

AUSTRIAN WINE

The Art of Wine. *Down to Earth.*



SEVEN ELEMENTS

Key Facts





1. THE CLIMATE

2. THE LAND

3. THE GRAPES

4. THE CULTURE

5. NATURE

6. VALUE FOR MONEY

7. THE TASTE



1. THE CLIMATE

2. THE LAND

3. THE GRAPES

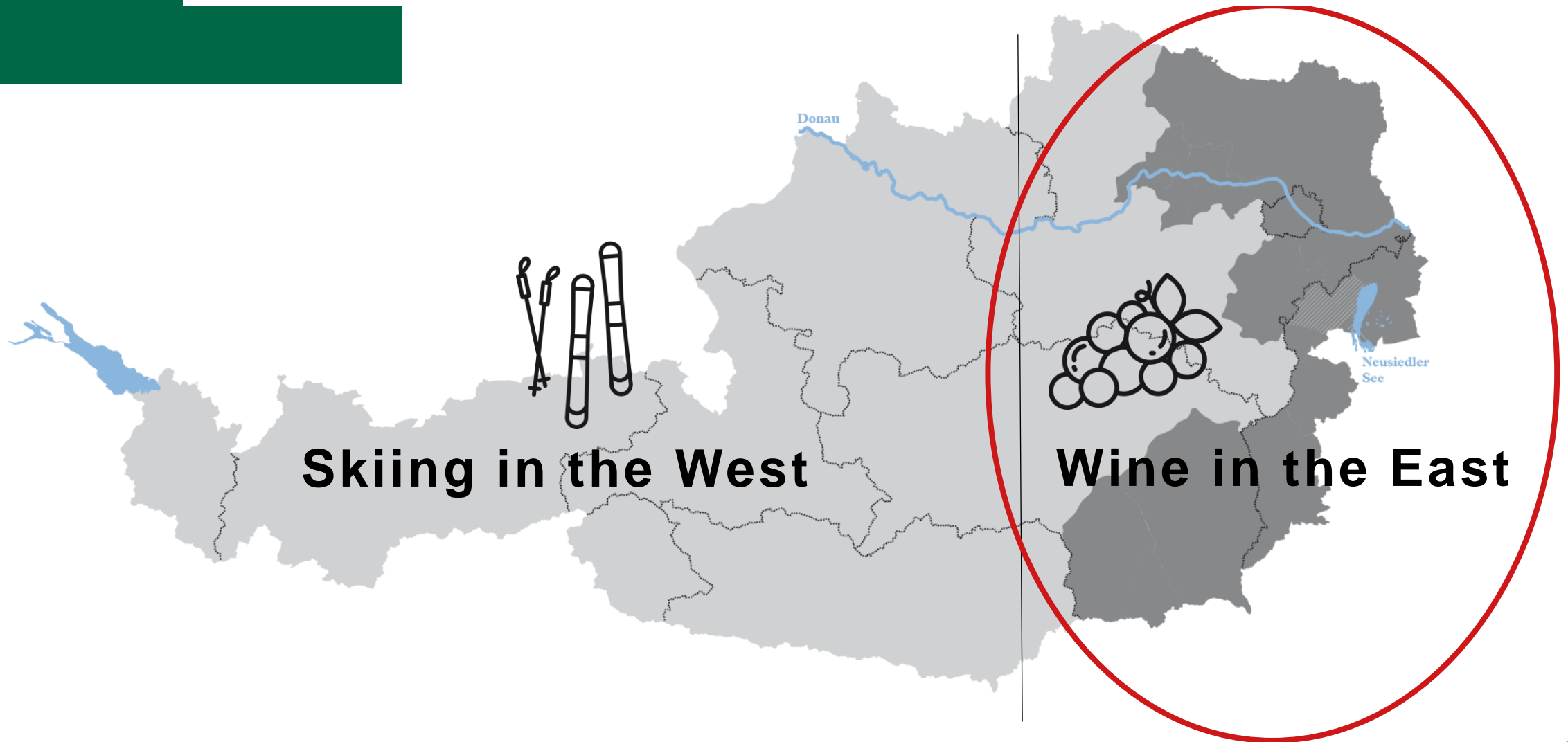
4. THE CULTURE

5. NATURE

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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

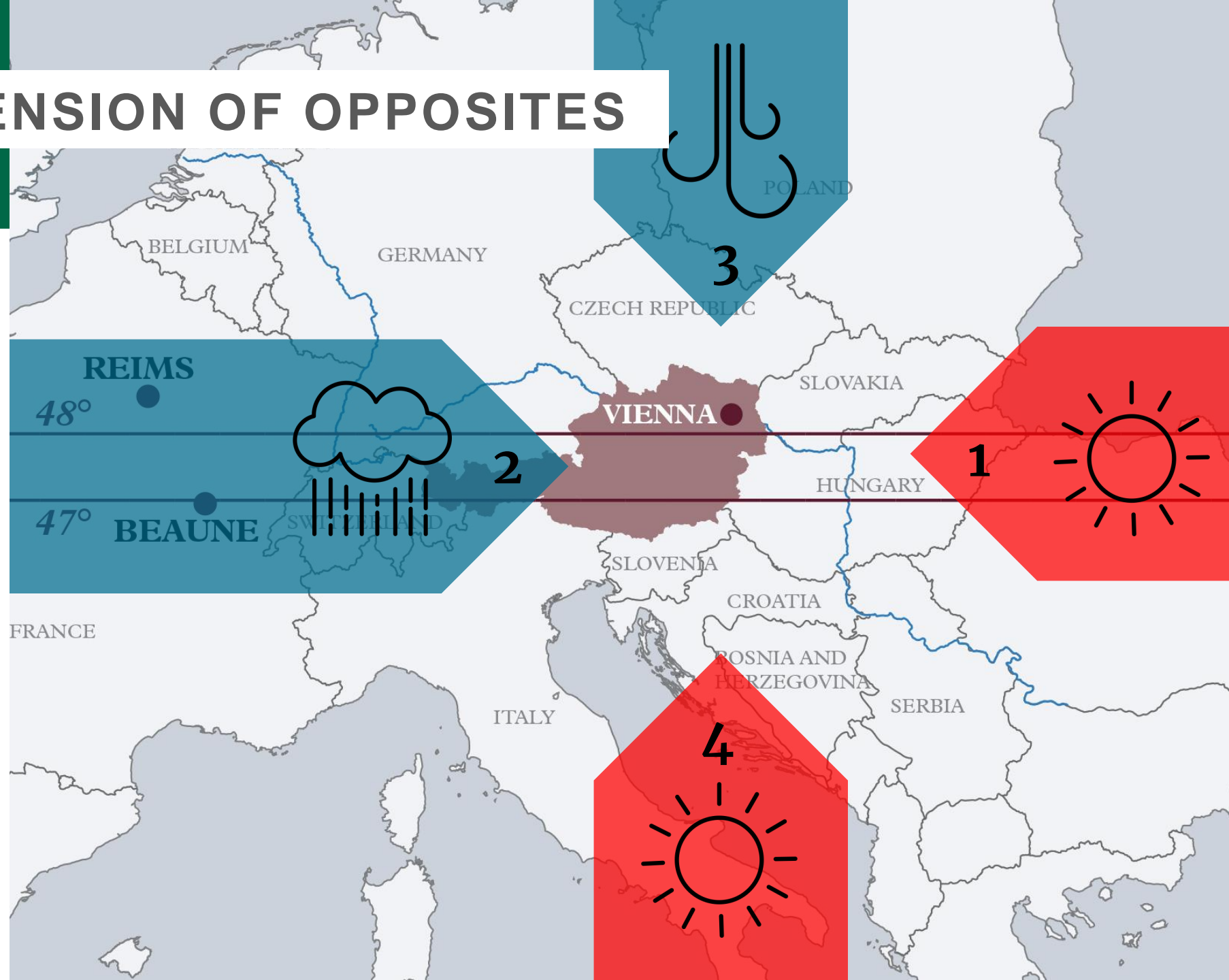
SERBIA

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 WINEGROWING COUNTRY, BUT...

- +2°C average temperature since 1980
- +1,4°C best case until 2050
- 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



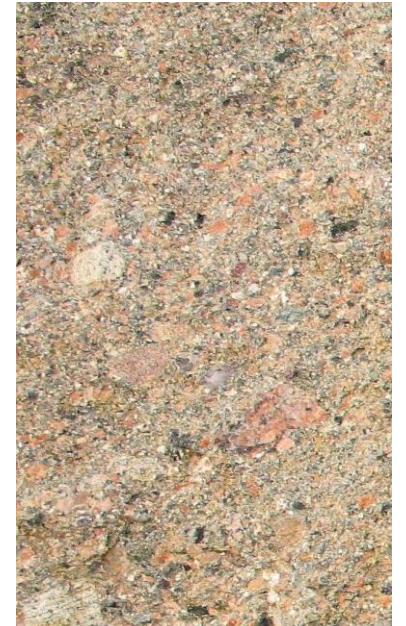
Volcanic tuffs



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.



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GREAT TRADITION MEETS YOUNG ROOKIES



Traditional Kellergasse

© Austrian Wine / Committee Weinviertel, Alexander Haiden

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





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PERFORMANCE WITH AWARENESS

- Austrian agriculture 27% organic
- Organic vineyards rose from 3% to 15,3% within 15 years
- Certified sustainable: 19.7%
- Rest: mostly minimum Intervention
- Low yields: 75 hl/ha

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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HIGH QUALITY – FAIR PRICES

- Austria leaves the lowest entry level
- Not cheap but excellent value for money
- Top wines from 10 to 20 €
- World class available from 30 €



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IDEAL MATCH FROM SCHNITZEL TO SUSHI

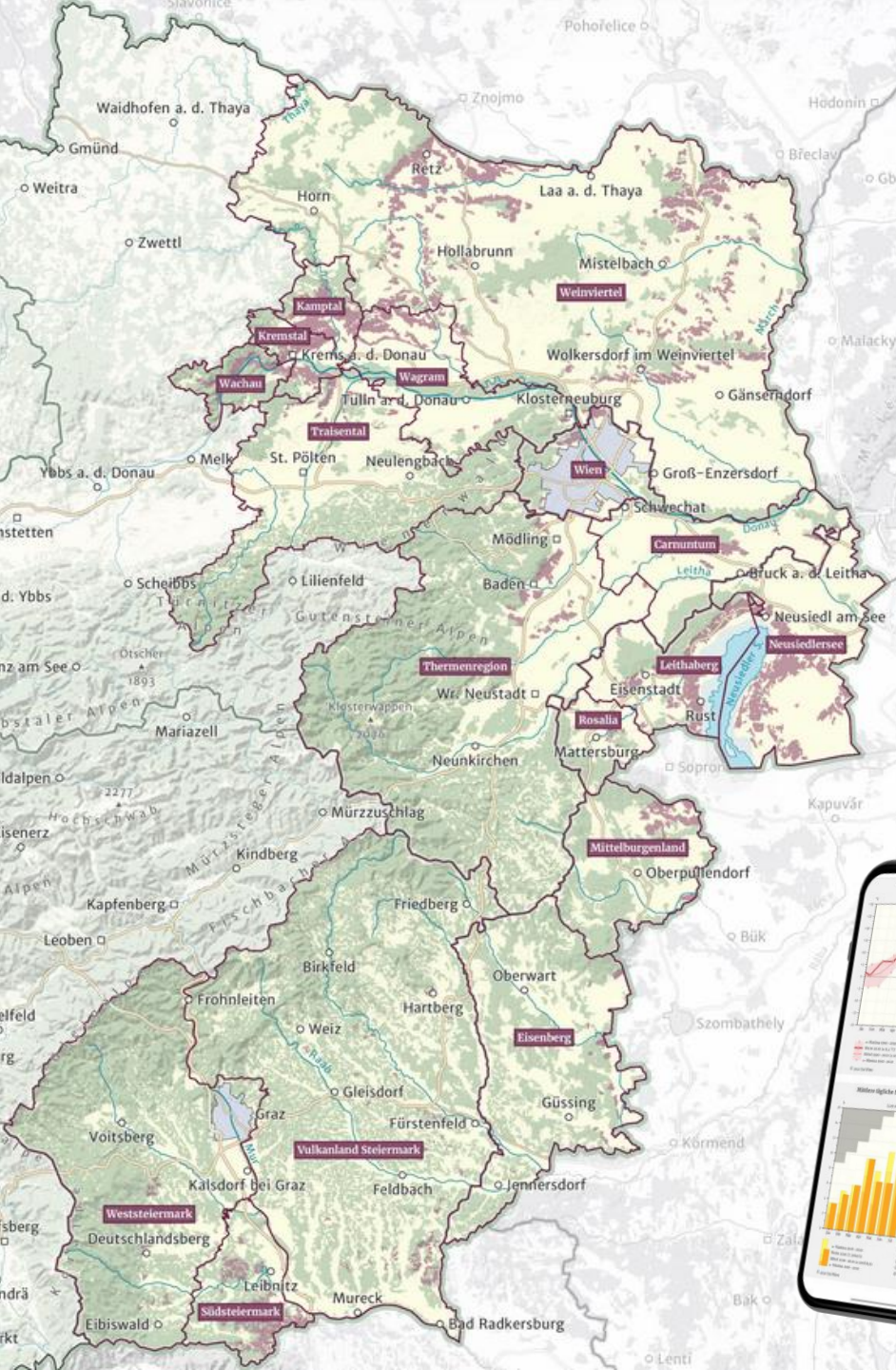


EVERYWHERE AT HOME!



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

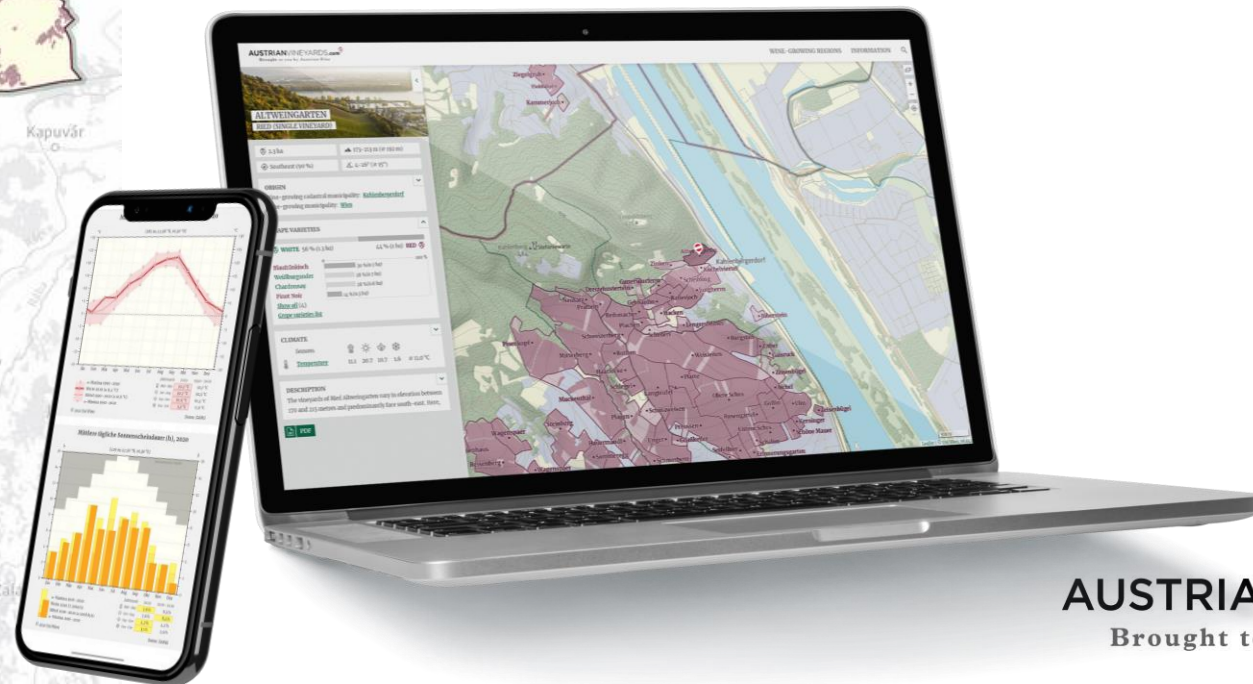
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DISCOVER THE ORIGIN OF AUSTRIAN WINES

Austrianvineyards.com

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



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