

# THE ART OF WINE. DOWN TO EARTH.



**Vinexpo Asia 2023**

**Mastering Austria:**

**2 Masters of Wine, 16 Wines, 60 Minutes**

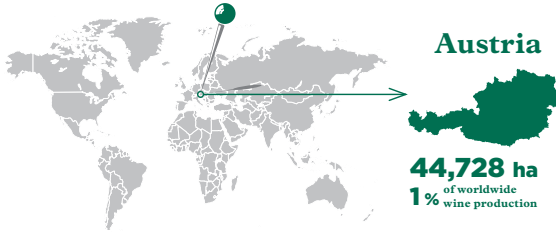
Speaker: Annette Scarfe MW & Debra Meiburg MW

**AUSTRIAN WINE**   
The Art of Wine. Down to Earth.

**ADVANTAGE  
AUSTRIA** 

# AUSTRIAN WINE-GROWING REGIONS

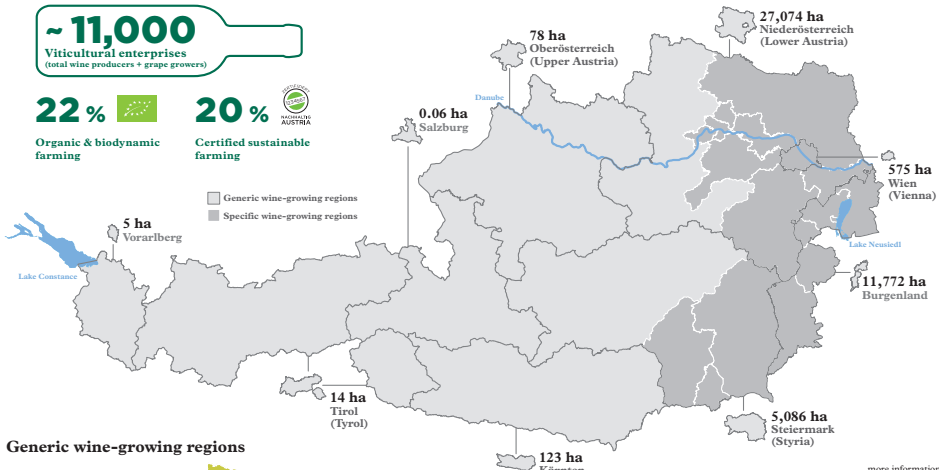
## AND THEIR PROTECTED DESIGNATIONS OF ORIGIN FOR REGIONALLY TYPICAL WINE (DAC)



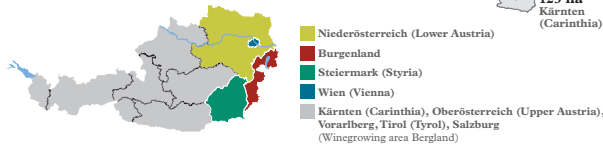
**~ 11,000**  
 Viticultural enterprises  
 (total wine producers + grape growers)

**22%**  
 Organic & biodynamic farming

**20%**  
 Certified sustainable farming



### Generic wine-growing regions

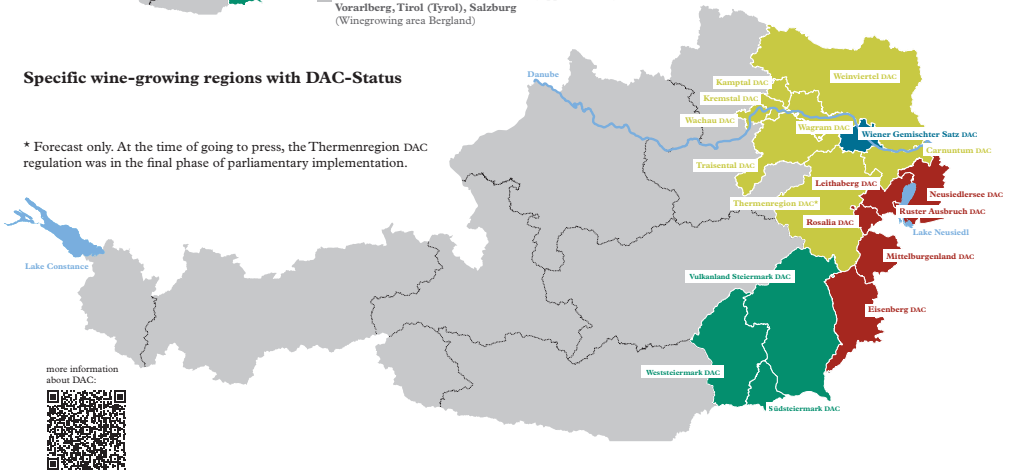


more information:



### Specific wine-growing regions with DAC-Status

\* Forecast only. At the time of going to press, the Thermenregion DAC regulation was in the final phase of parliamentary implementation.



more information about DAC:



## Sequence of designations for Wine and Österreich Sekt

**Line 1:** Vintage | Origin | Quality level

**Line 2:** Grape variety | Ortswein/Grosslage/Riedenwein | “Brand name”

**Line 3:** Alcohol in Vol. % | Residual sugar in g/l | Acidity in g/l | Shortcuts of grape varieties for Cuvée/Gemischter Satz

**Line 4:** Producer

## Sequence of designations for Österreich Sekt g.U. (PDO)

**Line 1:** Vintage | Grape variety | Dosage | Sekt + category | “Brand name”

**Line 2:** Austrian federal state with protected designation of origin (For Grosse Reserve: federal state g.U, municipality | Grosslage OR Ried)

**Line 3:** Alcohol in Vol. % | Residual sugar in g/l | Acidity in g/l | Shortcuts of grape varieties for Cuvée/Rosé/Blanc de Blancs

**Line 4:** Producer

## Abbreviations for grape varieties

BB = Blauburger	GO = Goldburger	SA = Scheurebe
PN = Pinot Noir (Blauburgunder)	GL = Goldmuskateller	(Sämling 88)
BP = Blauer Portugieser	GV = Grüner Veltliner	SB = Sauvignon Blanc
BW = Blauer Wildbacher	JR = Jubiläumsrebe	SG = Souvignier Gris
BF = Blaufränkisch	ME = Merlot	STL = St. Laurent
BM = Blütenmuskateller	MC = Muscaris	SYL = Sylvaner
BO = Bouvier	MT = Müller-Thurgau	SYR = Syrah
CF = Cabernet Franc	MO = Muskat Ottonel	TR = Traminer
CS = Cabernet Sauvignon	NB = Neuburger	PB = Pinot Blanc (Weissburgunder)
CH = Chardonnay (Morillon)	RA = Rathay	WR = Welschriesling
FV = Frühroter Veltliner	R = Riesling	ZF = Zierfandler
FU = Furmint	ROE = Roesler	ZW = Zweigelt
MU = Muskateller	RV = Roter Veltliner	
GS = Gemischter Satz	RG = Rotgipfler	
	PG = Pinot Gris	

## Further abbreviations

AL	= Alcohol
RS	= Residual sugar
AC	= Acidity
TYP	= Wine types - explanation see on the next page
TBA	= Trockenbeerenauslese
Ried	= Legally defined single vineyard site
“1ÖTW”	= Wines from the best classified vineyards (“Erste Lage” by the Association “Österreichische Traditionsweingüter”).
“1STK”	= Wines from premium vineyards defined by the Association “Steirische Terroir- und Klassikweingüter” (“Erste STK-Lage”).
“GSTK”	= Wines from the most prized vineyards defined by the Association “Steirische Terroir- und Klassikweingüter” with extended maturation (“Grosse STK-Lage”).

### **Type 1: Perlweine & Sekte**

Austria can look back on a venerable tradition of sparkling wine, one that dates back to the 19th century. Our specialists in the sparkling sector include private producers, as well as large Sekt houses. Whether Sekt Austria (PDO) of the basic category or the traditionally vinified pétillant naturel (Pét Nat), these wines are ideally suited not only to the classic role of apéritif but also prove their versatility as dinner-table companions. Fruit and refreshment share the foreground in these easily drinkable light sparklers (Perlwein) and Sekts.

### **Type 2: Sekt Méthode Traditionelle**

Traditional bottle fermentation is the most time-consuming and costly process for making sparkling wine: it takes a lot of time, and the typical ‘riddling’ of the bottles during ageing is often performed by hand. Austria’s top products – especially Sekt Austria (PDO) Reserve and Grosse Reserve – are produced according to this method. The result turns out as characterful and highly elegant Sekts, which do not need to fear any international comparisons.

### **Type 3: White wines - classic & refreshing**

Classic white wines from Austria get top marks for their freshness and fine acidity – which they combine with considerable elegance in a middleweight frame. These can be found in all our winegrowing regions: refreshing and regionally typical Grüner Veltliner & Riesling from the regions along the Danube River, peppery Weinviertel DAC, delicious Wiener Gemischter Satz DAC, classic Weissburgunder & Chardonnay from Burgenland or spicy Welschriesling & Sauvignon Blanc from the Steiermark. Youthful wines such as Junger Österreicher, Steierischer Junker or Junger Wiener are the first to appear on the calendar in the classic & refreshing category, and can be tasted soon after the harvest.

### **Type 4: White wines - powerful & opulent**

These stars of Austrian white wine culture are vinified dry, exhibiting body and extract, opulence and concentration. In addition to the majority of classically elaborated wines, here you will also find wines matured in barrique with a bit of an international accent. Among the elite one finds single-vineyard wines vinified from Grüner Veltliner and Riesling (like Smaragd bottlings from the Wachau), and top wines from regions along the Danube or from the Weinviertel. Other very distinctive vinous personalities include robust Zierfandler and Rotgipfler from the Thermenregion, as well as complex Weissburgunder and Chardonnay from Burgenland. This category is rounded out by the great single vineyard wines from the Steiermark (Sauvignon Blanc, Morillon, Weissburgunder & Grauburgunder), as well as specialties such as Neuburger, Roter Veltliner and the Gemischter Satz from Vienna.

### **Type 5: Rosé wines**

Rosés are produced in all winegrowing regions of Austria and assume many forms: charming, youthful wines from Burgenland, or fresh stylings vinified from Zweigelt and Sankt Laurent in Niederösterreich, all the way to racy Schilcher from the Weststeiermark (some designated as a regionally protected Weststeiermark DAC). Burgenland also has its own protected appellation of origin for fruity-fresh and spicy rosé wine: Rosalia DAC Rosé.

### **Type 6: Red wines - classic & elegant**

Red wines in the classic style – with *élevage* either in large wooden cask or steel tank, with typical Austrian fruit but also plenty of depth, without being too high in alcohol – which express the typicity of their origins, with elegance and an inviting nature. Zweigelt plays an important role, since it grows quite happily in almost all viticultural regions – though Carnuntum comes up first here – and classically vinified Blaufränkisch can also be convincingly distinctive. This group is rounded out by specialties such as Sankt Laurent, Blauburgunder (Pinot Noir), Blauer Portugieser & Blauburger.

### **Type 7: Red wines - intense & opulent**

These are red wines that possess opulence, concentration, complexity and depth, vinified either as single varietal wines or as *cuvées*. Even with aging in *barriques*, these top wines are characterised by the typical depth of fruit characteristic of their *terroir*. The premiere destination for red wines of this sort is Burgenland – although top red wines can also be found coming from Carnuntum, the Thermenregion or even Vienna. It is satisfying to note that our typical Austrian grape varieties such as Blaufränkisch & Zweigelt might even do just a bit better here than classics like Pinot Noir and the international varieties Cabernet & Co.

### **Type 8: Alternative wines**

A precise definition of ‘Orange Wines’, ‘Artisan Wines’ or ‘Natural’ wines – often referred to collectively as ‘Alternative Wines’, does not exist. What they have in common, however, is that they often develop as far as possible without human intervention during their process of becoming wine. Owing to oxidative development and/or extended maceration time, the white wines will also develop a distinct tannin structure – and even some colour from the skins – in combination with fresh acidity and earthy fruit. Growers who produce exceptional wines in these new – or actually old – ways can be found in all of Austria’s winegrowing regions.

### **Type 9: White wines - off-dry & medium-sweet**

Wines in the upper Spätlese or Auslese class rank among the most ageworthy wines in Austria. In their youth they exhibit a great deal of *finesse*, combined with supple residual sweetness and a lively interplay between fruit and acidity. The palette ranges from Muskat Ottonel or Welschriesling from Burgenland, via (Gewürz)Traminer from the Steiermark, Grüner Veltliner and Riesling from various winegrowing regions, to the great Spätlesen or Auslesen vinified from the specialty varieties Zierfandler and Rotgipfler in the Thermenregion.

### **Type 10: Nobly sweet wines**

These include Beerenauslese and Trockenbeerenauslese, as well as the classy and refined Ruster Ausbruch. These rare sweet wines are characterised by ample residual sugar and highly concentrated acidity, usually in conjunction with the distinctive aroma of noble rot (*Botrytis cinerea*). Such wines continue to develop in an exciting way over a long period of time and have great ageing potential – and Austria plays here in the Champions League. Eiswein with expressive, luxuriant fruit and sizzling acidity – as well as Strohwein and Schilfwein, which exhibit flavour profiles between *Botrytis* and Eiswein – also belong to this category.

# AUSTRIA. ENVIRONMENTALLY CONSCIOUS

© Austrian WineBlickwerk Fotografie



*Environmental protection, biodiversity and the responsible use of natural resources have always been important concepts in Austria. Furthermore, strict legal provisions, combined with small, family-run wineries, result in a strong drive to preserve the ecosystem and ensure suitable conditions for future generations.*

*For the past few decades, Austria's agricultural policy has had a strong environmental focus, including strict regulations and subsidies aimed at erosion control and avoiding the use of herbicides and insecticides. Thanks to organic winegrowing being particularly widespread, together with the "Nachhaltig Austria" (Sustainable Austria) certification, Austria is a global leader in terms of environmentally conscious viticulture.*

## CERTIFICATIONS AND PRODUCTION METHODS

**20%** of area  
under vine

### Nachhaltig Austria (Sustainable Austria)



SUSTAINABLE  
AUSTRIA

"Nachhaltig Austria" logo

Founded by the Austrian Winegrowers Association (Weinbauverband Österreich), this label is awarded to sustainable wine producers. Around 360 measures across nine categories (climate, raw materials, energy, soil, biodiversity, water, quality and both social and economic factors) are assessed using a unique, scientifically developed online tool. Producers enter their own data for evaluation. Certification is awarded if the winery meets the (continually rising) targets in the tool and passes an inspection by an external body.

**22%** of area  
under vine

### Organic Viticulture



The "EU organic" logo

The "EU organic" label guarantees the quality of products grown in compliance with the guidelines of the EU organic production regulation. Compliance is assessed annually by officially accredited inspection bodies. Organic viticulture centres around the promotion of healthy soil by advocating responsible soil cultivation methods and plant protection products of natural origin, with the aim of strengthening the resistance of the vines. The use of herbicides, synthetic chemical pesticides and genetic engineering is prohibited.

**3%** of area under vine  
**15%** of all organically  
cultivated vineyards

### Biodynamic Viticulture



"Demeter" logo

"respekt-BIODYN" logo

Biodynamics is rooted in the work of the Austrian anthroposophist Rudolf Steiner and revolves around the fundamental principle of a self-contained, self-sufficient farming cycle. Two associations in Austria, Demeter and respekt-BIODYN provide members with guidelines on growing wine biodynamically. Organic certification is a prerequisite. Although Demeter operates internationally, Demeter Austria sets additional targets. Founded in Austria, respekt-BIODYN represents members in 4 countries who strive to produce wine of the highest individuality and quality.





**Annette Scarfe MW**

On-Trade Wine Expert, Singapore

Living in Singapore for more than 20 years, Master of Wine Annette Scarfe is a wine consultant for global wine and luxury goods companies, generic and trade bodies and restaurants.

Annette is a WSET educator and runs tastings and masterclasses for media, trade and consumers internationally.

Additionally, Annette judges extensively at wine competitions across 3 continents including Panel Chair at the International Wine Challenge and Team Leader at the Imbibe Sommelier Wine Awards.



**Debra Meiburg MW**

Founding Director of Meiburg Wine Media , Hongkong

A Hong Kong resident for more than 30 years, Master of Wine Debra Meiburg is an award-winning author, TV personality and international speaker, and is widely considered the global authority on the Asian wine market.

She is founding director of Meiburg Wine Media, Asia's leading wine marketing agency, and MWM Wine School, by Debra Meiburg MW and the Cathay Hong Kong International Wine and Spirit Competition (HK IWSC).



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**Meet the Austrian winemakers  
at the Austrian Wine Pavilion in  
Hall B2 - Stand P028**

## Flight 1: Austrian Sekt

- |          |  |        |
|----------|--|--------|
| <b>1</b> | <b>Sekt Austria Brut Blanc de Blancs NV</b><br>Niederösterreich g.U.<br>AL 12%   CH, WR, GV<br><b>Schloss Gobelsburg</b> | Typ: 2 |
|----------|--|--------|

## Flight 2: Traisental DAC and Weinviertel

- |          |  |        |
|----------|--|--------|
| <b>2</b> | <b>2022 Traisental DAC</b><br>Grüner Veltliner "Obere Steigen"<br>AL 12,5%   RS 3,1 g/l   AC 6,7 g/l<br><b>Huber Markus</b>                        | Typ: 3 |
| <b>3</b> | <b>2021 Niederösterreich Reserve</b><br>Grüner Veltliner<br>AL 12,5%   RS 4,6 g/l   AC 1,8 g/l<br><b>Hofkellerei des Fürsten von Liechtenstein</b> | Typ: 3 |



### Flight 3: Kamptal

4 **2017 Niederösterreich** Typ: 4  
Grüner Veltliner "L5"  
AL 14% | RS 1 g/l | AC 4,6 g/l  
**Laurenz V.**

5 **2017 Kamptal DAC** Typ: 4  
Grüner Veltliner Langeloiser Ried Schenkenbichl "IÖTW"  
AL 12,5% | RS 3 g/l | AC 6,5 g/l  
**Weszeli**

### Flight 4: Kremstal

6 **2021 Kremstal DAC Reserve** Typ: 4  
Riesling Ried Steiner Kögl  
AL 14% | RS 3 g/l | AC 7,1 g/l  
**Förthof**

7 **2021 Kremstal DAC Reserve** Typ: 4  
Riesling Kremser Kreuzberg  
AL 13,5% | RS 5 g/l | AC 7,5 g/l  
**Winzer Krems eG Sandgrube 13**

## Flight 5: Wachau DAC

8 **2021 Wachau DAC Smaragd** Typ: 4  
Riesling Ried Bach  
AL 13,5% | RS 5 g/l | AC 8,5 g/l  
**Domäne Roland Chan**

9 **2021 Wachau DAC Smaragd** Typ: 4  
Riesling Ried Achleiten  
AL 13,5% | RS 2,9 g/l | AC 8 g/l  
**Domäne Wachau**

## Flight 6: Wagram DAC and Vulkanland Steiermark DAC

10 **2022 Wagram DAC** Typ: 3  
Roter Veltliner Fels am Wagram "Klassik"  
AL 12,5%  
**Leth**

11 **2022 Vulkanland Steiermark DAC** Typ: 3  
Sauvignon Blanc Großwilfersdorf  
AL 12,5% | RS 3 g/l | AC 7,2 g/l  
**Weinschloss Koarl Thaller**

## Flight 7: Grüner Veltliner in different stiles

12 **2022 Niederösterreich** Typ: 3  
Grüner Veltliner "Hühnergarten"  
AL 12,5% | RS 3,1 g/l | AC 5,4g/l  
**Pollerhof**

13 **2021 Österreich** Typ: 8  
Grüner Veltliner "Belle Naturelle"  
AL 12% | RS 0,7 g/l | AC 6,2 g/l  
**Jurtschitsch**

## Flight 8: Carnuntum DAC and Neusiedlersee DAC

14 **2021 Carnuntum DAC** Typ: 6  
Zweigelt "Rubin Carnuntum"  
AL 13% | RS 2 g/l | AC 5,1 g/l  
**Taferner**

15 **2021 Neusiedlersee DAC** Typ: 6  
Zweigelt  
AL 12,5% | RS 1 g/l | AC 4,5 g/l  
**HAFNER - Family Estate**

## Flight 9: Austrian Sweet Wine

16 **2021 Burgenland Spätlese** Typ: 9  
Cuvée  
AL 9% | RS 73,8 g/l | AC 6,3 g/l | PB, CH, WR  
**Kracher**

**D**

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Hall B2

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Hall B2

Stand M086

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**Seeking representation**



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**G**



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**H**



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**J**



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Hall B2

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Hall B2

Stand P028 | 10

**L**



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**Seeking representation**



Hall B2

Stand P028 | 6

**Hofkellerei des Fürsten von Liechtenstein -**

**Niederösterreich |**

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Hall B2

Stand P028 | 1

**P**



**Pollerhof - Niederösterreich | Weinviertel**

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**Seeking representation**



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**T**



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**Seeking representation**



Hall B2

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**Weinschloss Koarl Thaller - Steiermark | Vulkanland  
Steiermark**

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**Seeking representation**



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**W**



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Stand P028 | 13



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**Seeking representation**



Hall B2

Stand P028 | 5





# ÖSTERREICH WEIN SOCIAL MEDIA CHANNELS

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## THE AUSTRIAN WINE NEWSLETTER



Be the first one to know! Join our newsletter to receive regular updates about the latest news and brand new topics in the world of Austrian Wine.



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## EXPLORE THE ORIGIN OF AUSTRIAN WINES

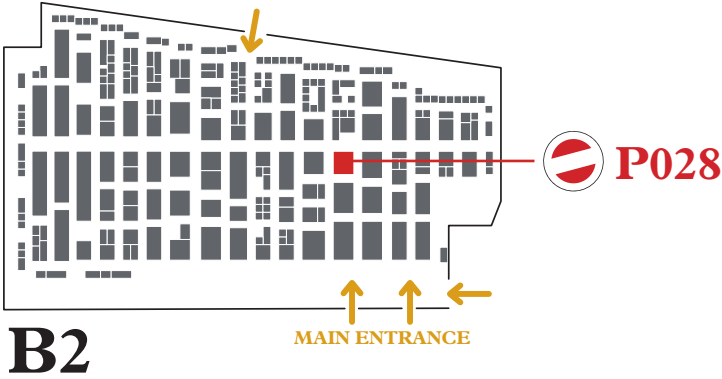
**Austriainvineyards.com:** details of all levels of origin are portrayed with unprecedented transparency. The digital origin atlas contains information about the area under vine, planted grape varieties and elevation, incline, orientation and average temperature, precipitation and sunshine hours and much more for every single-vineyard (Ried), every municipality and every wine-growing region.



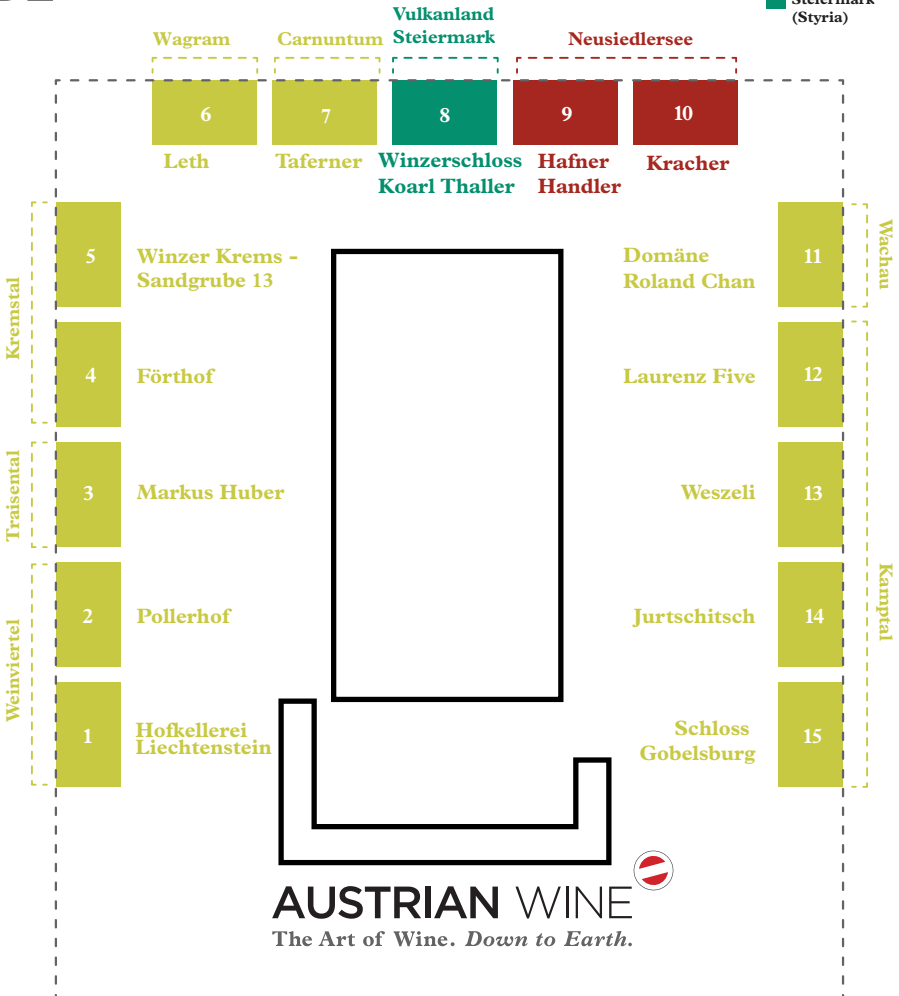
Vineyard maps of all wine-growing regions are also available in **printed form** through [shop.austrianwine.com](https://shop.austrianwine.com)

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

# FLOOR PLAN



- Niederösterreich (Lower Austria)
- Burgenland
- Steiermark (Styria)





WINEinMODERATION  
CHOOSE | SHARE | CARE

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**AUSTRIAN WINE**   
The Art of Wine. Down to Earth.

**#austrianwine**