

7 ELEMENTS

# INTRODUCTION TO AUSTRIAN WINE



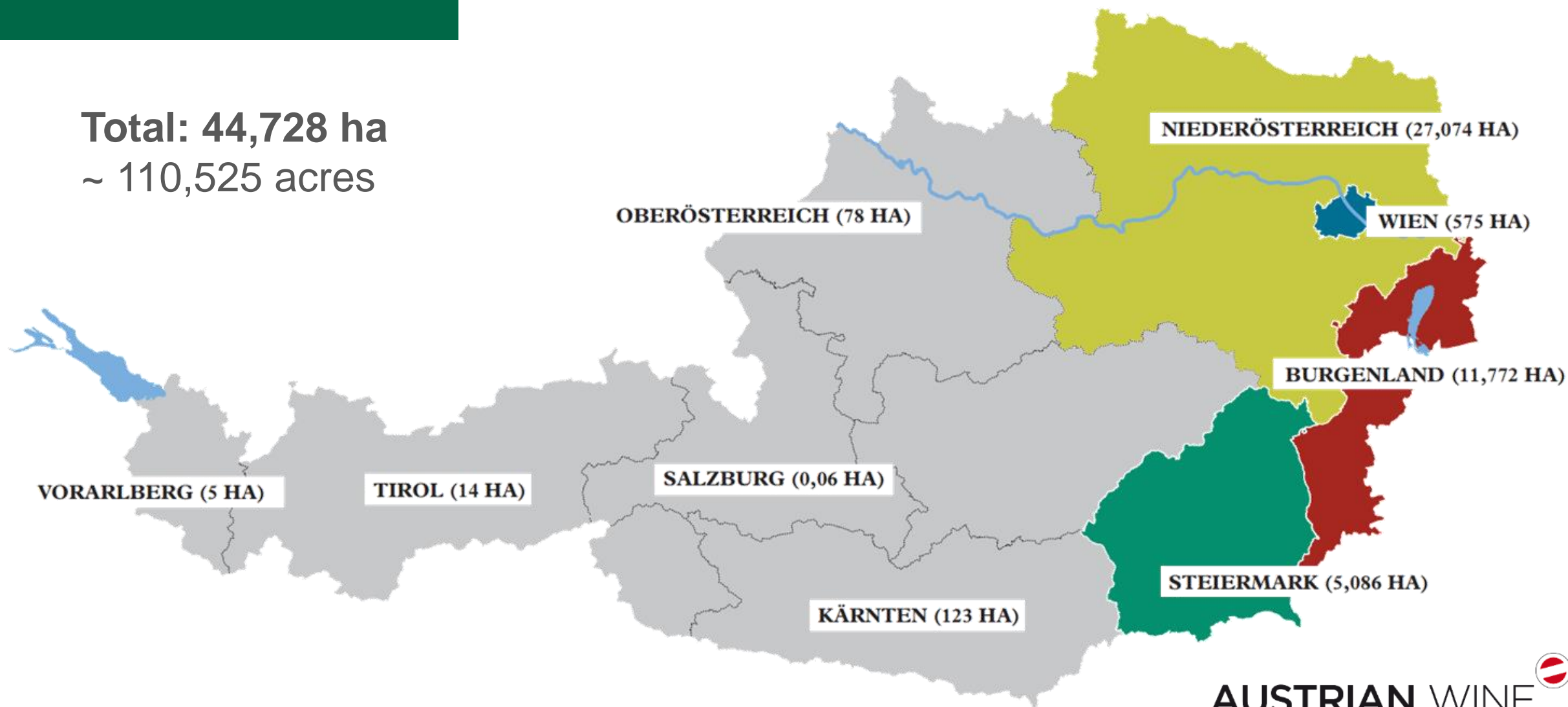
# SEVEN ELEMENTS

## Key Facts



# AUSTRIAN VINEYARD AREA IN 2022

**Total: 44,728 ha**  
~ 110,525 acres



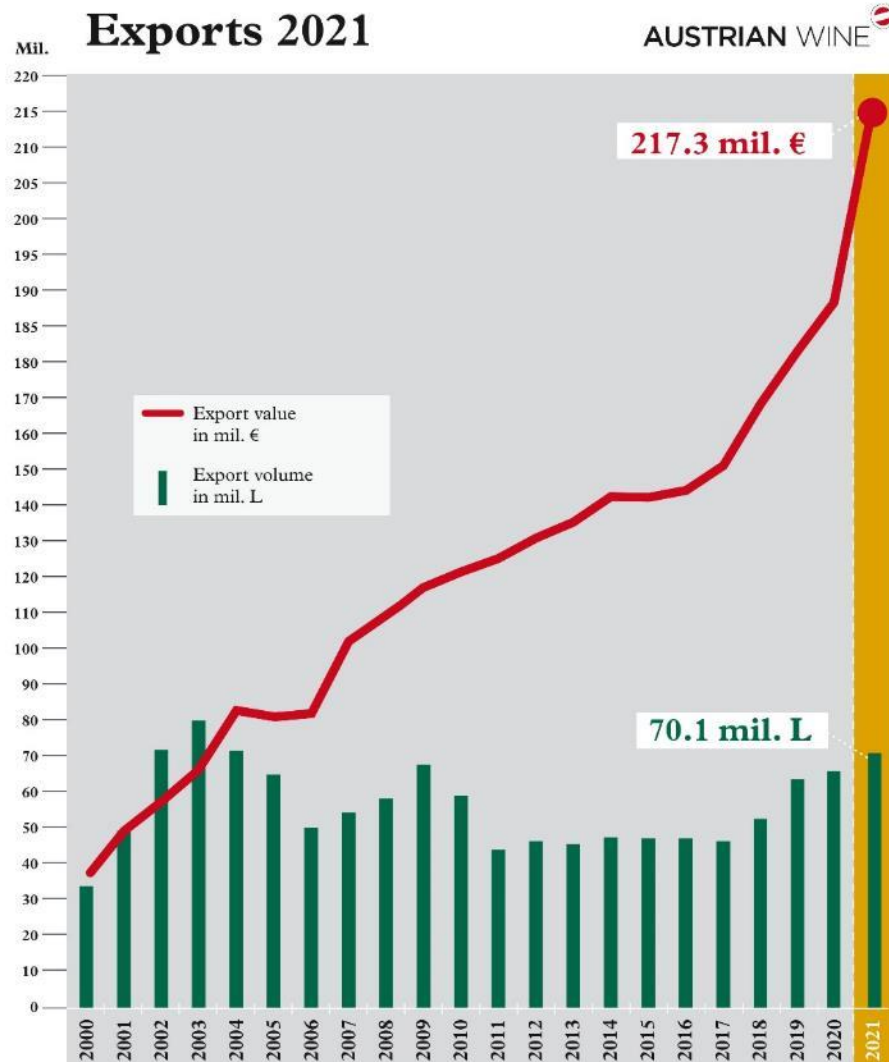
**AUSTRIAN WINE** 

## BASIC FACTS

- Production: 240 million litres
- Consumption: 240 million litres
- Import: 70 million litres
- Export: 70 million litres



# AUSTRIA'S BOOMING WINE EXPORTS



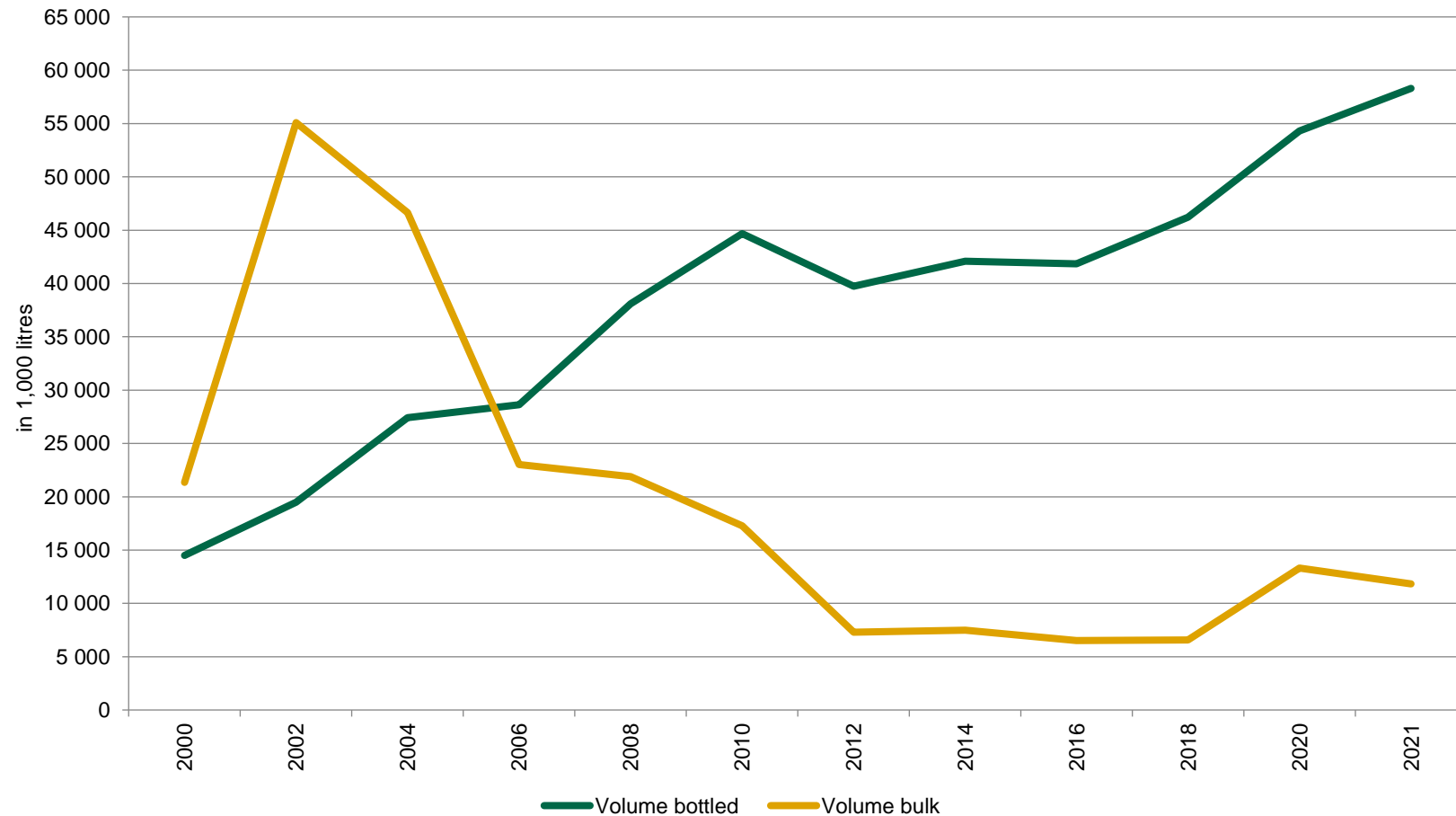
**Value: € 217.3 million**

**Volume: 70.1 million litres**

**Ø Price: 3.09 Euro/litre**

Source: Statistics Austria, final export figures I-XII 2021 (as of June 2022).  
The data capture method used by Statistics Austria also includes re-exports of non-Austrian wine.  
1995 no data available.

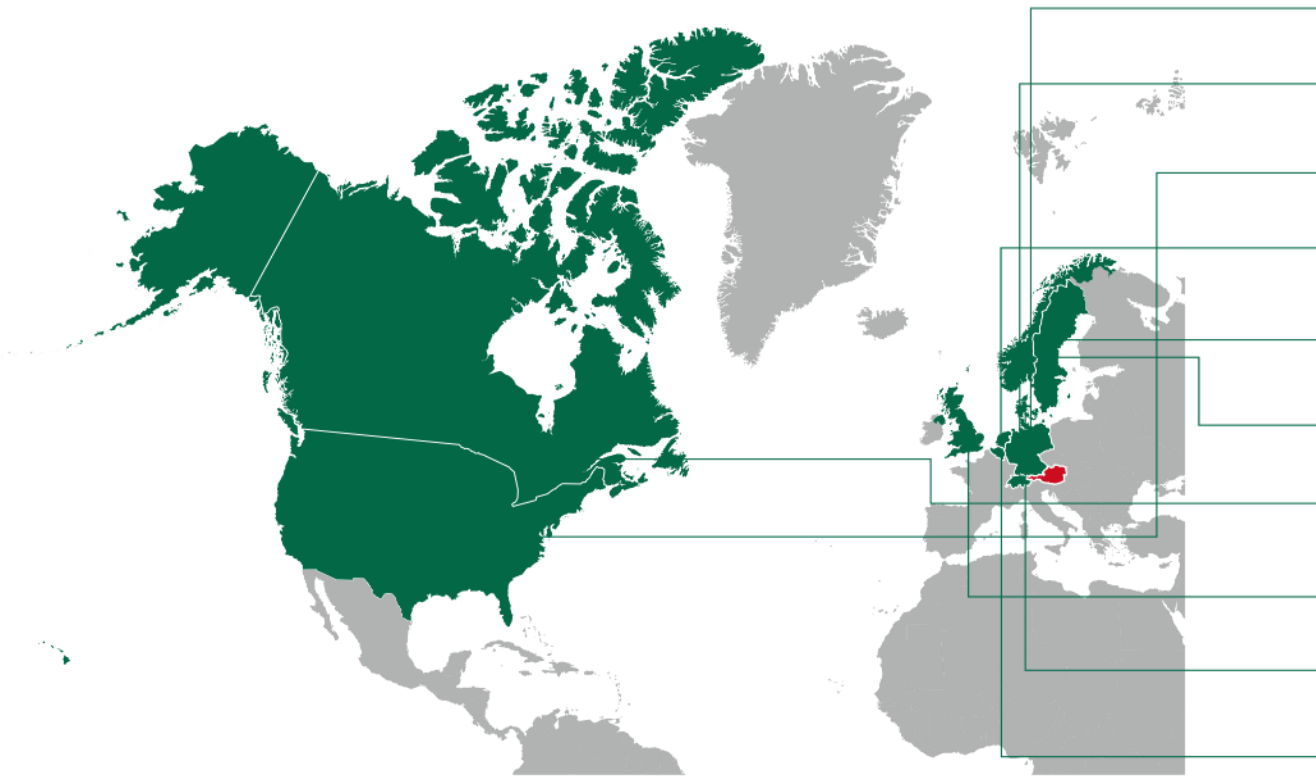
# AUSTRIAN WINE EXPORTS: BOTTLE VS. BULK





# AUSTRIA'S TOP 10 EXPORT MARKETS

## REVENUE



1. Germany **43.7 %**
2. Switzerland **10.8 %**
3. USA **8.7 %**
4. Netherlands **8.3 %**
5. Sweden **4.1 %**
6. Norway **3.5 %**
7. Canada **3.4 %**
8. United Kingdom **2.6 %**
9. Denmark **1.6 %**
10. Belgium **1.4 %**

# AUSTRIA'S TOP 10 EXPORT MARKETS

## REVENUE

Top Export Countries I-XII 2021						
in 1,000 L/€		Litres	Euro	price/litre	diff. PY L in %	diff. PY € in %
1	Germany	42,144	94,950	2.25	-1.1	9.8
2	Switzerland	4,541	23,545	5.19	6.0	16.1
3	USA	3,767	18,908	5.02	18.9	23.1
4	Netherlands	5,869	17,946	3.06	11.4	16.7
5	Sweden	1,638	8,810	5.38	5.9	2.1
6	Norway	1,520	7,533	4.96	2.5	16.2
7	Canada	1,056	7,321	6.93	61.7	65.3
8	United Kingdom	1,218	5,679	4.66	2.0	18.0
9	Denmark	647	3,537	5.47	21.3	6.7
10	Belgium	512	3,075	6.01	27.8	30.2
<b>Total</b>		<b>70,139</b>	<b>217,261</b>	<b>3.10</b>	<b>3.7</b>	<b>16.0</b>





**1. THE CLIMATE**

**2. THE LAND**

**3. THE GRAPES**

**4. THE CULTURE**

**5. NATURE**

**6. VALUE FOR MONEY**

**7. THE TASTE**





**1. THE CLIMATE**

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3. THE GRAPES

4. THE CULTURE

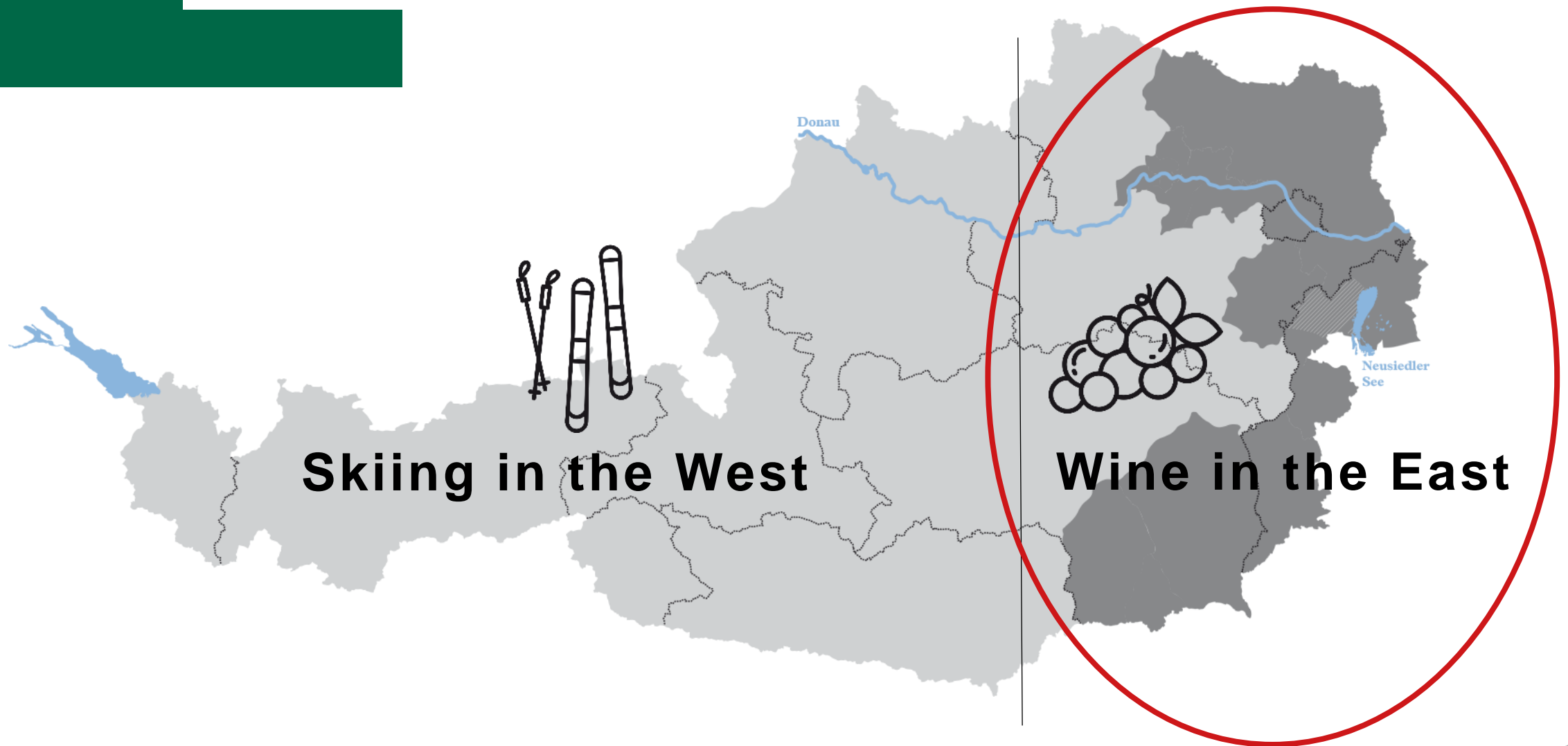
5. NATURE

6. VALUE FOR MONEY

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# THE TENSION OF OPPOSITES





UNITED  
KINGDOM

NETHERLANDS

POLAND

BELGIUM

GERMANY

CZECH REPUBLIC

**REIMS**

**48°**

SLOVAKIA

**VIENNA**

HUNGARY

**47°**

**BEAUNE**

SWITZERLAND

SLOVENIA

FRANCE

CROATIA

BOSNIA AND  
HERZEGOVINA

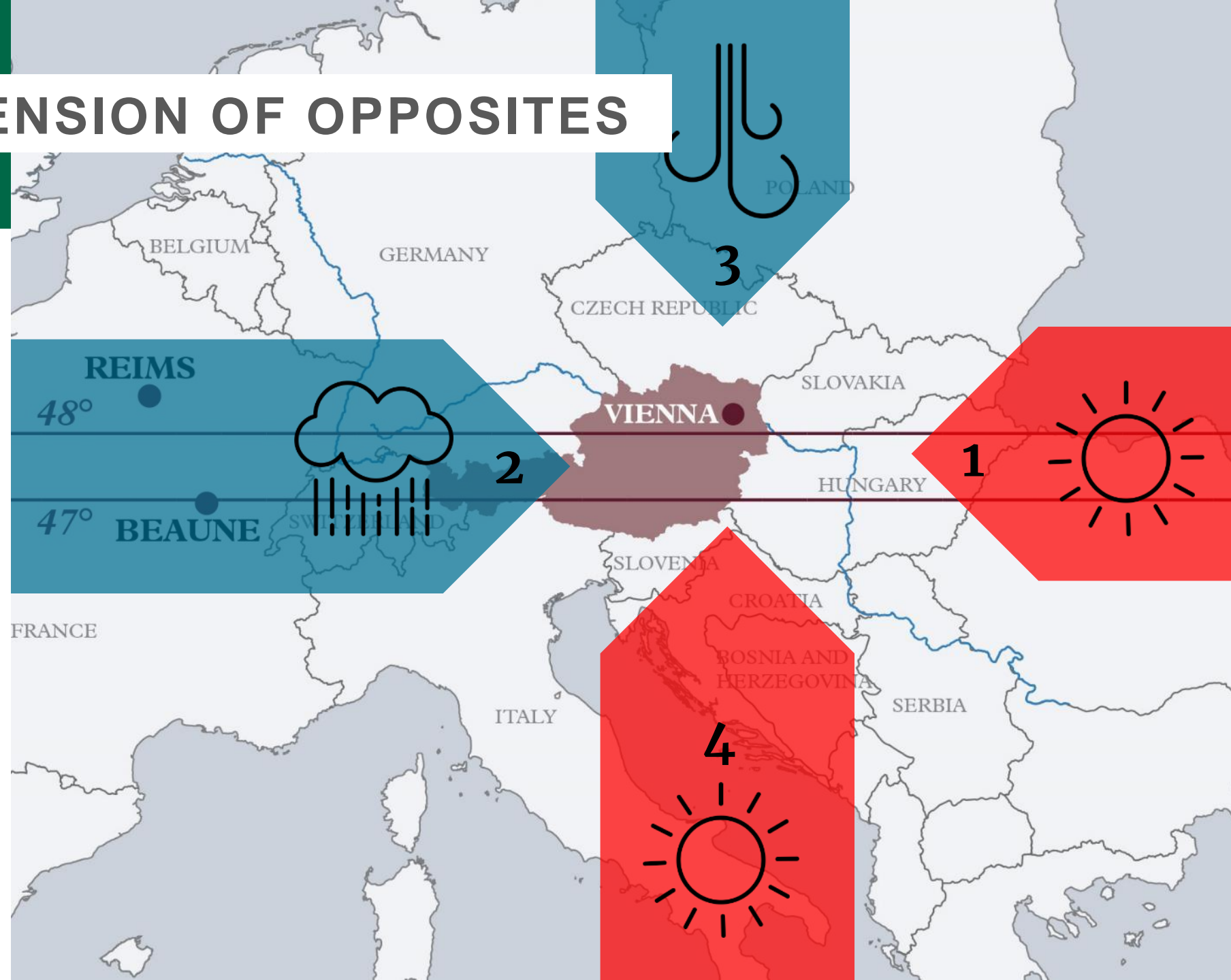
SERBIA

ITALY

SPAIN



# THE TENSION OF OPPOSITES



1. Continental Pannonian climate
2. Moderate atlantic climate
3. Cool air from the north
4. Illyrian Mediterranean climate

# AUSTRIA IS STILL A COOL CLIMATE WINE-GROWING COUNTRY, BUT...

- +2°C average temperature since 1980
- Hotter summers, less snow in winter, receding glaciers
- Danger: drought, floods, hail, mudslides, late frost (2016) ...
- Diseases: pests survive the winter much easier nowadays
- Higher altitude vineyards gain interest
- Resistant grape varieties gain interest





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# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Gravel



Silt & sand



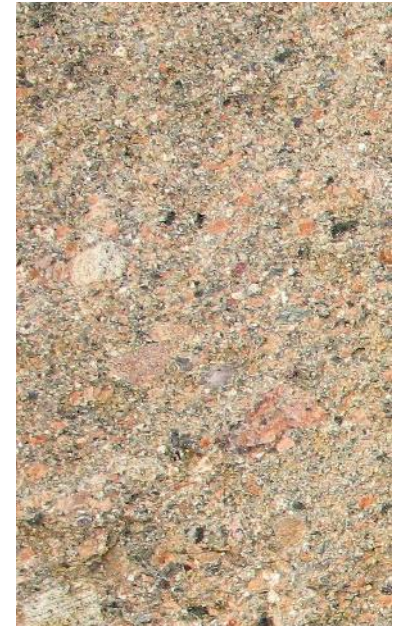
Volcanic tuffs



Loess



Crystalline gneiss



Conglomerate



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS





# BEAUTIFUL LANDSCAPE – DEMANDING SOILS

Loess in the Weinviertel  
© Austrian Wine





# BEAUTIFUL LANDSCAPE – DEMANDING SOILS





# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Südsteiermark  
© Austrian Wine / Anna Stöcher



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Wien (Vienna)  
© Austrian Wine / Gerhard Elze





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# DOMESTIC AS WELL AS INTERNATIONAL

## **Ideal terroirs for international varieties**

Riesling | Sauvignon Blanc | Muskateller | Pinot Blanc | Chardonnay |  
Pinot Noir | Cabernet | Merlot etc.

## **Special autochthonous varieties**

Grüner Veltliner | Zierfandler | Rotgipfler | Neuburger | Roter Veltliner |  
Zweigelt | Blaufränkisch | St. Laurent | Blauer Wildbacher etc.



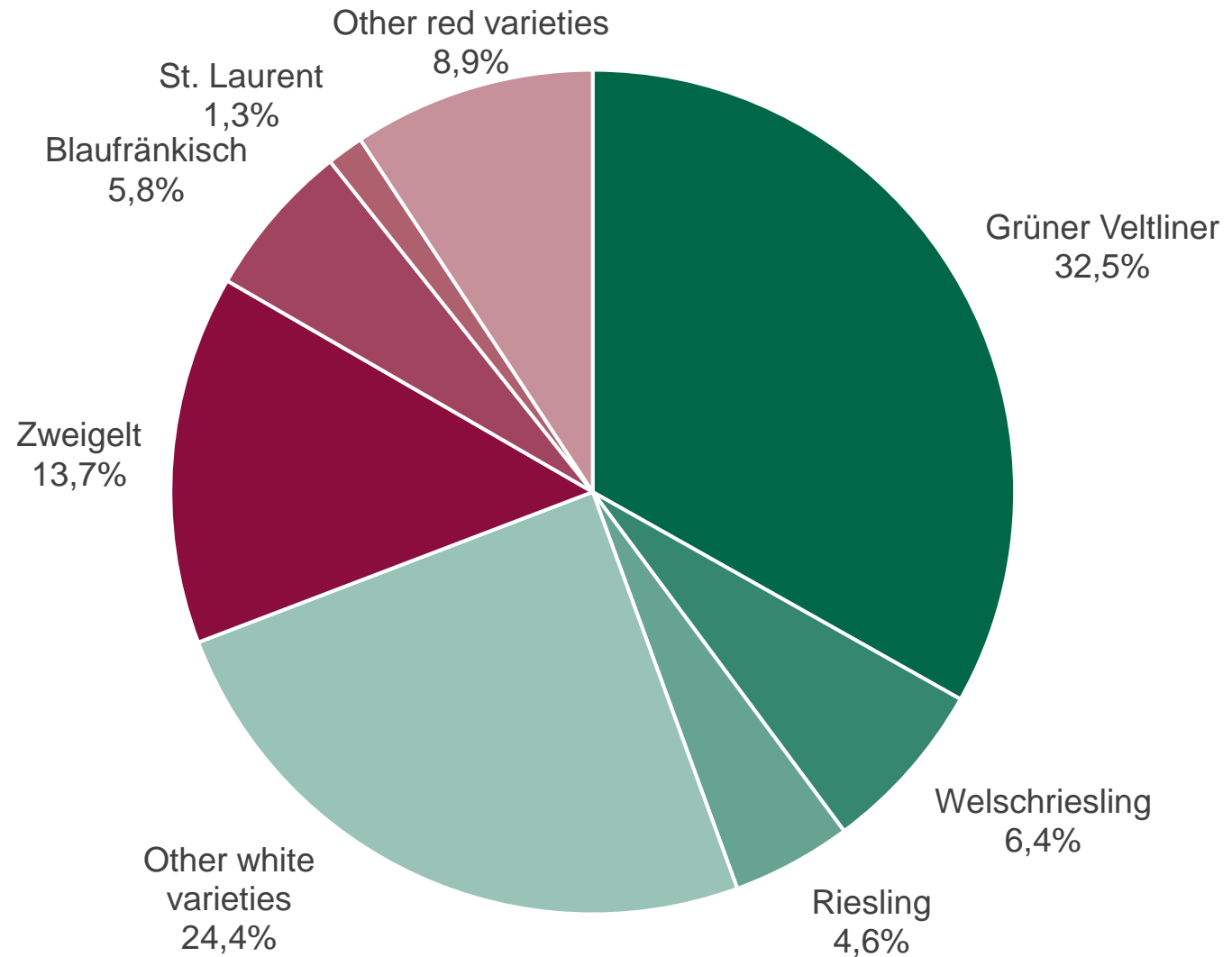
# FUNGUS RESISTANT VARIETIES (PIWI)

- |                                       |    |
|---------------------------------------|----|
| ■ Roesler                             | QW |
| ■ Rathay                              | QW |
| ■ Blütenmuskateller                   | QW |
| ■ Muscaris                            | QW |
| ■ Sauvignier Gris                     | QW |
| ■ Donauriesling, Donauveltliner       |    |
| ■ Bronner, Cabernet Blanc, Johanniter |    |
| ■ Cabernet Jura, Pinot Nova, Regent   |    |

PI = Pilz = fungus, WI = widerstandsfähig = resistant

# DISTRIBUTION OF PLANTED GRAPE VARIETIES

- **40** varieties eligible for **Qualitätswein** (quality wine)
- thereof 5 partially fungal resistant varieties



**AUSTRIAN WINE** 



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# GREAT TRADITION MEETS YOUNG ROOKIES



Traditional Kellergasse



# GREAT TRADITION MEETS YOUNG ROOKIES



Domäne Wachau in the Wachau  
© Austrian Wine / Herbert Lehmann



# GREAT TRADITION MEETS YOUNG ROOKIES



Göttweig Abbey in Kremstal  
© Austrian Wine / Himml

# GREAT TRADITION MEETS YOUNG ROOKIES



Weingut Esterházy in Leithaberg  
© Austrian Wine / Esterhazy



# GREAT TRADITION MEETS YOUNG ROOKIES



The Loisium in Kamptal  
© Austrian Wine / Johannes Brunnbauer



# GREAT TRADITION MEETS YOUNG ROOKIES





# STRUCTURE OF WINE ESTATES

Austria	Australia
approx. 44,500 ha	approx. 146,000 ha
approx. 6,000 wine producers	approx. 2,000 wine producers







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# ENVIRONMENTAL CONSCIOUSNESS

- Austria's agricultural sector 27% organic
- Organic vineyard share rose from 3% to 15,3% (6.976 hectares based on INVEKOS) within 15 years – thereof almost one fifth (1,433 hectares) farmed biodynamically
- 873 organic winegrowers
- 19.7% (8.808 ha) of vineyards are certified sustainable (Sustainable Austria)
- Maximum yield 10,000 kg/ha
- Hand harvest still dominant

# PERFORMANCE WITH AWARENESS



The „Sustainable Austria“ certification programme regulates the use of the term „sustainability“ in Austrian winemaking.



Wines made organically or biodynamically can be identified by the green EU organic logo with the code number of the certification body.





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**AUSTRIAN WINE** 

# THE GREATEST VALUES IN FINE WINE

- Austria leaves the lowest entry level
- Not cheap but excellent value for money
- Top wines from 10 – 20 €
- World class available from 30 €
  - California, Burgundy, etc.: from 120 €





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# IDEAL MATCH FROM SCHNITZEL TO SUSHI



**EVERYWHERE AT HOME!**



# ORIGIN MARKETING



# EU WINE CATEGORIES

- **Wine** without Geographic Indications
- **Wine** with **P**rotected **G**eographic **I**ndication
- **Wine** with **P**rotected **D**esignation of **O**origin





# AUSTRIAN NATIONAL WINE LAW

**1. Wein**

**2. Landwein (PGI)**

**3. Qualitätswein (PDO)**

# PRODUCTION AREA „WEIN AUS ÖSTERREICH“





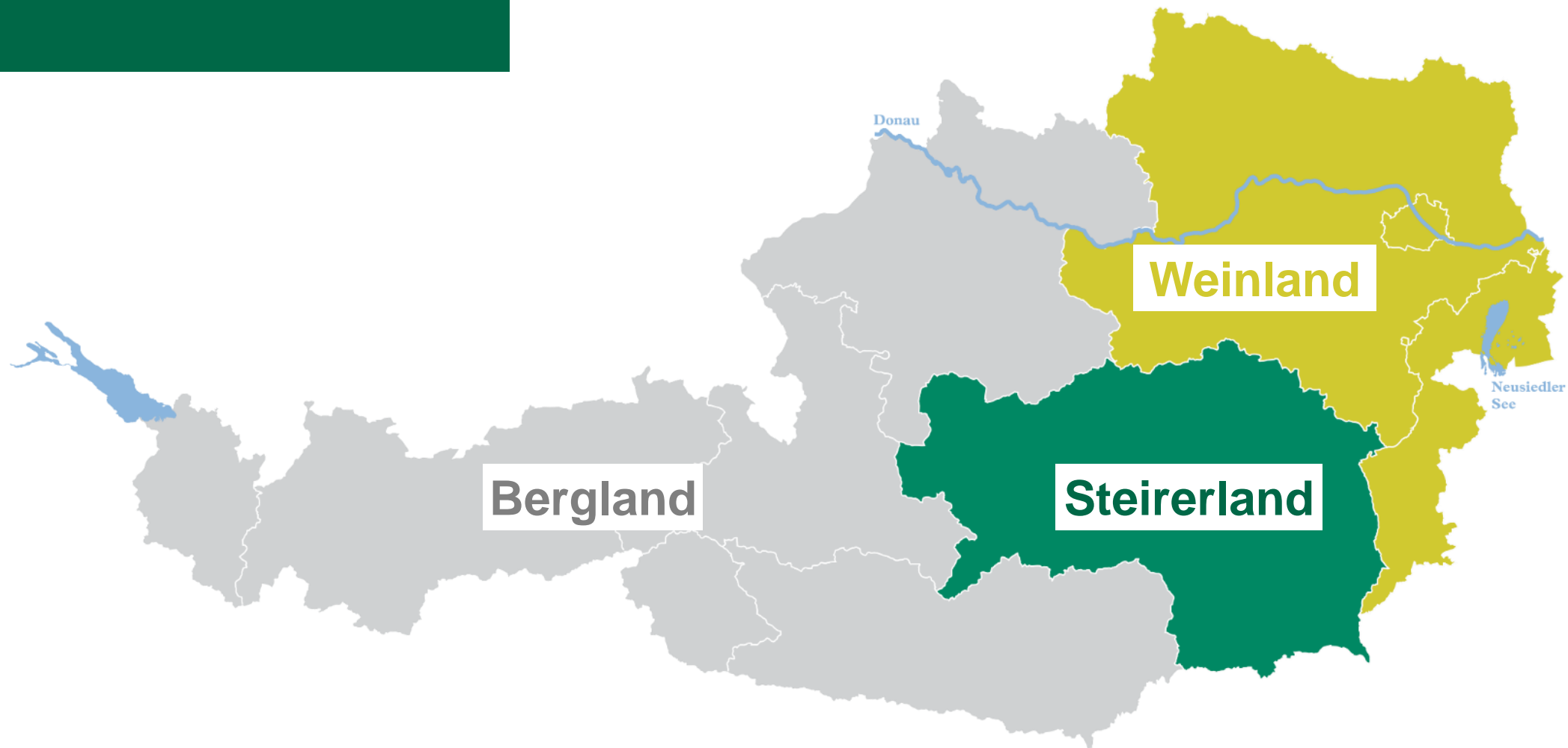
# AUSTRIAN NATIONAL WINE LAW

1. Wein

2. Landwein (PGI)

3. Qualitätswein (PDO)

# PRODUCTION AREA „LANDWEIN“





# AUSTRIAN NATIONAL WINE LAW

1. Wein

2. Landwein (PGI)

3. Qualitätswein (PDO)

# QUALITÄTSWEIN WITH REGISTERED PRODUCER NUMBER



Estate bottlings with quality seal on capsules



# SUCCESSFUL BRANDING



AUSTRIAN WINE 

# QUALITÄTSWEIN



## Qualitätswein (PDO)

Qualitätswein from **generic** regions

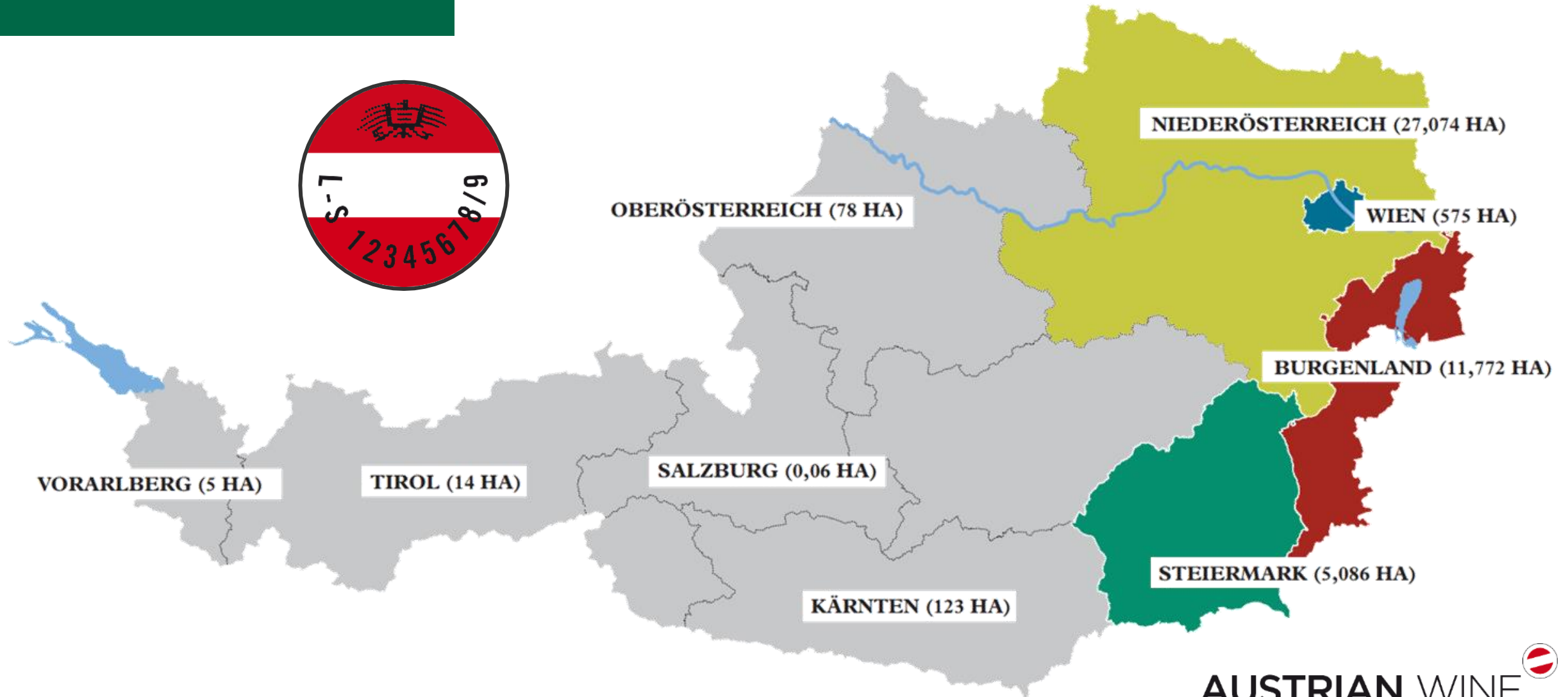
Qualitätswein from **specific** regions



# QUALITÄTSWEIN

- Grapes harvested in a single winegrowing region
- From grape varieties, approved for Qualitätswein
- Minimum must weight 15 °KMW
- Federal Inspection Number after sensorial examination
- Min. alcohol 9.0%
- Total acidity min. 4 g/l
- Maximum yield 10,000 kg grapes/ha
- Free of defects in appearance, smell and flavour

# QUALITÄTSWEIN FROM 9 GENERIC REGIONS = FEDERAL STATES





# QUALITÄTSWEIN NIEDERÖSTERREICH



- White
- Red
- Rosé
- Sweet wines
- Sekt Austria
- Alternative wines ?

# QUALITÄTSWEIN



## Qualitätswein (PDO)

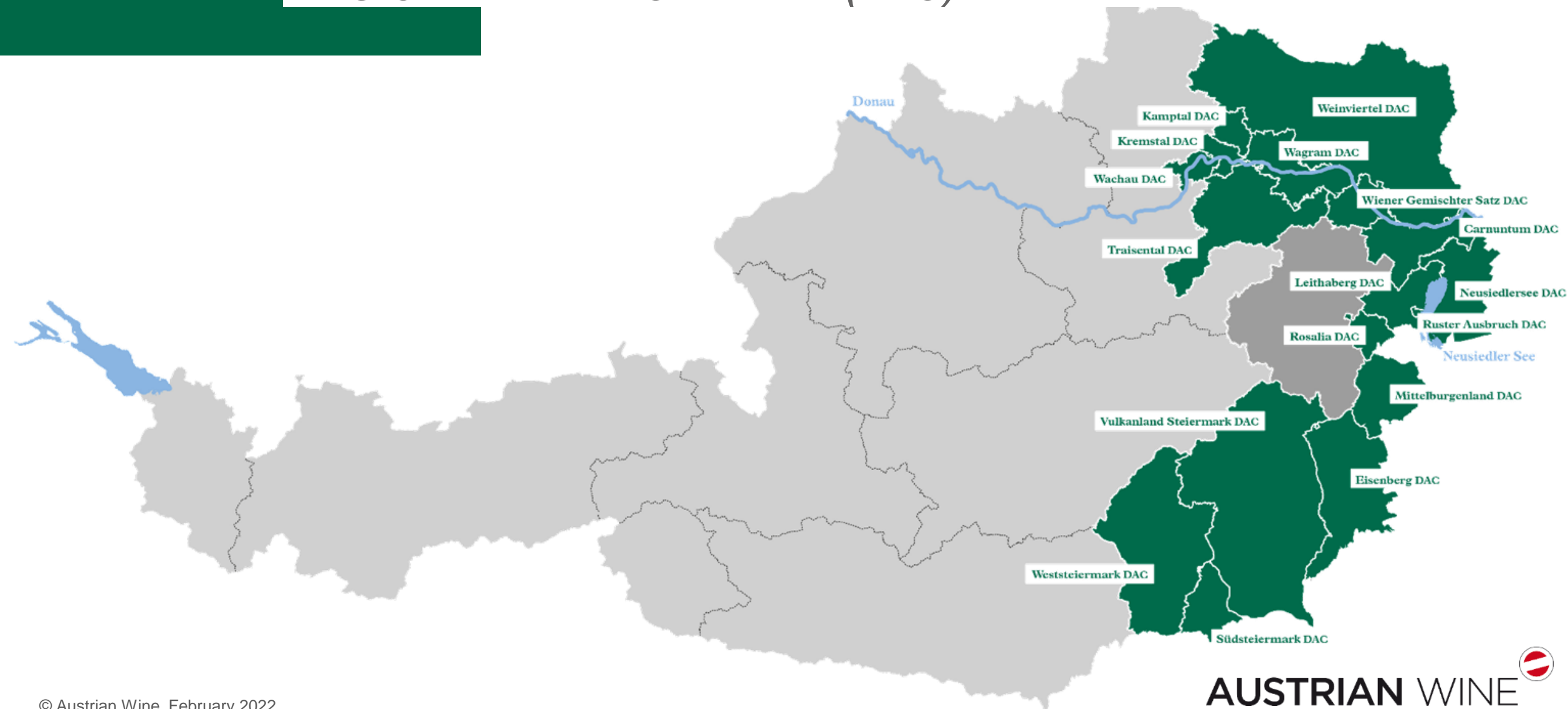
Qualitätswein from **generic** regions

Qualitätswein from **specific** regions

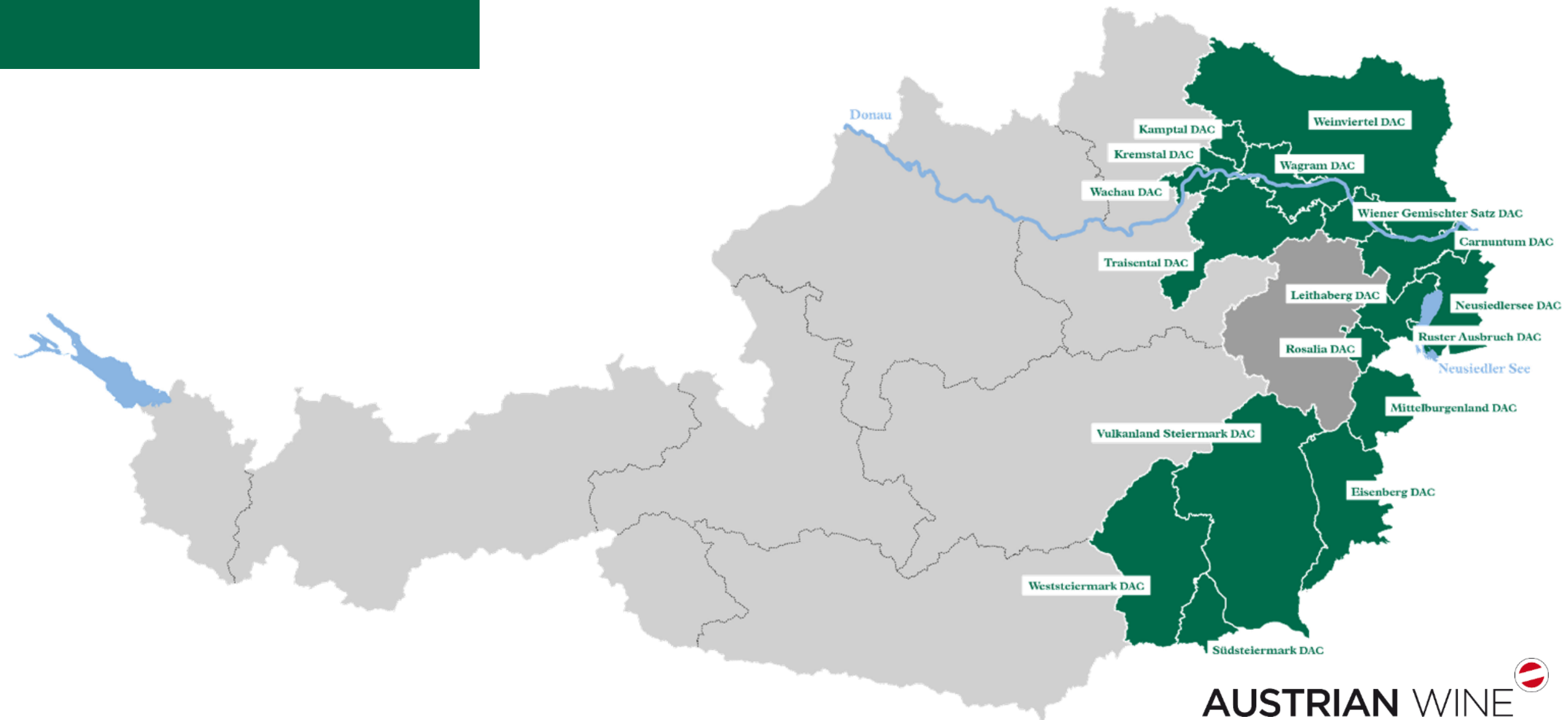


# AUSTRIAN WINEGROWING REGIONS

*AND THEIR PROTECTED DESIGNATIONS OF ORIGIN FOR REGIONALLY TYPICAL WINE (DAC)*



# FROM VINTAGE 2022: 17 DAC ORIGINS

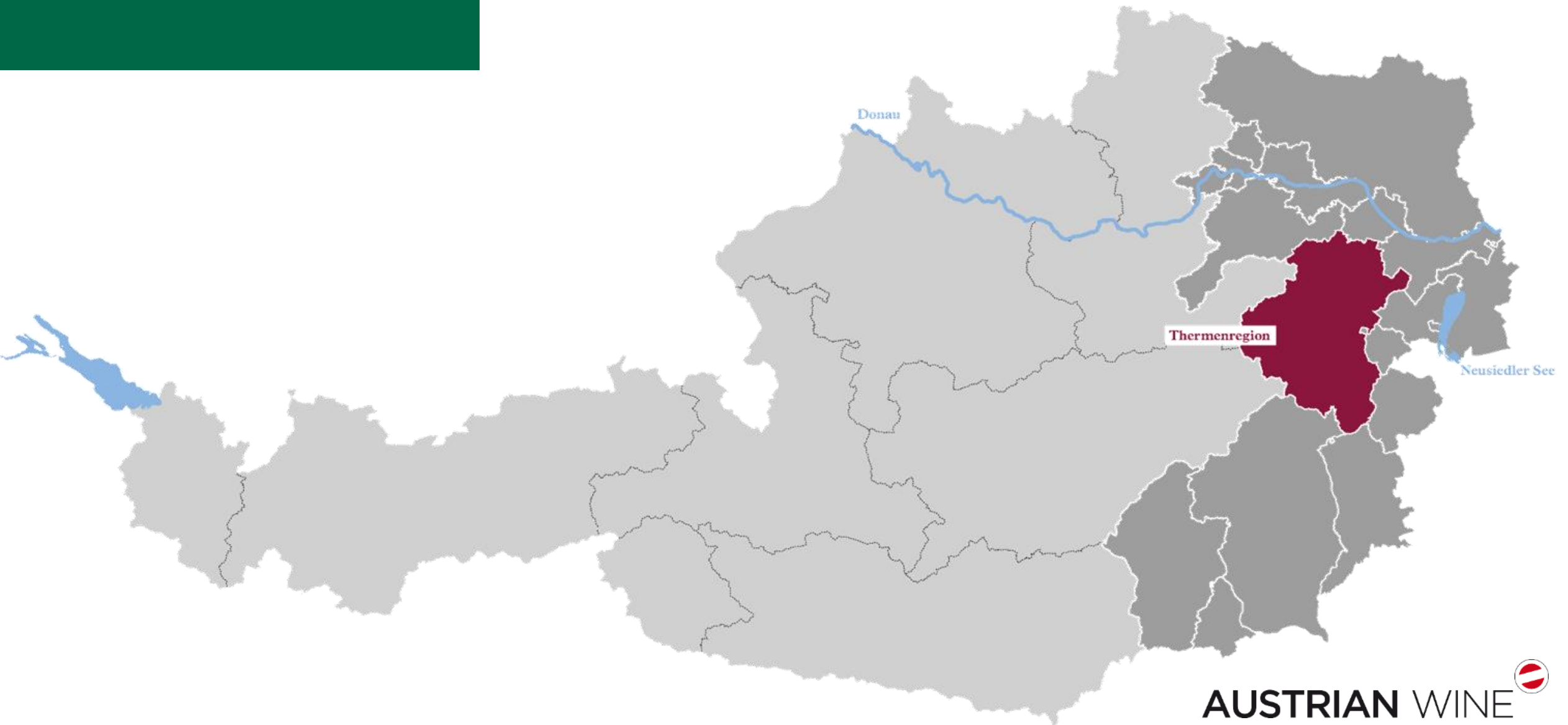


# DAC: DISTRICTUS AUSTRIAE CONTROLLATUS

- Qualitätswein from specific regions
- Focus on the most representative grape varieties & styles
- Distinctive flavour profile
- Developed and established by Regional Wine Committees → National Wine Committee → Agricultural Ministry

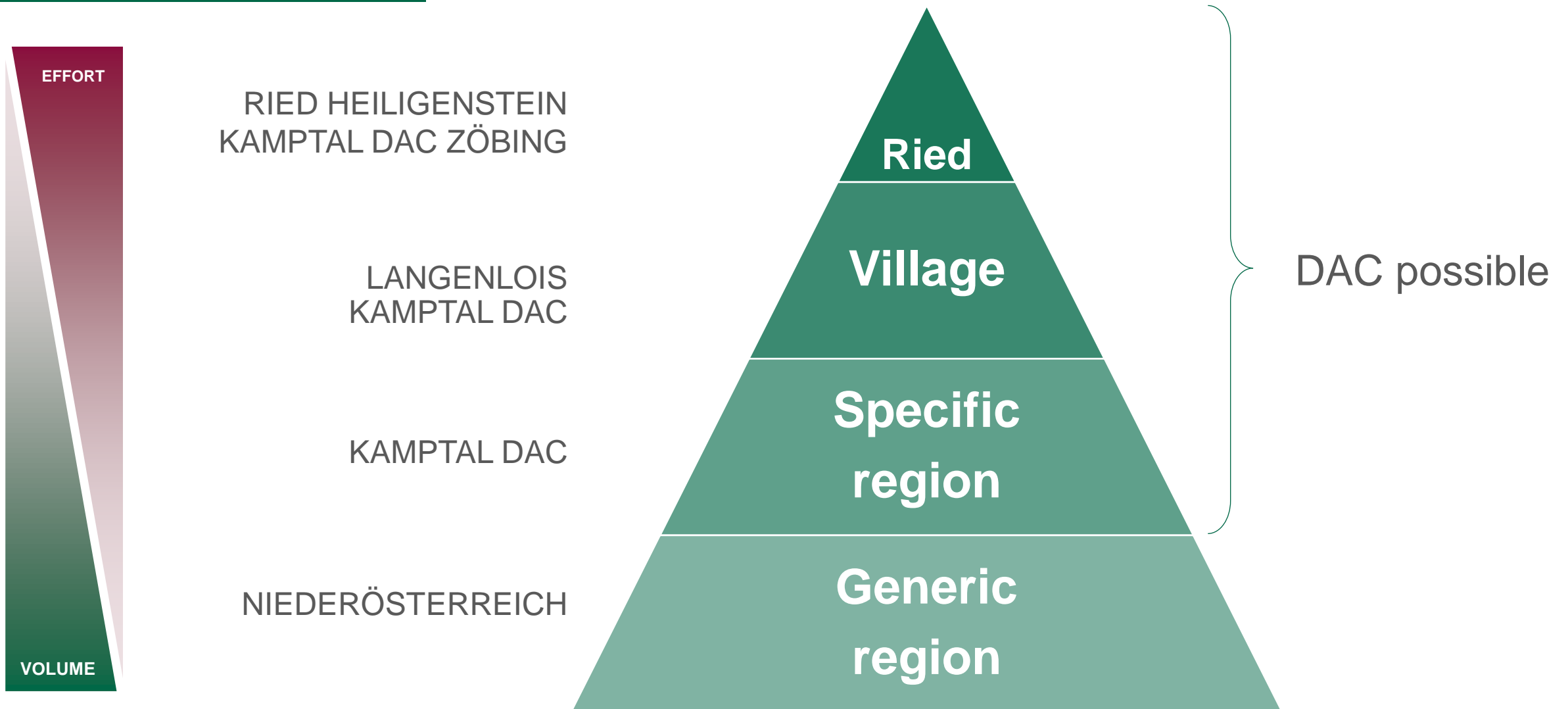


# AUSTRIAS REMAINING REGION WITHOUT DAC



AUSTRIAN WINE 

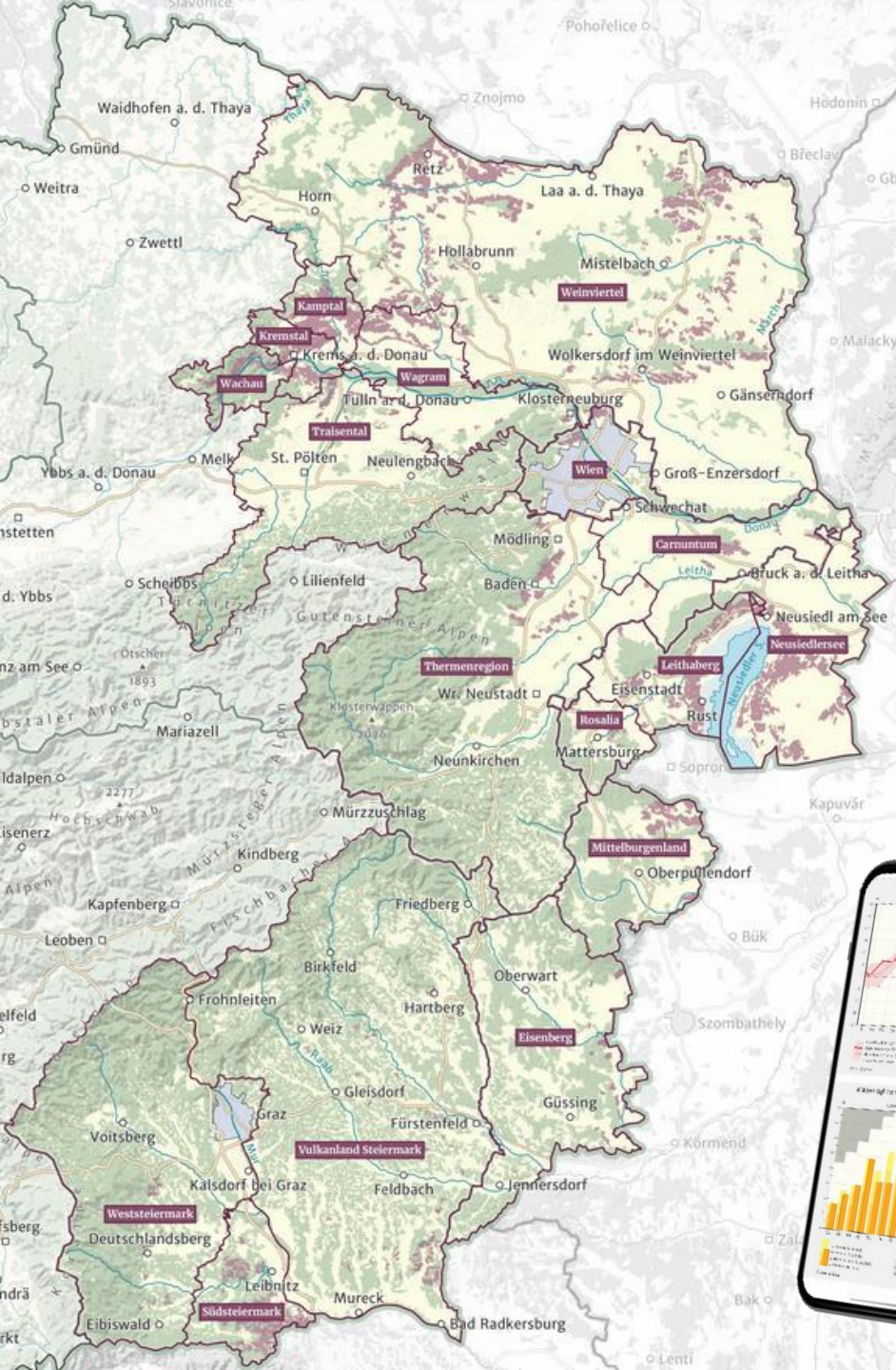
# WINE HIERARCHY & PRICE PYRAMID



# OFFICIAL VINEYARD MAPPING

- 2018 – 2021: Legal definition/mapping of all Austrian vineyards, municipality by municipality
- All single vineyard wines must carry the word “Ried” ahead of the name of the single vineyard
- No official vineyard classification so far
- Definition of all villages that can appear on a label for “*villages*” wine (Ortswein)
- Austrianvineyards.com: world’s first digital wine atlas on a legal basis covering an entire wine-producing country

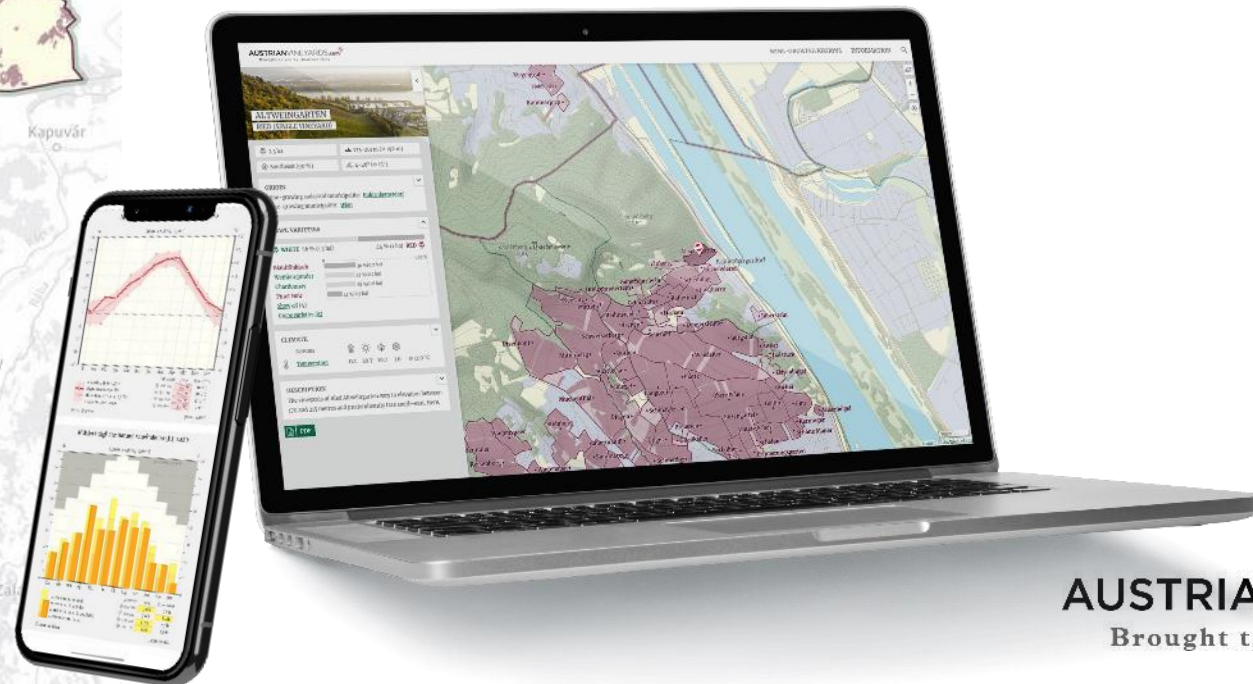




# DISCOVER THE ORIGIN OF AUSTRIAN WINES

**Austrianvineyards.com**

details of all levels of origin are portrayed with  
unprecedented transparency – from Austria as a  
winegrowing nation to individual vineyards (Rieden).



**AUSTRIANVINEYARDS.com**  
Brought to you by *Austrian Wine*



# AUSTRIANVINEYARDS.COM: AUSTRIA'S FIRST DIGITAL ATLAS OF WINE ORIGINS

**AUSTRIAN VINEYARDS**  
Brought to you by *Austrian Wine*

WINEGROWING REGIONS

INFORMATION





# FROM THE WINEGROWING COUNTRY AUSTRIA ...

AUSTRIANVINEYARDS.com  
Brought to you by Austrian Wine

WINE-GROWING REGIONS INFORMATION



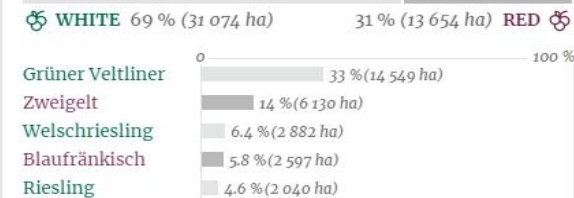
ÖSTERREICH  
WINE-GROWING COUNTRY

44 728 ha (1.9 % terraced) 115-1002 m

## ORIGIN

[Origin pyramid](#)

## GRAPE VARIETIES



[Show all \(43\)](#)

[Grape varieties list](#)

## DESCRIPTION

Today, Austrian wines are enjoyed the world over, as much by wine connoisseurs as they are by industry experts. With

[PDF](#)





# ... TO ORTSWEIN ORIGINS ...



326 ha

170–276 m

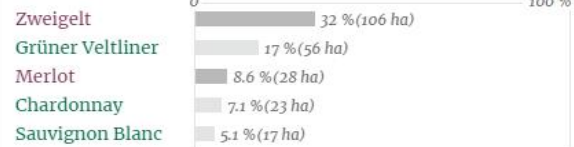
## ORIGIN

Specific wine-growing region/DAC: [Carnuntum](#)

Generic wine-growing region: [Niederösterreich](#)

## GRAPE VARIETIES

WHITE 43 % (140 ha) 57 % (186 ha) RED



[Show all \(30\)](#)

[Grape varieties list](#)

## CLIMATE

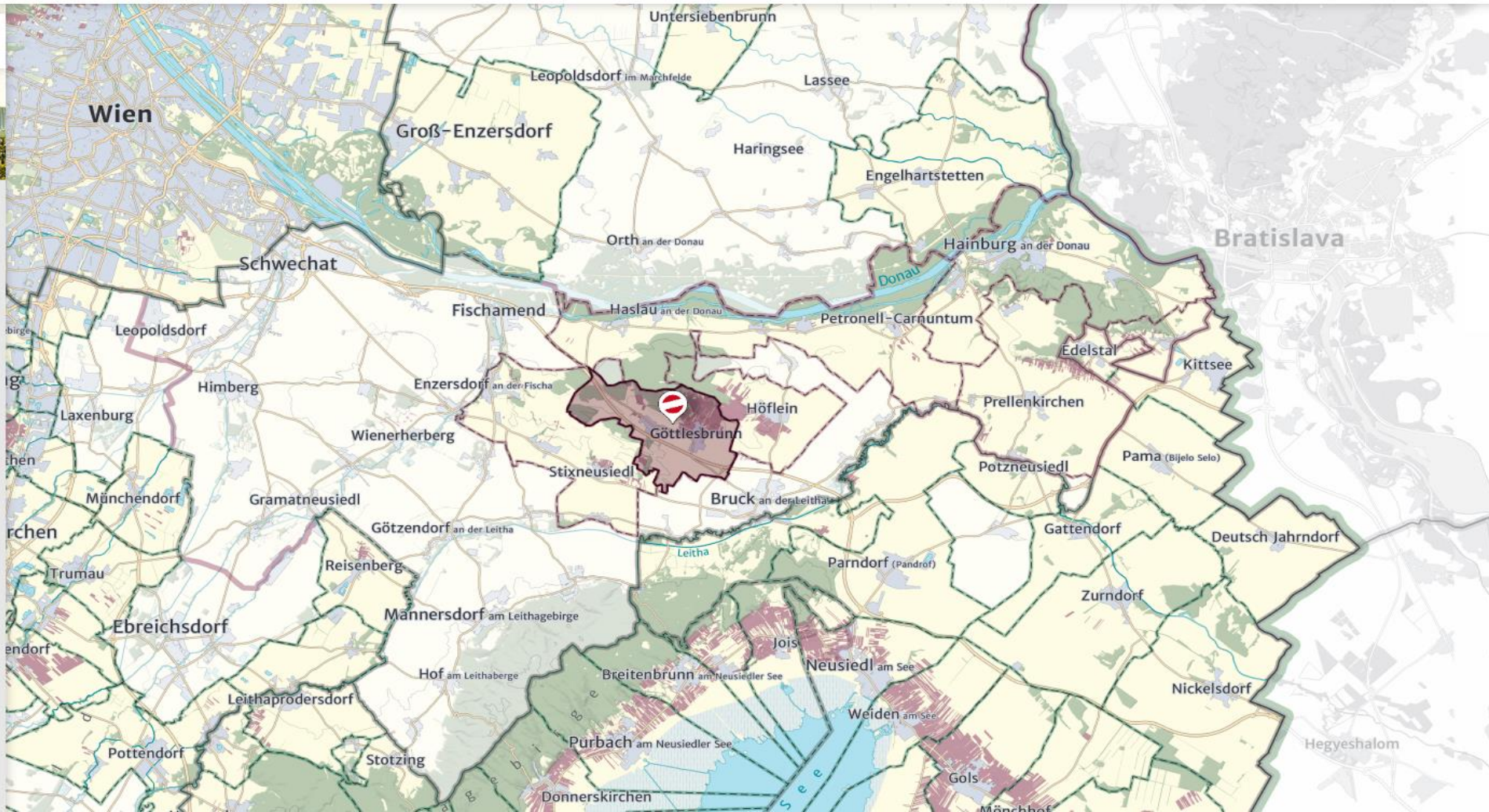
Seasons



11.0 21.0 11.0 1.4 ≈11.1°C



[Temperature](#)





# ... UP TO THE SINGLE VINEYARD (“RIED”)



## WIEGE

### RIED (SINGLE VINEYARD)

1.4 ha    264–321 m (± 293 m)  
Southeast (76 %)    5–20° (± 14°)

#### ORIGIN

Wine-growing cadastral municipality: [Gumpoldskirchen](#)

Wine-growing municipality: [Gumpoldskirchen](#)

#### GRAPE VARIETIES

WHITE 100 % (1.4 ha)

Zierfandler

[Show all \(1\)](#)

[Grape varieties list](#)

#### CLIMATE

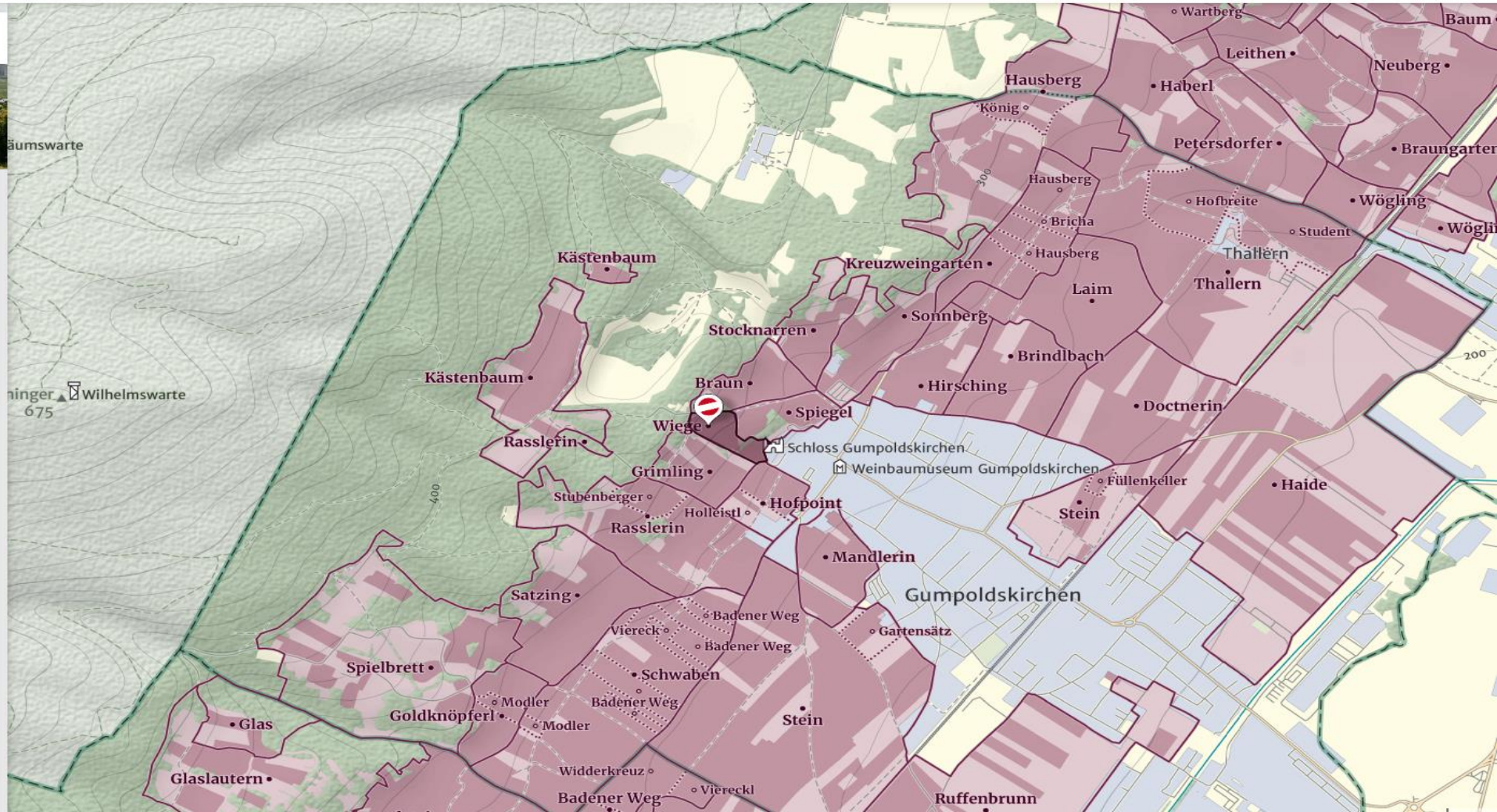
Seasons



10.3    21.5    11.1    2.9    ±11.4 °C

#### DESCRIPTION

Located to the immediate north-west of the village, Ried Wiege is situated between Ried Spiegel and Ried Grimling. To







There is simply no other place on earth where the refreshing wines are so concentrated, or where opulent wines exhibit such grace.

“



**FOLLOW US**

**IF YOU LIKE AUSTRIAN WINE AS MUCH AS WE DO ♥**



**#austrianwine**





NEWSLETTER

# AUSTRIAN WINE NEWSLETTER

Registration at [www.austrianwine.com/newslettersubscription](http://www.austrianwine.com/newslettersubscription)



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Get the latest news of the Austrian wine world.

29

February

## EVENTS

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**... ALWAYS UP TO DATE!**



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FOR YOUR ATTENTION





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