.993,2	-
Eisenstadt	184	619	642	743,4	101,4	1859	2022	2.132,2	110,20
Graz	337	838	844	864,8	20,8	1844	1880	2.122,6	242,60
Deutschlandsberg	353	1153	968	966,8	-1,2	1874	1937	2.019,6	82,60
Leibnitz/Silberberg	332	917	934	872,0	-62,0	1639	-	2.130,2	-
Hollabrunn	253	519	490	541,8	51,8	1778	-	1.995,2	-
Falkenstein	302	509	-	592,8	-	1655	-	2.097,8	-
Retz	320	435	490	495,8	5,8	1651	1896	2.007,6	111,60
St. Pölten	273	696	660	749,4	89,4	1717	1780	1.992,6	212,60
Baden	249	596	685	719,0	34,0	1712	1809	1.868,8	59,80
Bad Vöslau	230	611	-	737,1	-	1741	-	1.900,5	-
Gumpoldskirchen	222	-	657	678,6	21,6	-	1829	1.910,0	81,00
Schwechat	184	543	578	596,0	18,0	1773	-	2.132,2	-
Tulln/Langenlebar	175	641	594	679,4	85,4	n/a	1755	1.995,2	240,20
Krems	204	521	529	570,6	41,6	1721	1780	1.848,0	68,00
Langenlois	204	481	481	546,2	65,2	1667	1758	1.848,6	90,60
Wien - Hohe Warte	198	607	648	697,4	49,4	1771	1969	2.102,4	133,40

Tab. 49: Precipitation and Insolation⁵¹⁵⁰ ZAMG Vienna 2009, Temperature in °C⁵¹ ZAMG Vienna 2009, Precipitation in l/m², Insolation in hours

1.6 Vintage 2008⁵²

Austrian wine-growers faced strong challenges right from the beginning. With the difficult weather conditions in 2008 – hail, heavy rain and long-lasting fog in nearly every wine-growing area – ripening of the grapes was by no means simple. In the vineyards, growers had to utilise every bit of their experience and know-how in order to pick pure, ripe grapes at just the right time (in some cases, this was very late in the season), especially in light of the unusually early break-out of *Peronospora* (downy mildew) several months beforehand. Yet, despite the relatively high harvest quantities - which filled up nearly empty stocks – scepticism about the results of such a labour-intensive vintage developed. But after the first tasting of the young wines, vintners' moods were completely uplifted. Through their focused quality-oriented work, wines of fruitiness and panache from a wide range of ripeness levels were produced. After fall 2008, even the most optimistic did not expect such gratifying results!

Complicated weather

So much has been said about the last harvest season, that it's best to mention just the important basics. The relatively early bud break and the uncomplicated June flowering period were very positive, while the unusual hailstorms early on brought the first setbacks. Dampness lasted more or less throughout the entire vegetation period, which resulted in the onslaught of disease, especially downy mildew. Because of this, wineries across the board - not just the biologically-run ones - had to deal with considerable yield losses. Plus, sugar ripening in the grapes progressed very slowly because of the very wet, cool weather in September and October. But some very beautiful days during the second half of October and the first half of November thankfully provided pleasant conditions for the harvest.

Range diversity; racy structure

For the dry white wines, all of the extensive work in the vineyards led to pure, authentic wines with fruity varietal typicity and pleasant, racy acidity. The high alcohol levels that marked the 2006 and 2007 vintages barely show up in the 2008 wines. However, the extract content and the overall balance of the wines are very pleasing. The acidity is firmly positioned and is not aggressive. All white varietal wines have demonstrated in their early tasting phase typical and continuously developing varietal characteristics – something that was not evident in other late vintages such as 2004 and 1998. Because of the 2008 vintage's long vegetation period and late harvest times, very straight, pointed summer wines with plenty of temperament and fruit play are expected – as is often the case with such vintages. Marked piquancy and expressiveness denote wines such as the ever-trendy Muskateller and the crispy Welschriesling, with its sassy acidity and balanced vibrancy. Even the rosé wines, which are once again very much in demand, are showing their merits and guaranteeing their roles as charming companions to warm Spring days and mild Summer evenings.

Multi-faceted Veltliners, fruity Rieslings, attractive Burgundies

Austria's flagship variety, Grüner Veltliner, shows again this year its astounding range of quality and maturation levels. Abundant are light-bodied, filigreed Veltliners, like those of the Wachau's Steinfeder-level as well as the Weinviertel DAC - whose peppery spice character is sometimes accompanied by green undertones. Beautiful apple or pear fruit notes in the background lend to a compelling expression. Of course, all of the Veltliner specialists in the Weinviertel and along the Danube have produced premium wines, albeit some in smaller quantities. Dry, mighty Spätlese wines with up to 14 % vol. alcohol are not so easily found,

⁵² AWMB Information for the press 2009

although straight-forward, nervy wines from wine sites known for deep acidity have been produced. For lovers of Grüner Veltliner, there are many variants available – enough to satisfy even the highest of expectations.

It is a bit more complicated for the very late harvested and traditionally slow-ripening Rieslings. But they do feature that highly desirable stone fruit, and the racy acidity structure as well as the occasional touch of Botrytis proves to be no problem for this varietal.

Surprisingly, the Burgundy varietal wines are showing impressive success. This is true especially with those from the northern Burgenland, where necessary ripeness is rarely difficult to achieve. Also an attractive acidity structure has helped to solidify the important consistency and firmness of the wines.

The south as beneficiary

After having an outstanding 2007 vintage - which is showing to be more multi-layered than the 2006 - the Steiermark is now expecting its white wines from 2008 to be well above average - especially because the vineyards in the south were exempted from the fall rains. This meant that the times of harvest could be selected without worry. Powerful Morillons (Chardonnays), nutty Weißburgunders, Muskatellers that are as clear as a bell, weighty Traminers and ideal Sauvignons - which show the perfect mix of piquant spiciness and deep, yellow fruit - are showing beautiful results. Therefore, it is expected that the Styrian wine-growing areas will be presenting the most structured white wines of the vintage.

The Red 2008s: slender and with fine fruitiness

The difficult weather conditions during 2008 marked also the character of the red wines. Fruit-toned but gently smooth red wines are expected – many with certain nervousness and that show more body and extract than those from the 2005 vintage. It remains to be seen whether or not there will be top wines reaching the power of 2006 or the elegance of 2007. Overall, slender, red berry-toned wines are a sure thing, with the early ripening varieties showing favour. Also, the Zweigelt, Blaufränkisch, St.Laurent and Pinot Noir varieties are leaning towards a slender, fine blossomy character.

A Sweet and even Icy Finale

The clean, late-setting Botrytis that appeared in the 2008 vintage made for high-quality and especially aromatic Spätlesen and Auslesen wines. Also the Beerenauslesen and Trockenbeerenauslesen - most of which are still maturing in tanks or barrels - reveal impressively clear fruit and beautiful harmony.

Shortly before the end of the year – beginning on the night of December 28th - a late cold period was utilised for the gathering of Eiswein grapes. This was indeed a frosty but conciliatory farewell to a challenging vintage.

The Weather

The year began with little snow and a mild winter – even Steiermark (Styria) registered the third warmest January on record. Also in February, temperatures were nearly 3°C higher than average - in Burgenland, more than 3.5°C higher. At the end of the month in Steiermark, over 20° C was registered. March began and ended warm, although at around Easter time, during the second half of the month, a winter relapse occurred. Rainfall was average to slightly higher than average. April temperatures were not out of the ordinary, but rainfall varied in the different wine-growing areas; a particularly bad storm in the Krems area on April 22nd brought more than double the amount of water to the soil; otherwise, it was rather too dry.

In Austria's west, May was unusually warm, in the wine-growing areas temperatures were 0.5°C to 1.5°C above the norm. Moreover, a cold weather period on around May 20th quickly changed into early summer heat - in Graz, 34.9 °C was registered at the end of the month. Rainfall was generally lacking, while there was more sunshine than usual. June, however, was characterized not only by a drop in temperatures followed by heat, but also by rainfall that underscored the vintage: up to 300% higher than average in the area south of Vienna; and in the Südsteiermark (South Styria), double the average amount. Sunshine was fairly minimal. July was very wet due to many thunderstorms: Eisenstadt registered rainfall totalling three times above the average amount. Unfortunately, hailstorms occurred in all regions.

Also August was not spared rainfalls, though temperatures were at an average. There were frequent warm day-cool day changes.

September was rather cool with a strong cold air wave on September 13th, which sent temperatures down by 10 - 15°C. Moreover, there were plentiful amounts of rain, even though recorded totals showed only average amounts.

October was relatively pleasant to cool with some rainfall; certain regions registered bouts of long-lasting fog.

Vegetation and the Vintage

The mild weather conditions lead to an early bud break and, in mid-April, a quick, continuous vine development began. The flowering in June was supported by good weather, and so expectations were high – at first. Soon after hailstorms resulted in the first natural yield limitation which put the first stamp on the vintage.

Hail and Plenty of Humidity

These words capture the character of this vintage, especially for the producers who reflect on all of the work that was necessary in the vineyards. Hailstorms in the early as well as late growing and ripening phases lead to some damages; fortunately, the vines were compensated as growth continued.

While a good supply of humidity was beneficial to the vines, it also increased susceptibility to downy mildew and powdery mildew. This became the focal point of the intensive quality work carried out in the vineyards – and revealed who really did their homework! With careful attention and response, problems could be solved or even avoided – thus allowing for the appropriate ripening of the grapes to take place. Some bio-dynamic wineries could not withstand the extreme pressure and were left with no choice but to accept yield decreases.

Over and over again, hailstorms throughout the summer had to be faced. Depending on the temperatures, a higher occurrence of infection or else the shrinking of the damaged grapes occurred.

Ripening and Harvest

The grapes began to soften and ripen at around mid-August. Because of the humidity, the vines were well supplied and, moreover, the grapes provided enough must content for fermentation. Because of the rather cool weather in September and October, the increase of ripeness and gradation was very slow. This also influenced the harvest times in the different regions.

There were big problems with rot only in vineyards which were not attended to properly. With careful pruning and plant protection measures, decisions on when to harvest were made because of ripeness, not rottenness.

In Burgenland, especially in the Seewinkel area, the harvest was already finished at the beginning of October, and in the Weinviertel, the last of the grapes were cut on Austria's National Day, October 26th. But in the Wachau in October, harvesting of grapes for the higher quality level wines barely had begun.

In general, those who had strong nerves and waited for ripening to proceed further had, after a cool September, a relatively beautiful October for completing the harvest.

In some regions, however, there was the danger of Botrytis setting in because of long lasting fog together with the warm weather. Additional work – such as the meticulous sorting of damaged grapes – was often necessary.

Careful selection in the vineyard or immediately after delivery was very important this year. Also during the processing, special care was taken because of, for example, the need for correction of the higher phenolic content. The acidity levels of this vintage will need some oenological correction as well.

Evaluations of the Vintage

Styria

This year, Steiermark (Styria) got off lightly concerning the weather. But the hailstorms during the flowering period as well as at the end of the summer brought a kind of balance. Therefore, all in all, the harvest quantity this year will be similar to last year's.

Despite extended rainfalls in regions such as Niederösterreich (Lower Austria), the Steiermark had only one major downpour in the middle of September. Therefore, it was ideal to wait for good ripeness to develop. A good expression of fruitiness, beautiful acidity and nicely adequate gradations – and not really lower alcohol - will define the vintage character. "Perfect ripeness, perfect acidity, beautiful fruitiness" is how a Styrian winemaker has described the vintage.

Vienna

A lot of work was required in order to get good grapes this year! But in return, the winemakers are very happy about the good varietal characteristics coming through in the wines. Fruitiness and a firm acidity structure, together with alcohol that is not too high, are qualities appreciated by consumers, at the Heurigen and in fine dining establishments.

Lower Austria

If one could have known how beautiful October would become, then it would have been possible to wait for the harvest. But many growers wanted either to be on the safe side or harvest early because of the health of the grapes. The humidity brought larger harvest quantities despite any damages that were incurred.

Extensive parts of Niederösterreich (Lower Austria) had to battle a special problem in September: fog, which would last until noon and even later, together with pleasant temperatures of around 20°C. This caused Botrytis to break out, often over night, making quick reactions necessary. Otherwise the cool September and October brought no significant increases of gradation because the leaves could no longer perform.

Ultimately, good fruitiness, agreeable alcohol and a marked acidity structure are prominent (and will be watched further in the cellars). Those who did their homework in the vineyards could choose the right harvest time to gather beautiful and well-ripened grapes.

Burgenland

Rainfall at the end of May resulted in extensive pruning in order to avoid rot. The huge hailstorm on July 7th may still stand out in many producers' memories. But all of the work undertaken this year has been repaid with beautiful fresh fruit and pleasant acidity. The red wines are well covered, with Blaufränkisch showing marked fruit and spiciness. Also Zweigelt and Pinot Noir are demonstrating distinction and fine fruit tones. The moderate alcohol content will make this vintage a light drinkable one and the high harvest quantities will provide an ample supply of wines.

Quantity

The last harvest quantity estimate, made by Statistics Austria at the end of October, was put at a little more than 2.8 million hectolitres. The average of each of the last five vintages (2003-2007) was approximately 2.5 million hectolitres.

1.7 Wine Earnings & Inventory ⁵³

After the end of the period date, 30th of November, a survey of the harvested quantities stated a **yield of 2.993.700 hl** on an area of 45.600 ha (+3% to 2007) for the year **2008**. This marked an increase of 14% compared to the year before and an increase of 21% over the average harvest crop in the last 5 years, thus achieving the highest yield since 1991.

Retrospectively, the wine year 2008 may be considered as extraordinary in multiple respects. Optimal conditions of vegetation in spring provided for a very strong grape onset with little tendency to blossom dropping. Strong rainfall in June and July (among them, heavy hailstorms) encouraged the extensive spread of fungus diseases (particularly Peronospora). However, resulting yield deficits were compensated by the high grape density. The relatively dry late summer months were followed by a humid Indian summer with little sunshine, which could, in combination with an insufficient manual crop thinning, result in a delayed or even insufficient ripening of the grapes. In any case, the selection of the exact, often very late, harvest date was of decisive importance to reach an optimal must weight.

Decisive for the high total yield was Lower Austria, where the quantity of almost 2.0 Mio. hl (+23% compared to 2007) exceeded the average of the last 5 years by almost one third. A particularly high yield (82.3 hl/ha) was produced in the wine-growing area Weinviertel. Styria also produced a harvest above the average (+18%), however slightly below (-3%) the previous year's harvest. With a total wine quantity of 797.000 hl, Burgenland remained slightly above (+2%) the previous year's results, whereby hail storms caused considerable losses. With a production of 21.000 hl (-3% compared to 2007) Vienna achieved a yield considerably above the average of the last 5 years.

Qualitäts and Prädikatsweine (Quality and Praedicat wines) achieved a very high production level (+11% compared to the 5 year average) producing 2.4 Mio hl (+4% to 2007). Lower Austria noted an increase to 1.5 Mio hl (+9% compared to 2007). Meanwhile Burgenland noted a loss to 666.700 hl (-5% compared to 2007) and in Styria a loss to 188.500 hl (-2% compared to 2007). The harvest quantities of **Tafel and Landwein** almost doubled to 566.700 hl (+95% compared to 2007). Lower Austria, with a production of 430.700 hl (+129% compared to 2007), as well as Burgenland, with 113.500 hl (+50% compared to 2007), were, above all responsible for the added volume. Lower yields of Tafel and Landwein (20.300 hl; -16% compared to 2007) came from Styria.

According to the **wine inventory** survey, determined by the reference date the 31st of July, 2008, the average wine crop accounted for 2.7 Mio hl, 10% below the previous year's stored amount, whereby the average stored amount of wine in the last 5 years decreased by 3%. With 1.4 Mio hl (+7% compared to 2007), the increase in stored white wine remained below that of red wine with 1.3 Mio hl (+13% compared to 2007).

Qualitäts- und Prädikatsweine increased their stored quantity by 11% to 2.1 Mio. hl, whereby, white wines accounted for an increase of 1 Mio hl or 9% and red wines for an increase of 1,1 Mio hl, which represents 14 %. With a plus of 9%, Lower Austria held the largest stored amount of Qualitäts- und Prädikatswein, followed by Burgenland with 581.000 hl (+17% compared to 2007) and Styria with 136.100 hl (+22% compared to 2007).

⁵³ Statistics Austria Wine Earnings and Inventory 2008

With a quantity of 415.500 hl, **Tafel- and Landwein** had an inventory plus of 4%, whereby red wines (161.800 hl; +9%) increased and white wines (253.700 hl) nearly showed the previous year's level.

Sparkling wine and other products (124.500 hl; +6%) as well as wines from third countries (9.700 hl; +20%) noted reserves above the previous year, while grape must declined (1.700 hl; -30% compared to 2007).

In comparison with the other Federal States, Lower Austria reported the highest inventory with 1.7 Mio. hl (+16% compared to 2007), followed by Burgenland with 650.500 hl (+16% compared to 2007), Styria with 192.600 hl (+18% compared to 2007) and Vienna with 93.700 hl (+11% compared to 2007).

States	Tafel- and Landwein		Qualitäts- and Prädikatswein		Grape must ²⁾	
	white	red	white	red	white	red
	in Hektoliter					
Burgenland	24.534	33.590	162.189	418.871	333	143
Kärnten	29	46	39	45	-	-
Lower Austria	178.996	101.387	770.242	586.871	771	288
Upper Austria	3.668	1.870	2.780	2.654	-	-
Salzburg	1	5	-	-	-	-
Styria	30.744	15.530	88.655	47.442	92	61
Tirol	3.490	5.125	7.146	14.445	-	-
Vorarlberg	1.924	2.179	1.640	2.306	-	-
Vienna	10.324	2.042	10.343	7.019	25	1
Austria 2008	253.710	161.774	1.043.034	1.079.653	1.221	493
Austria 2007	252.468	148.565	960.293	947.670	1.835	603
Austria Ø 03-07	331.221	165.264	1.188.758	943.073	2.319	674

Bundesländer	Sparkling wine and other products		Wine from third countries		Wine inventory total	
	weiß	rot	weiß	rot	weiß	rot
	in Hektoliter					
Burgenland	8.926	1.844	42	46	196.024	454.494
Kärnten	5	2	1	1	74	94
Lower Austria	22.787	9.764	4.146	4.448	976.942	702.758
Upper Austria	4.850	74	-	-	11.298	4.598
Salzburg	-	16	-	-	1	21
Styria	7.835	2.058	26	189	127.352	65.280
Tirol	1.059	906	93	511	11.788	20.987
Vorarlberg	215	259	10	187	3.789	4.931
Vienna	60.975	2.957	-	-	81.667	12.019
Austria 2008	106.652	17.880	4.318	5.382	1.408.935	1.265.182
Austria 2007	101.608	16.384	1.992	6.061	1.318.196	1.119.283
Austria Ø 03-07	112.207	19.112	1.045	6.047	1.635.550	1.134.171

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

2) Concentrated as well as rectified grape must

Tab. 50: Inventory 2008 ⁵⁴

⁵⁴ Statistics Austria Inventory 2008 according to Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management

1.8 Development of Grape and Wine Prices

	2000		2001		2002		2003		2004		2005	
	Preis in € *	Index 1999 = 100	Preis in € *	Index 2000 = 100	Preise in € *	Index 2001 = 100	Preise in € *	Index 2002 = 100	Preise in € *	Index 2003 = 100	Preise 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
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
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
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
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
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
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

Tab. 51: Average prices for wine in bottles ⁵⁵

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.

⁵⁵ Federal Institute Statistics Austria

1.9 Average Price – Wine Barrel ⁵⁶

Actual Data of the Austrian wine market

State	€ price per litre (net)	Notice / Comment
<u>NIEDERÖSTERREICH</u>		The notable demand for red wines from Burgenland, which had still been considerable last month, has declined. The white and red wine market is very calm throughout Austria. Turnover is low and the prices are under pressure. For older vintages, low qualities and unattractive varieties, price reductions have to be taken into account, provided a buyer can be found. Many retailers stop purchasing; the harvest is about to start. Due to favourable natural conditions a normal harvest can be expected which, however, will not tranquilise the tense wine market.
Quality Wine (white)	0,35 – 0,40	
Quality Wine (red)	0,30	
<u>BURGENLAND</u>		
Quality Wine(white)	0,40	
Quality Wine (red))	0,37 – 0,40	

⁵⁶ Der Winzer 7/2009, Bemerkung: Österreichischer Weinbauverband

1.10 The Austrian Wine Boards ⁵⁷

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

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

Regional Wine Boards

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

- Their primary task is to analyse the specific areas and enhance the co-ordination of sales. This can include general contractual agreements, such as supply or operational contracts.
- Marketing measures for specific regional needs can be agreed upon with the Austrian Wine Marketing Board. The Austrian Wine Marketing Board's budget has been drastically increased to support regional advertising.
- If a regional board agrees that it enhances the regional identity, DAC specifications can be established for typical Qualitätswein with geographic origins according to federal outlines.

National Wine Board

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

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

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

- Nine members from the wine production sector as nominated by the President's Committee within the Chamber of Agriculture, whereby at least two members must be representatives from wine producing co-operatives.
- Nine members of the wine trade sector as nominated by the Federal Chamber of Commerce, whereby at least two members must be representatives from sparkling wine production.

⁵⁷ Dr. Rudolf Schmid, BMLFUW and DI Josef Glatt, PKLWK

- 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) |

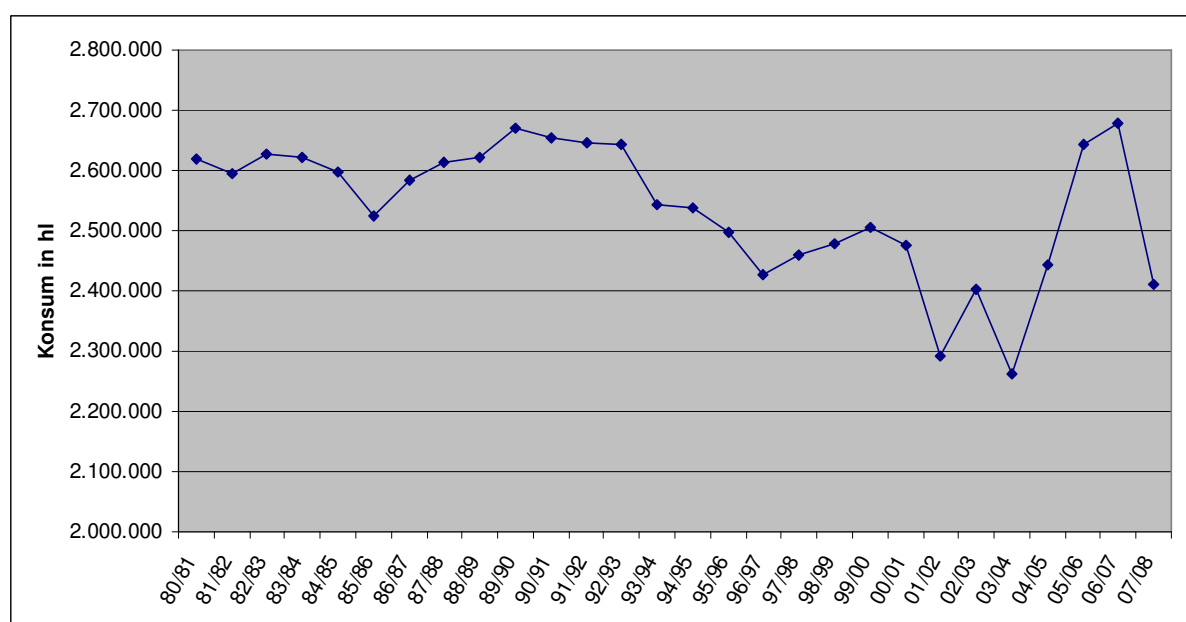
2 The Austrian Market

2.1 Consumption

Domestic Wine Consumption

Jahr	Konsum in hl	Jahr	Konsum in hl	Jahr	Konsum 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
				07/08	2.410.223

Tab. 52: Consumption from 1980/81 to 2007/08 (in hl) ⁵⁸



Tab. 53: Consumption from 1980/81 to 2007/08 (in hl) ⁵⁹

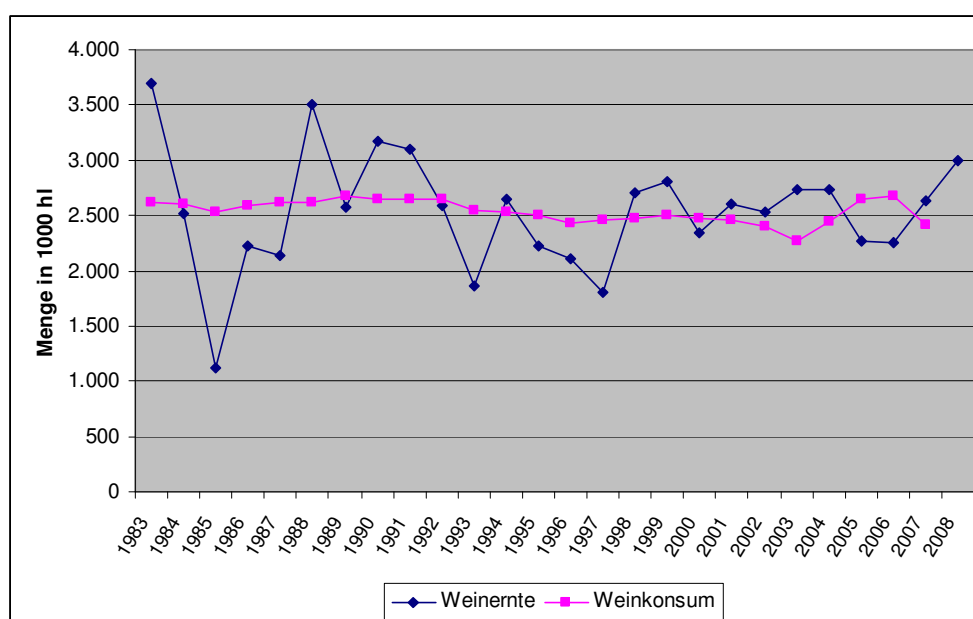
In the financial year 2007/2008, consumption in Austria has reached the average level of 2.4 Mill. hectolitres, which qualifies the higher consumption of the previous year.

⁵⁸Graphics AWMB according to Statistics Austria: Supply balance

⁵⁹Graphics AWMB according to Statistics Austria: Supply balance

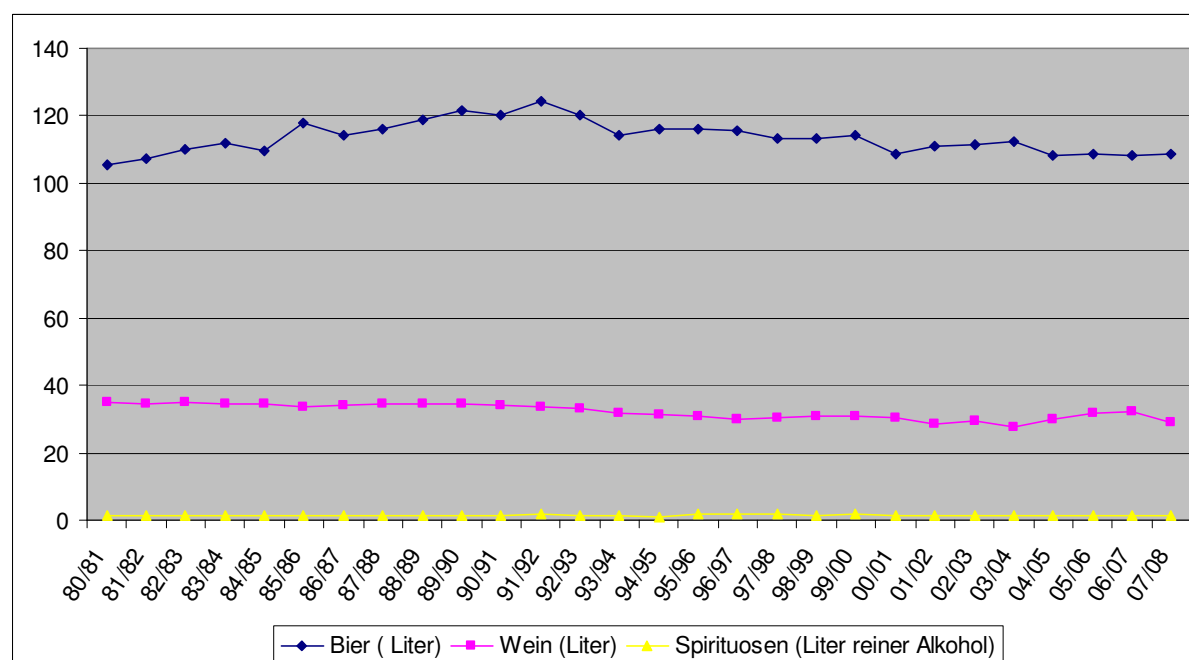
* Until 1993/94: Nov 1 - Oct 31; as of 1994/95: Sep 1 - Aug 31; as of 2000/01: Aug 1 - Jul 31

Wine Harvest and Consumption 1983 – 2008



Tab. 54: Wine harvest and wine consumption 1983 – 2008 in Austria ⁶⁰

Wine- Beer- und Spirits- consumption 1980 – 2008



Tab. 55: Beer, Wine and Spirit consumption in Austria 1980-2008 (per capita, in liter) ⁶¹

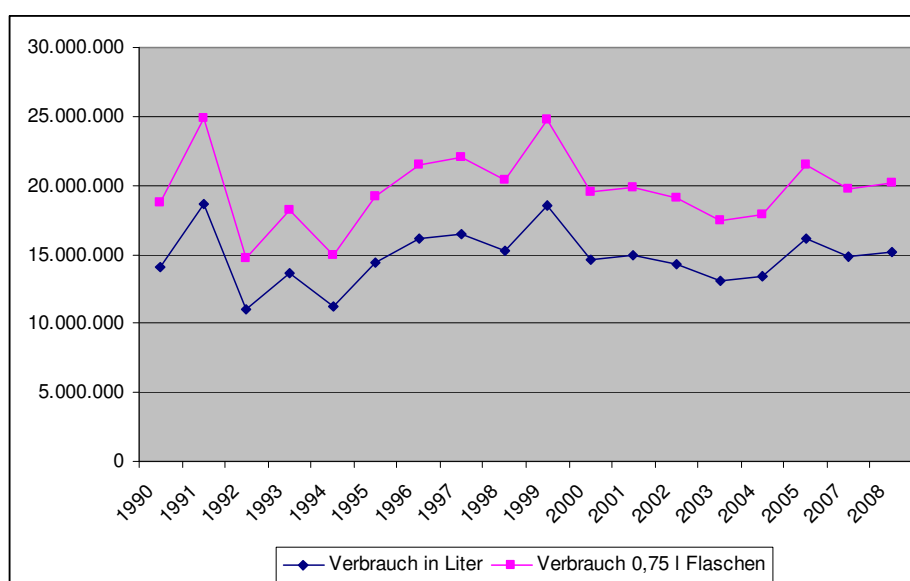
⁶⁰ Graphics AWMB according to Statistics Austria

⁶¹ Graphics AWMB according to Statistics Austria and Association of the Austrian Sparkling Wine Industry

Sparkling Wine Consumption 1990 – 2008

Jahr	Verbrauch in Liter	Verbrauch in 0,75 l Flaschen
1990	14.045.834	18.727.778
1991	18.629.170	24.838.890
1992	11.041.669	14.722.223
1993	13.674.998	18.233.333
1994	11.186.111	14.914.816
1995	14.405.556	19.207.406
1996	16.100.000	21.466.666
1997	16.525.000	22.033.333
1998	15.280.000	20.373.334
1999	18.545.000	24.726.667
2000	14.625.000	19.500.000
2001	14.920.563	19.894.084
2002	14.305.556	19.074.074
2003	13.055.554	17.407.405
2004	13.402.770	17.870.360
2005	16.093.324	21.457.765
2007	14.850.000	19.800.000*
2008	15.150.000	20.200.000*

Tab. 56: Sparkling wine consumption 1990 – 2008 ⁶²



Tab. 57: Sparkling wine consumption 1990 – 2008 ⁶³

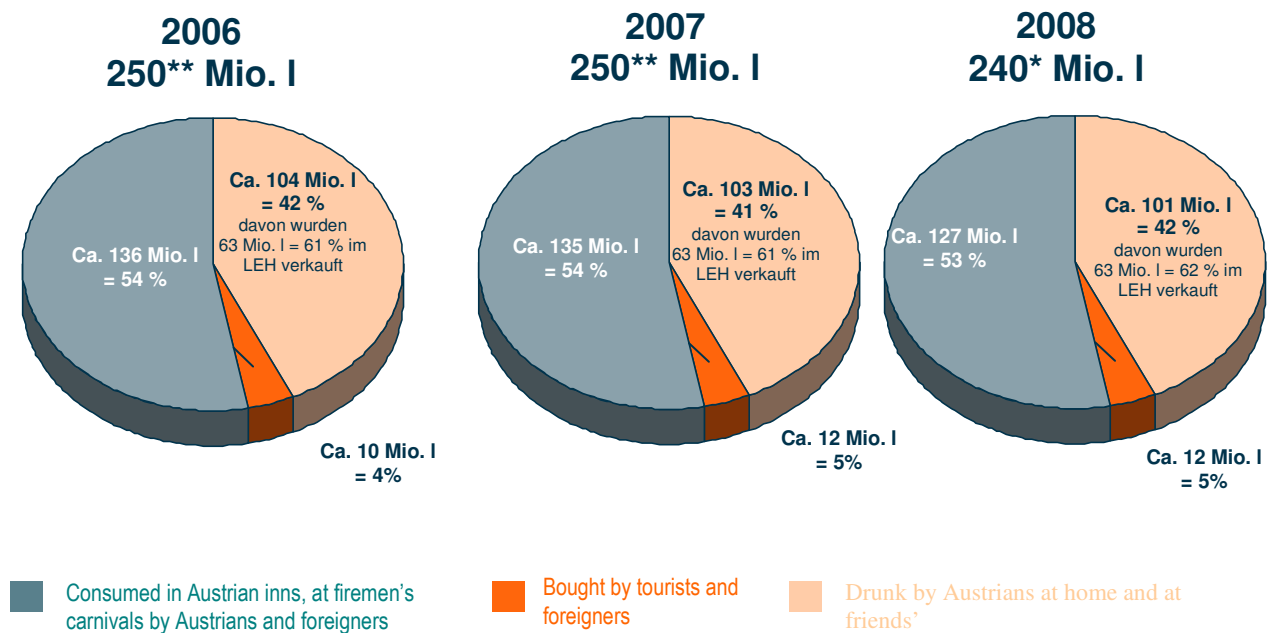
The consumption of sparkling wine (Sekt) in Austria is dropping since 1999. In 2005 however, consumption increased considerably because of the following reasons:

- 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”.

⁶² AWMB according to association of the Austrian Sparkling Wine Industry

⁶³ Graphics AWMB according to association of the Austrian Sparkling Wine Industry

* Estimated figures from the Association of the Austrian Sparkling Wine Industry

Domestic ConsumptionTab. 58: Domestic Consumption⁶⁴

Due to methodological changes (digital scanning instead of questionnaires), results and figures of the wine retail business have become more accurate, displaying an overestimation of this distribution channel over the years. To provide a more realistic picture of the wine consumption in Austria, it has been necessary to lower the figure of the total consumption in 2006. Thus, the AWMB has decided to establish the total wine consumption in Austria at 250 Mill. litre instead of the 264 Mil litre determined by the Statistics Austria.

Following profound discussions with Statistics Austria, it has been determined, that the total consumption of wine in Austria has to be established at a maximum of 240 Mill. litre (including sparkling wine). Therefore, the turnover in gastronomy has been strongly overestimated. The graphic representation of the 2008 figures compiled by the AWMB doubtlessly mirrors a more realistic analysis.

⁶⁴ Graphics GfK according to Statistics Austria

2.1.1 Home Consumption of Austrian Wine – GfK Household Panel

GfK Consumer Tracking

ÖWM Gesamtjahrespräsentation 2008

Februar 2009

Household market development
2006 - 2007

	2006	2007	2008	07/08 +/- %
<u>Buyer segment size in %</u>				
Domestic wine	46,7	54,9	55,4	+0,9
Foreign wine	33,9	42,2	37,9	-10,3
<u>Quantity in mill. l</u>				
Domestic wine	62,29	61,62	61,27	-0,6
Foreign wine	22,71	22,05	20,81	-5,6
<u>Expenditure in mill. €</u>				
Domestic wine	203	211	224	+5,9
Foreign wine	82	79	85	+7,0
<u>Average price in €/l</u>				
Domestic wine	3,26	3,43	3,65	+6,5
Foreign wine	3,60	3,59	4,06	+13,3



Tab. 59: Household market development 2007-2008 ⁶⁵Tab. 60: Turnover household market ⁶⁶⁶⁵ GfK Consumer Tracking 2008⁶⁶ GfK Consumer Tracking 2008

2.1.2 Food Retail Trade

In 1.000 Euro						
	Year 1999	Year 2000	Year 2001	Year 2002	Year 2003	Year 2004
LH SCAN TOTAL (S)						
TOTAL WINE	92.832	100.124	114.499	129.178	138.866	138.995
RED	53.185	60.245	70.953	81.148	86.555	86.889
WHITE	38.143	38.483	41.969	46.274	50.565	50.232
ROSÉ	1.518	1.413	1.597	1.783	1.773	1.901

Tab. 61: Wine Total Value of Sales in 1,000 Euros - 1999 - 2004 ⁶⁷

in 1.000 Liter						
	Year 1999	Year 2000	Year 2001	Year 2002	Year 2003	Year 2004
LH SCAN TOTAL (S)						
TOTAL WINE	34.240	37.487	39.526	42.436	44.882	44.882
RED	17.642	20.066	21.560	23.492	24.501	24.632
WHITE	16.229	17.031	17.554	18.522	19.982	19.808
ROSE	369	390	413	422	400	443

Tab. 62: Wine Total Quantity of Sales in 1,000 litres - 1999 - 2004 ⁶⁸

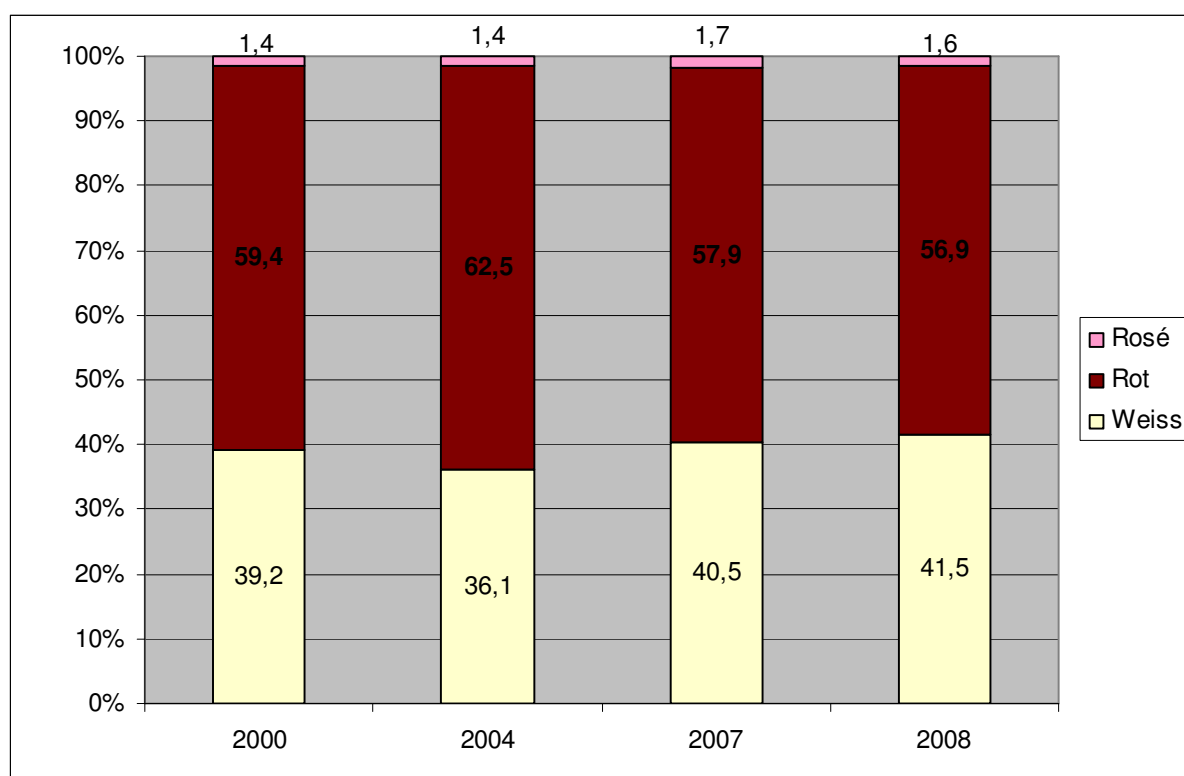
in 1.000 Euro				
	Year 2005	Year 2006	MAT 07	MAT 08
LH SCAN TOTAL (S)				
WEIN TOTAL	139.930	142.539	148.169	153.107
NATIONAL WINE	73.004	78.539	85.289	94.806
RED	31.976	34.440	37.224	40.580
WHITE	39.972	42.914	46.462	52.483
ROSE	1.068	1.200	1.621	1.762
IMPORTED WINE	66.956	64.031	62.911	58.331
RED	53.914	50.949	49.534	45.578
WHITE	12.230	12.175	12.552	12.030
ROSE	817	911	828	725

Tab. 63: Wine Total Value of Sales in 1,000 Euros – 2005 - 2008 ⁶⁹

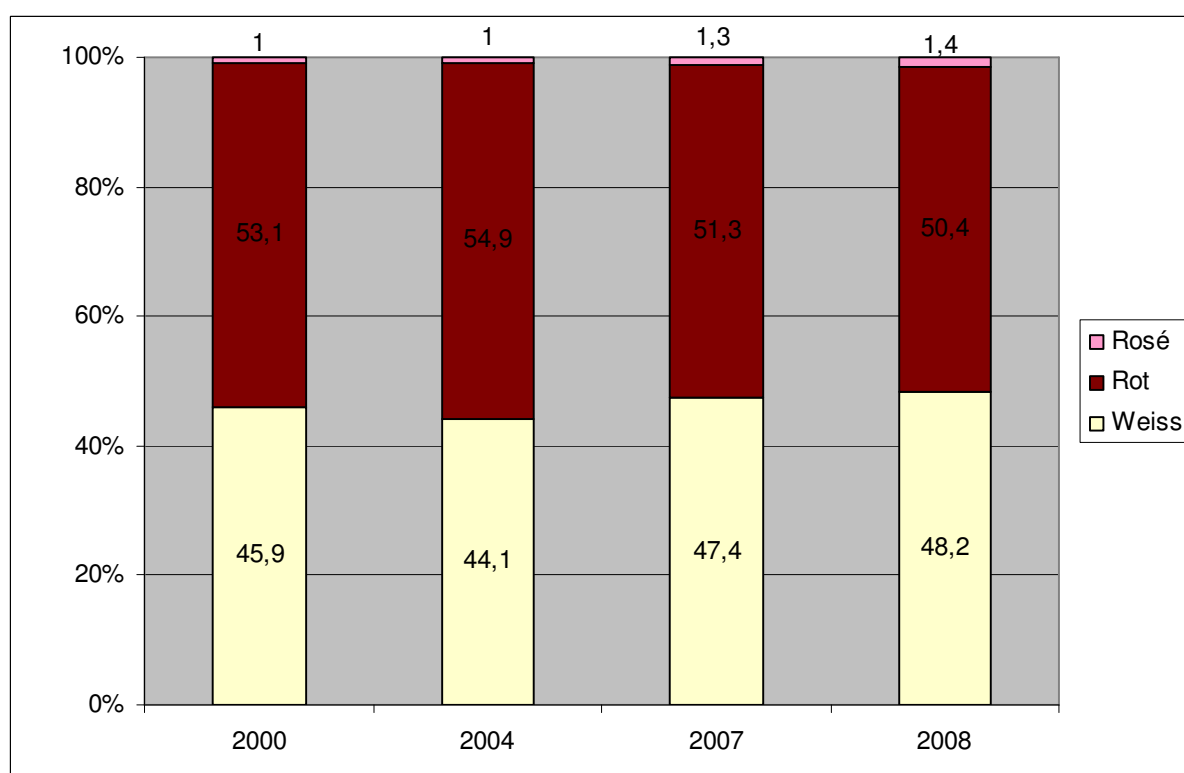
in 1.000 Euro				
	Year 2005	Year 2006	MAT 07	MAT 08
LH SCAN TOTAL (S)				
WEIN TOTAL	45.736	45.614	45.415	44.542
INLAND	24.534	25.492	25.927	27.089
ROT INLAND	9.841	10.239	10.268	10.606
WEISS INLAND	14.423	14.956	15.274	16.047
ROSE INLAND	270	298	384	435
AUSLAND	21.202	20.122	19.489	17.454
ROT AUSLAND	15.106	14.073	13.316	11.648
WEISS AUSLAND	5.892	5.828	5.978	5.630
ROSE AUSLAND	205	221	195	176

Tab. 64: Wine Total Quantity of Sales in 1,000 litres – 2005 - 2008 ⁷⁰⁶⁷ AC Nielsen Basisreporting 2009⁶⁸ AC Nielsen Basisreporting 2009⁶⁹ AC Nielsen Basisreporting 2009⁷⁰ AC Nielsen Basisreporting 2009

Value and Quantity by Wine Colour



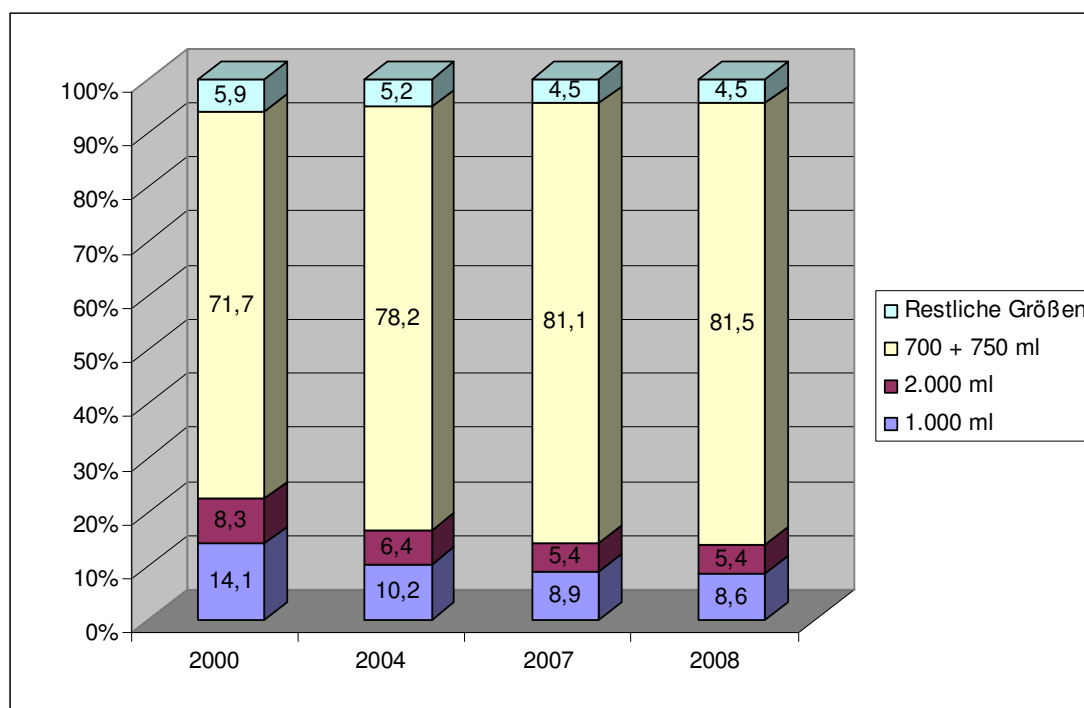
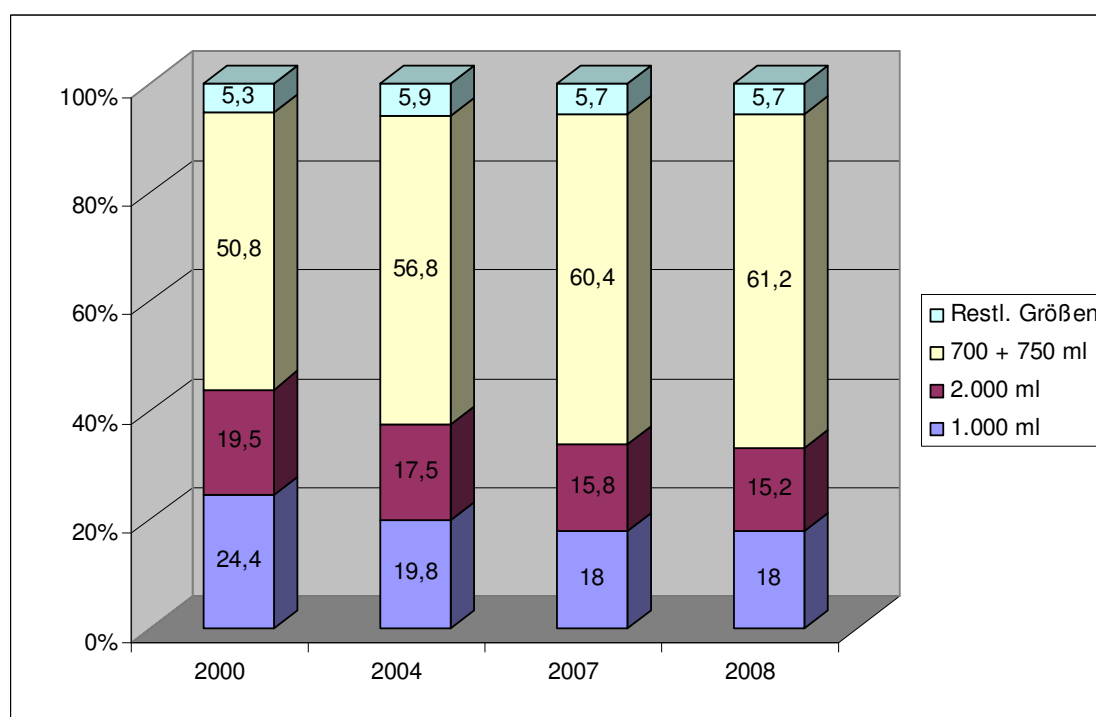
Tab. 65: Value in percent by wine colour⁷¹



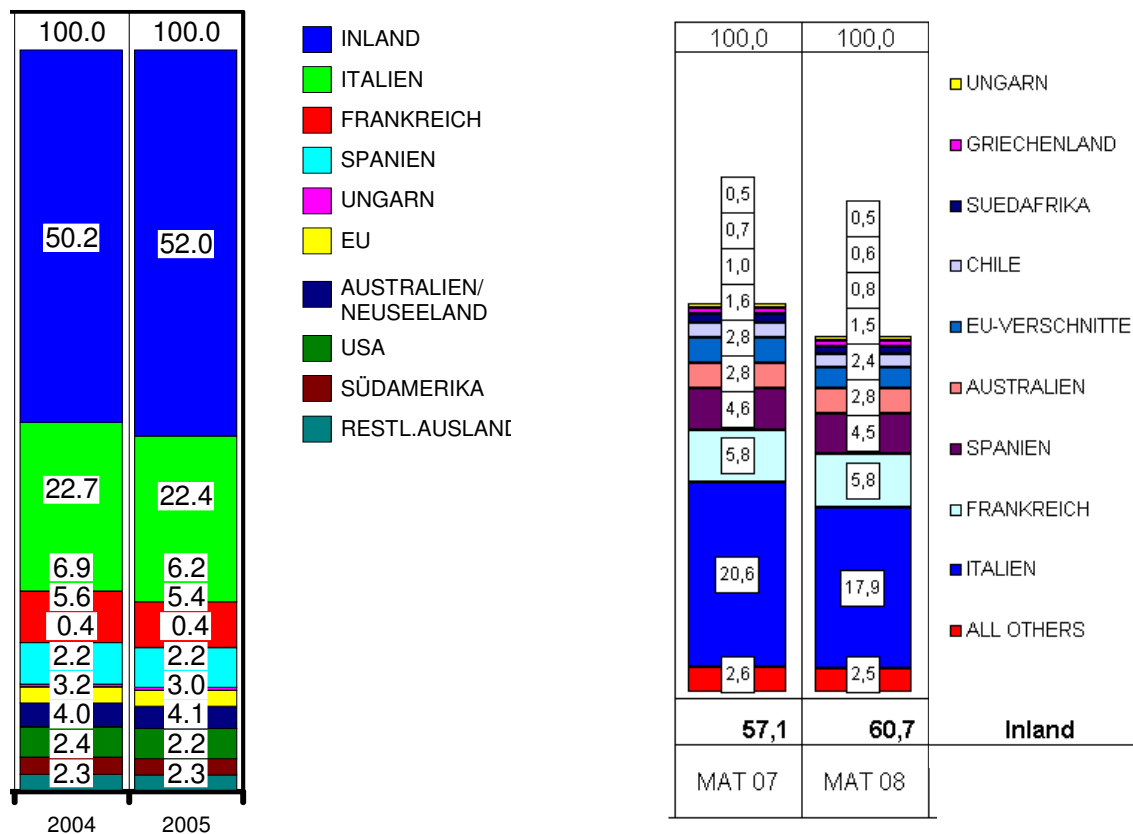
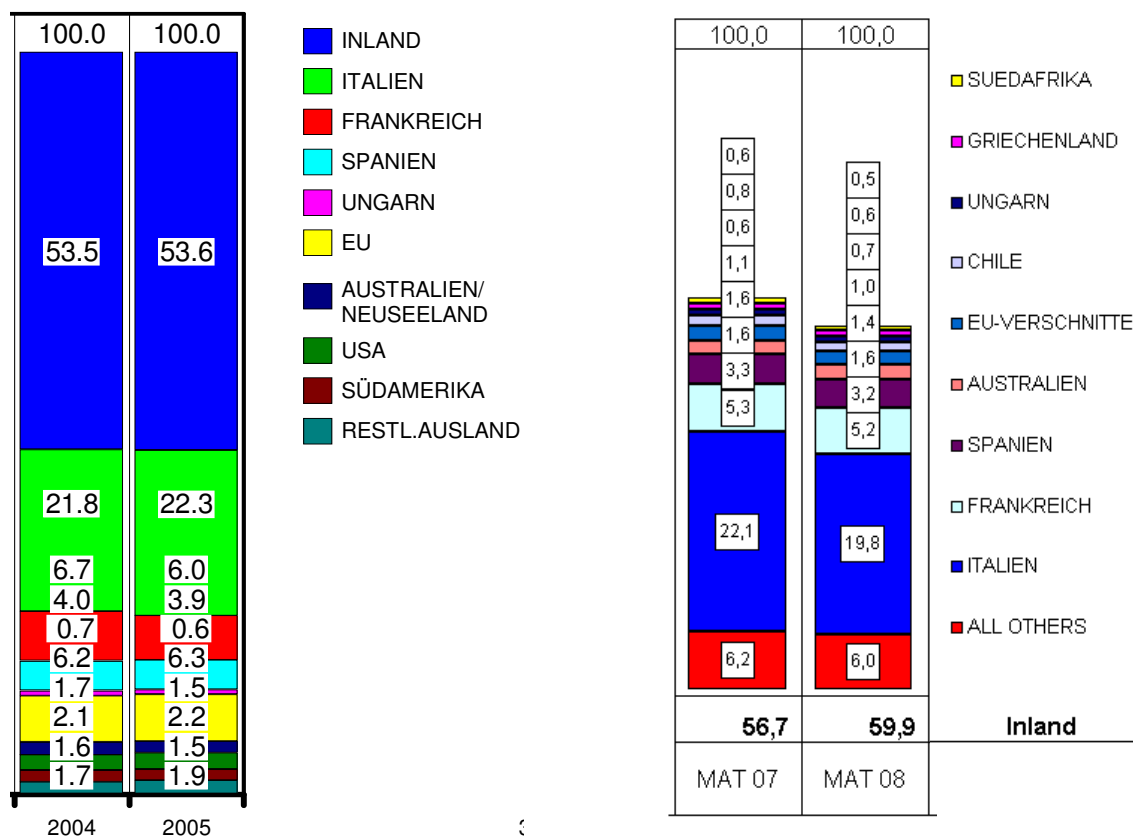
Tab. 66: Quantity in percent by wine colour⁷²

⁷¹ AC Nielsen Report 2000, 2004 and 2008

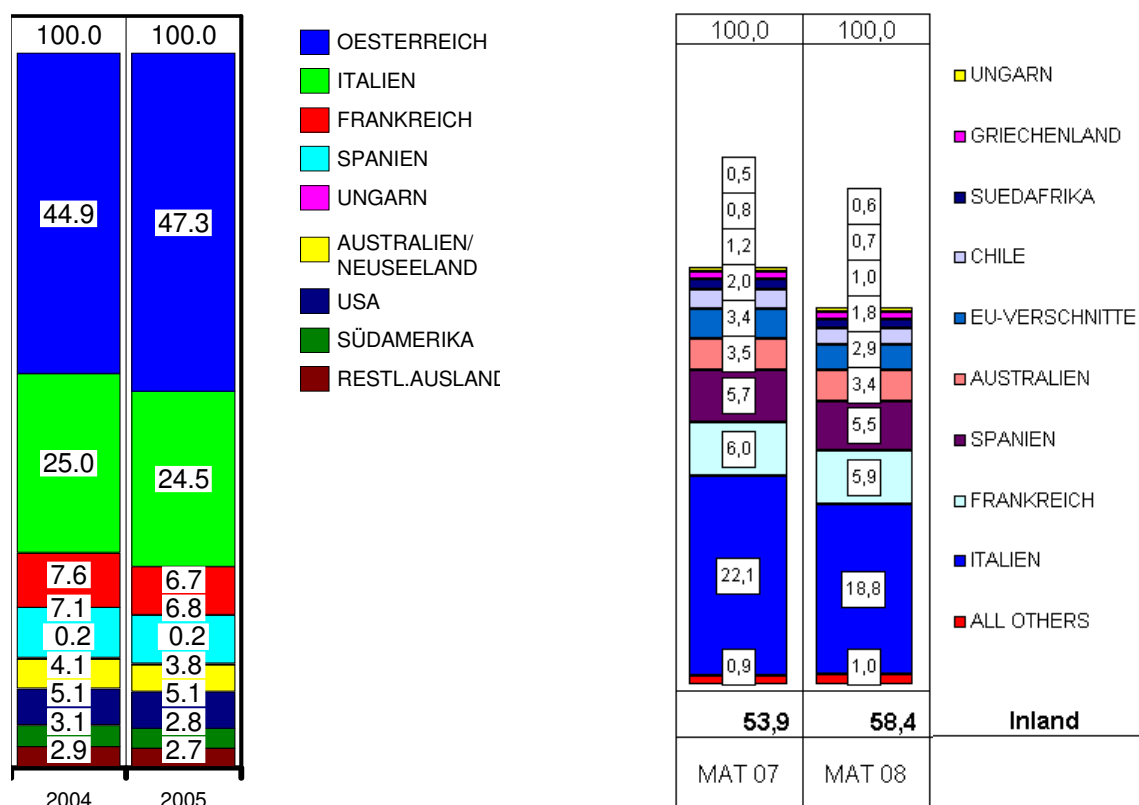
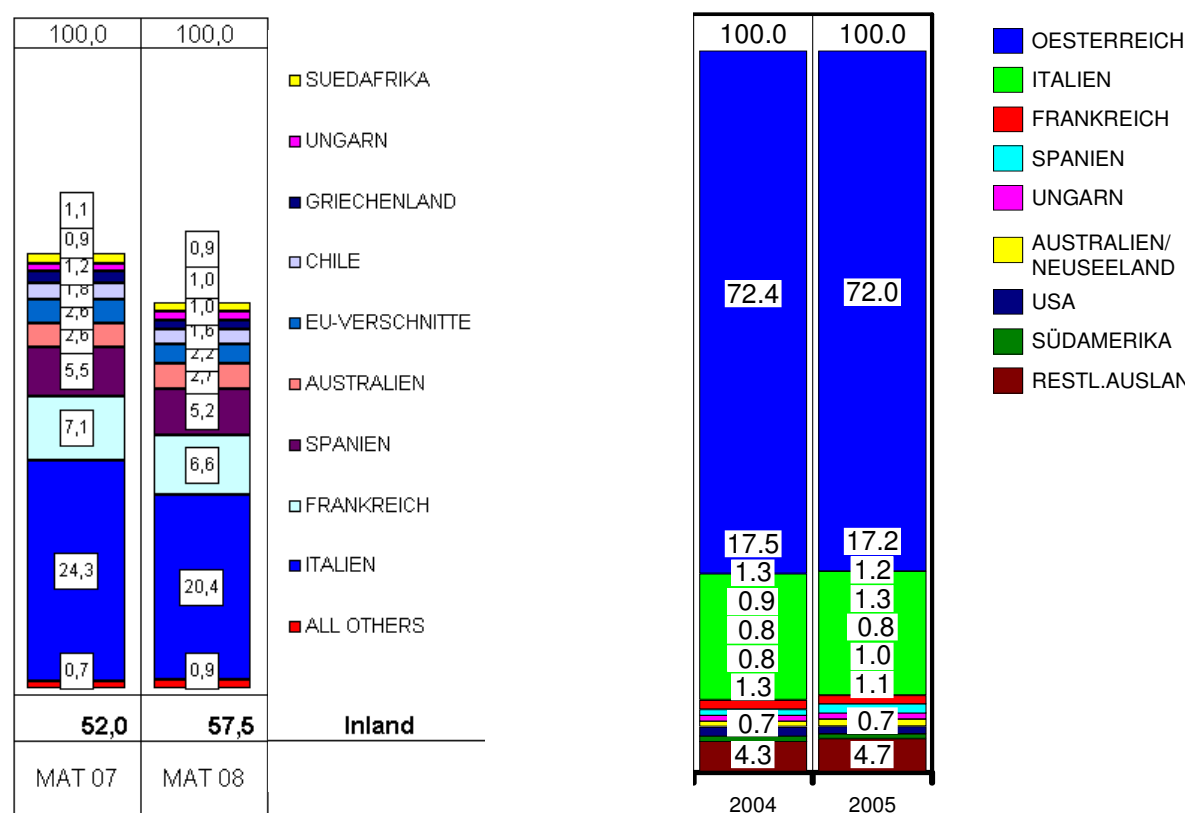
⁷² AC Nielsen Report 2000, 2004 and 2008

Value- and Quantity by trading unitTab. 67: Value in percent by trading unit ⁷³Tab. 68: Quantity in percent by trading unit ⁷⁴⁷³ AC Nielsen Report 2000, 2004 and 2008⁷⁴ AC Nielsen Report 2000, 2004 and 2008

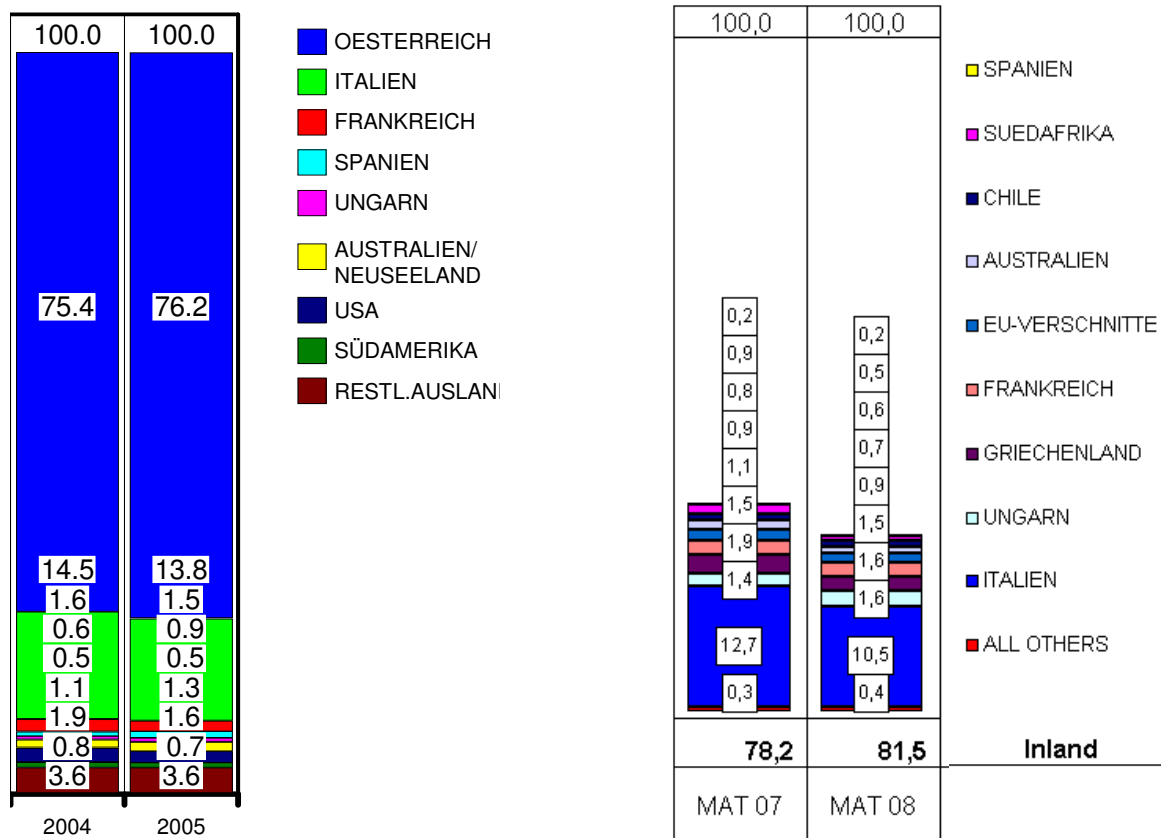
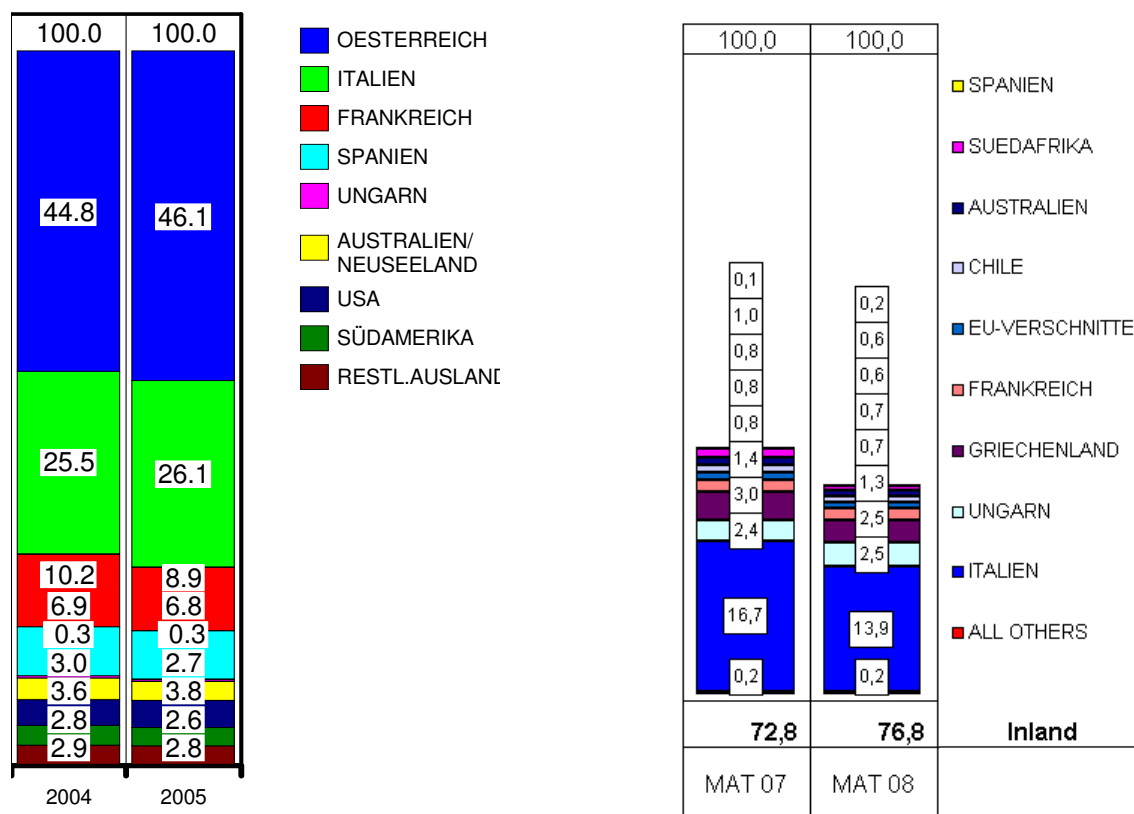
Total Value and Quantity of wine according to countries of origin

Tab. 69: Total value of wine according to countries of origin⁷⁵Tab. 70: Total quantity of wine according to countries of origin⁷⁶⁷⁵ AC Nielsen Basic Wine Report, grape varieties 2000, 2004 und 2008⁷⁶ AC Nielsen Report 2000, 2004 and 2008

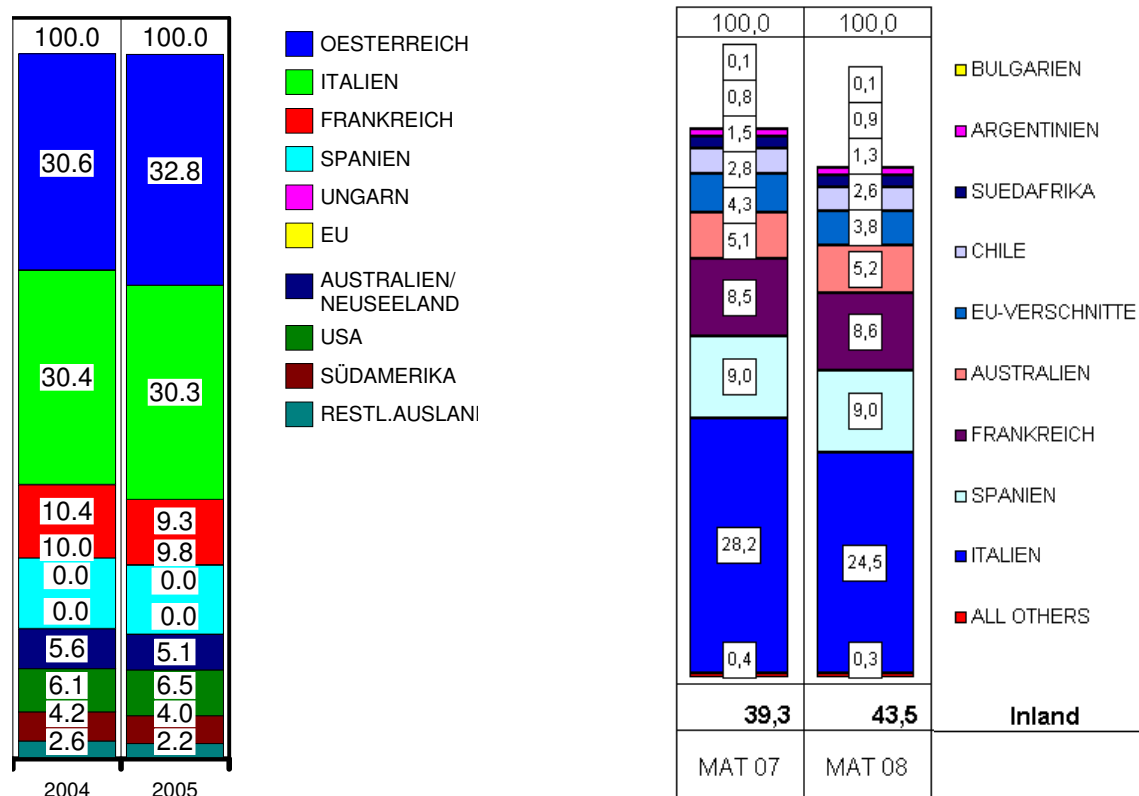
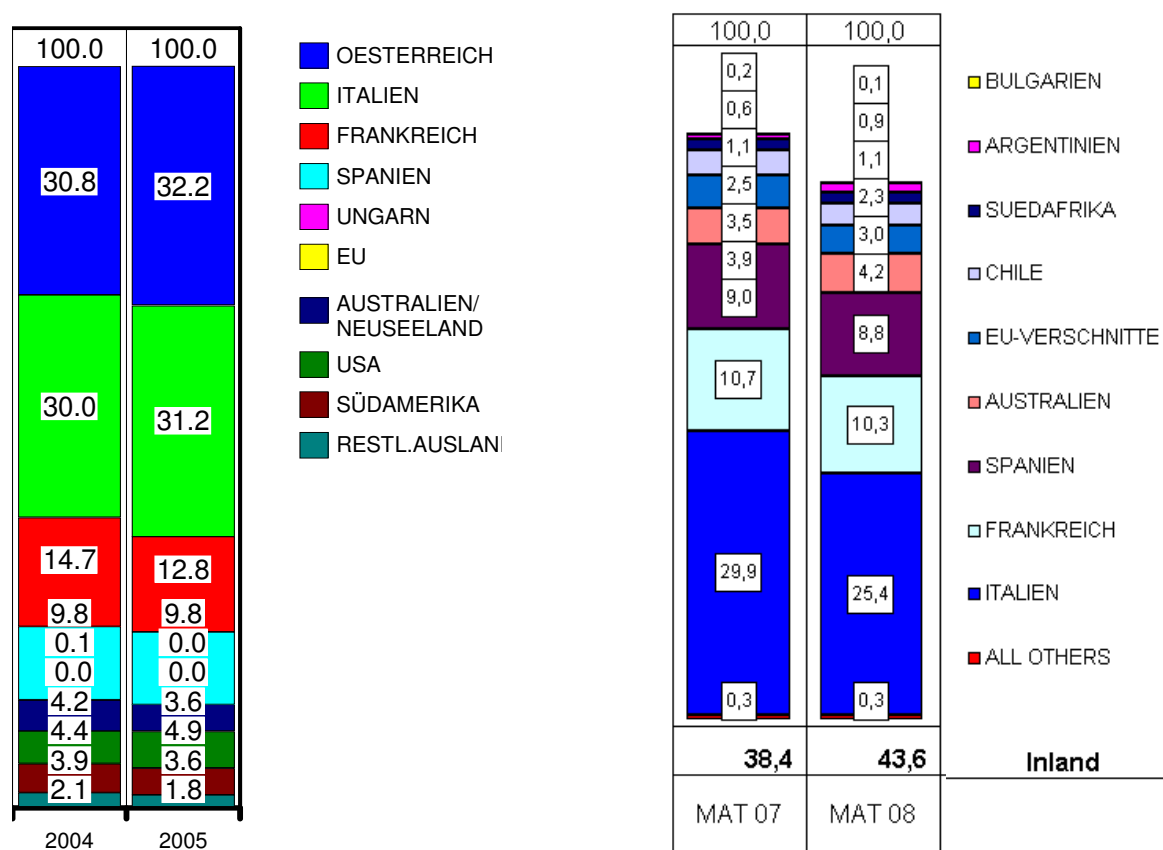
Value and Quantity (0,75 l) according to countries of origin

Tab. 71: Value in percent (0.75l) according to countries of origin⁷⁷Tab. 72: Quantity in percent (0.75l) according to countries of origin⁷⁸⁷⁷ AC Nielsen Report 2000, 2004 and 2008⁷⁸ AC Nielsen Basic Wine Report, grape varieties 2000, 2004 and 2008

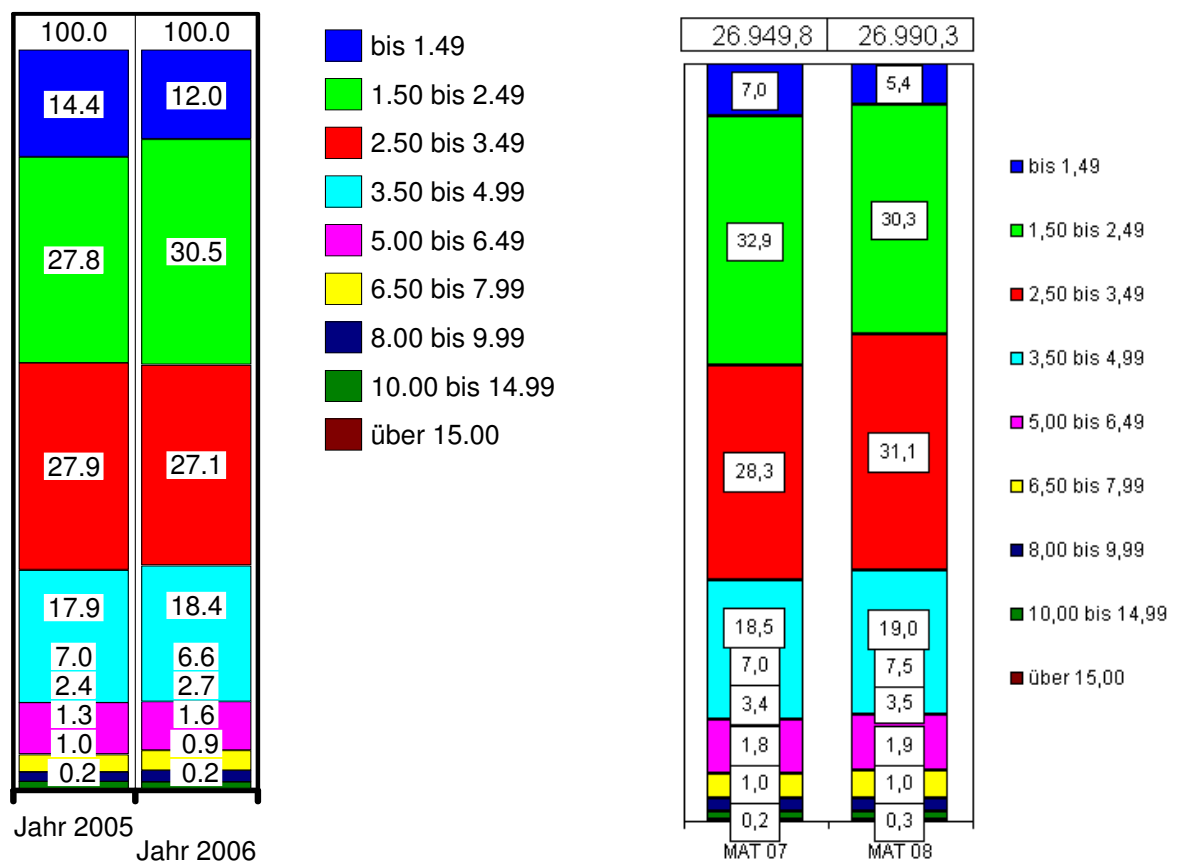
Value and Quantity for White Wine (0,75l) according to countries of origin

Tab. 73: Value in percent for white wine (0.75l) according to countries of origin⁷⁹Tab. 74: Quantity in percent for white wine (0.75l) according to countries of origin⁸⁰⁷⁹ AC Nielsen Basic Wine Report, grape varieties 2000, 2004 and 2008⁸⁰ AC Nielsen Basic Wine Report, grape varieties 2000, 2004 and 2008

Value and Quantity for Red Wine (0,75l) according to countries of origin

Tab. 75: Value in percent for Red wine (0.75l) according to countries of origin⁸¹Tab. 76: Quantity in percent for Red wine (0.75l) according to countries of origin⁸²⁸¹ AC Nielsen Basic Wine Report, grape varieties 2000, 2004 and 2008⁸² AC Nielsen Basic Wine Report, grape varieties 2000, 2004 and 2008

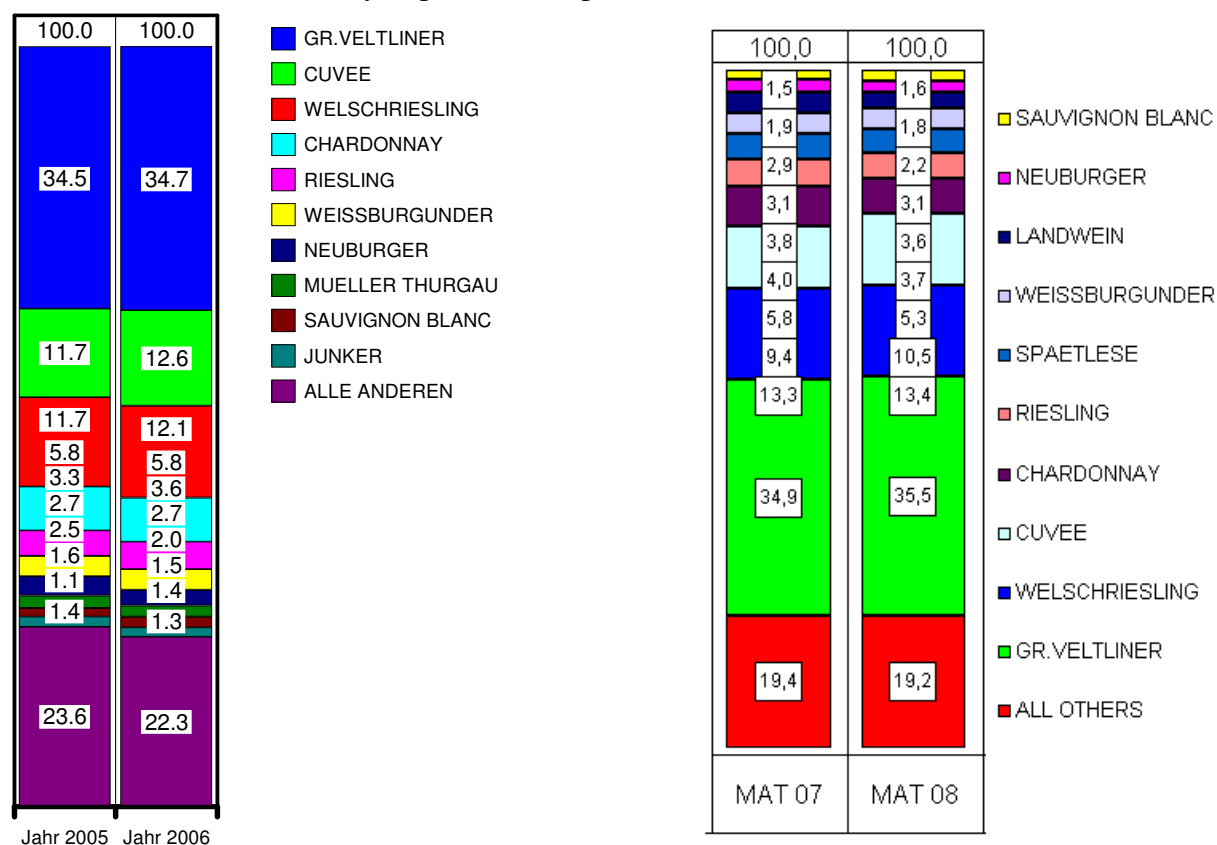
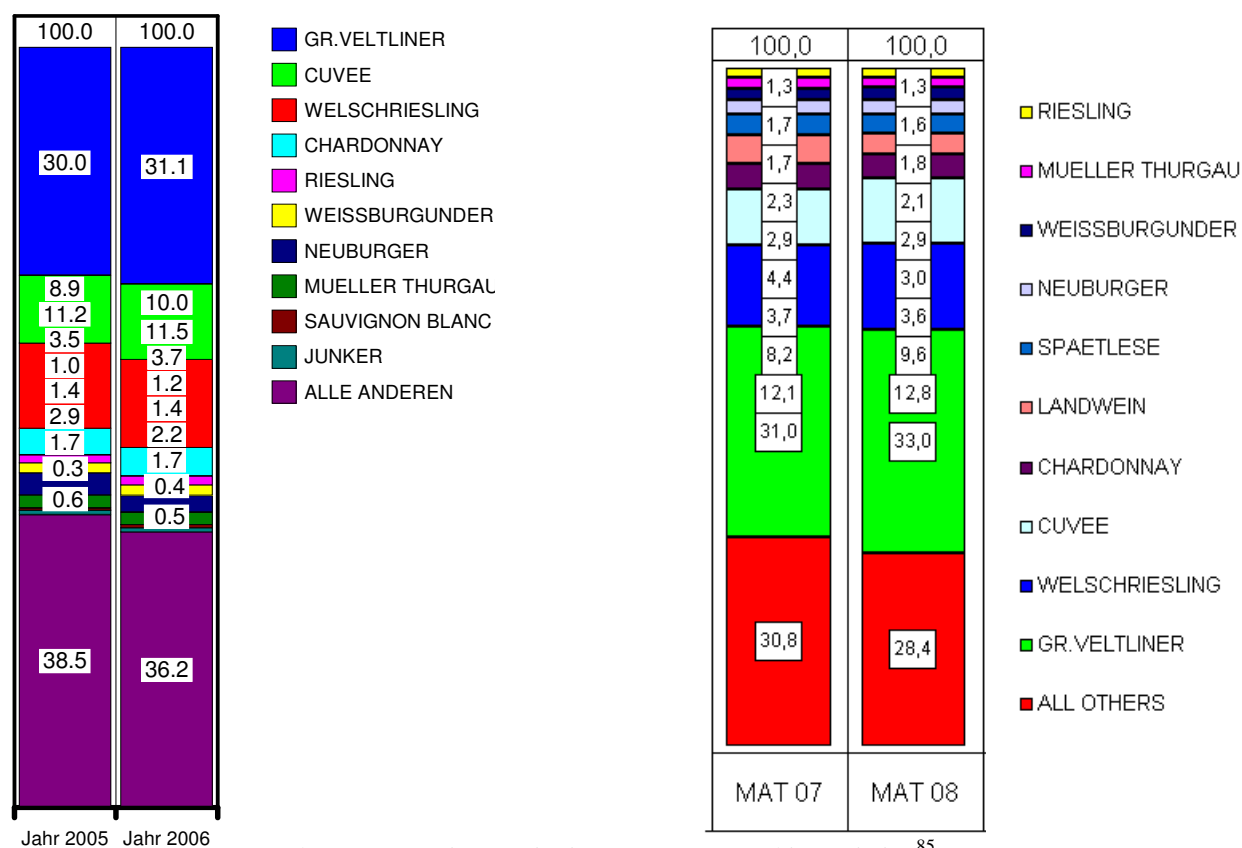
Analysis of Price Categories (Sold quantities converted to prices in food retail)



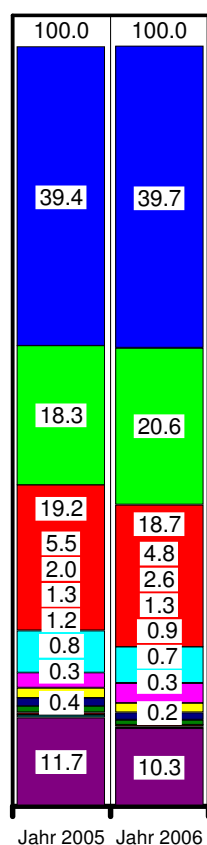
Tab. 77: Analysis of Price Categories of Wine Total 0.7/0.75 l - ⁸³

⁸³ AC Nielsen Analysis of Price Classes Wine 2008

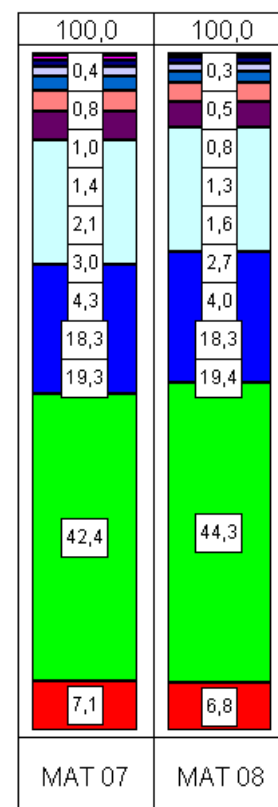
Domestic Value and Quantity in percent of top 10 White varieties

Tab. 78: Domestic value in percent top 10 white varieties⁸⁴Tab. 79: Domestic quantity in percent top 10 white varieties⁸⁵⁸⁴ AC Nielsen Basic Wine Report 2006 and 2008⁸⁵ AC Nielsen Basic Wine Report 2006 and 2008

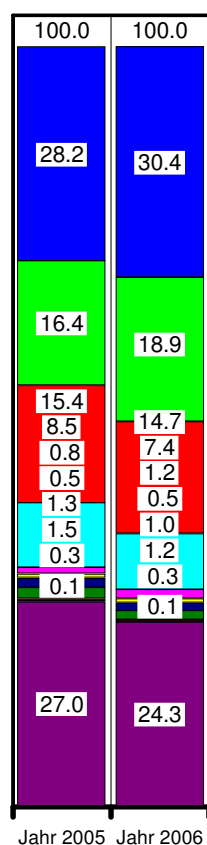
Domestic Value and Quantity in percent of top 10 red varieties



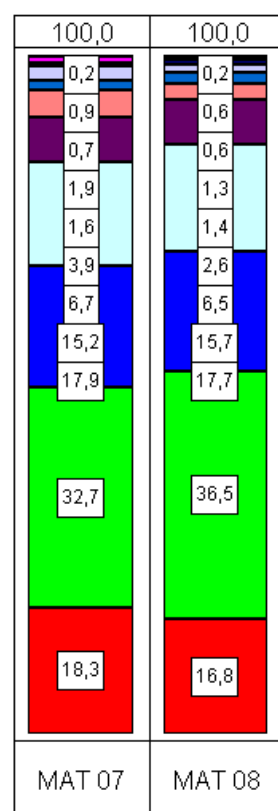
ZWEIFELT
BLAUFRAENKISCH
CUVEE
BLAUER PORTUGIESEF
ST.LAURENT
PINOT NOIR
ROTBURGER
MERLOT
BLAUBURGER
CABERNET SAUVIGNON
ALLE ANDEREN



CABERNET SAUVIGNON
ROTBURGER
MERLOT
PINOT NOIR
LANDWEIN
ST.LAURENT
BLAUER PORTUGIESEF
CUVEE
BLAUFRAENKISCH
ZWEIFELT
ALL OTHERS

Tab. 80: Domestic value in percent top 10 red varieties⁸⁶

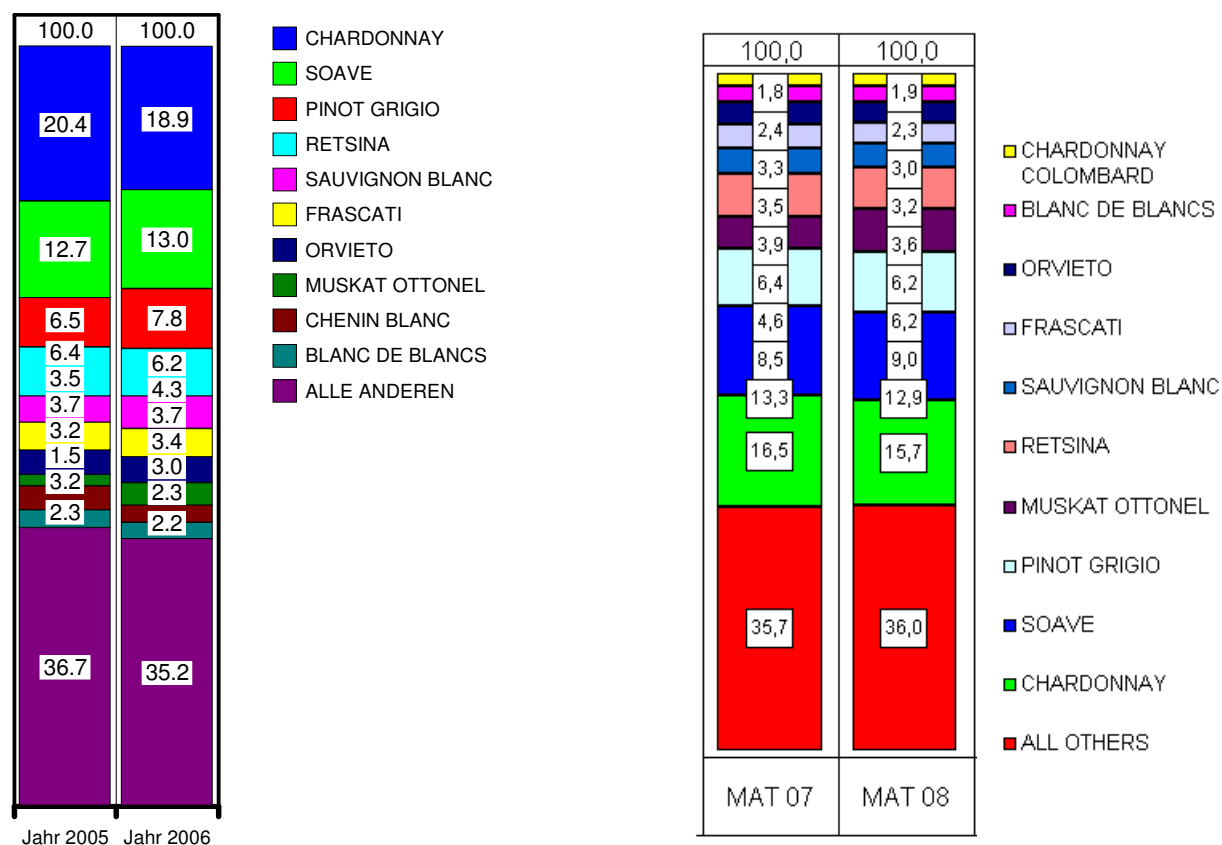
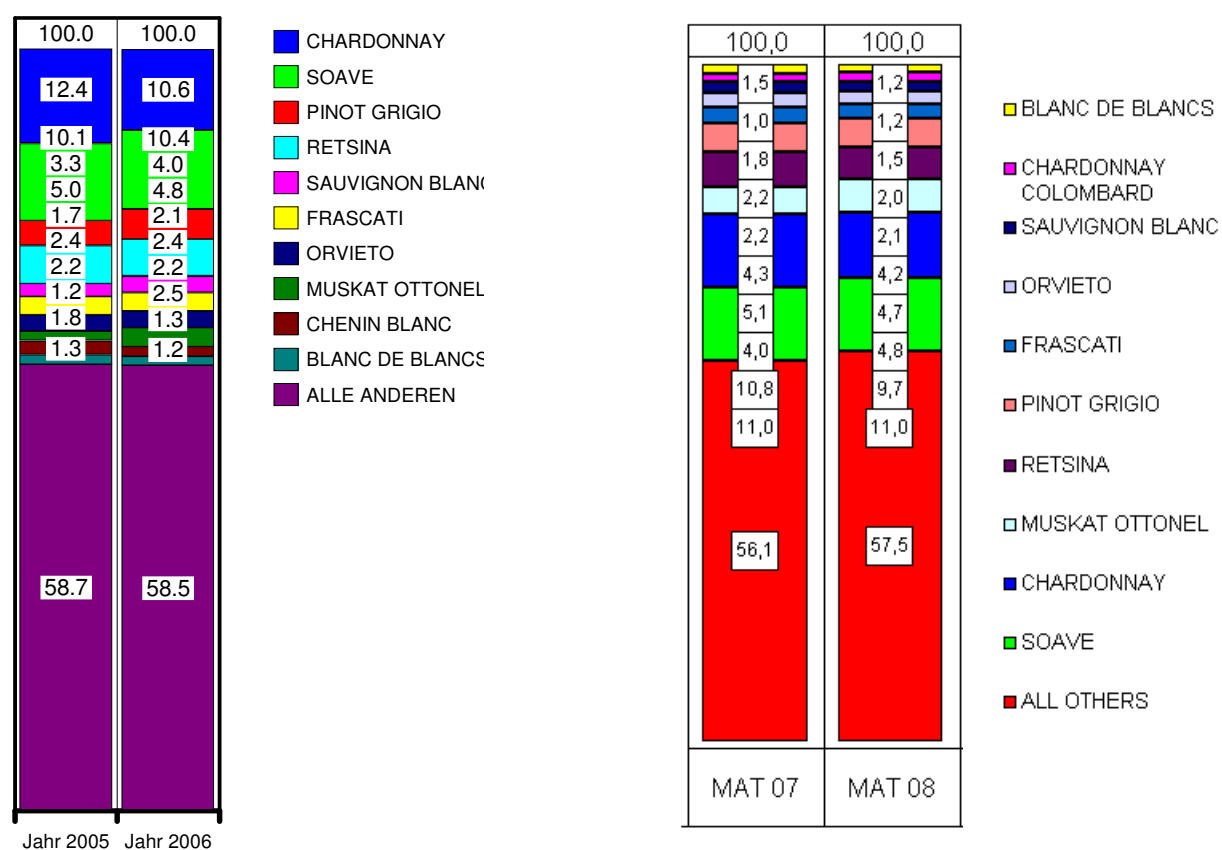
ZWEIFELT
BLAUFRAENKISCH
CUVEE
BLAUER PORTUGIESEF
ST.LAURENT
PINOT NOIR
ROTBURGER
MERLOT
BLAUBURGER
CABERNET SAUVIGNON
ALLE ANDEREN



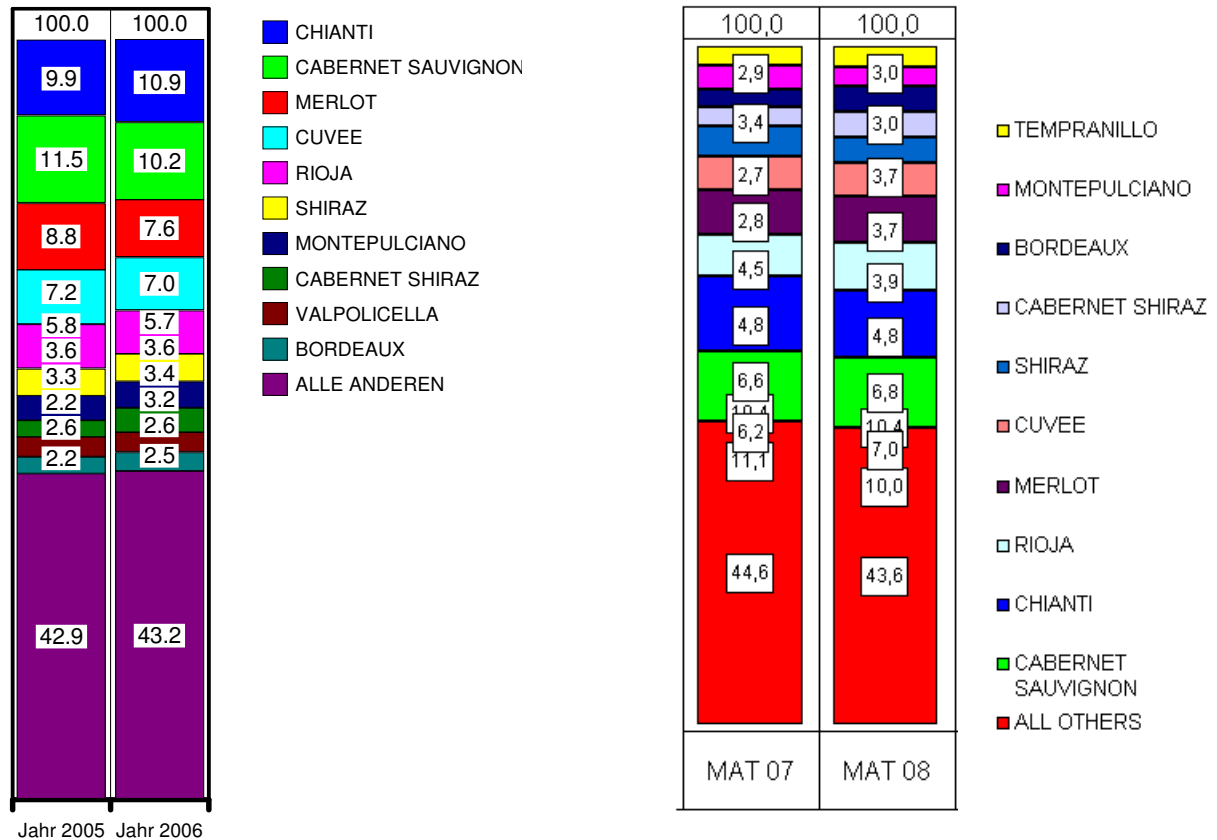
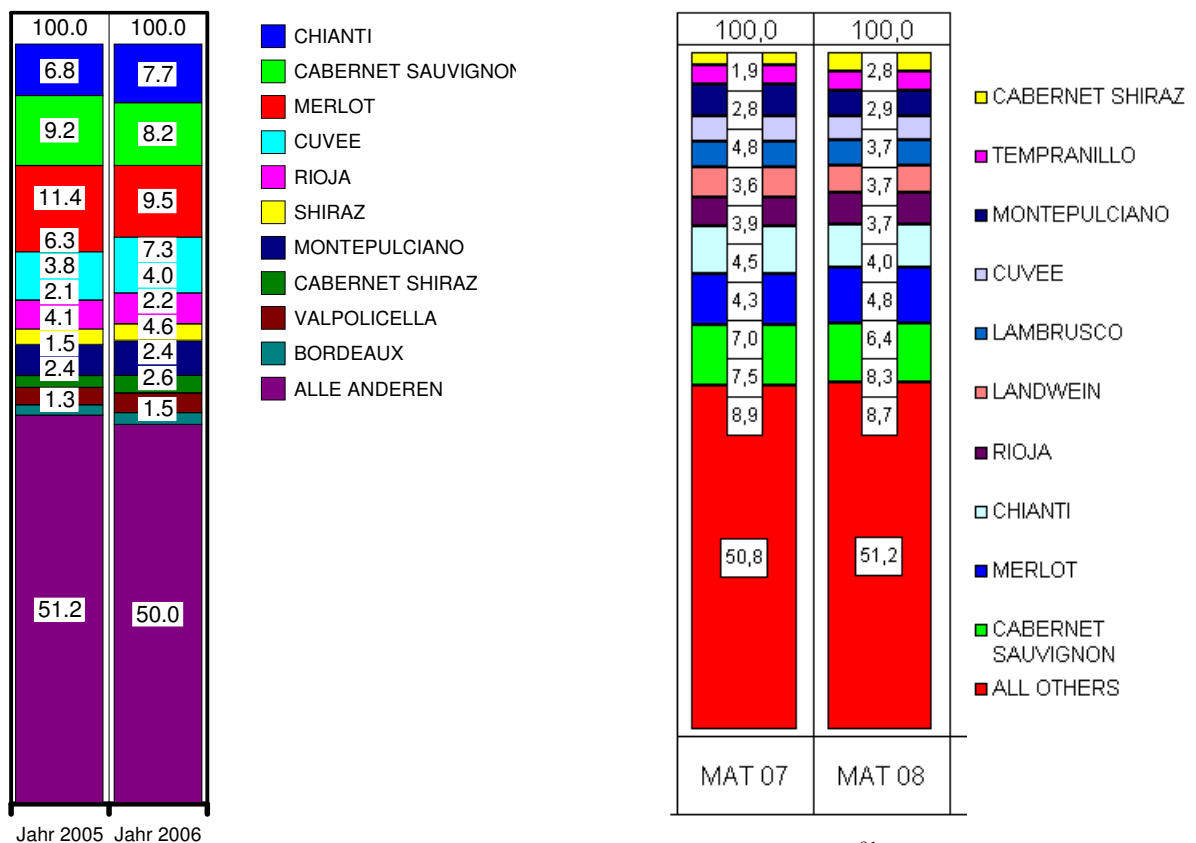
CABERNET SAUVIGNON
ROTBURGER
PINOT NOIR
MERLOT
ST.LAURENT
LANDWEIN
BLAUER PORTUGIESEF
CUVEE
BLAUFRAENKISCH
ZWEIFELT
ALL OTHERS

Tab. 81: Domestic quantity in percent top 10 red varieties⁸⁷⁸⁶ AC Nielsen Basic Wine Report 2006 and 2008⁸⁷ AC Nielsen Basic Wine Report 2006 and 2008

Foreign Value and Quantity in percent of top 10 white varieties

Tab. 82: Foreign value in percent top 10 white varieties⁸⁸Tab. 83: Foreign quantity in percent top 10 white varieties⁸⁹⁸⁸ AC Nielsen Basic Wine Report 2006 and 2008⁸⁹ AC Nielsen Basic Wine Report 2006 and 2008

Foreign Value and Quantity in percent of top 10 red varieties

Tab. 84: Foreign value in percent top 10 red varieties⁹⁰Tab. 85: Foreign value in percent top 10 red varieties⁹¹⁹⁰ AC Nielsen Basic Wine Report 2006 and 2008⁹¹ AC Nielsen Basic Wine Report 2006 und 2008

3 Austria's Foreign Trade in Wine

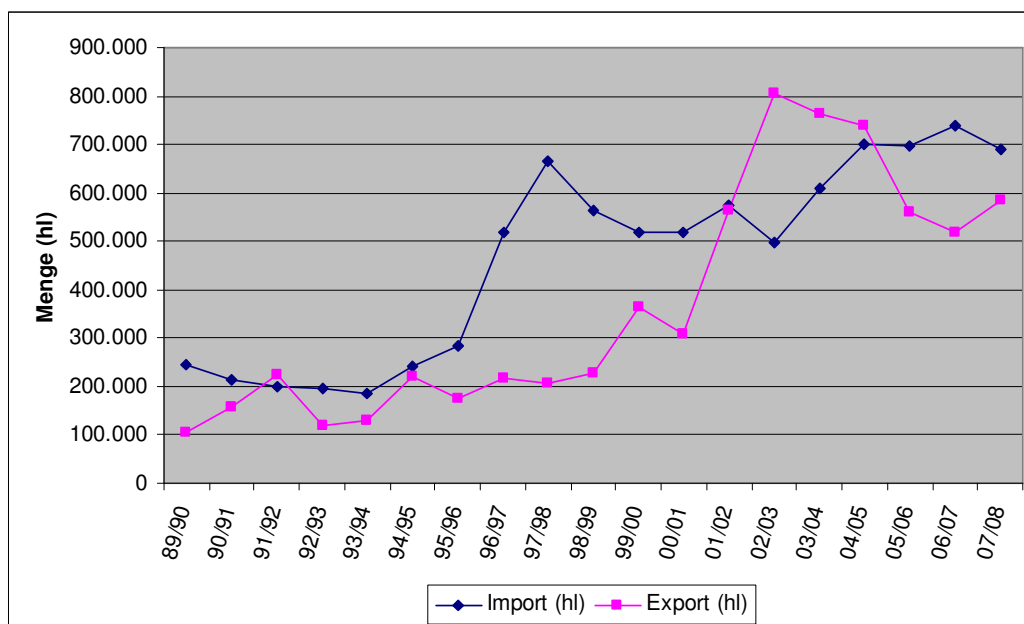
3.1 Imports and Exports

All EU related data from Statistics Austria are based exclusively on *Intrastat Reports*. European export countries are required to make an *Intrastat Report* to the EU first upon exceeding minimum gross sales (minimum of 250,000 Euro for Austria). These statistics do not include so-called car “boot” or “trunk” exports or small shipments and are therefore not exact. The minimum sales requirement for making an *Intrastat Report* varies from country to country.

Financial Year*	Imports (hl)	Exports (hl)
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
2007/2008	690.530	584.791

Tab. 86: Import/Export 1989/90 – 2007/08 ⁹²

* Until 1993/94: 1. Nov. - 31. Oct.; since 1994/95: 1. Sept. - 31. Aug.; since 2000/01: 1. Aug. - 31. Jul

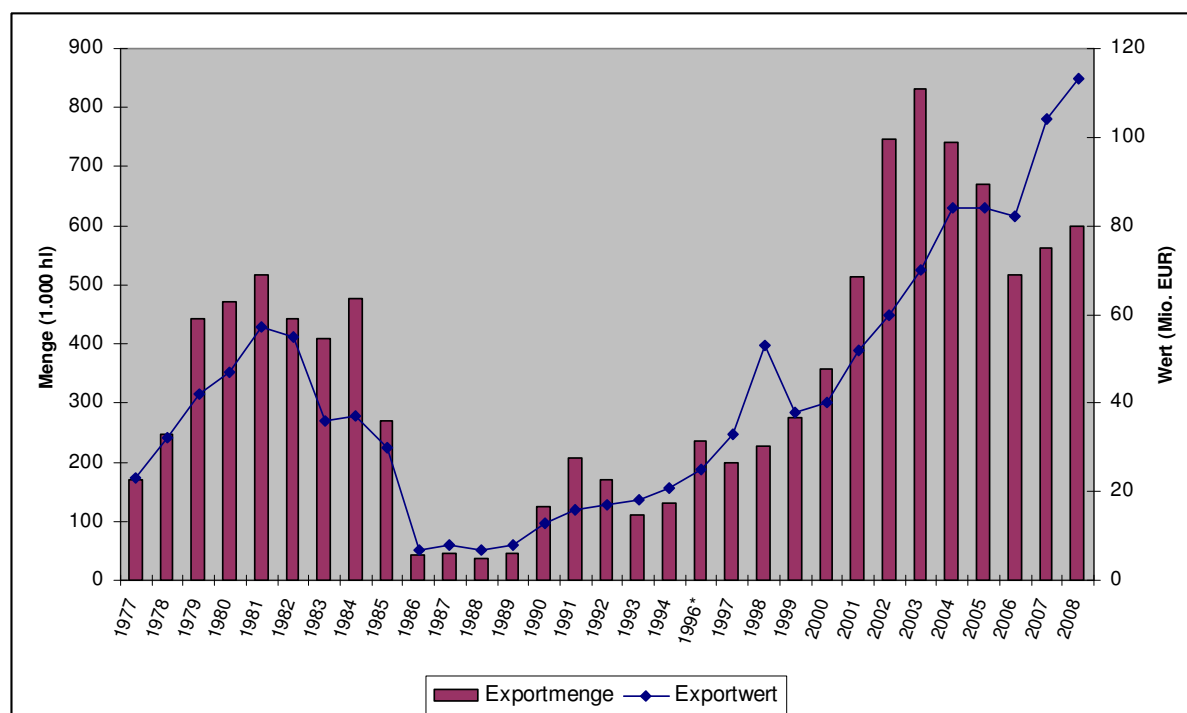


Tab.87: Import und Export (quantity) ⁹³

⁹² Statistics Austria: Balance of supply 1971/72 until 2007/08

⁹³ Graphics AWMB according to Statistics Austria Supply Balance 1971/72 - 2007/08

Austria's Wine Exports long-term



Tab. 88: Austria's wine exports 1977 - 2008 ⁹⁴

Price Development in Foreign Trade

Year	Export €/l	Import €/l	Year	Export €/l	Import €/l
1974	1,08	0,38	1992	0,98	1,86
1975	1,37	0,34	1993	1,60	1,80
1976	1,45	0,45	1994	1,56	1,88
1977	1,33	0,55	1995	k.A.	k.A.
1978	1,31	0,64	1996	1,05	k.A.
1979	0,95	0,77	1997	1,56	1,22
1980	1,00	0,73	1998	1,50	1,65
1981	1,10	0,62	1999	1,23	1,94
1982	1,24	0,63	2000	1,08	2,15
1983	0,88	0,82	2001	0,97	2,25
1984	0,76	0,92	2002	0,78	2,47
1985	1,10	0,89	2003	0,81	2,36
1986	1,55	0,98	2004	1,11	2,11
1987	1,72	0,85	2005	1,22	2,10
1988	1,84	0,87	2006	1,58	2,20
1989	1,78	1,39	2007	1,86	2,01
1990	1,05	1,63	2008	1,88	2,66
1991	0,77	1,84			

Tab. 89: Price developments (without sparkling wine) ⁹⁵

⁹⁴ Graph AWMB according to Statistics Austria 1990, 1994, 1997, 2002 - 2008

⁹⁵ Calculation AWMB according to Statistics Austria 1990, 1994, 1997, 2002 - 2008

3.2 Import and Export sorted by countries

Country	Import				Export		
	Liter	Euro	€/Liter		Liter	Euro	€/Liter
US Minor Outlying Islands	3.681*	5.339*	€ 1,45				
Argentina	188.429	761.869	€ 4,04				
Aruba					2.160	8.306	€ 3,85
Australia	983.370	3.313.712	€ 3,37		57.337	442.532	€ 7,72
Belgium	8.016	24.270	€ 3,03		178.339	903.186	€ 5,06
Bermuda					3.248	34.459	€ 10,61
Bosnia-Herzegovina	12.306*	42.256*	€ 3,43		5.870	53.368	€ 9,09
Brasil	1.964*	8.962*	€ 4,56		14.677	113.593	€ 7,74
Bulgaria	2.506*	7.013*	€ 2,80		10.105	28.565	€ 2,83
Chile	975.136	1.791.931	€ 1,84				
China	4.160*	115.343*	€ 27,73		26.563	197.828	€ 7,45
Demark	7.274	8.539	€ 1,17		139.975	722.400	€ 5,16
Germany	13.076.186	22.676.112	€ 1,73		43.249.716	64.312.734	€ 1,49
Estonia					21.705	105.399	€ 4,86
Finland					91.258	599.758	€ 6,57
France	5.142.597	46.833.191	€ 9,11		25.496	534.474	€ 20,96
Greek	346.071	695.555	€ 2,01		4.074	16.493	€ 4,05
Hong Kong					12.595	119.216	€ 9,47
India					2.475	11.870	€ 4,80
Indonesia	2.363	14.701	€ 6,22		1.639*	12.274*	€ 7,49
Ireland					18.500	107.103	€ 5,79
Iseland					6.081	50.409	€ 8,29
Israel	3.694	20.291	€ 5,49		4.949	27.019	€ 5,46
Italy	34.853.392	69.038.289	€ 1,98		724.083	1.388.972	€ 1,92
Japan					105.118	840.454	€ 8,00
Caiman Islands					7.761	61.539	€ 7,93
Canada	4.253	39.703	€ 9,34		163.915	774.844	€ 4,73
Kazakhstan					9.565	106.592	€ 11,14
Republic of Korea					11.957	80.202	€ 6,71
Kosovo	2.159	8.242	€ 3,82		11.143	59.637	€ 5,35
Croatia	50.302	217.260	€ 4,32		68.013	281.603	€ 4,14
Latvia					4.112	24.741	€ 6,02
Lebanon	6.336	30.651	€ 4,84				
Liechtenstein	320	8.908	€ 27,84		119.383	1.066.020	€ 8,93
Lithuania					2.148	14.438	€ 6,72
Luxembourg					21.249	82.176	€ 3,87
Malaysia					1.299	11.658	€ 8,97
Maldives					6.195	40.266	€ 6,50
Malta					24.049	33.657	€ 1,40
Macedonia	17.418	41.521	€ 2,38				
Mexico					11.047	27.614	€ 2,50
Moldova	62.671	156.358	€ 2,49				
Republic of Montenegro	21.150	70.430	€ 3,33		863*	19.351*	€ 22,42

Country	Import				Export		
	Liter	Euro	€/Liter		Liter	Euro	€/Liter
New Zealand	35.526	173.348	€ 4,88		619*	6.575*	€ 10,62
The Netherlands	4.801	36.626	€ 7,63		699.047	2.716.790	€ 3,89
Nigeria					14.568	26.078	€ 1,79
Norway	1.695*	7.622*	€ 4,50		599.246	1.593.573	€ 2,66
Philippines					526	5.173	€ 9,83
Poland					382.509	979.962	€ 2,56
Portugal	300.852	1.251.335	€ 4,16		2.495	25.710	€ 10,30
Rumania	4.006	11.238	€ 2,81		36.134	300.147	€ 8,31
Russia					79.863	508.403	€ 6,37
Saudi-Arabien	1.854	8.677	€ 4,68				
San Marino	1.338	8.083	€ 6,04				
Sweden					501.505	2.152.874	€ 4,29
Switzerland	34.442	805.826	€ 23,40		2.438.468	12.619.756	€ 5,18
Serbia	15.565	25.507	€ 1,64		1.237	10.085	€ 8,15
Republic of Montenegro	21.150	70.430	€ 3,33		863	19.351	€ 22,42
Singapur					7.397	77.236	€ 10,44
Slovakia	1.013*	5.667*	€ 5,59		1.151.827	1.679.245	€ 1,46
Slovenia	12.124	42.244	€ 3,48		593.524	649.442	€ 1,09
Spain	4.521.496	12.355.158	€ 2,73		17.716	129.162	€ 7,29
South Africa	444.106	1.525.825	€ 3,44				
Syrian Arab. Rep.					7.153	14.614	€ 2,04
Taiwan					9.995	81.008	€ 8,10
Thailand					12.505	21.086	€ 1,69
Czech Rep.	277	6.359	€ 22,96		5.627.813	3.947.375	€ 0,70
Tunesia	2.834*	7.051*	€ 2,49				
Turkey	25.323	61.234	€ 2,42		1.255	12.112	€ 9,65
Ukraine	12.381	59.031	€ 4,77		16.469	422.095	€ 25,63
Hungary	403.798	584.334	€ 1,45		618.893	971.150	€ 1,57
Uzbekistan	7.216	8.660	€ 1,20				
United Arab Emirates					36.902	281.868	€ 7,64
United States	916.619	2.822.752	€ 3,08		1.680.077	8.371.250	€ 4,98
United Kingdom	742.173	2.404.347	€ 3,24		263.875	1.946.374	€ 7,38
Vietnam					24.000	16.800	€ 0,70
Cyprus	46.482	57.379	€ 1,23				
TOTAL	63.292.045	168.044.479	€ 2,66		59.996.733	112.894.383	€ 1,88

Tab. 90: Imports and Exports according to countries 2008⁹⁶

* Only data from 2007 available

⁹⁶ AWMB according to Statistics Austria: Export and Import of Austrian Wine

3.3 Imports sorted by product groups

Product groups	in hl									
	2004	%-V	2005	%-V	2006	%-V	2007	%-V	2008	%-V
Sparkling wines	74.619	9,6	110.498	48,1	163.558	48,0	163.108	-0,3	152.031	-6,8
Bottles < 2 L at 1-3 bars	61.334	16,2	63.289	3,2	72.749	14,9	84.204	15,7	68.204	-19,0
Qualitätswein white, < 2 L	62.732	95,4	53.258	-15,1	34.104	-36,0	50.322	47,6	44.703	-11,2
Qualitätswein red, < 2 L	224.984	68,8	213.356	-5,2	119.293	-44,1	123.939	3,9	101.938	-17,8
Other white wines, < 2 L	62.442	72,1	58.518	-6,3	48.024	-17,9	64.422	34,1	61.830	-4,0
Other red wines, < 2 L	108.736	30,4	90.363	-16,9	85.869	-5,0	109.914	28,0	97.781	-11,0
Prädikatsweine, < 2 L	10.313	-34,7	6.031	-41,5	3.757	-37,7	6.860	82,6	5.720	-16,6
Bottles > 2 l at 1-3 bars	513	-78,2	2.036	297,1	7.762	281,2	3.743	-51,8	3.687	-1,5
Qualitätswein white, > 2 L	375	-47,1	413	10,2	358	-13,3	2.357	558,5	6.595	179,8
Qualitätswein red, > 2 L	7.470	-10,3	4.209	-43,7	5.850	39,0	5.041	-13,8	5.272	4,6
Other white wines, > 2 L	8.051	-59,6	16.586	106,0	78.749	374,8	87.716	11,4	55.089	-37,2
Other red wines, > 2 L	86.689	14,3	76.849	-11,4	80.071	4,2	62.351	-22,1	29.366	-52,9
Prädikatsweine, > 2 L	514	-4,6	539	4,8	450	-16,5	544	20,8	704	29,4
Wines total	708.771	33,9	705.944	-0,4	700.597	-0,8	764.522	9,1	632.920	-17,2

Product groups	in 1000 EURO									
	2004	%-V	2005	%-V	2006	%-V	2007	%-V	2008	%-V
Sparkling wines	26.589	11,1	31.679	19,1	43.288	36,6	48.996	13,2	51.243	4,6
Bottles < 2 L at 1-3 bars	12.727	20,9	11.744	-7,7	12.748	8,5	15.547	22,0	14.793	-4,9
Qualitätswein white, < 2 L	14.444	56,4	14.652	1,4	12.922	-11,8	15.146	17,2	15.662	3,4
Qualitätswein red, < 2 L	61.940	25,7	52.410	-15,4	39.517	-24,6	40.772	3,2	40.670	-0,2
Other white wines, < 2 L	9.189	33,2	8.838	-3,8	8.678	-1,8	11.740	35,3	10.925	-6,9
Other red wines, < 2 L	26.960	14,3	20.979	-22,2	24.541	17,0	25.663	4,6	22.681	-11,6
Prädikatsweine, < 2 L	2.068	-10,0	1.697	-17,9	3.364	98,2	3.073	-8,7	4.059	32,1
Bottles > 2 l at 1-3 bars	80	-86,3	539	573,8	1.366	153,4	734	-46,3	625	-14,9
Qualitätswein white, > 2 L	116	17,2	80	-31,0	96	20,0	231	139,6	1.299	462,4
Qualitätswein red, > 2 L	1.321	-25,4	855	-35,3	1.142	33,6	1.020	-10,7	1.401	37,4
Other white wines, > 2 L	427	-48,0	1.053	146,6	2.859	171,5	3.748	31,1	2.676	-28,6
Other red wines, > 2 L	4.112	8,7	3.420	-16,8	3.335	-2,5	3.733	11,9	1.811	-51,5
Prädikatsweine, > 2 L	144	92,0	212	47,2	165	-22,2	147	-10,9	200	36,4
Wines total	160.117	20,5	148.160	-7,5	154.021	4,0	170.549	10,7	168.044	-1,5

Tab. 91: Imports ⁹⁷⁹⁷ AWMB according to Statistics Austria: Export and Import of Austrian Wine

3.4 Exports sorted by product groups

Product groups	in hl									
	2004	%-V	2005	%-V	2006	%-V	2007	%-V	2008	%-V
Sparkling wines	7.605	22,0	8.479	11,5	10.264	21,1	12.649	23,2	14.309	13,1
Bottles < 2 L at 1-3 bars	5.369	11,5	9.643	79,6	23.228	140,9	47.671	105,2	34.093	-28,5
Qualitätswein white, < 2 L	85.333	28,6	89.018	4,3	118.941	33,6	137.665	15,7	149.752	8,8
Qualitätswein red, < 2 L	129.812	55,6	123.586	-4,8	82.449	-33,3	82.904	0,6	96.875	16,9
Other white wines, < 2 L	19.714	-58,0	38.603	95,8	25.401	-34,2	38.197	50,4	46.985	23,0
Other red wines, < 2 L	26.321	57,4	54.245	106,1	26.005	-52,1	37.526	44,3	38.605	2,9
Prädikatsweine, < 2 L	73	-26,3	544	645,2	199	-63,4	219	10,1	311	42,0
Bottles > 2 l at 1-3 bars	28	600,0	0	-100	0	0,0	40	-	18	-55,0
Qualitätswein white, > 2 L	15.724	-27,0	9.467	-39,8	1.568	-83,4	18.992	1111,2	16.372	-13,8
Qualitätswein red, > 2 L	38.883	55,1	44.051	13,3	18.476	-58,1	21.586	16,8	7.008	-67,5
Other white wines, > 2 L	337.099	-32,2	198.554	-41,1	124.898	-37,1	122.002	-2,3	112.949	-7,4
Other red wines, > 2 L	74.845	18,7	95.156	27,1	71.209	-25,2	41.942	-41,1	82.595	96,9
Prädikatsweine, > 2 L	30	-58,9	41	36,7	10	-75,6	90	800,0	95	5,6
Wines total	740.834	-10,9	671.387	-9,4	516.762	-23,0	561.482	8,7	599.967	6,9

Product groups	in 1000 EURO									
	2004	%-V	2005	%-V	2006	%-V	2007	%-V	2008	%-V
Sparkling wines	2.021	-12,9	2.802	38,6	3.752	33,9	4.610	22,9	3.464	-24,9
Bottles < 2 L at 1-3 bars	1.018	-25,1	1.421	39,6	2.554	79,7	5.515	115,9	4.955	-10,2
Qualitätswein white, < 2 L	17.569	25,7	19.144	9,0	25.181	31,5	32.086	27,4	37.364	16,4
Qualitätswein red, < 2 L	29.060	58,8	19.981	-31,2	20.820	4,2	27.189	30,6	28.482	4,8
Other white wines, < 2 L	9.157	-5,2	10577	15,5	9.801	-7,3	11.805	20,4	14.308	21,2
Other red wines, < 2 L	5.474	37,8	12.153	122,0	7.093	-41,6	9.362	32,0	9.668	3,3
Prädikatsweine, < 2 L	91	-15,0	217	138,5	262	20,7	128	-51,3	236	84,9
Bottles > 2 l at 1-3 bars	51	-	0	-100,0	1	-	14	-	3	-78,5
Qualitätswein white, > 2 L	800	-4,8	431	-46,1	847	96,5	1.464	72,9	1.351	-7,7
Qualitätswein red, > 2 L	2.851	67,8	2.376	-16,7	1.455	-38,8	1.447	-0,6	837	-42,1
Other white wines, > 2 L	11.757	-18,3	7.717	-34,4	5.698	-26,2	7.263	27,5	7.295	0,4
Other red wines, > 2 L	3.605	52,9	4.754	31,9	4.064	-14,5	3.243	-20,2	4.863	50,0
Prädikatsweine, > 2 L	49	-7,5	22	-55,1	8	-63,6	63	657,0	68	7,5
Wines total	83.502	21,0	81.596	-2,3	81.536	-0,1	104.189	352,5	112.894	8,4

Tab. 92: Exports ⁹⁸⁹⁸ AWMB according to Statistics Austria: Export and Import of Austrian Wine

3.5 Imports- & Exports sorted by product groups in the first half of 2009

Imports

Product groups	I-VI 2008		I-VI 2009		% Change	
	Liter	€	Liter	€	Liter	€
Sparkling wines	5.410.489	18.165.859	5.716.130	16.818.384	5,6%	-7,4%
Bottles < 2 L at 1-3 bars	3.029.888	6.051.317	2.715.020	5.780.811	-10,4%	-4,5%
Qualitätswein white, < 2 L	2.498.742	7.788.196	2.417.383	6.044.939	-3,3%	-22,4%
Qualitätswein red, < 2 L	4.947.845	21.900.753	5.383.018	18.328.265	8,8%	-16,3%
Other white wines, < 2 L	2.566.053	5.420.329	2.694.200	5.064.064	5,0%	-6,6%
Other red wines, < 2 L	5.001.007	11.846.108	4.611.114	11.451.042	-7,8%	-3,3%
Prädikatsweine, < 2 L	186.867	2.221.212	253.456	1.215.787	35,6%	-45,3%
Bottles > 2 l at 1-3 bars	137.731	295.947	133.670	263.163	-2,9%	-11,1%
Qualitätswein white, > 2 L	385.416	703.572	213.927	290.568	-44,5%	-58,7%
Qualitätswein red, > 2 L	385.324	725.043	360.376	716.458	-6,5%	-1,2%
Other white wines, > 2 L	3.931.910	1.931.695	931.622	384.003	-76,3%	-80,1%
Other red wines, > 2 L	1.251.400	1.054.631	1.158.843	636.673	-7,4%	-39,6%
Prädikatsweine, > 2 L	29.112	122.047	11.699	40.266	-59,8%	-67,0%
Wines total	29.761.784	78.226.709	26.600.458	67.034.423	-10,6%	-14,3%

Tab. 93: Imports: first half year 2008 und 2009⁹⁹

Exports

Product groups	I-VI 2008		I-VI 2009		% Change	
	Liter	€	Liter	€	Liter	€
Sparkling wines	950.796	1.857.948	360.270	1.576.231	-62,1%	-15,2%
Bottles < 2 L at 1-3 bars	2.034.113	2.431.434	2.019.390	1.951.177	-0,7%	-19,8%
Qualitätswein white, < 2 L	7.748.309	19.615.006	8.114.336	20.983.078	4,7%	7,0%
Qualitätswein red, < 2 L	4.651.677	15.030.311	3.924.144	12.771.273	-15,6%	-15,0%
Other white wines, < 2 L	2.193.172	6.632.198	2.687.572	7.072.583	22,5%	6,6%
Other red wines, < 2 L	1.900.857	4.959.571	1.887.116	4.704.374	-0,7%	-5,1%
Prädikatsweine, < 2 L	4.517	44.705	15.308	115.177	238,9%	157,6%
Bottles > 2 l at 1-3 bars	1.232	175	438	1.552	-64,4%	786,9%
Qualitätswein white, > 2 L	1.208.248	1.003.147	531.204	658.757	-56,0%	-34,3%
Qualitätswein red, > 2 L	459.006	623.534	790.924	701.529	72,3%	12,5%
Other white wines, > 2 L	5.157.807	3.419.485	7.890.039	3.952.589	53,0%	15,6%
Other red wines, > 2 L	4.632.753	2.817.484	5.181.980	2.356.755	11,9%	-16,4%
Prädikatsweine, > 2 L	1.792	11.567	2.312	24.492	29,0%	111,7%
Wines total	30.944.279	58.446.565	33.405.033	56.869.567	8,0%	-2,7%

Tab. 94: Export: first half year 2008 und 2009¹⁰⁰⁹⁹ AWMB according to Statistics Austria: Export and Import of Austrian Wine¹⁰⁰ AWMB according to Statistics Austria: Export and Import of Austrian Wine

3.6 Ranking: Austria's most important export destinations

Partner Country	In hl											
	2008	Rank	2007	Rank	2006	Rank	2005	Rank	2004	Rank	2003	Rank
Czech Republic	562.781	1	64.772	2	86.102	2	174.124	2	216.942	2	193.889	2
Germany	432.497	2	397.485	1	353.158	1	397.424	1	426.128	1	528.191	1
Switzerland	243.846	3	17.796	3	13.488	4	12.952	4	8.790	6	10.614	7
United States	16.800	4	15.543	4	13.017	5	9.878	7	8.797	7	6.364	8
Slovakia	11.518	5	4.384	10	15.019	3	10.057	6	19.887	4	18.999	4
Italy	7.240	6	6.953	7	8.395	6	29.827	3	21.878	3	27.713	3
The Netherlands	6.990	7	14.070	5	6.107	7	9.379	8	1.921	9	1.276	11
Hungary	6.188	8	1.398	13	655	17	3.658	9	6.348	8	18.058	5
Norway	5.992	9	4.550	9	2.332	10	1.214	13	1.481	11	902	14
Slovenia	5.935	10	8.084	6	1.264	12	623	17	26	19	2.306	9
Sweden	5.015	11	3.182	11	1.269	11	1.270	11	313	17	1.160	12
Poland	3.825	12	6.140	8	2.940	9	11.422	5	16.680	5	12.278	6
United Kingdom	2.638	13	2.112	12	1.088	13	1.259	12	854	14	404	20
Belgium	1.783	14	923	16	921	16	668	16	829	15	698	16
Canada	1.639	15	926	15	3.329	8	521	18	1.528	10	2.237	10
Liechtenstein	1.193	16	1.090	14	959	15	854	15	1.265	13	680	17
Japan	1.051	17	835	17	991	14	1.088	14	1.401	12	1.079	13
Russia	799	18	410	19	53	19	1.510	10	80	18	k.A.	k.A.
Greek	407	19	36	20	31	20	30	20	13	21	593	18
France	254	20	562	18	420	18	442	19	583	16	572	19
Lithuania	214	21	23	21	18	21	12	21	20	20	744	15
Partner Country	In 1000 €											
	2008	Rank	2007	Rank	2006	Rank	2005	Rank	2004	Rank	2003	Rank
Deutschland	64.313	1	59.378	1	44.642	1	43.889	1	48.244	1	46.439	1
Schweiz	12.620	2	10.562	2	9.606	2	7.277	3	5.220	4	4.310	3
USA	8.371	3	8.228	3	7.187	3	5.673	5	4.877	5	3.943	4
Tschechische Republik	3.947	4	3.699	5	4.330	4	7.648	2	8.522	2	5.909	2
Niederlande	2.717	5	5.490	4	3.030	5	1431	6	713	11	510	10
Schweden	2.153	6	1.484	8	648	12	562	11	251	19	426	13
Vereinigtes Königreich	1.946	7	2.494	6	1.956	6	1.182	7	1.317	6	553	9
Slowakei	1.679	8	561	15	1.068	8	576	10	802	8	417	14
Norwegen	1.594	9	1.336	9	838	10	431	14	533	13	255	15
Italien	1.389	10	1.589	7	1.877	7	6.856	4	6.130	3	1.566	5
Liechtenstein	1.066	11	902	11	818	11	711	9	627	12	499	11
Polen	980	12	1.248	10	235	18	530	12	749	10	665	7
Belgien	903	13	428	17	426	15	266	19	290	18	199	17
Japan	840	14	677	14	880	9	956	8	1.185	7	669	6
Kanada	775	15	503	16	616	13	240	20	413	16	458	12
Dänemark	722	16	864	13	369	16	158	21	793	9	104	20
Ungarn	619	17	257	21	156	21	498	13	489	14	595	8
Finnland	600	18	349	18	286	17	278	17	170	20	128	19
Frankreich	534	19	898	12	470	14	367	15	455	15	212	16
Russische Föderation	508	20	326	20	161	20	365	16	67	21	k.A.	k.A.
Taiwan	81	21	338	19	226	19	268	18	324	17	182	18

Tab. 95: The 20 major countries importing Austrian wine¹⁰¹¹⁰¹ AWMB according to Statistics Austria: Export and Import of Austrian Wine

3.7 Exports sorted by product groups and major countries

Product groups	Germany				Switzerland			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	273.263	1.205.058	984.877	1.461.588	60.422	230.641	148.152	410.809
Bottles < 2 L at 1-3 bars	2.774.942	3.533.717	1.509.268	2.550.350	75.583	274.421	107.749	360.815
Qualitätswein white, < 2 L	11.667.421	21.306.819	12.145.184	23.573.517	281.015	1.900.503	258.238	2.072.276
Qualitätswein red, < 2 L	6.676.733	17.749.770	7.755.996	18.635.747	558.722	3.286.841	516.295	3.536.569
Other white wines, < 2 L	2.060.111	3.741.473	2.650.911	4.957.267	235.822	1.705.682	379.346	2.176.308
Other red wines, < 2 L	1.882.760	2.544.102	2.098.114	3.096.860	342.955	2.389.422	493.422	3.112.231
Prädikatsweine, < 2 L	8.343	45.112	1.915	21.377	7.427	54.596	6833	49.209
Bottles > 2 l at 1-3 bars	519	767	1.532	1.998	3.338	12.419	171	468
Qualitätswein white, > 2 L	1.642.710	1.089.565	1.363.396	970.535	25.965	24.588	104.460	98.592
Qualitätswein red, > 2 L	1.869.636	1.177.623	257.322	503.711	77.046	63.444	326.992	223.480
Other white wines, > 2 L	8.604.225	5.205.750	8.925.841	5.673.468	2.890	41.108	1999	10.703
Other red wines, > 2 L	2.458.298	1.457.933	5.554.950	2.865.773	108.293	577.647	93.213	550.602
Prädikatsweine, > 2 L	309	404	410	543	84	688	1598	17694
Wines total	39.919.270	59.058.093	43.249.716	64.312.734	1.779.562	10.562.000	2.438.468	12.619.756
Product groups	United States				The Netherlands			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	23.204	148.548	32.415	198.121	654.456	1.662.512	6.429	34.516
Bottles < 2 L at 1-3 bars	62.320	329.422	113.276	573.315	8.594	33.450	4.319	17.094
Qualitätswein white, < 2 L	195.039	910.876	318.165	1.304.741	304.229	1.327.072	432.325	1.791.254
Qualitätswein red, < 2 L	212.041	1.182.965	80.046	470.602	144.027	732.137	179.497	647.155
Other white wines, < 2 L	806.439	4.159.661	919.510	4.557.950	105.945	415.033	24.213	119.967
Other red wines, < 2 L	188.356	1.093.514	172.342	911.410	137.097	794.816	50.764	102.747
Prädikatsweine, < 2 L	0	0	117	2253	0	0	13	369
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	15.330	76.806	9.972	65.757	0	0	0	0
Qualitätswein red, > 2 L	155	5.373	2493	23.972	531	711	842	261
Other white wines, > 2 L	98	2.404	0	0	0	0	0	0
Other red wines, > 2 L	44.926	281.735	31.741	263.129	3.209	5.849	2.846	1.226
Prädikatsweine, > 2 L	6.478	36.350	0	0	0	0	0	0
Wines total	1.554.386	8.227.654	1.680.077	8.371.250	1.358.088	4.971.580	699.047	2.716.790

Tab. 96: Survey of countries I¹⁰²¹⁰² AWMB according to Statistics Austria: Export and Import of Austrian Wine

Product groups	United Kingdom				Italy			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	4.010	202.466	1.297	74.900	17.657	229.057	21.372	139.297
Bottles < 2 L at 1-3 bars	2.943	12.363	3784	18.022	7.969	24.671	115.550	140.819
Qualitätswein white, < 2 L	164.952	979.958	217.396	1.214.346	48.063	374.155	34.264	222.699
Qualitätswein red, < 2 L	33.130	1.218.914	29.238	540.972	98.967	322.853	99.210	328.028
Other white wines, < 2 L	5.269	39.309	9.701	83.748	85.817	148.434	57.827	110.314
Other red wines, < 2 L	1.772	14.126	2.356	12.410	112.402	189.669	97.779	181.449
Prädikatsweine, < 2 L	6	349	31	1.743	2.983	7.487	1711	8.800
Bottles > 2 l at 1-3 bars	0	0	12	21	167	394	0	0
Qualitätswein white, > 2 L	0	0	60	212	75.865	57.345	72146	49059
Qualitätswein red, > 2 L	31	13.442	0	0	64	38	5	3
Other white wines, > 2 L	0	0	0	0	218.657	198.149	217.187	200.230
Other red wines, > 2 L	0	0	0	0	6.189	7.045	7032	8274
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
Wines total	212.113	2.480.927	263.875	1.946.374	674.800	1.559.297	724.083	1.388.972
Product groups	Czech Republic				Japan			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	38.690	82.726	13.027	60.836	4.693	38.509	10.061	77.815
Bottles < 2 L at 1-3 bars	1.624.978	773.196	1.438.741	723.405	900	7.334	1500	10.371
Qualitätswein white, < 2 L	22.461	112.429	51.760	249.570	7.992	52.502	17.331	105.627
Qualitätswein red, < 2 L	24.719	65.043	150.064	524.856	14.881	139.586	24.150	177.702
Other white wines, < 2 L	91.316	98.869	119.597	205.008	34.849	317.305	38.092	375.586
Other red wines, < 2 L	333.444	311.360	266.701	361.825	11.335	97.115	4.907	20.089
Prädikatsweine, < 2 L	82	722	4.218	29.607	0	0	90	1.281
Bottles > 2 l at 1-3 bars	0	0	0	0	0	0	0	0
Qualitätswein white, > 2 L	2.914	2.262	1.327	1.062	517	1.357	1201	37.624
Qualitätswein red, > 2 L	36.504	27.231	1.421	843	5.146	10.366	4124	13.048
Other white wines, > 2 L	2.937.067	1.520.972	1.813.563	1.044.943	880	2.036	2454	10.395
Other red wines, > 2 L	1.353.603	685.841	1.767.394	745.420	2.049	10.078	1038	10037
Prädikatsweine, > 2 L	0	0	0	0	300	1.163	170	879
Wines total	6.465.778	3.680.651	5.627.813	3.947.375	83.542	677.351	105.118	840.454
Product groups	Norway				Sweden			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	6.034	43.926	11.524	58.777	151	1.840	96	1.193
Bottles < 2 L at 1-3 bars	193	1.974	0	0	617	2.920	201	1.187
Qualitätswein white, < 2 L	234.747	790.381	304.153	926.433	304.707	1.337.603	487.764	2.053.607
Qualitätswein red, < 2 L	34.606	199.860	25.860	131.704	5.397	55.265	6.368	57.024
Other white wines, < 2 L	19.356	76.320	24.245	141.835	1.228	15.596	7.009	39.069
Other red wines, < 2 L	1.951	12.201	508	4.470	0	0	0	0
Prädikatsweine, < 2 L	0	0	0	0	0	0	0	0
Bottles > 2 l at 1-3 bars	0	0	80512	120.463	0	0	67	794
Qualitätswein white, > 2 L	133.371	195.291	0	0	0	0	0	0
Qualitätswein red, > 2 L	0	0	152440	209856	0	0	0	0
Other white wines, > 2 L	24.754	15.827	0	0	0	0	0	0
Other red wines, > 2 L	0	0	4	35	0	0	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
Wines total	455.012	1.335.780	599.246	1.593.573	312.100	1.413.224	501.505	2.152.874

Tab. 97: Survey of countries II¹⁰³¹⁰³ AWMB according to Statistics Austria: Export and Import of Austrian Wine

Product groups	France				Canada			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	2.450	99.277	2.431	89.315	11.043	48.928	2700	13.040
Bottles < 2 L at 1-3 bars	617	1.004	0	0	2.790	13.730	0	0
Qualitätswein white, < 2 L	31.962	240.115	15.111	193.104	25.139	164.964	38.080	225.087
Qualitätswein red, < 2 L	12.272	517.325	6.138	151.886	14.642	75.730	17.391	114.519
Other white wines, < 2 L	1.001	4.326	613	3.799	25.161	121.594	35.694	205.144
Other red wines, < 2 L	2.600	98.406	1.201	96.363	13.078	72.455	69.965	214.732
Prädikatsweine, < 2 L	0	0	2	7	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	6	325	0	0
Qualitätswein red, > 2 L	6	1.327	0	0	0	0	0	0
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	18	32	0	0	0	0	85	2322
Prädikatsweine, > 2 L	0	0	0	0	765	5.190	0	0
Wines total	50.926	961.812	25.496	534.474	92.624	502.916	163.915	774.844
Product groups	Belgium				Denmark			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	7.357	33.698	2.428	7.856	595	6.228	994	6.837
Bottles < 2 L at 1-3 bars	386	1.485	98	460	11	60	323	1.890
Qualitätswein white, < 2 L	59.785	267.821	123.734	557.605	80.291	419.770	83.720	456.192
Qualitätswein red, < 2 L	13.428	85.916	23.290	143.217	151.493	336.973	46.917	170.617
Other white wines, < 2 L	6.493	33.182	21.383	180.308	6.893	63.311	7.155	77.792
Other red wines, < 2 L	7.301	19.040	3.996	10.350	525	2.605	866	9.072
Prädikatsweine, < 2 L	0	0	1	5	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	3308	2977	0	0	0	0
Qualitätswein red, > 2 L	41	89	78	350	318	5.805	0	0
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	5	12	23	58	0	0	0	0
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
Wines total	94.796	441.243	178.339	903.186	318	5.805	139.975	722.400
Product groups	Slovakia				Finland			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	7.566	79.893	5.383	76.450	1.413	13.566	1.233	11.969
Bottles < 2 L at 1-3 bars	87.583	43.917	13.711	53.550	1.006	5.944	491	2617
Qualitätswein white, < 2 L	14.011	81.188	66.472	190.254	35.498	276.212	84.250	527.563
Qualitätswein red, < 2 L	4.168	44.697	369.323	917.107	3.695	33.707	3.785	45.654
Other white wines, < 2 L	61.319	71.419	58.751	70.066	1.749	10.818	1.499	11.955
Other red wines, < 2 L	100.806	121.971	101.862	111.463	454	2.857	0	0
Prädikatsweine, < 2 L	63	936	469	4180	0	0	0	0
Bottles > 2 l at 1-3 bars	11	68	1	2	0	0	0	0
Qualitätswein white, > 2 L	35	57	0	0	0	0	0	0
Qualitätswein red, > 2 L	91.969	80.331	50.689	23.333	0	0	0	0
Other white wines, > 2 L	84.986	88.919	55.785	58.964	0	0	0	0
Other red wines, > 2 L	53.171	24.502	429.381	173.876	0	0	0	0
Prädikatsweine, > 2 L	2	14	0	0	0	0	0	0
Wines total	505.690	637.912	1.151.827	1.679.245	43.815	343.104	91.258	599.758

Tab. 98: Survey of countries III¹⁰⁴¹⁰⁴ AWMB according to Statistics Austria: Export and Import of Austrian Wine

Product groups	Taiwan				Hungary			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	108	134	270	1.031	49.624	152.899	94.350	253.023
Bottles < 2 L at 1-3 bars	153	9.877	1219	7.784	61.460	123.967	39.895	188.264
Qualitätswein white, < 2 L	7.029	104.684	2.339	28.299	6.648	24.009	7.654	43.867
Qualitätswein red, < 2 L	6.378	40.505	1139	4.920	2.649	9.082	49.430	207.095
Other white wines, < 2 L	4.710	74.494	2.200	19.824	1.715	4.562	2.640	16.478
Other red wines, < 2 L	9.483	95.591	2.500	16.157	683	2.560	6.869	32.825
Prädikatsweine, < 2 L	0	0	0	0	167	1.333	9327	51969
Bottles > 2 l at 1-3 bars	0	0	0	0	5	35	54	88
Qualitätswein white, > 2 L	0	0	0	0	0	0	0	0
Qualitätswein red, > 2 L	0	0	0	0	74.628	53.815	55.317	39.911
Other white wines, > 2 L	0	0	0	0	0	0	0	0
Other red wines, > 2 L	564	13.114	328	2.993	0	0	353357	137630
Prädikatsweine, > 2 L	0	0	0	0	0	0	0	0
Wines total	28.425	338.399	9.995	81.008	197.579	372.262	618.893	971.150
Product groups	Russia				Poland			
	2007		2008		2007		2008	
	Liter	€	Liter	€	Liter	€	Liter	€
Sparkling wines	22.511	70.662	2.259	14.890	437	3.138	1.086	11.146
Bottles < 2 L at 1-3 bars	0	0	0	0	2.263	16.283	12501	60513
Qualitätswein white, < 2 L	8.574	65.100	40.449	195.196	16.592	93.415	18.824	115.546
Qualitätswein red, < 2 L	5.438	29.797	31.531	180.167	19.572	76.258	27.066	165.387
Other white wines, < 2 L	1.585	44.436	3.565	26.885	564	1.560	632	3.712
Other red wines, < 2 L	2.621	113.523	1698	81.183	211.663	587.156	193.546	539.604
Prädikatsweine, < 2 L	18	159	42	5.312	19	77	1621	12007
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	0	0	144	2.644	1.155	1.732	834	1251
Other white wines, > 2 L	0	0	0	0	200.493	90.832	120334	68067
Other red wines, > 2 L	0	0	0	0	21.772	10.381	6065	2729
Prädikatsweine, > 2 L	203	2.441	175	2126	0	0	0	0
Wines total	40.950	326.118	79.863	508.403	474.530	880.832	382.509	979.962

Tab. 99: Survey of countries IV¹⁰⁵¹⁰⁵ AWMB according to Statistics Austria: Export and Import of Austrian Wine

4 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 aims 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.

<div>  AUSTRIAN WINE </div> <div> AUSTRIAN WINE MARKETING BOARD Prinz-Eugen-Straße 34 1040 Vienna Austria T +43 (1) 5039267 F +43 (1) 5039268 info@austrianwine.com www.austrianwine.com </div>					
Managing Director: Wilhelm Klinger					
Austria	Organisation / Controlling	PR / Media	Events/ Project Management	Gastronomy / Sponsoring	Internet / EDV / HRM
Foreign focus markets:	America, Japan, South- and Western Europa	Switzerland, Great Britain, Netherlands	Skandinavia	Germany	Central and Eastern Europe, Asia
Management	Wilhelm Klinger	Susanne Staggl	Barbara Arbeithuber	Gerhard Elze	Christian Dworan
Assistants	Sandra Auernigg Stefanie Lobner Peter Kramar (Graphic design) Daniela Pilwachs (Accounting)	Anja Mylius Andrea Krautstoffl (Senior Assistant)	Karina Skurnik Bettina Skorepa	Claudia Blau (Senior Assistant) Sandra Dietzl Sandra Milovanovic	Sonja Prem Stefanie Krompass Julia Steinwender

ÖWI HANDELS GmbH Josef-Hafner-Straße 4 2100 Korneuburg T+43 (2262) 62546 F +43 (2262) 62546-9 info@oewi.at www.shop.oewi.at	
Managing Director: Wilhelm Klinger	
Advertising Materials, Sales, Logistics, Shipping	
Management	Josef Dienst
Assistants	Marie Pink, Franz Rattig, Simone Rupp, Franz Vock, Martin Reiskopf

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