

# 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**

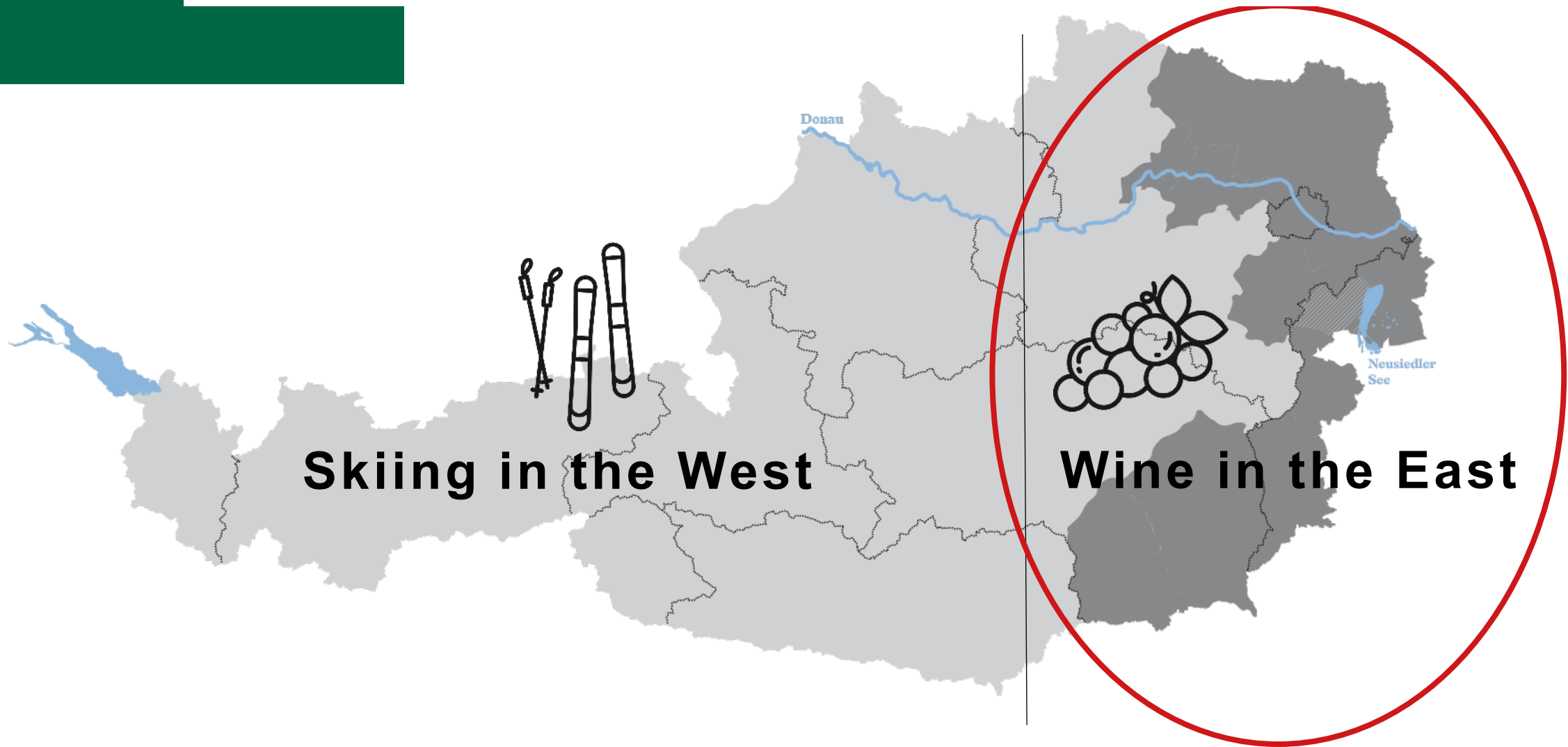
**5. NATURE**

**6. VALUE FOR MONEY**

**7. THE TASTE**



# THE TENSION OF OPPOSITES



**Skiing in the West**

**Wine in the East**





UNITED KINGDOM

NETHERLANDS

POLAND

BELGIUM

GERMANY

CZECH REPUBLIC

**REIMS**

48°

SLOVAKIA

**VIENNA**

HUNGARY

47°

**BEAUNE**

SWITZERLAND

SLOVENIA

FRANCE

CROATIA

BOSNIA AND HERZEGOVINA

SERBIA

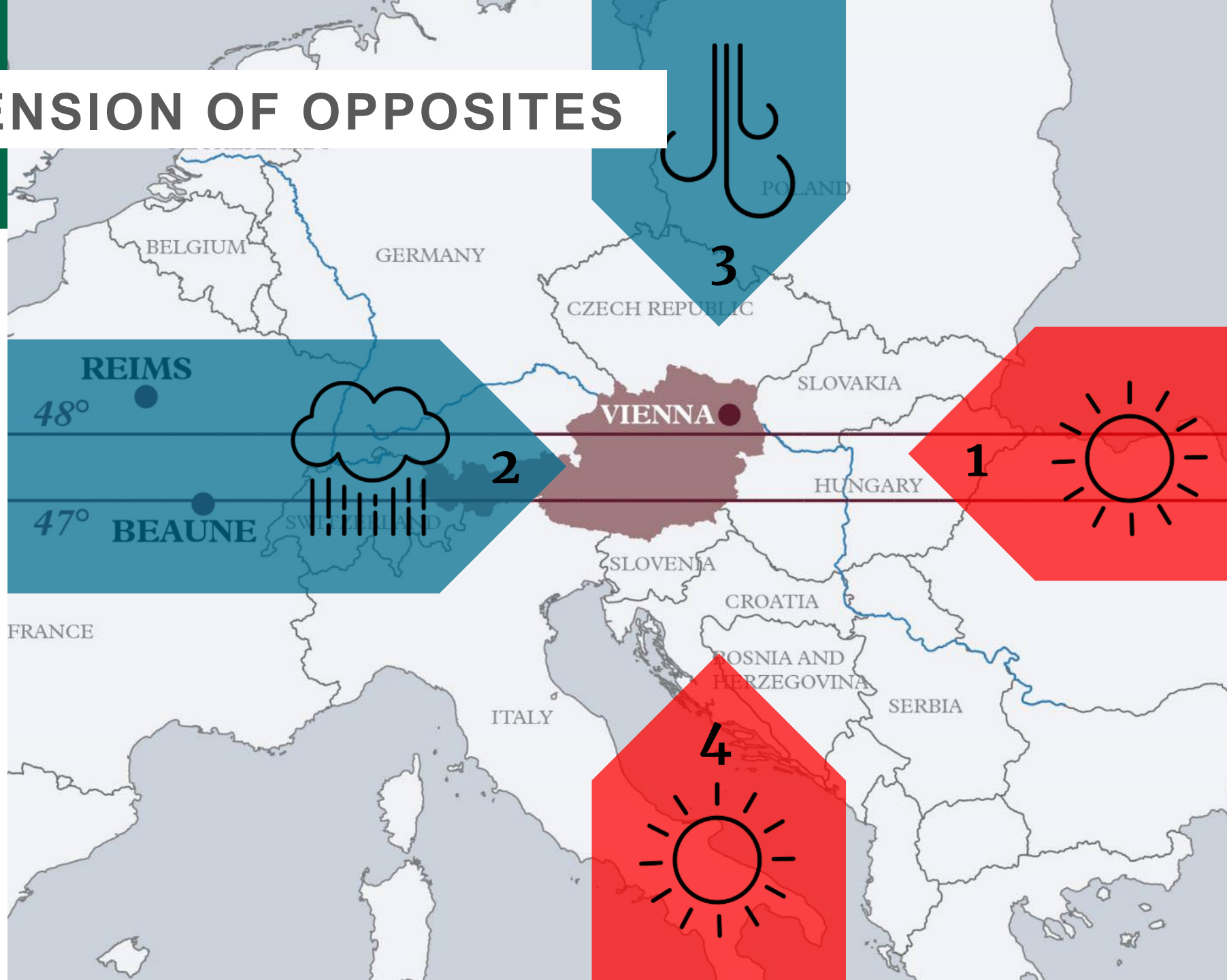
SPAIN

ITALY



# 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



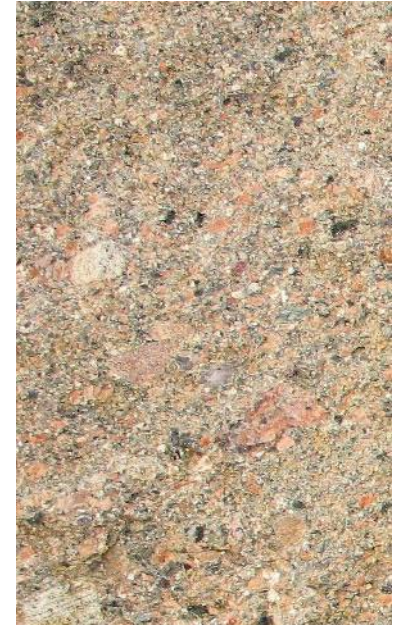
Volcanic tuffs



Loess



Crystalline gneiss



Conglomerate



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS





# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Loess in the Weinviertel  
© Austrian Wine



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS



Kamptal

© Austrian Wine / Robert Herbst



# BEAUTIFUL LANDSCAPE – DEMANDING SOILS





# BEAUTIFUL LANDSCAPE – DEMANDING SOILS





# 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.





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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







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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 



# 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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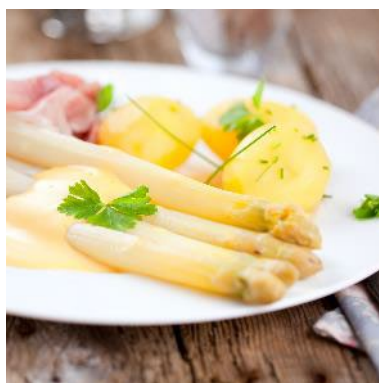
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# IDEAL MATCH FROM SCHNITZEL TO SUSHI



**EVERYWHERE AT HOME!**

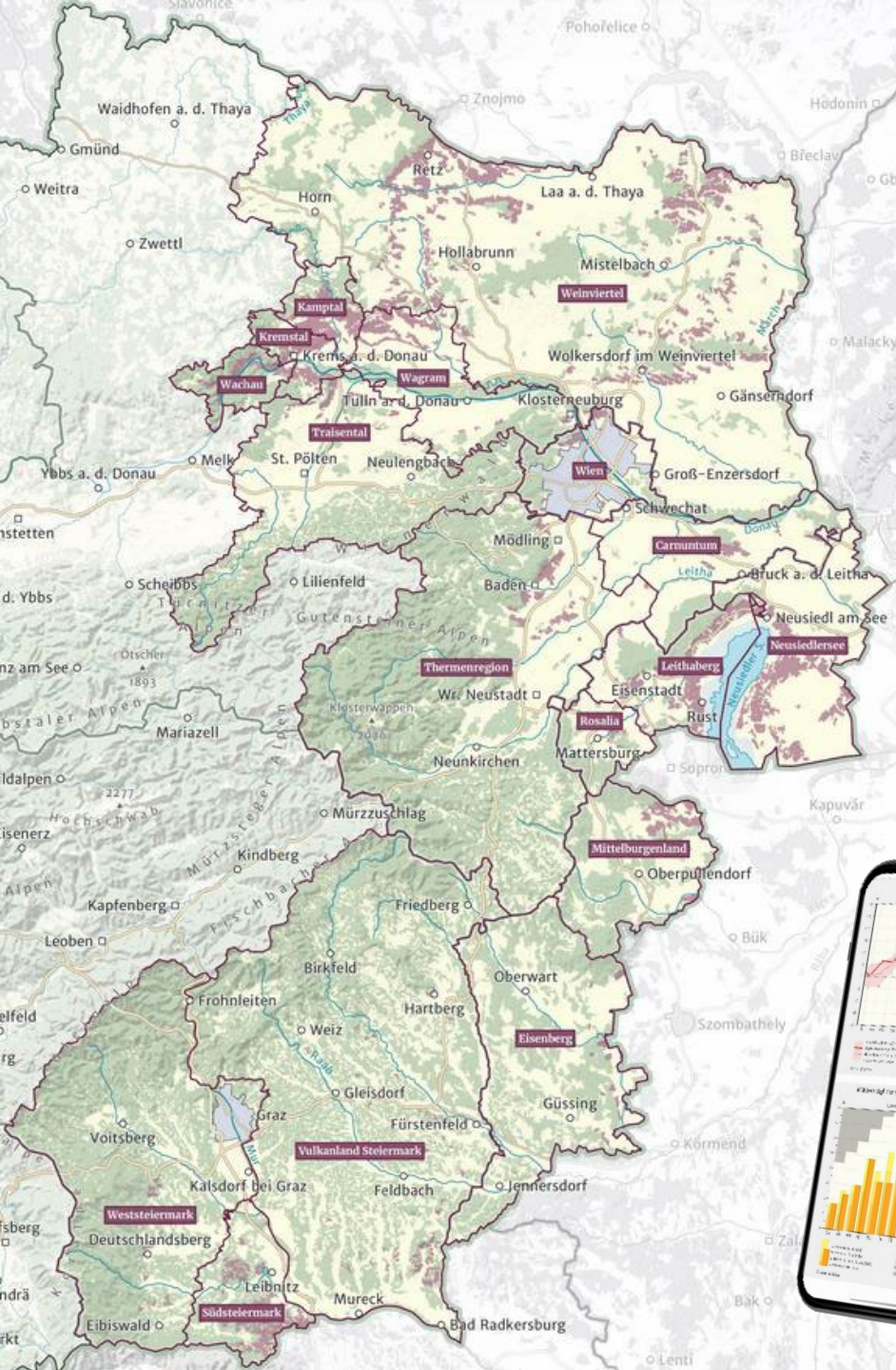




There is simply no other place on earth where the refreshing wines are so concentrated, or where opulent wines exhibit such grace.

“

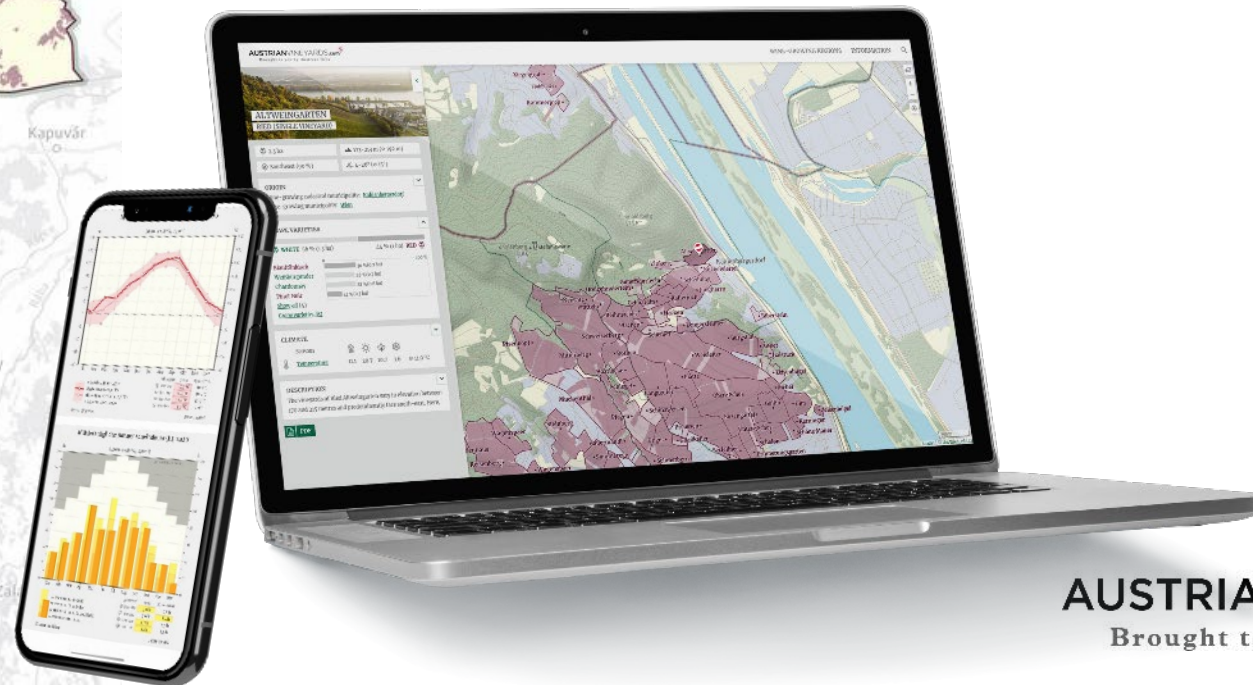




# DISCOVER THE ORIGIN OF AUSTRIAN WINES

**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**  
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**#austrianwine**





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29

February

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THANK YOU

FOR YOUR ATTENTION



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