

7 ELEMENTS

INTRODUCTION TO AUSTRIAN WINE



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

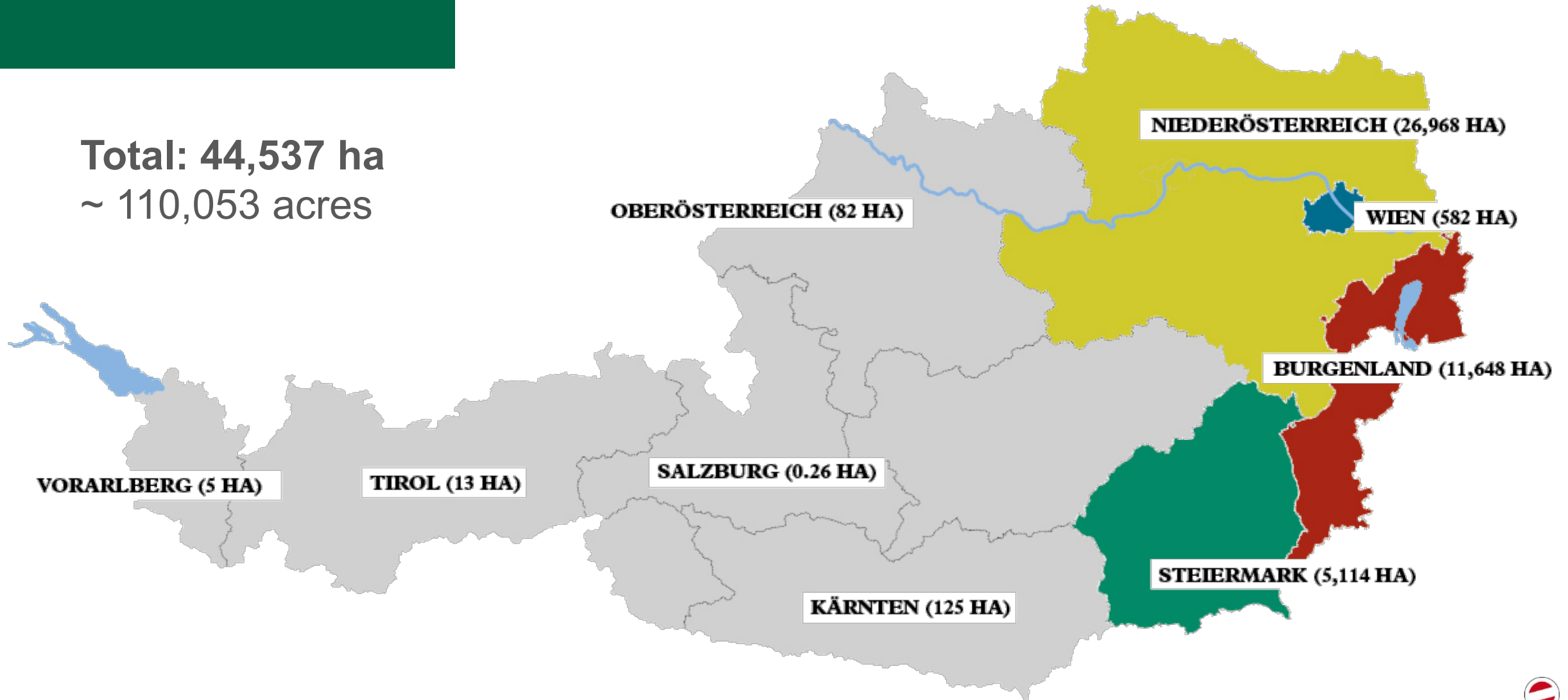
SEVEN ELEMENTS

Key Facts



AUSTRIAN VINEYARD AREA

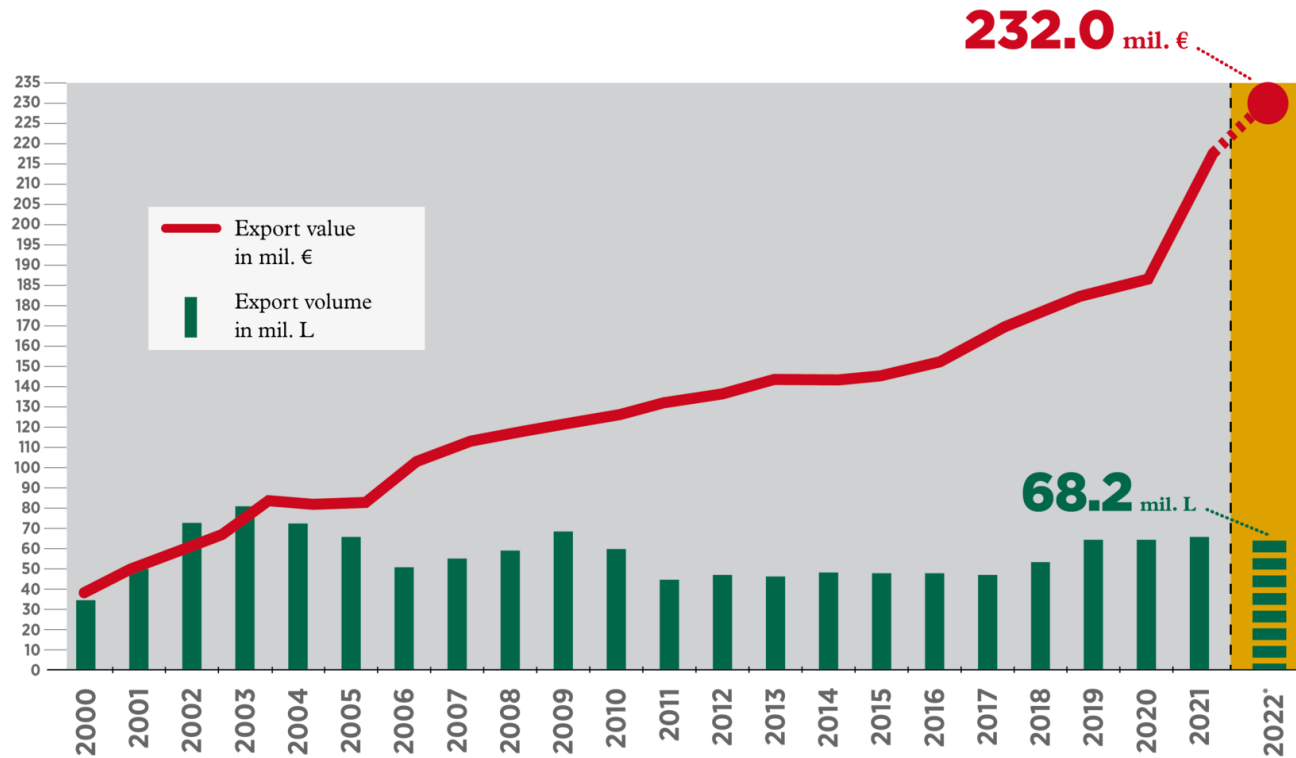
Total: 44,537 ha
~ 110,053 acres



BASIC FACTS

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

AUSTRIA'S BOOMING WINE EXPORTS



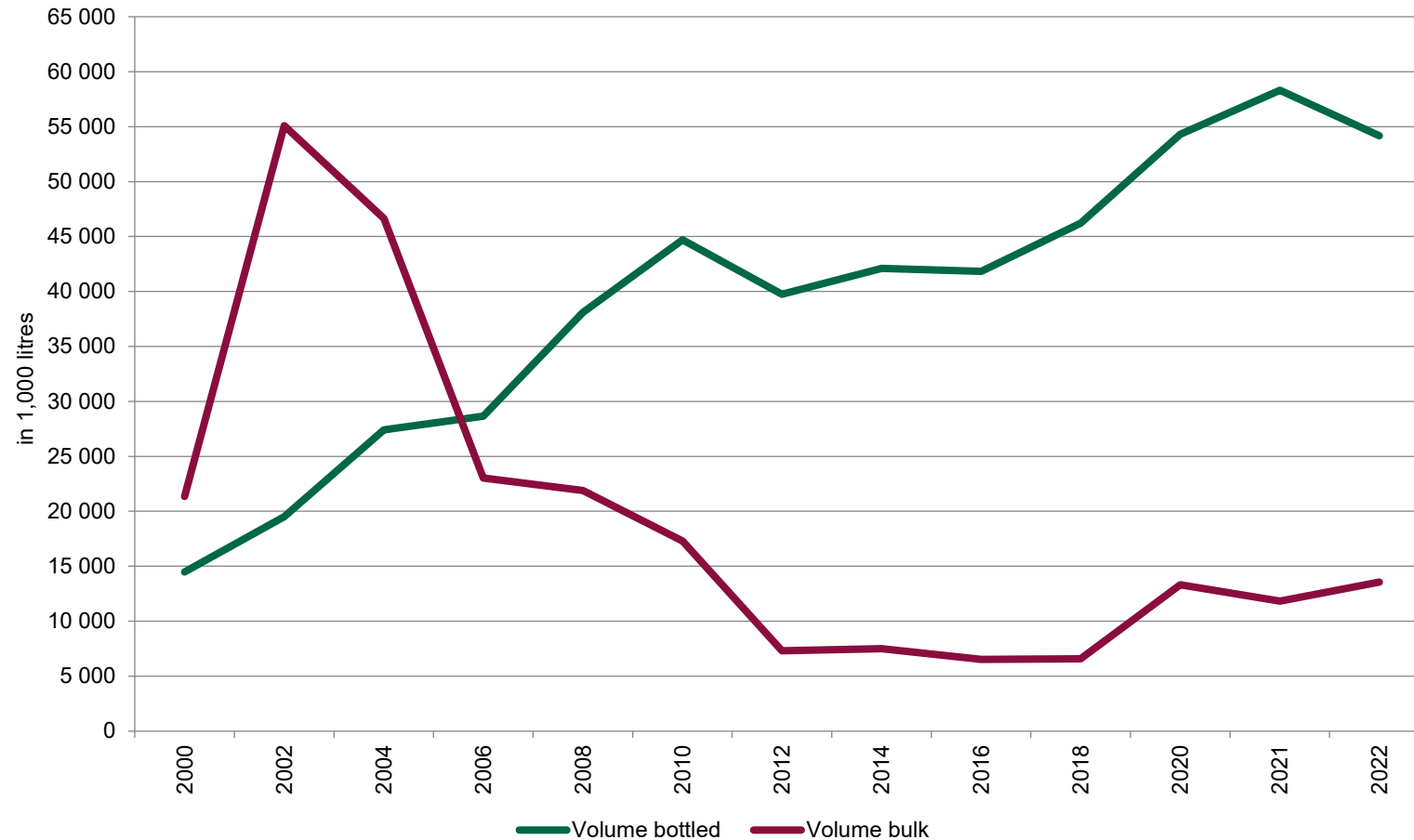
Value: € 231.3 million

Volume: 67.7 million litres

Ø Price: 3.42 Euro/litre

Source: Statistics Austria, final export figures I-XII 2022 (as of June 2023).
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

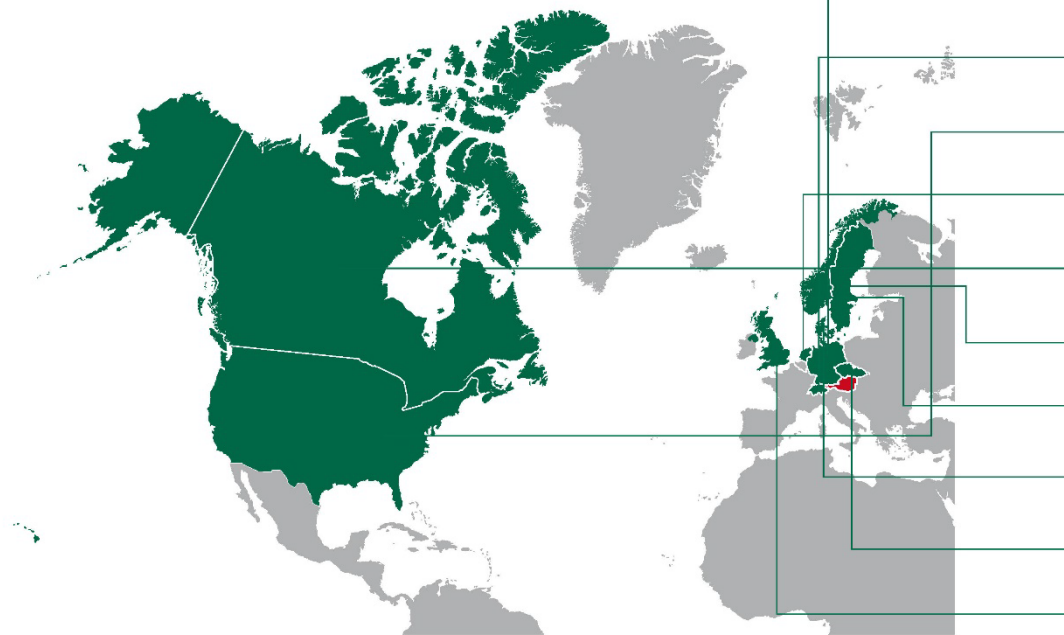


Depiction Austrian Wine after Statistics Austria: preliminary export figures 2022; as of June 2023. Data from 2017 based on new EU customs tariff numbers. aktualisierter EU-Zolltarifnummern. The data capture method used by Statistics Austria also includes re-exports of non-Austrian wine.

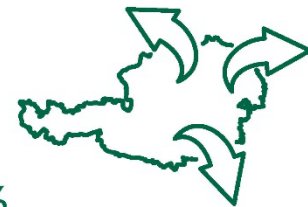
AUSTRIA'S TOP 10 EXPORT MARKETS

REVENUE

TOP 10 EXPORT COUNTRIES (SHARES IN TOTAL SALES VALUE)



1. Germany **40.7 %**
2. Switzerland **11.0 %**
3. USA **9.1 %**
4. Netherlands **9.1 %**
5. Canada **4.6 %**
6. Sweden **4.1 %**
7. Norway **2.9 %**
8. Denmark **2.0 %**
9. Czech Republic **1.8 %**
10. United Kingdom **1.5 %**



AUSTRIA'S TOP 10 EXPORT MARKETS

REVENUE

| Top Export Countries I-XII 2022 | | | | | | |
|---------------------------------|----------------|---------------|----------------|-------------|-----------------|-----------------|
| in 1,000 L/€ | | Litres | Euro | price/litre | diff. PY L in % | diff. PY € in % |
| 1 | Germany | 40.478 | 94.537 | 2,34 | -4,0 | -0,4 |
| 2 | Switzerland | 4.824 | 25.559 | 5,30 | 6,2 | 8,6 |
| 3 | USA | 3.567 | 21.023 | 5,89 | -5,3 | 11,2 |
| 4 | Netherlands | 5.958 | 21.025 | 3,53 | 1,5 | 17,2 |
| 5 | Canada | 1.556 | 10.738 | 6,90 | 47,4 | 46,7 |
| 6 | Sweden | 1.662 | 9.442 | 5,68 | 1,5 | 7,2 |
| 7 | Norway | 1.282 | 6.774 | 5,29 | -15,7 | -10,1 |
| 8 | Denmark | 721 | 4.550 | 6,31 | 11,5 | 28,6 |
| 9 | Czech Republic | 1.272 | 4.232 | 3,33 | 0,0 | 39,1 |
| 10 | UK | 636 | 3.521 | 5,54 | -47,8 | -38,0 |
| | Total | 68.185 | 232.031 | 3,40 | -2,8 | 6,8 |



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

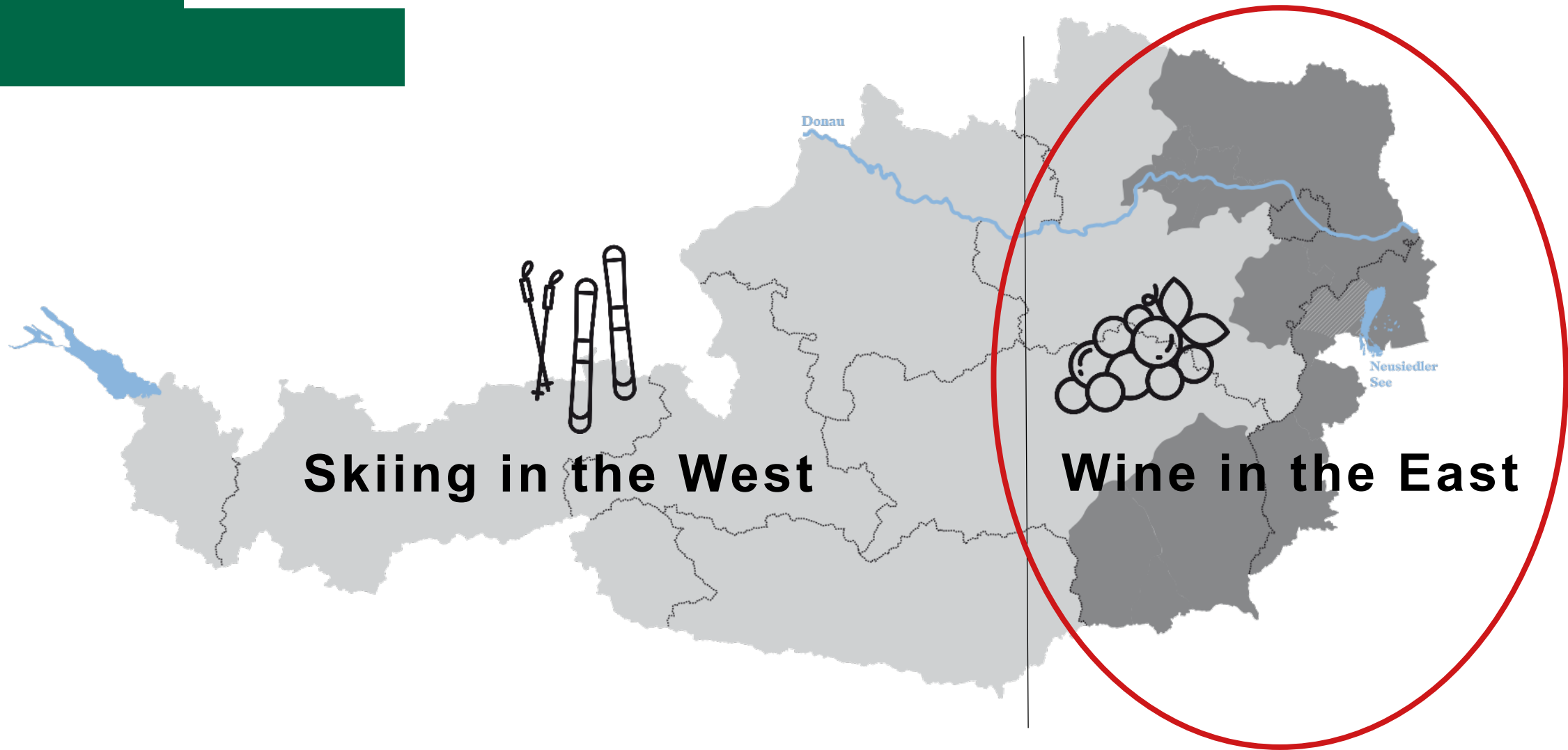
4. THE CULTURE

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THE TENSION OF OPPOSITES





UNITED KINGDOM

NETHERLANDS

POLAND

BELGIUM

GERMANY

CZECH REPUBLIC

REIMS

48°

VIENNA

SLOVAKIA

47°

BEAUNE

SWITZERLAND

HUNGARY

SLOVENIA

FRANCE

CROATIA

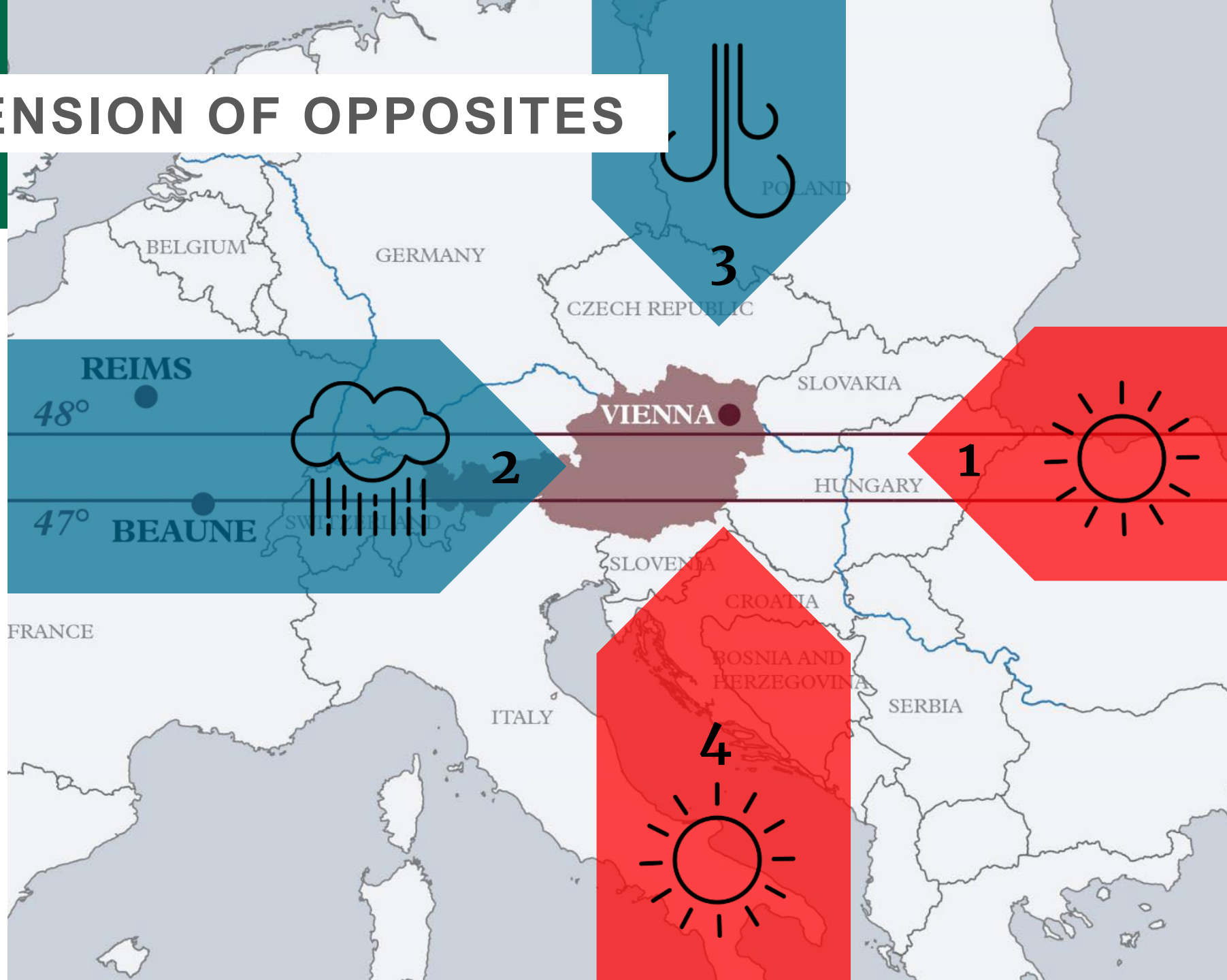
BOSNIA AND HERZEGOVINA

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



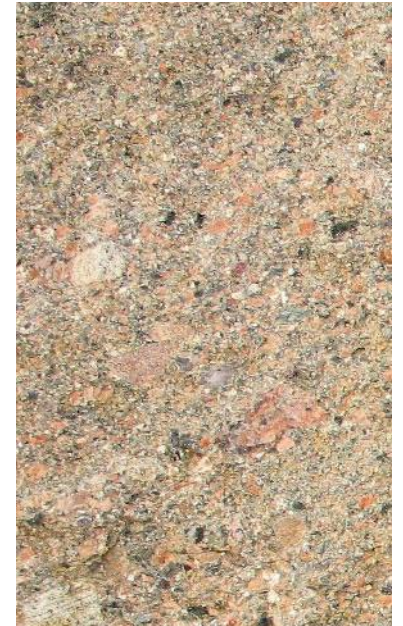
Volcanic tuffs



Loess



Crystalline gneiss



Conglomerate

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Loess in the Weinviertel
© Austrian Wine

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Kamptal

© Austrian Wine / Robert Herbst

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Südsteiermark
© Austrian Wine / Anna Stöcher

BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Wien (Vienna)
© Austrian Wine / WSNA



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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)

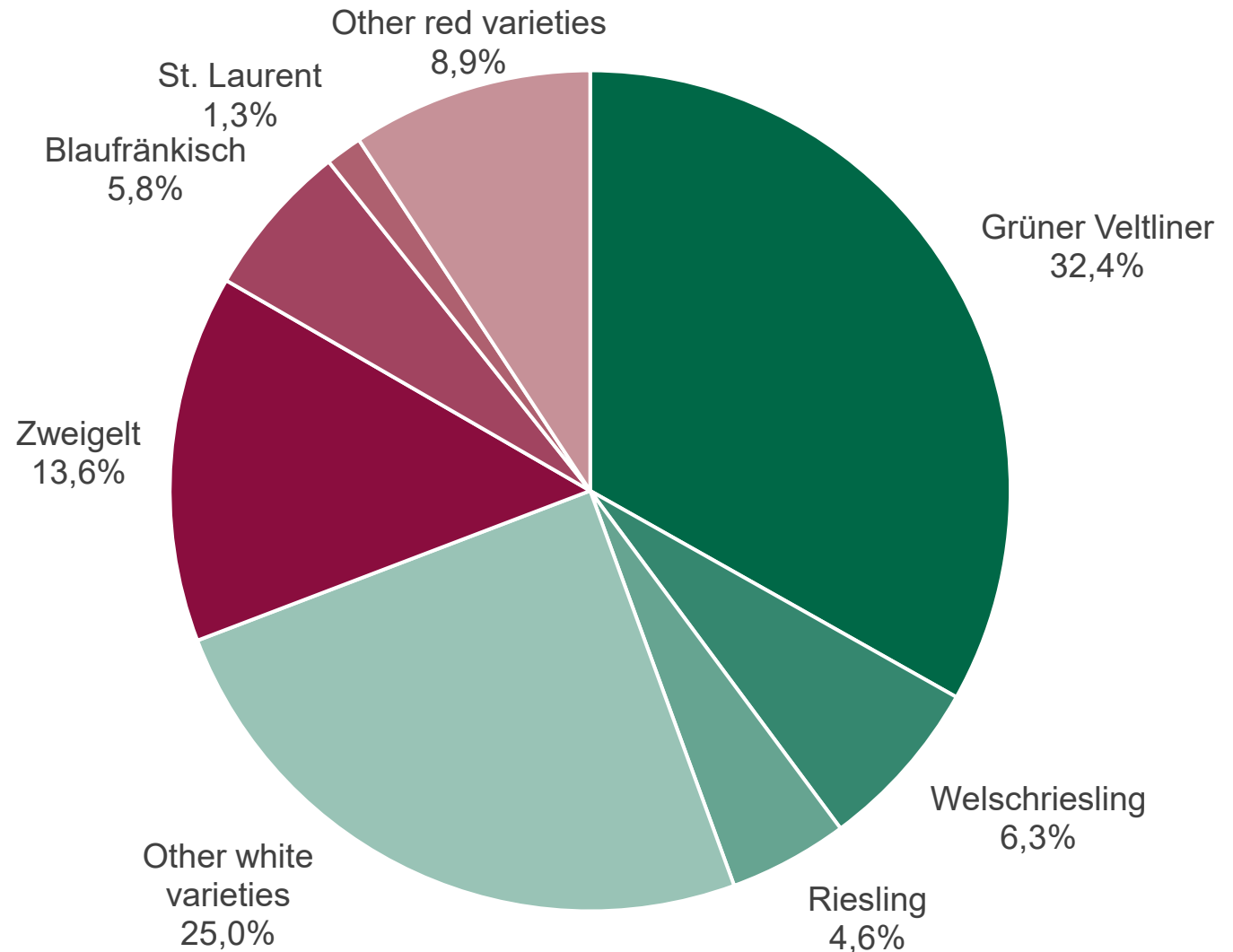
- Roesler
- Rathay
- Blütenmuskateller
- Muscaris
- Sauvignier Gris

- Donauriesling, Donauveltliner
- Bronner, Cabernet Blanc, Johanniter
- Cabernet Jura, Pinot Nova, Regent

Authorized for the production
of Qualitätswein

DISTRIBUTION OF PLANTED GRAPE VARIETIES

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





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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 / WSNA

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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ENVIRONMENTALLY CONSCIOUS VITICULTURE...

....IT'S PART OF AUSTRIA'S DNA



SMALL WINERIES



FAMILY-RUN WINERIES



EXTENSIVE FUNDING PROGRAMMS



NACHHALTIG
AUSTRIA

„SUSTAINABLE AUSTRIA“

20% of area under vine



ORGANIC VITICULTURE

22% of area under vine



BIODYNAMIC VITICULTURE

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

PERFORMANCE WITH AWARENESS

- Austria's agricultural sector 27% organic
- Organic vineyard share rose from 3% to 22% (9,901 hectares based on INVEKOS) within 15 years – thereof 15%(1,444 hectares) farmed biodynamically
- 1,238 organic winegrowers
- 20% of vineyards are certified sustainable
- Maximum yield 10,000 kg/ha
- Hand harvest still dominant



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AUSTRIAN WINE 

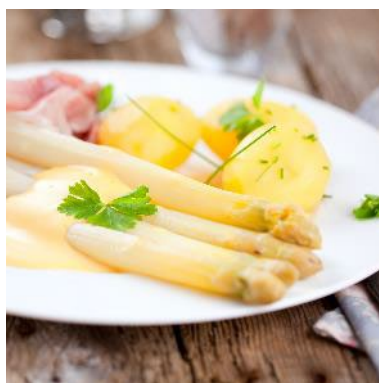
THE GREATEST VALUES IN FINE WINE

- 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!

AUSTRIAN WINE 

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**rigin



AUSTRIAN NATIONAL WINE LAW

1. Wein
2. Landwein (PGI)
3. Qualitätswein (PDO)

PRODUCTION AREA „WEIN AUS ÖSTERREICH“



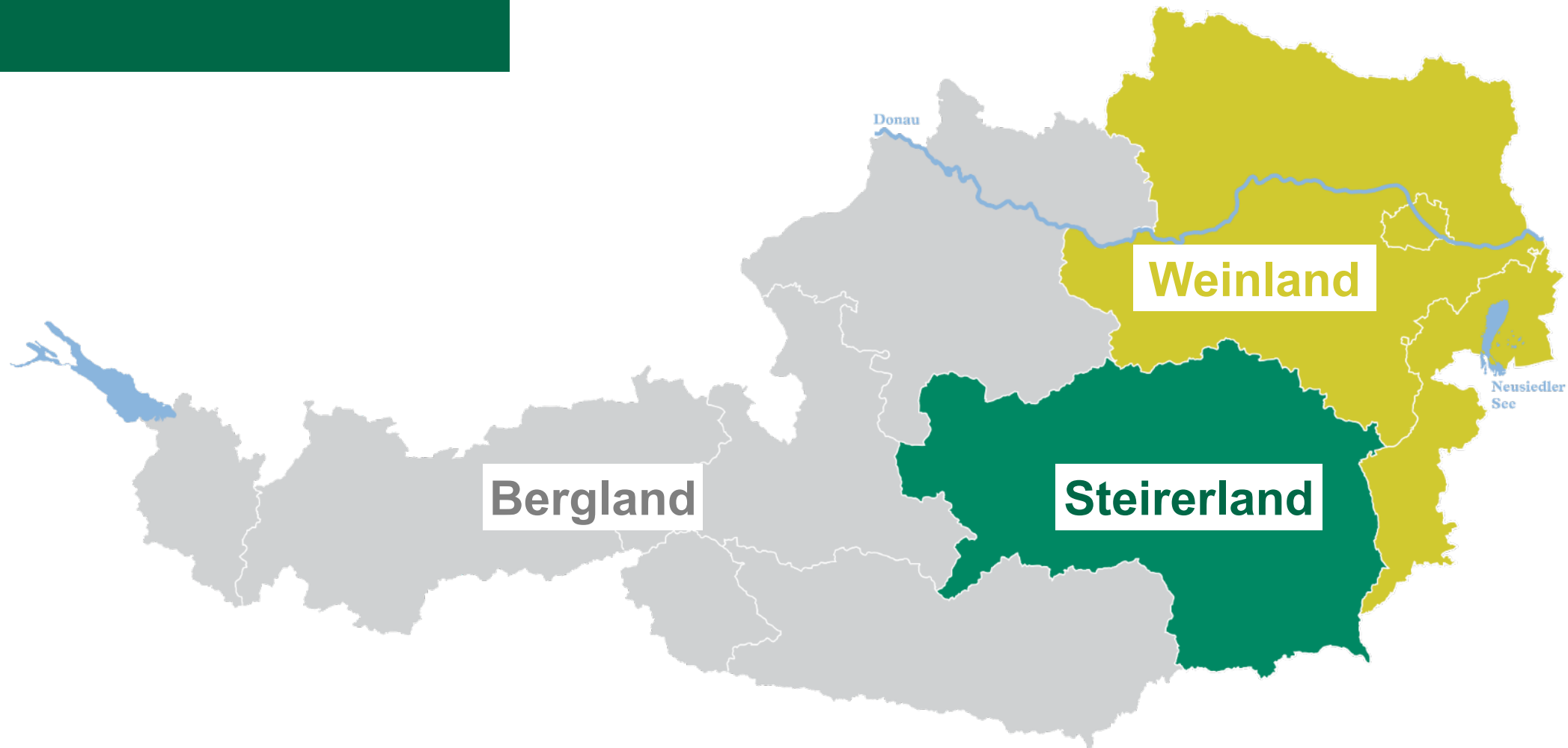
AUSTRIAN NATIONAL WINE LAW

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



QUALITÄTSWEIN



Qualitätswein (PDO)

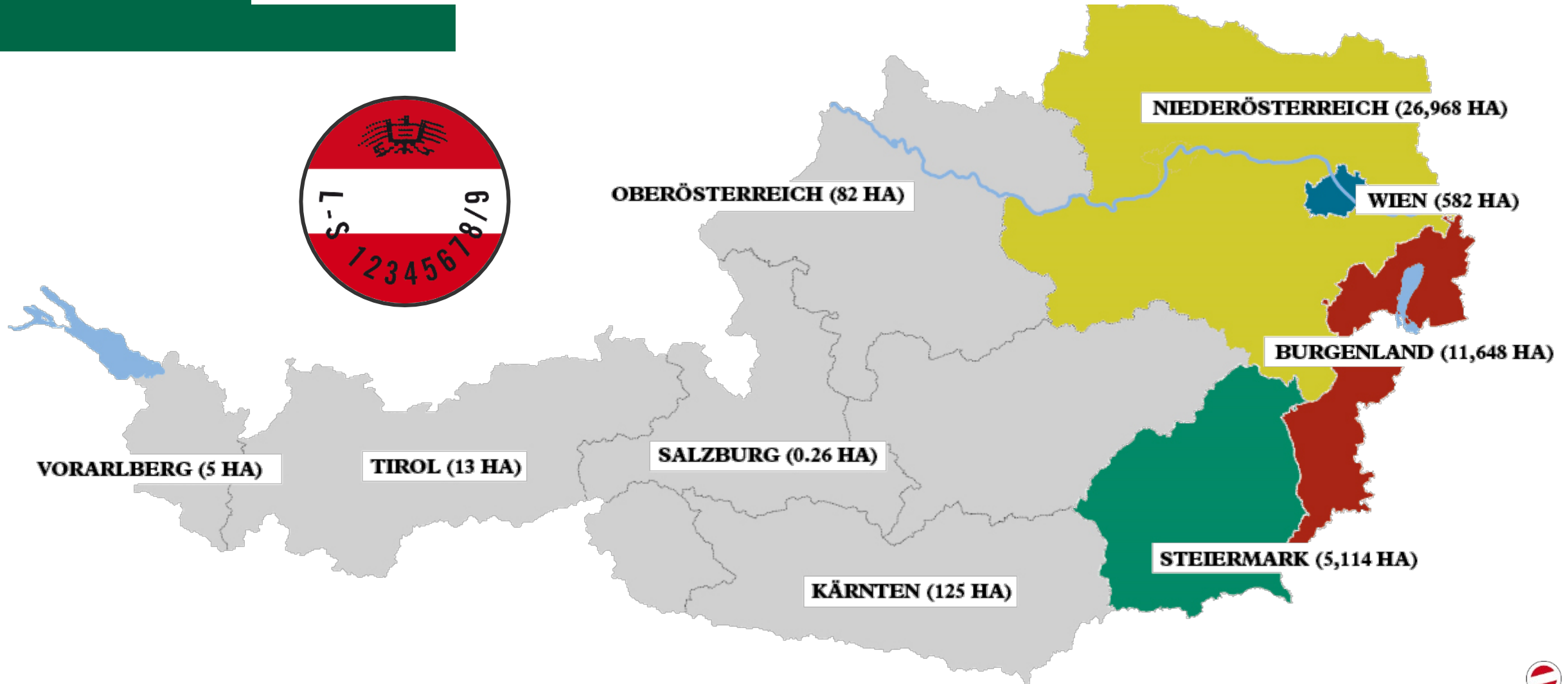
Qualitätswein from **generic** regions

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

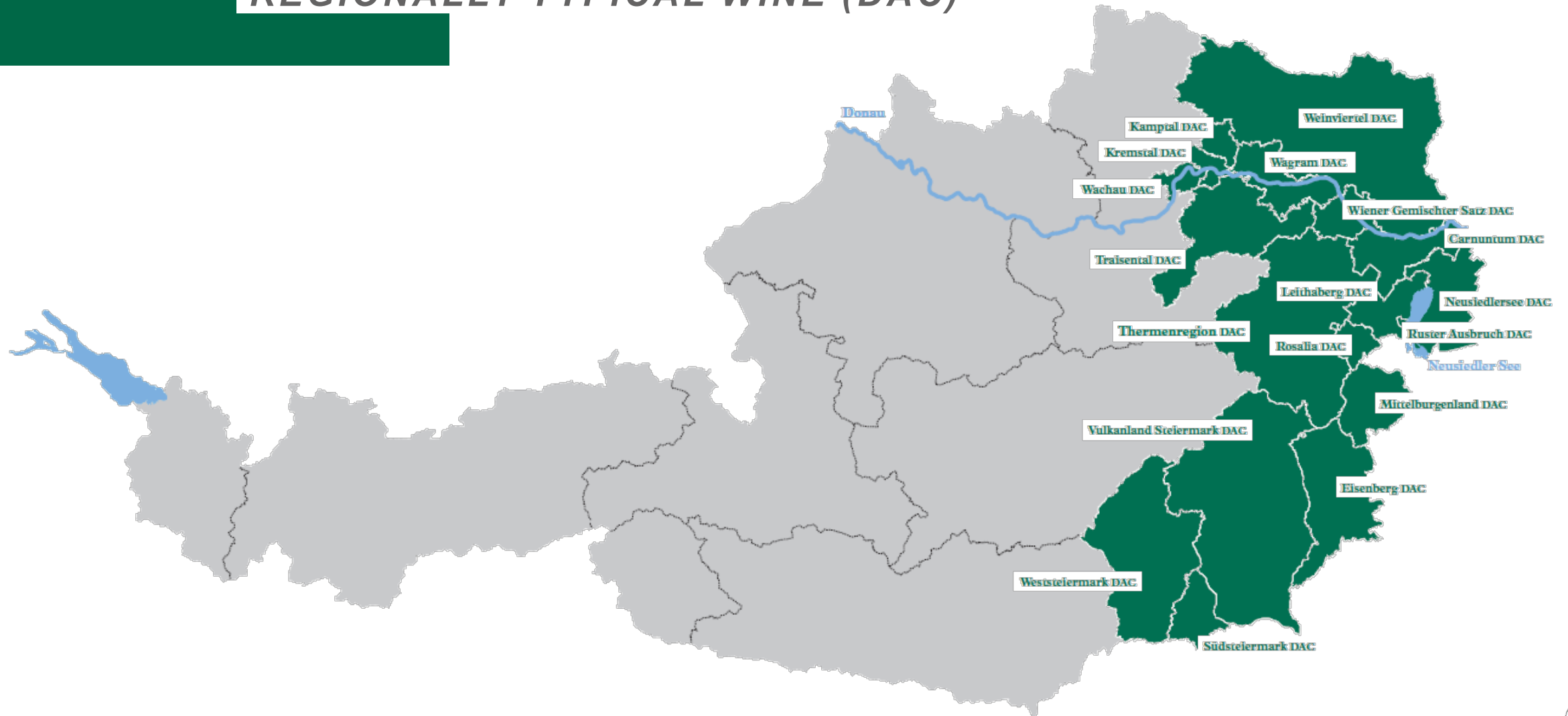


Qualitätswein (PDO)

Qualitätswein from **generic** regions

Qualitätswein from **specific** regions

AUSTRIAN WINEGROWING REGIONS AND THEIR PROTECTED DESIGNATIONS OF ORIGIN FOR REGIONALLY TYPICAL WINE (DAC)

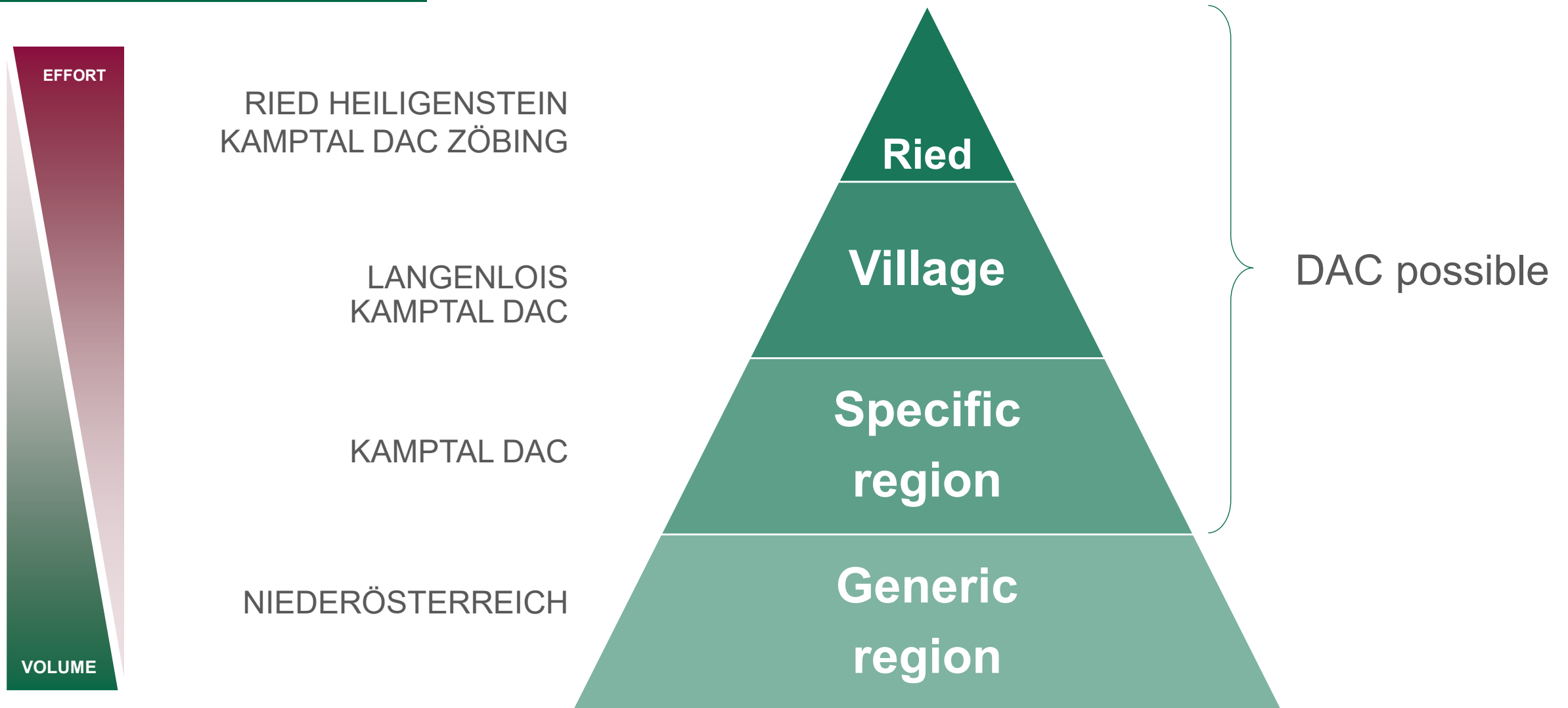


Source: Calculation by Austrian Wine based on figures from the Federal Ministry of Agriculture/IACS (as at 28 June 2023). Moving annual total (MAT) from June 2022 to June 2023

DAC: DISTRICTUS AUSTRIAE CONTROLLATUS

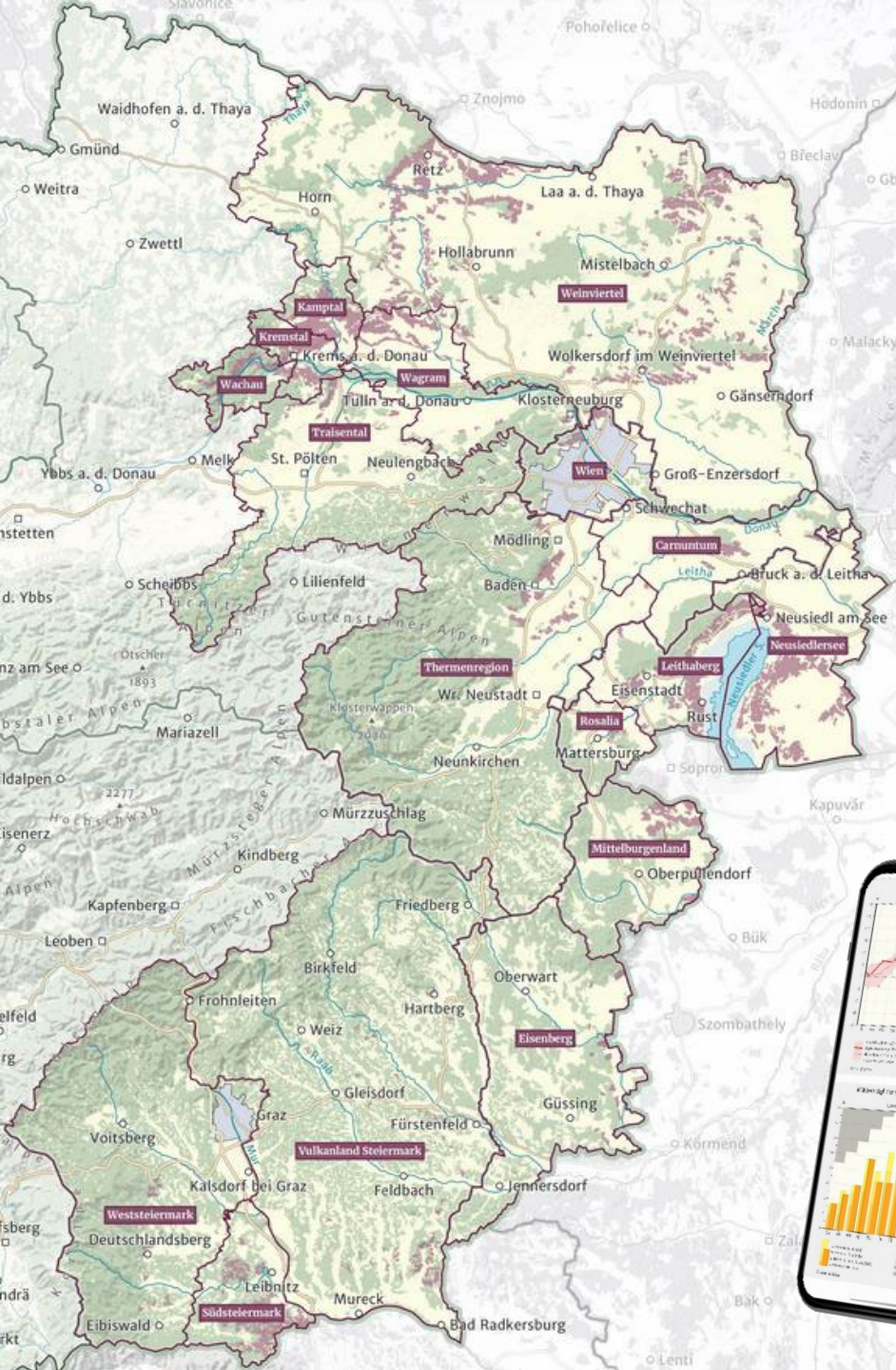
- Qualitätswein from specific regions
- Focus on the most representative grape varieties & styles
- Distinctive flavour profile
- Developed and established by Regional Wine Committees → National Wine Committee → Agricultural Ministry

WINE HIERARCHY & PRICE PYRAMID



OFFICIAL VINEYARD MAPPING

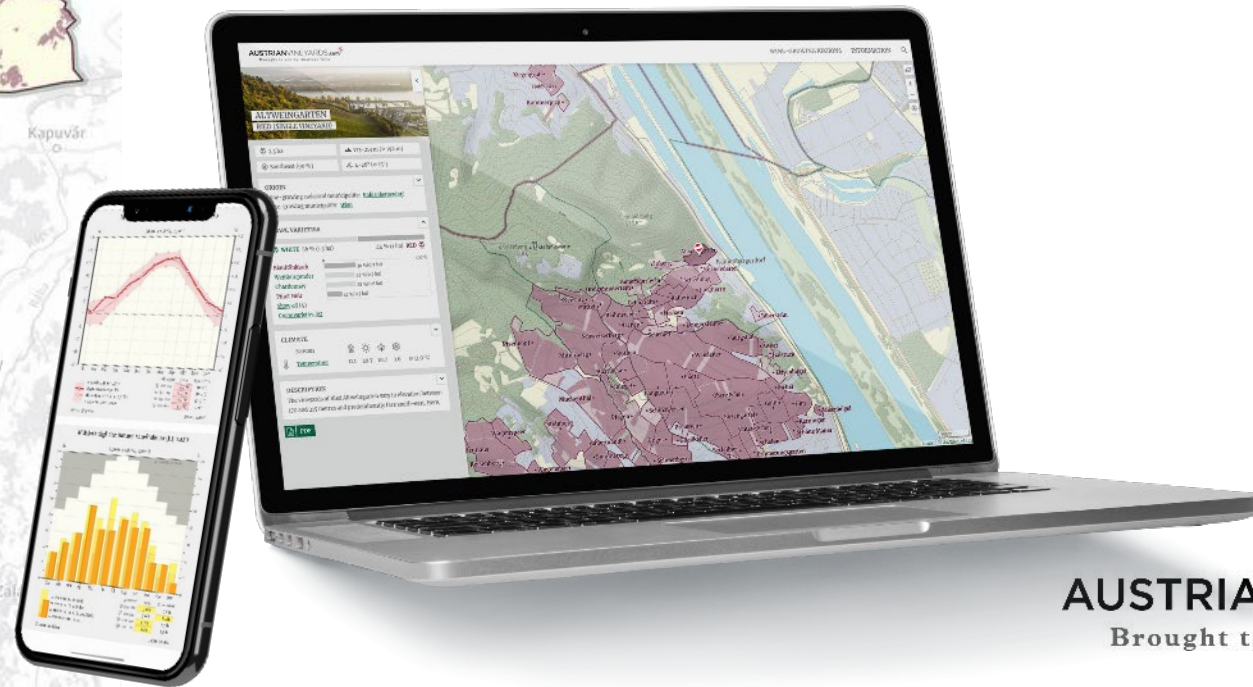
- 2018 – 2021: Legal definition/mapping of all Austrian vineyards, municipality by municipality
- All single vineyard wines must carry the word “Ried” ahead of the name of the single vineyard
- No official vineyard classification so far
- Definition of all villages that can appear on a label for “*villages*” wine (Ortswein)
- [Austriancevineyards.com](https://www.austriancevineyards.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 ...



ÖSTERREICH WINE-GROWING COUNTRY

44,537 ha (1.9% terraced) 115-1299 m

ORIGIN

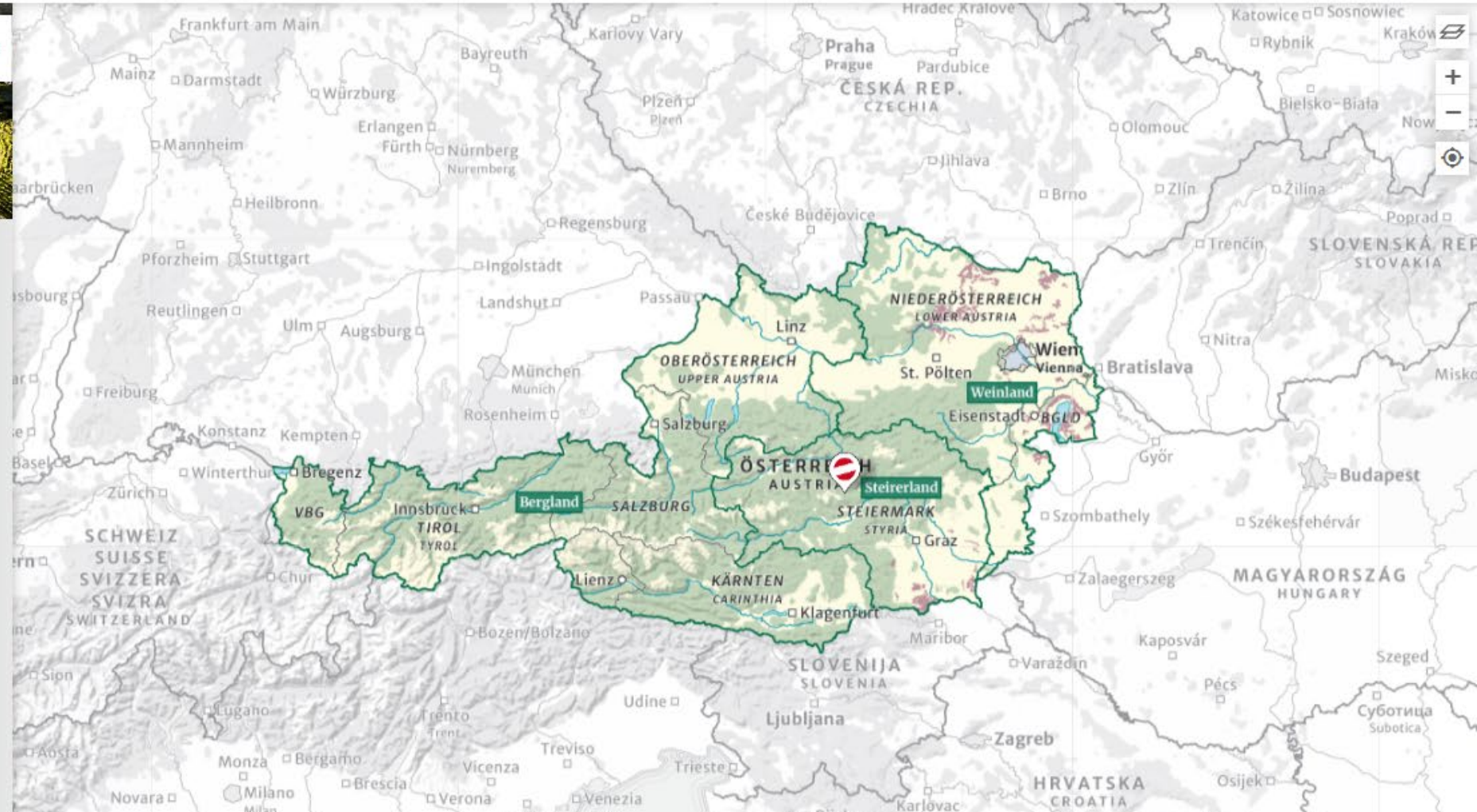
[Origin pyramid](#)

GRAPE VARIETIES

WHITE 70% (30,983 ha) 30% (13,554 ha) RED

DESCRIPTION

Today, Austrian wines are enjoyed the world over, as much by wine connoisseurs as they are by industry experts. With 44,537 hectares of land under vine, Austria produces an outstanding diversity of wine styles. Whatever the style, all wines are characterised by an impressive balance between fruit acidity and distinctive aromatics – partly due to the temperature differences between warm days and cool nights.



... TO ORTSWEIN ORIGINS ...



GÖTTLESBRUNN ORTSWEIN («VILLAGES» WINE)

321 ha 170–276 m

ORIGIN

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

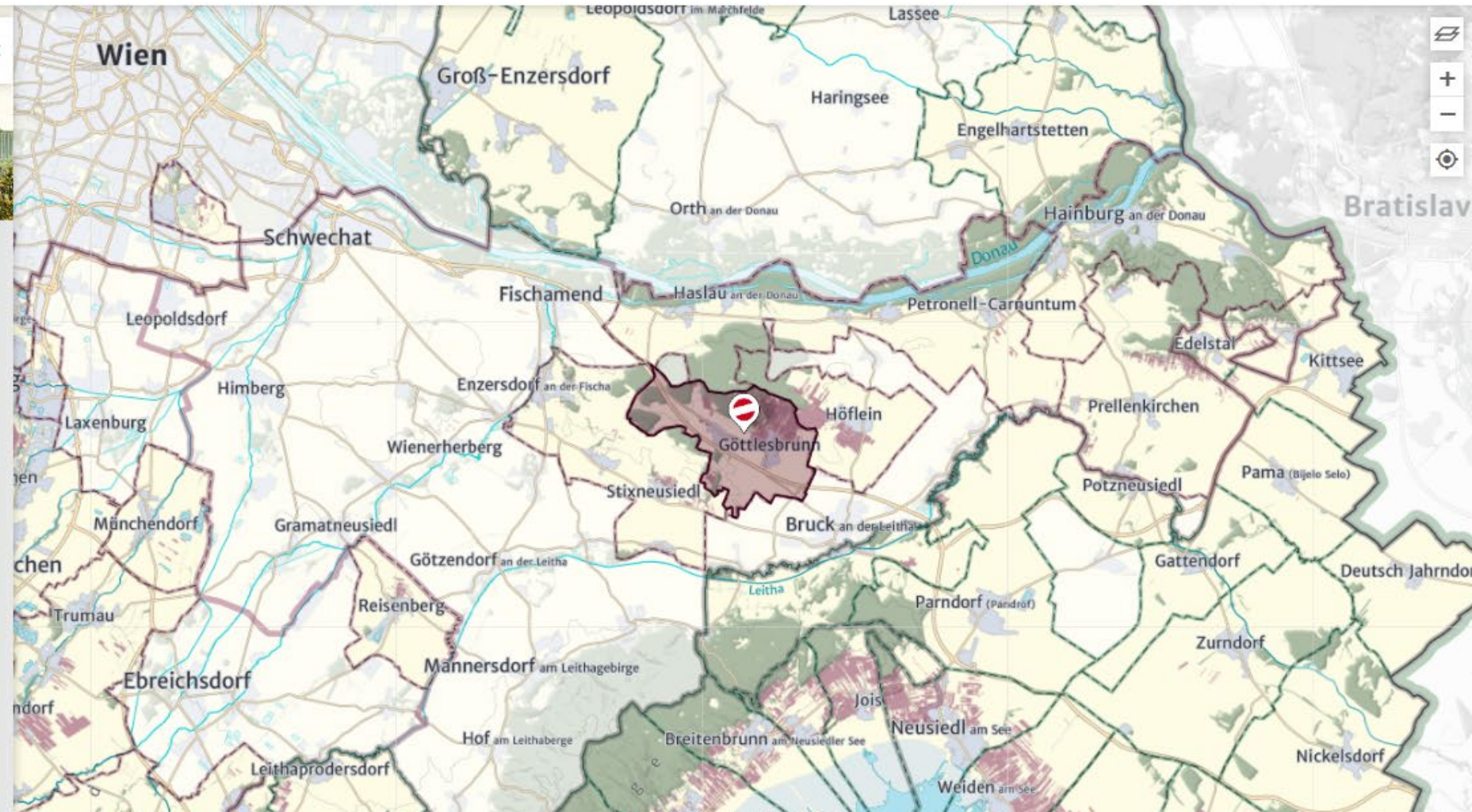
GRAPE VARIETIES

WHITE 43 % (139 ha) 57 % (182 ha) RED

CLIMATE

Seasons ☀️ ☀️ ☀️ ❄️
Temperature 10.6 20.5 10.5 0.9 ±10.7°C

PDF WINES (30)



... UP TO THE SINGLE VINEYARD ("RIED")



WIEGE RIED (SINGLE VINEYARD)

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

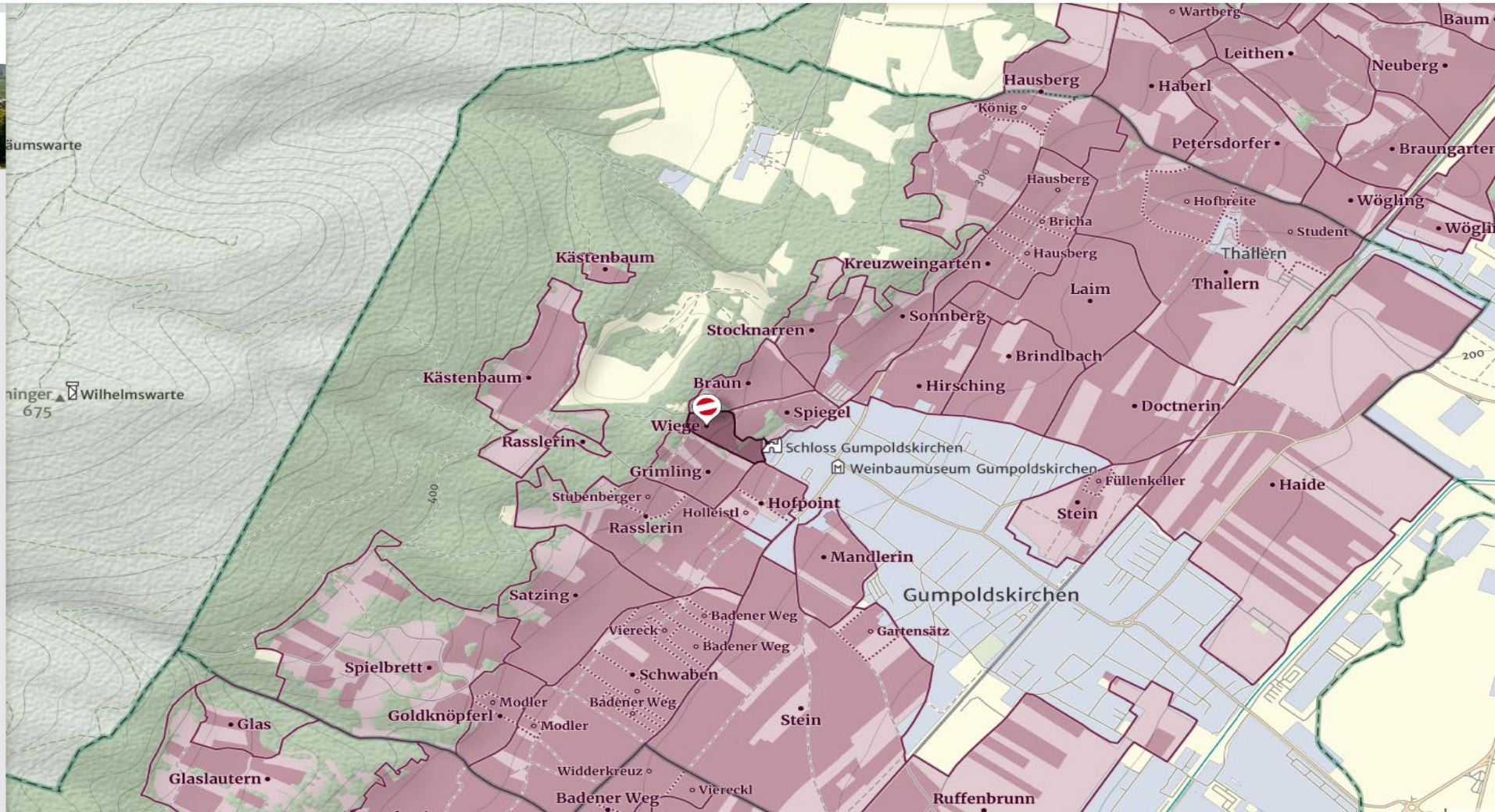
ORIGIN
Wine-growing cadastral municipality: [Gumpoldskirchen](#)
Wine-growing municipality: [Gumpoldskirchen](#)

GRAPE VARIETIES
WHITE 100 % (1.4 ha)
Zierfandler 100 % (1.4 ha)
[Show all \(1\)](#)
[Grape varieties list](#)

CLIMATE
Seasons ☀️ ☁️ 🍃 ❄️
Temperature 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

PDF





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



NEWS

Get the latest news of the Austrian wine world.

29

February

EVENTS

Exciting reports and announcements of chosen national and international events of the AWMB.

... ALWAYS UP TO DATE!

THANK YOU

FOR YOUR ATTENTION



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



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