



# DOCUMENTATION AUSTRIAN WINE

SEPTEMBER 2000 EDITION

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## **Foreword**

One of the most important responsibilities of the Austrian Wine Marketing Board is to clearly present current data concerning the wine industry.

The present documentation contains not only all the currently available facts but also presents long-term developmental trends in special areas. In addition, we have compiled important background information in abbreviated form.

At this point we would like to express our thanks to all the persons and authorities who have provided us with documents and personal information and thus have made an important contribution to the creation of this documentation. In particular, we have received energetic support from the men and women of the Federal Ministry for Agriculture, Forestry, Environment and Water Management, the Austrian Central Statistical Office, the Chamber of Agriculture and the Economic Research Institute.

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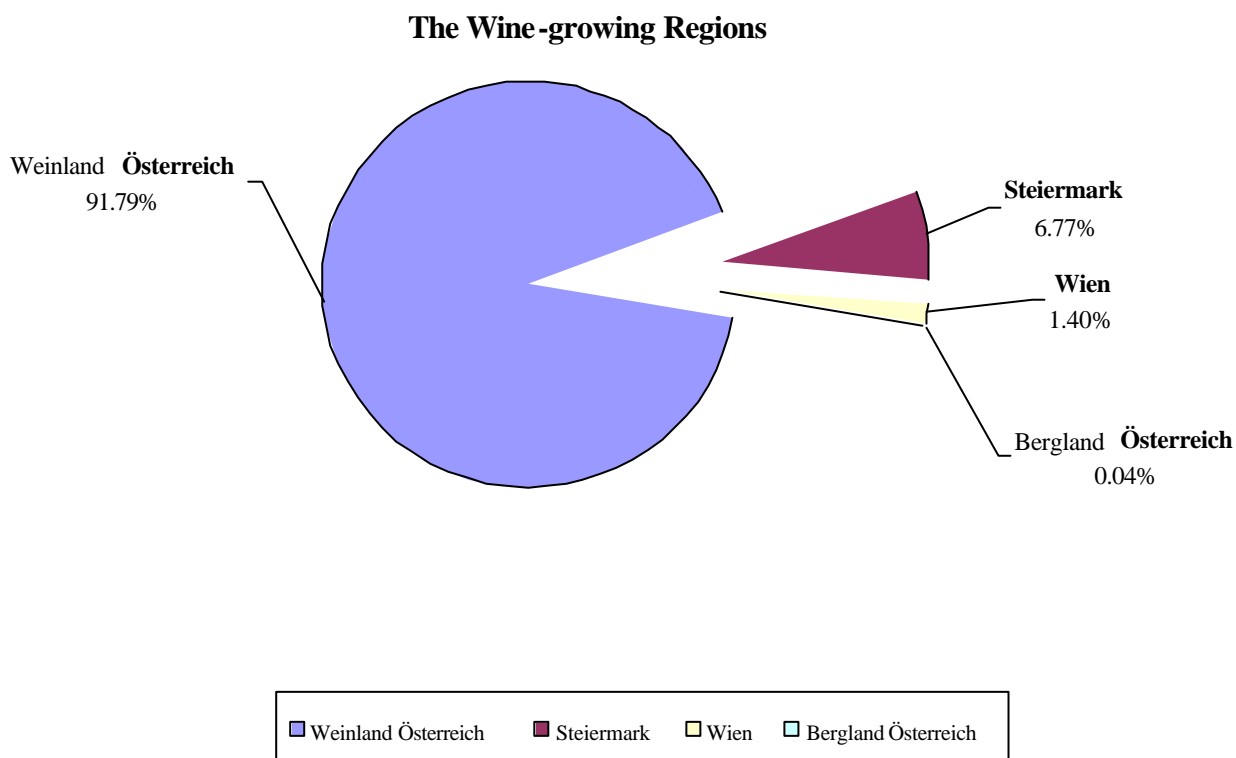
## 1.1. Austria's Wine-growing Areas and Regions

For the first time since Austria's accession to the European Union, Austria was required by the Regulation (ECC) No. 357/79 of the Council of the European Community to conduct a survey of the area under vines with a reference date of 31 August 1999. Also for the first time, data from the existing viticultural land registers of the wine-producing provinces – Burgenland, Niederösterreich (Lower Austria), Steiermark (Styria) and Wien (Vienna) – were included and analysed as secondary statistics. The data of the other provinces were obtained by the Austrian Central Statistical Office by conducting a written survey of the vineyard owners.

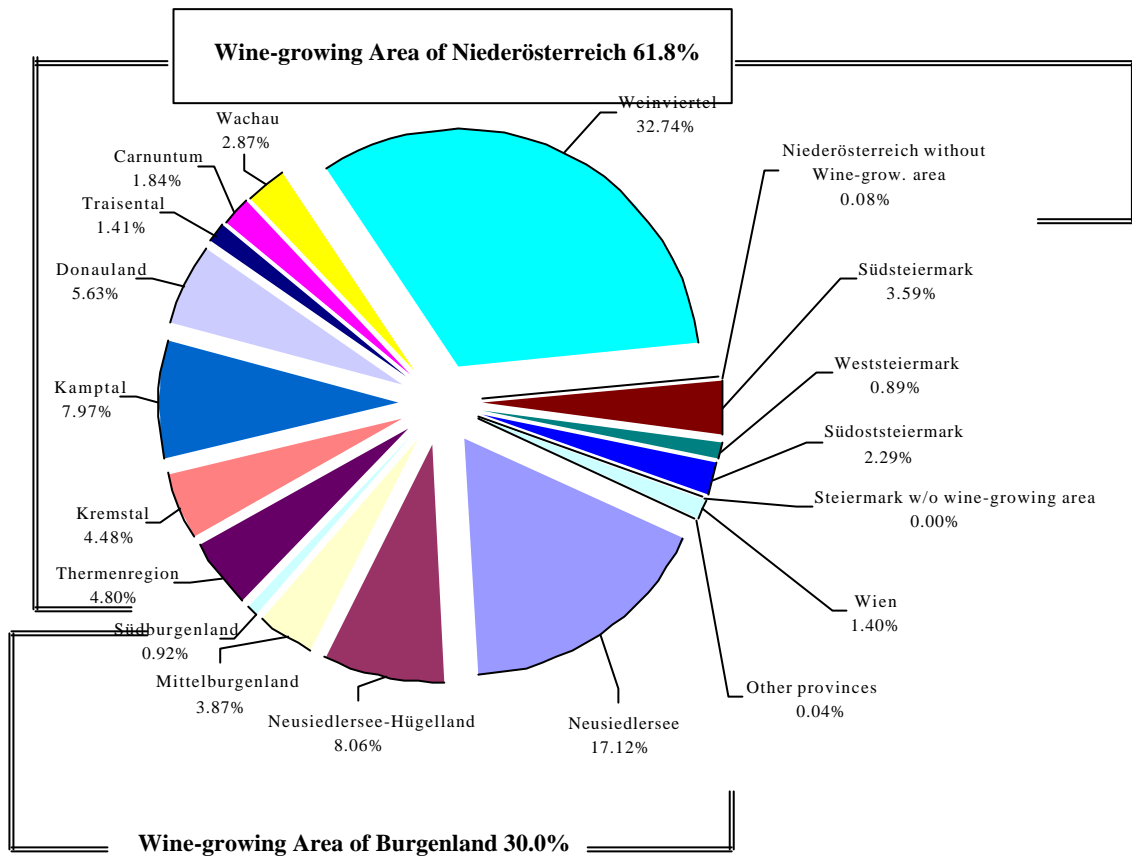
Austria was determined to have a vineyard area of c. 48,500 ha. This was about 8,400 ha less than in 1992 at the time of the last vineyard survey, which was conducted as a primary census. The area devoted to white wines had fallen since 1992 by around 17.1% to 36,140 ha; there was a smaller decline in the area devoted to red wine, which fell by 7.3% to 12,350 ha.

Among the reasons for the decrease in the area under vines were grubbing and land set-asides due to EU grubbing and national set-aside campaigns as well as frost damage.

The 1999 amendment to the Wine Law created a new wine-growing region called "Weinland Austria". The advantage lies in the fact that wines from Niederösterreich and Burgenland, a large area even by European standards, can now be used for the production of a vin de pays called "Weinland Austria".



The Wine-growing Areas



<b>VINEYARD AREAS 1999</b>							
Final Results (areas in hectares)							
Name	Total Vineyards		Vineyard Area by Potential Yield				Total Planted Area
			Productive		Not Yet Productive		
	holdings	area	white wine	red wine	white wine	red wine	
<b>AUSTRIA</b>	<b>32,044</b>	<b>48,557.67</b>	<b>34,851.23</b>	<b>11,636.88</b>	<b>1,293.27</b>	<b>714.75</b>	<b>48,496.13</b>
<b>Wine-growing regions:</b>							
Weinland	27,692	44,567.53	32,003.99	10,688.52	1,133.67	687.95	44,514.15
Steiermark	3,821	3,290.83	2,291.44	846.81	129.15	15.27	3,282.67
Wien	497	678.30	545.27	93.42	29.19	10.42	678.30
Bergland	34	21.01	10.53	8.12	1.25	1.11	21.01
<b>BURGENLAND</b>	<b>9,654</b>	<b>14,563.62</b>	<b>8,958.03</b>	<b>4,935.28</b>	<b>298.64</b>	<b>347.54</b>	<b>14,539.49</b>
<b>Wine-growing areas:</b>							
Neusiedlersee	3,268	8,326.34	5,974.32	1,890.30	230.63	209.61	8,304.85
Neusiedlersee-Hügelland	3,652	3,911.55	2,404.32	1,396.66	50.53	59.68	3,911.18
Mittelburgenland	1,098	1,877.24	334.15	1,471.56	7.44	61.82	1,874.97
Südburgenland	1,636	448.49	245.25	176.76	10.04	16.44	448.49
<b>NIEDERÖSTERREICH</b>	<b>18,038</b>	<b>30,003.91</b>	<b>23,045.96</b>	<b>5,753.25</b>	<b>835.04</b>	<b>340.41</b>	<b>29,974.66</b>
<b>Wine-growing areas:</b>							
Thermenregion	1,282	2,332.30	1,379.47	861.70	46.08	38.32	2,325.57
Kremstal	1,397	2,175.87	1,809.05	285.86	56.94	18.92	2,170.77
Kamptal	1,491	3,868.87	3,151.77	561.63	111.69	41.92	3,867.00
Donauland	1,710	2,731.96	2,221.60	428.01	51.39	29.65	2,730.65
Traisental	706	682.54	570.07	89.37	16.22	6.46	682.12
Carnuntum	745	891.53	554.43	264.32	30.46	42.32	891.53
Wachau	867	1,390.33	1,193.46	151.46	39.92	5.38	1,390.23
Weinviertel	9,774	15,892.24	12,131.02	3,107.72	482.34	157.44	15,878.52
Outside wine-growing area	66	38.26	35.08	3.18	-	-	38.26
<b>STEIERMARK</b>	<b>3,821</b>	<b>3,290.83</b>	<b>2,291.44</b>	<b>846.81</b>	<b>129.15</b>	<b>15.27</b>	<b>3,282.67</b>
<b>Wine-growing areas:</b>							
Südsteiermark	1,066	1,741.04	1,355.67	276.99	98.45	7.84	1,738.95
Weststeiermark	491	432.85	55.33	371.90	3.10	1.53	431.85
Südoststeiermark	2,254	1,115.16	879.46	197.27	27.46	5.90	1,110.09
Outside wine-growing area	10	1.78	0.98	0.64	0.15	-	1.78
<b>Wine-growing area WIEN</b>	<b>497</b>	<b>678.30</b>	<b>545.27</b>	<b>93.42</b>	<b>29.19</b>	<b>10.42</b>	<b>678.30</b>
<b>OTHER PROVINCES</b>	<b>34</b>	<b>21.01</b>	<b>10.53</b>	<b>8.12</b>	<b>1.25</b>	<b>1.11</b>	<b>21.01</b>

Analysis of the viticultural land register of the wine-producing provinces  
 Minor discrepancies are due to rounding.  
 Source: Austrian Central Statistical Office

<b>AREA UNDER WINES 1999</b>					
Final Result (area in hectares)					
Name	Planted Vineyard Area by Age of Vines				Nurseries <sup>1)</sup>
	Under 3 years	3 to 9 years	10 to 19 years	20 years old and older	
<b>AUSTRIA</b>	<b>2,008.02</b>	<b>7,096.28</b>	<b>13,955.24</b>	<b>25,436.59</b>	<b>61.54</b>
<b>Wine-growing regions:</b>					
Weinland	1,821.63	6,129.78	12,641.18	23,921.57	53.38
Steiermark	144.43	779.87	1,149.49	1,208.89	8.16
Wien	39.61	179.33	156.81	302.55	-
Bergland	2.36	7.30	7.76	3.59	-
<b>BURGENLAND</b>	<b>646.18</b>	<b>2,146.41</b>	<b>4,549.89</b>	<b>7,197.01</b>	<b>24.13</b>
<b>Wine-growing areas:</b>					
Neusiedlersee	440.24	1,283.85	2,814.65	3,766.11	21.49
Neusiedlersee-Hügelland	110.21	549.93	1,230.04	2,021.00	0.37
Mittelburgenland	69.26	270.76	408.39	1,126.56	2.27
Südburgenland	26.48	41.86	96.82	283.33	-
<b>NIEDERÖSTERREICH</b>	<b>1,175.45</b>	<b>3,983.36</b>	<b>8,091.29</b>	<b>16,724.56</b>	<b>29.25</b>
<b>Wine-growing areas:</b>					
Thermenregion	84.40	370.00	740.90	1,130.28	6.73
Kremstal	75.86	272.80	456.38	1,365.73	5.10
Kamptal	153.60	530.84	739.09	2,443.46	1.87
Donauland	81.04	265.00	430.59	1,954.02	1.31
Traisental	22.67	52.47	72.32	534.65	0.42
Carnuntum	72.78	153.13	261.02	404.60	-
Wachau	45.30	147.95	156.70	1,040.28	0.10
Weinviertel	639.78	2,189.12	5,227.47	7,822.15	13.72
Outside wine-growing areas	-	2.04	6.83	29.39	-
<b>STEIERMARKE</b>	<b>144.43</b>	<b>779.87</b>	<b>1,149.49</b>	<b>1,208.89</b>	<b>8.16</b>
<b>Wine-growing areas:</b>					
Südsteiermark	106.29	429.51	601.22	601.94	2.09
Weststeiermark	4.62	126.69	174.11	126.43	1.00
Südoststeiermark	33.37	223.68	373.39	479.66	5.07
Outside wine-growing areas	0.15	-	0.77	0.86	-
<b>Wine-growing area WIEN</b>	<b>39.61</b>	<b>179.33</b>	<b>156.81</b>	<b>302.55</b>	<b>-</b>
<b>OTHER PROVINCES</b>	<b>2.36</b>	<b>7.30</b>	<b>7.76</b>	<b>3.59</b>	<b>-</b>

Analysis of the viticultural land register of the wine-producing provinces

<sup>1)</sup> Federal Ministry for Agriculture and Forestry, Environment and Water Management

Minor discrepancies are due to rounding.

Source: Austrian Central Statistical Office



<b>GRAPE VARIETIES BY PROVINCES</b> (areas in hectares)						
Name	Austria	Burgenland	Nieder- österreich	Steiermark	Wien	Other provinces
<b>WHITE WINE:</b>						
Bouvier	364.93	336.79	25.14	1.87	1.13	-
Frühroter Veltliner (Malvasier)	625.78	67.17	551.58	0.03	7.01	-
Furmint	1.16	0.81	0.35	-	-	-
Goldburger	308.55	205.42	44.14	51.92	7.07	-
Grauer Burgunder (Pinot Gris, Ruländer)	292.57	174.73	45.36	65.94	6.41	0.13
Grüner Veltliner (Weissgipfler)	17,479.30	2,735.82	14,538.44	5.49	197.86	1.68
Jubiläumsrebe	30.28	25.08	5.19	-	-	-
Müller-Thurgau (Riesling x Sylvaner, Rivaner)	3,289.27	796.80	2,115.70	350.73	24.14	1.91
Muskateller (Gelber Muskateller, Roter Muskateller)	143.29	12.21	41.30	85.74	3.04	1.00
Muskat-Ottonel	418.17	322.76	87.70	4.67	3.04	-
Neuburger	1,093.85	440.15	637.42	0.26	16.01	-
Roter Veltliner	257.67	3.18	253.02	-	1.47	-
Rotgipfler	118.42	1.80	114.03	-	2.59	-
Sauvignon Blanc (Muskat-Sylvaner)	314.39	54.77	73.17	177.84	8.54	0.08
Scheurebe (Seedling 88)	529.46	290.58	57.28	180.07	1.53	-
Sylvaner (Grüner Sylvaner)	52.61	4.48	33.63	10.53	3.96	-
Traminer (Gewürztraminer, Roter Traminer)	362.87	187.76	94.72	72.24	7.83	0.32
Weisser Burgunder (Weissburgunder, Pinot Blanc, Klevner) and Chardonnay (Feinburgunder, Morillon)	2,935.53	1,043.47	1,235.51	567.22	84.86	4.48
Weisser Riesling (Riesling, Rhine Riesling)	1,642.99	162.85	1,317.80	73.91	88.17	0.26
Welschriesling	4,323.05	1,973.89	1,619.29	696.28	32.06	1.53
Zierfandler (Spätrot)	98.24	0.68	96.58	-	0.98	-
Other white wine varieties	91.22	23.50	33.47	31.07	3.01	0.16
<i>Gemischter Satz (mixed grapes from the same vineyard)</i>	1,370.91	391.99	860.17	44.77	73.75	0.23
<b>TOTAL</b>	<b>36,144.50</b>	<b>9,256.67</b>	<b>23,881.00</b>	<b>2,420.59</b>	<b>574.46</b>	<b>11.78</b>
<b>RED WINE:</b>						
Blauburger	883.95	178.36	672.13	21.96	10.91	0.59
Blauer Burgunder (Blauer Spätburgunder, Blauburgunder, Pinot Noir)	408.93	181.17	207.57	5.35	12.39	2.45
Blauer Portugieser	2,358.18	43.66	2,297.68	4.93	11.10	0.82
Blauer Wildbacher (Schilcher)	464.11	3.12	0.20	460.72	0.07	-
Blaufränkisch	2,640.61	2,493.22	124.24	17.32	5.13	0.69
Cabernet Franc	27.11	17.73	8.46	0.48	0.45	-
Cabernet Sauvignon	311.65	189.23	105.78	6.72	9.13	0.80
Merlot	111.76	45.97	61.19	1.06	3.49	0.05
St. Laurent	415.07	184.56	216.60	5.63	7.48	0.79
Zweigelt (Blauer Zweigelt, Rotburger)	4,349.73	1,875.22	2,104.55	330.62	38.20	1.13
Other red wine varieties	22.43	13.70	0.77	7.28	-	0.68
<i>Gemischter Satz (mixed grapes from the same vineyard)</i>	358.10	56.87	294.49	0.02	5.49	1.23
<b>TOTAL</b>	<b>12,351.63</b>	<b>5,282.82</b>	<b>6,093.66</b>	<b>862.08</b>	<b>103.84</b>	<b>9.23</b>

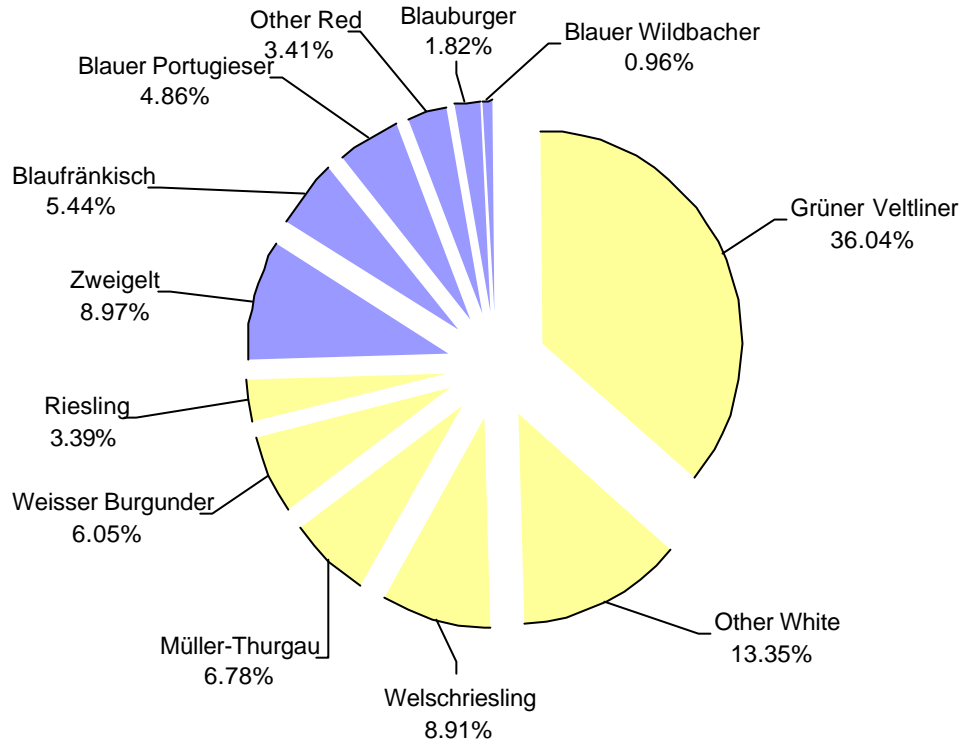
Analysis of the viticultural land register of the wine-producing provinces

Minor discrepancies are due to rounding.

Source: Austrian Central Statistical Office

## 1.2. Grape Varieties in Austria

### 1.2.1. Breakdown by Share of Area in Percent Austrian Totals



17.479.30 ha Grüner Veltliner	6,474.35 ha Other White	4,323.05 ha Welschriesling	3,289.27 ha Müller-Thurgau
2.935.53 ha Weisser Burgunder	1,642.99 ha Riesling	4,349.73 ha Zweigelt	2,640.61 ha Blaufränkisch
2.358.18 ha Blauer Portugieser	1,6550.5 ha Other Red	883.95 ha Blauburger	464.11 ha Blauer Wildbacher

## 1.2.2 Grape Varieties – Brief Description

Variety	Cultivated Area (in %)	Important Growing Areas in Austria
<b>White Wine</b>		
<b>Grüner Veltliner</b>	<b>17,479 ha</b>	36.04
Niederösterreich, Burgenland, Wien		
Peppery spice, fruity, usually dry. With a share of about a third of Austria's total viticultural area, the Grüner Veltliner is the most important variety grown in Austria. The quality spectrum of the Grüner Veltliner is sweeping, extending from light, effervescent wines that are best drunk young – as "Heuriger" – to <i>Spätlese</i> wines that are rich in extracts and alcohol and thus age particularly well.		
<b>Welschriesling</b>	<b>4,323 ha</b>	8.91
Burgenland, Steiermark, Eastern Weinviertel		
Spicy in a refined way, refreshing, fruity. The Welschriesling, which has long been found in Austria's vineyards, is not related to the Riesling (Rhine Riesling). For the most part Welschriesling wines are fresh, fruity and best enjoyed in their youth; but the variety can also produce an outstanding <i>Prädikat</i> wine with lasting bouquet and raciness.		
<b>Müller-Thurgau (Rivaner)</b>	<b>3,289 ha</b>	6.78
In all wine-growing areas		
Slight Muscat flavour, round, soft. This variety owes its name to the Swiss botanist Hermann Müller from the canton of Thurgau. Müller-Thurgau wines are generally low in acidity and round with a slightly Muscat-like bouquet and mild taste. Apart from <i>Prädikat</i> wine, the Müller-Thurgau should preferably be drunk as new wine.		
<b>Weissburgunder &amp; Chardonnay</b>	<b>2,936 ha</b>	6.05
In all wine-growing areas		
Weissburgunder: fine combination of fragrances, powerful, racy. If the grapes have attained full maturity, the Austrian Weissburgunder is a white wine rich in extracts with a fine almond-like taste and piquant acidity. The grape variety known internationally as Pinot Blanc usually develops very well in the bottle. Because of its discreet character it is suitable for blending with other varieties and for ageing in new, small oak barrels ( <i>en barrique</i> ).		
Chardonnay: juicy fruit, concentrated, piquant. In Steiermark, where it results in very fresh, slightly flowery wines, it is known as the Morillon. But it is increasingly being grown in Niederösterreich, Burgenland and Wien. Its fragrance is reminiscent of white bread. Its wines are very powerful and rich in extracts and retain a pleasant acidity even after long maturation; it improves further with bottle ageing.		
<b>Rhine Riesling</b>	<b>1,643 ha</b>	3.39
Danube (Wachau, Wien and other River Valleys)		
Elegant fragrance, fine nuances, raciness. In good vintage years the noble Riesling from Austria's best-situated vineyards produces one of the world's finest wines of this variety. Its attractive bouquet usually has delicate notes of peaches, apricots and citrus fruits. Because of its piquant acidity, the Riesling is very racy and long on the palate; it constantly develops and thus ages very well; this applies in particular to the rare <i>Spätlese</i> and <i>Auslese</i> wines (or the <i>Wachauer Smaragdwein</i> ).		
<b>Neuburger</b>	<b>1,094 ha</b>	2.26
Thermenregion, Wachau, Neusiedlersee and Neusiedlersee-Hügelland, Wien		
Nutty, full-bodied, mild. According to tradition, the Danube gave Austria this special variety, exclusive to this country. Legend would have it that in 1850 an unknown type of vine was washed ashore. It was planted by the wine-growers and given the name Neuburger. The Neuburger grape produces elegantly reserved white wines, sometimes somewhat neutral in fragrance and of powerful but mild manner; its fine, nutty taste is characteristic.		
<b>Muskat-Ottonel</b>	<b>418 ha</b>	0.86
Neusiedlersee and Neusiedlersee-Hügelland		
Intensive bouquet, grapey, mild. Depending on the degree of maturity of the grapes, the Muscat bouquet is more or less pronounced; because of its low acidity the Muskat-Ottonel is very mild and supple. Dry types, which should be drunk young, make a good apéritif: the sweet <i>Prädikat wine</i> – which ages well – is suitable with dessert. There are very promising vineyard areas around Neusiedler Lake (Neusiedlersee).		
<b>Traminer</b>	<b>363 ha</b>	0.75
in all wine-growing areas		
Intensive aroma, full-bodied, soft. This highly aromatic white wine is easy to recognise by its intensive fragrance of roses and dried fruit. There are three varieties of Traminer in Austria: the clearly predominant Roter Traminer, the especially spicy Gewürztraminer and the almost extinct Gelber Traminer. Despite its low acidity, the Traminer ripens reliably, and thus produces an interesting <i>Prädikat</i> wine.		

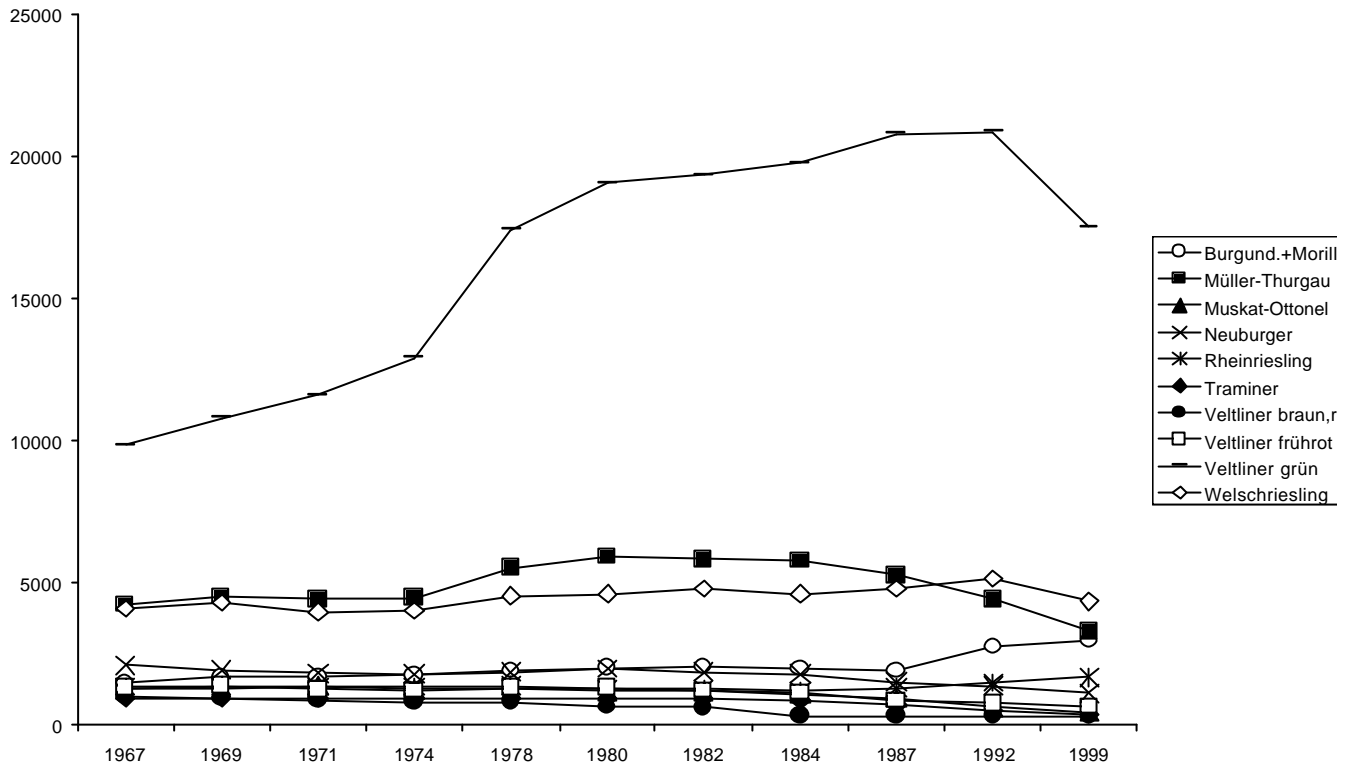
<b>Zierfandler (Spätrot) and Rotgipfler</b> 217 ha	0.45	Thermenregion	
Nutty spice, robust, elegant. Even in mediocre vintage years this grape variety quickly attains qualities from <i>Spätlese</i> upwards. Typical are the bouquet of almonds and pistachios as well as the fullness and elegance on the palate. Because of its powerful acidity the Zierfandler also has a relatively long maturation period; this applies all the more to <i>Prädikat</i> wine. With its counterpart along the Südbahn, the Rotgipfler, it is often blended and is then known as the Spätrot-Rotgipfler.			
<b>Sauvignon Blanc (Muskat-Sylvaner)</b> 314 ha	0.65	Südsteiermark and Neusiedlersee	
Paprika spice, vivacious, piquant. With the current wave of new plantings it is easy to forget that this grape variety was planted in Austria more than a hundred years ago. Its paprika-like spice is replaced over a long period of ageing by aromas of asparagus and black currants. Very fresh and stimulating with a racy acidity structure, the Sauvignon is an elegant, fruity wine of unmistakable character that also ages well in the medium term.			
<b>Frühroter Veltliner (Malvasier)</b> 626 ha	1.29	Niederösterreich	
Very delicate, almost neutral bouquet, remotely reminiscent of marzipan or candy-floss. This early-ripening variety, which by the way is not related to the Grüner Veltliner, is grown in areas north of the Danube and in the Thermenregion, where it produces very early-ripening, round and soft wines with a delicate spicy veil. Because of its rather low acidity, the Frühroter Veltliner is very well suited to producing new wines ( <i>vins de primeur</i> ), best enjoyed in their youth. Other variations are the more or less dry <i>Spätlese</i> and <i>Auslese</i> wines, in which the relatively high alcohol content provides the appropriate support.			
<b>Goldburger</b> 309 ha	0.64	Burgenland	
After an initial wave of planting, this new strain from the oenology school in Klosterneuburg has not met with the expected acceptance. In general its bouquet is grapey to neutral, reminiscent at its best of the citrus spice of the parent Orangetraube. The other partner in this cross was the late-ripening Welschriesling. Because of its early ripening this grape variety is now used primarily for the production of finer <i>Prädikat</i> wine.			
<b>Bouvier</b> 365 ha	0.75	Burgenland	
Discreetly grapey with delicate Muscat aromas, this extremely early ripening grape variety is used primarily for the production of fresh fruit juice ( <i>Most</i> ) and young wine in full fermentation ( <i>Sturm</i> ) in the wine-growing area of Neusiedlersee. Although its importance has declined in recent years, it is still used for making <i>Prädikat</i> wine of high and even outstanding quality, in which its fine spice notes provide polish. It is particularly well suited for making blended dessert wines.			
<b>Grüner Sylvaner</b> 53 ha	0.11	In all wine-growing areas	
Reticent fruity notes with echoes of pears, sometimes with rather leathery or nutty spice notes. This grape variety, which is very popular in the German wine-growing areas of Franconia (Franken) and Rhinehesse (Rheinhessen) has lost much of its popularity in Austria in recent years. If this trend continues, this variety will continue to fall into oblivion and soon be considered a rarity. It is occasionally grown in most Austrian wine-growing areas from Südsteiermark to northern Weinviertel, where in good vintage years it produces discreet wines with more herbal spice than primary fruit aromas.			
<b>Ruländer (Grauburgunder, Pinot Gris)</b> 293 ha	0.60	Niederösterreich, Burgenland	
Rather dark yellow-gold, sometimes with a clear coppery light; bouquet reminiscent of caramelised sugar and white bread, at best with peach and apricot fruit as well. Despite its merits this grape variety from the Burgundy family –and perhaps even its oldest “ancestor” –has failed to become fully established in Austria. Particularly with long ageing, Ruländer wines have an impressively rich body and supple, almost oily fullness, sometimes combined with rusty-smoky components. In hot vintage years the acidity of the Ruländer can be somewhat low, allowing the alcohol to gain the upper hand. The high-quality wines age outstandingly well, preserving their concentrated character for a long time. Along the Neusiedler Lake (Neusiedlersee) first-class dessert wines are made from the Pinot Gris grape. Due to its high sensitivity to noble rot it is convincing both as a pure variety and as a component in a sweet white-wine blend.			
Veltliner Rot	258 ha	0.53	Niederösterreich
Other high-quality varieties	2,166 ha	4.47	In all wine-growing areas

Red Wine			
<b>Blauer Zweigelt</b>	<b>4,350 ha</b>	8.97	In all wine-growing areas
Cherry fruit, attractive, velvety. This variety was named for the Austrian plant-breeder Prof. Fritz Zweigelt, who created this successful cross of Blaufränkisch and St. Laurent. As new wine the Zweigelt has a pronounced fruity bouquet that becomes rounder and finer with ageing. It ranges in quality from a light table wine to be enjoyed in its youth to powerful wines for ageing. The sturdy Zweigelt vine produces good results in all of the domestic red-wine areas and is thus considered Austria's great red-wine prospect.			
<b>Blaufränkisch</b>	<b>2,641 ha</b>	5.45	Burgenland
Dark berry notes, astringent-spicy, medium tannin levels. The name Blaufränkisch (literally "blue Franconian") probably dates from the time of Charlemagne, when all high-quality varieties were classified as "Franconian" ( <i>fränkisch</i> ) while those of lesser value were called "Hunnic" ( <i>hunnisch</i> ) and eliminated. In its youth this Austrian speciality is an impetuous, deeply fruity red wine, which with ageing becomes more velvety and supple, gaining additional facets.			
<b>Blauer Portugieser</b>	<b>2,358 ha</b>	4.86	Niederösterreich and Burgenland
Grapey, mild, low in tannins. The Blauer Portugieser is said to have been brought by a wine merchant from Porto to Niederösterreich, more specifically to Bad Vöslau. Because this grape variety develops very quickly, it should generally be drunk in its youth. In good years the Thermenregion in particular produces mild and juicy red wines with soft tannins and the pleasant aroma of violets. But grapey and harmonious Portugieser grapes also grow on the "red-wine islands" of the Weinviertel.			
<b>Blauer Burgunder (Pinot Noir)</b>	<b>409 ha</b>	0.84	Niederösterreich and Burgenland
Discreet bouquet, elegant, soft tannins. Despite some new vineyard planting, this grape variety, which made the red wines of Burgundy famous, is still under-represented in Austria. The Pinot Noir has a very fine bouquet that is difficult to describe, best perhaps as reminiscent of raspberries or almonds. Its taste has lots of fruity charm and elegance. Despite its delicate structure it ages better than many wine-lovers assume. In good – and especially in dry – vintage years it will produce remarkably fine wines in Austria as well, for example in the Thermenregion or in Vienna (Wien).			
<b>St. Laurent</b>	<b>415 ha</b>	0.86	Niederösterreich and Burgenland
Fine, unmistakable aromas of sour cherries and dark berries distinguish this indigenous Austrian red-wine variety. Because of several unpleasant qualities, such as its susceptibility to blossom drop and <i>Botrytis</i> , this grape variety is rightfully considered to be difficult and has fallen into disfavour in recent years. Particularly in dry years, this grape produces very noble and supple wines in the wine-growing areas of northern Burgenland and in the Thermenregion. To a certain extent it resembles a more powerful variant of the Pinot Noir and thus is undergoing a certain Renaissance at the moment. With its delicate tannins, the St. Laurent can give red-wine blends added flair.			
<b>Blauer Wildbacher (Schilcher)</b>	<b>464 ha</b>	0.96	Weststeiermark
Grassy, piquant spice, very pronounced acidity. Perhaps the most independent and certainly the most original rosé wine of Central Europe is planted almost exclusively in the wine-growing area of Weststeiermark. Only on the slaty soils at the foot of the Koralpe does it reveal its inimitable bouquet of grassy, herbal spice. Racy acidity is predominant in the taste. The extremely effervescent wines made from Wildbacher grapes should be drunk very young in any case. The Schilcher owes its name to its shimmering ( <i>Schillern</i> ) in an extremely wide variety of nuances, which extend from a pale grey-rosé to a powerful strawberry red. The Schilcher is particularly fine as an apéritif or accompaniment to a hearty snack.			
<b>Other high-quality varieties</b>	<b>1,715 ha</b>	3.53	In all wine-growing areas

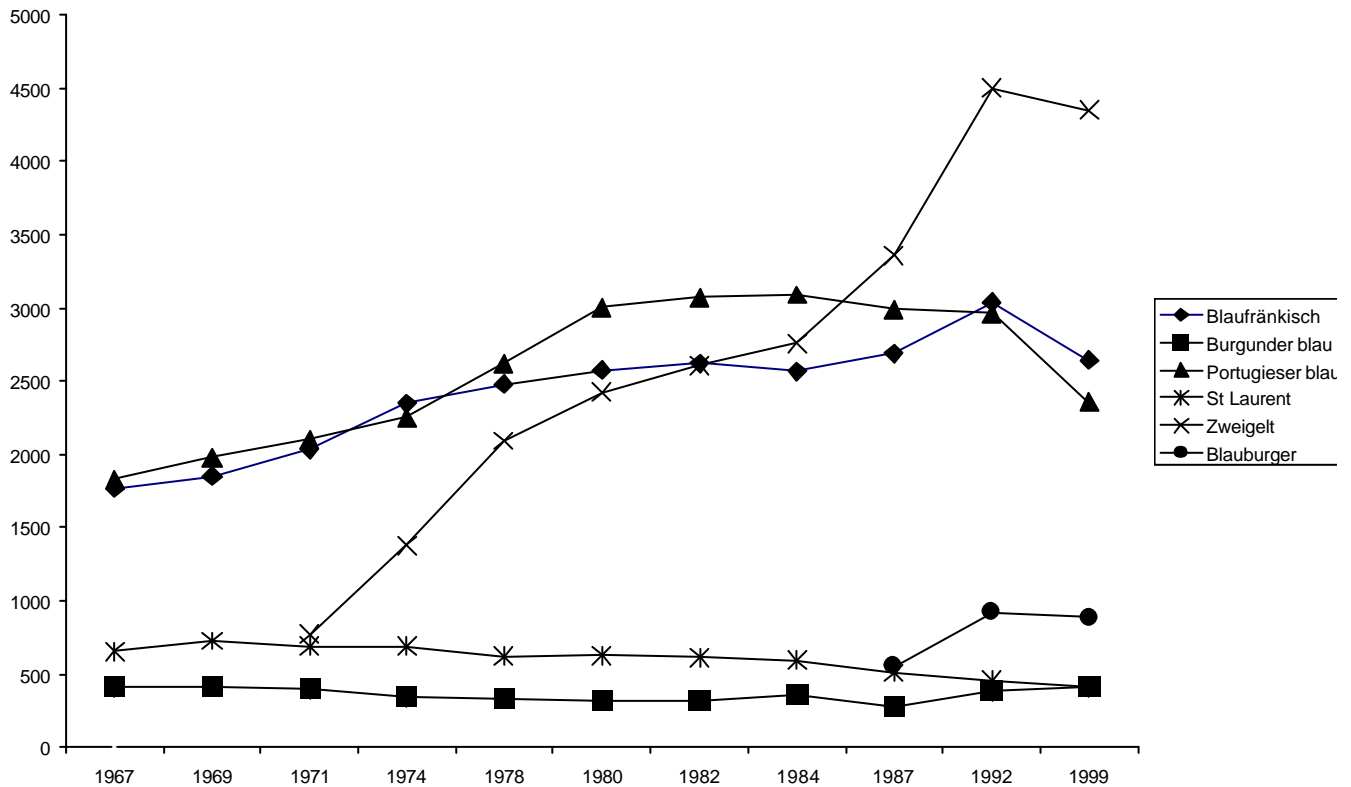
Source: ÖSTAT

1.2.3 Development of the Area under Cultivation

White Wine Varieties in Austria



Development of the Area under Cultivation of Red-wine Varieties in Austria



Source: ÖSTAT  
Chart: HBLA and BA Klosterneuburg

### 1.3 The Grape Varieties and Their Origin

From the article "Information Worth Knowing about Our Grape Varieties" ("Wissenswertes über unsere Rebsorten") by **Dr. Ferdinand Regner**, Federal College of Viticulture and Pomology, Klosterneuburg, Vine Breeding Department. From: *The Wine Grower (Der Winzer)* 11/99

The classical grape varieties that we have been cultivating in our vineyards for centuries all carry the secrets of their origins in their DNA. The history of their development becomes comprehensible only by analysing the DNA of each variety and then comparing their genetic profiles. In this manner relationships can be discovered, origins reconstructed and the leading varieties recognised. A comprehensive analysis of the grape varieties is like a journey to bygone times but remains relevant to the viticulture of today. The basis for this analysis of our grape varieties is provided by the methods of molecular biology. For those interested in viticulture, better knowledge of the origins of our grape varieties represents a considerable expansion of our understanding.

The catalogue of Austrian grapes has been treated in extensive studies, so that much is already known about the familiar varieties. The origins of several of them can now be explained using information about the parent varieties, or at least one of them. Distinctions based on grape colour are quite irrelevant in a genetic context, as illustrated by the Burgundy grape, and will be disregarded here. Analyses of a wide variety of Burgundy clones have demonstrated that the differences between individual clones, e.g. of the Pinot Noir grape, are greater than between the colour types.

#### *Bianca:*

New Hungarian strain: because of the genetic profile, its origin as Bouvier x SV 12375 is beyond a doubt.

#### *Blauburger:*

This variety resulted from a Blauer Portugieser x Blaufränkisch cross, in accordance with information provided by its breeder, Prof. Fritz Zweigelt.

#### *Blauer Burgunder (Pinot Noir):*

The Burgunder variety derives from a Schwarzriesling x Traminer cross. Even previously, the Schwarzriesling was considered a Burgunder mutant, but the differences in appearance and in the genetic makeup preclude a clone mutation. The three various grape colours are thus genetically based.

#### *Blaufränkisch:*

The derivation of this variety from a Heunisch cross appears to be clear, but the second parent is unclear. Because of the great similarity, however, the Blauer Grober, Blauer Zierfandler as well as an unknown variety could be the second parent.

#### *Bouvier:*

Derives from a seedling crossed by Mr. Bouvier in Bad Radkersburg. One parent was a Burgunder; the second has not yet been determined.

#### *Grauer Burgunder, Weisser Burgunder (Pinot Blanc):*

The varieties are genetically identical with the Blauer Burgunder. The various grape colours can be explained as a cross between varieties, resulting in the blue grape colour (Schwarzriesling) or grey or white grape colour (Traminer).

*Chardonnay:*

Although the German synonym Feinburgunder is inappropriate, the Chardonnay variety derives from a Burgunder x Heunisch cross. Morillon is a variety of its own and is also a Burgunder cross, although the second parent has not been determined. Most Morillon clones, however, are genuine Chardonnays and are only called Morillon in error. But since the name Morillon is older than the name Chardonnay it may be assumed that the distinction was very late in being made. Thus the differentiation of Burgunder based on individual clones creates problems even today.

*Cabernet Franc:*

This variety still bears traces of the wild grape and probably derives from it, although there are recognisable signs of a cross with *Vitis vinifera*.

*Cabernet Sauvignon:*

As indicated by the name, this variety derives from a Cabernet Franc x Sauvignon cross.

*Frühroter Veltliner:*

The origin of this variety is a Roter Veltliner x Silvaner cross. The synonym Malvasier is a problematic name because there are numerous other Malvasier varieties that have nothing to do genetically with this variety. In addition, the name Malvasia is applied in Italy very generally to many grape varieties, often coupled with a regional name e.g. del Lazio. Finally the Malvasia Rose du Po was recognised as being identical with the Frühroter Veltliner. But since both the Silvaner and the Roter Veltliner are very typically Austrian, domestic origins can be assumed for the Frühroter Veltliner.

*Furmint:*

The Furmint has been recognised as a Heunisch cross; the second parent must have borne a similarity to other Hungarian varieties.

*Goldburger:*

Tests confirm the information from the breeder that this variety derived from an Orangetraube x Welschriesling cross.

*Jubiläumsrebe:*

The origins of this variety do not correspond with the original information that it was a Blauer Portugieser x Blaufränkisch cross. Rather it derives from "Cross 48" conducted by Prof. Fritz Zweigelt between a Grauer Portugieser and Frühroter Veltliner.



*Kadarka blanc:*

This is identical with the variety Martinsriesling but is not directly related to the Blauer Kadarka.

*Merlot:*

This variety was always planted with the Cabernet Franc and also derives from a Cabernet cross.

*Müller-Thurgau:*

Bred by Prof. Müller from Thurgau, it derives from a Riesling x Madeleine Royale (= Chasselas de Courtillier) cross.

*Muskat-Ottonel:*

This seedling grown in France corresponds to a Gutedel x Muscat cross, although the Muskat variety could not be clearly defined.

*Gelber Muskateller:*

The family of Muscat varieties is extremely large and has been researched too little thus far to be clearly defined. The fact is that the Muscat varieties are all genetically related to one another, although not all of the immediate crosses can be defined by their derivation. Certain allelomorphs (genetic forms) may be found in most Muscat varieties.

*Neuburger:*

According to legend, this variety was fished from the Danube; it corresponds to a Roter Veltliner x Silvaner cross.

*Rhine Riesling:*

This descendant of a Heunisch cross with a so-called Franconian variety (Traminer seedling) may be assumed to be the origin of the Riesling variety.

*Rotgipfler:*

Derives from a Traminer x Roter Veltliner cross.

*Sauvignon Blanc:*

Also derives from a Traminer cross but must have mutated from a preliminary stage e.g. Sauvignon Rose.

*Scheurebe:*

The variety does not derive, as previously asserted, from a Riesling x Silvaner cross. The Riesling has been confirmed as one parent variety, but Silvaner is not a parent, nor has any other tested variety been deemed appropriate. Prof. Scheu has worked very intensively with wild grape varieties, and it is believed that one of them is the second parent. Unfortunately most of this collection of wild grape varieties has been lost in the course of time, and a final clarification now seems unlikely.

*St. Laurent:*

The name "Pinot St. Laurent" as a synonym for this variety is completely correct, since the St. Laurent is a Burgunder seedling.

*Silvaner:*

The Silvaner has been recognised as a domestic grape variety, a derivation of Traminer x Österreichisch Weiss. Its broader genetic background is the same as numerous classical varieties of Heunisch x Fränkisch. Österreichisch Weiss is a Heunisch seedling.

*Traminer:*

The Traminer may be considered to be a cross that developed from wild grape varieties. The most closely related grape is *Vitis silvestris* Gmelin.

*Grüner Veltliner:*

As mentioned earlier, the Grüner Veltliner is a Traminer descendant with genetic traces of the Veltliner.

*Roter Veltliner:*

This variety also corresponds to the types Veltliner Weiss, Silberweiss, Braun and Gelbling

*Blauer Wildbacher:*

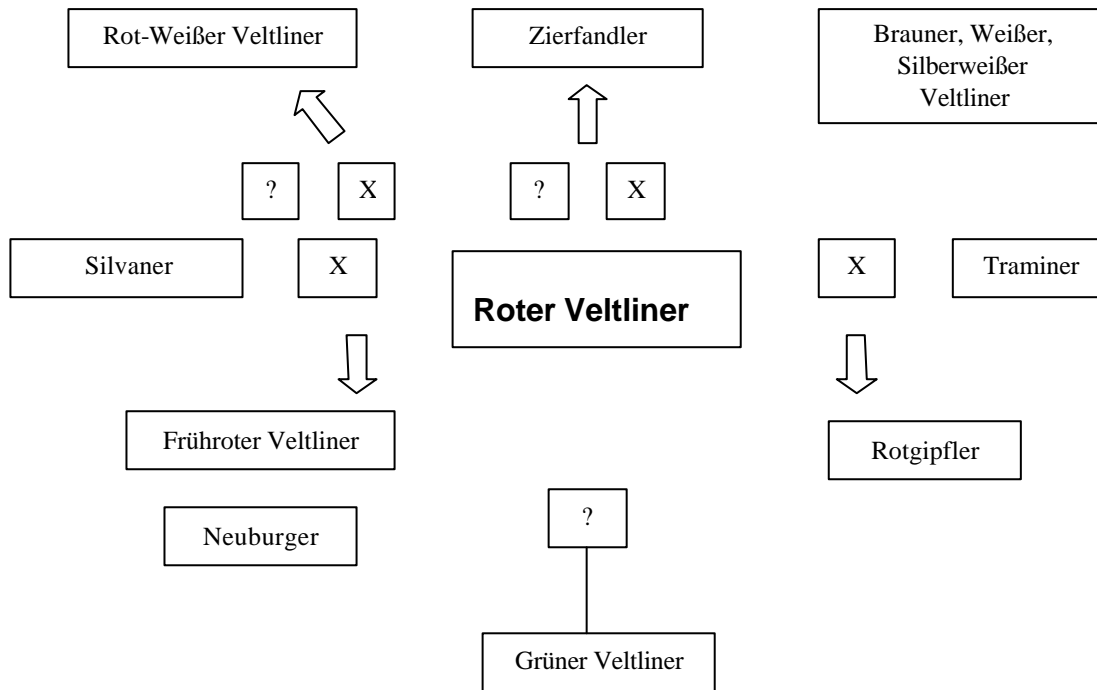
Also derived from a cross; the Heunisch has been identified as a parent.

*Zierfandler:*

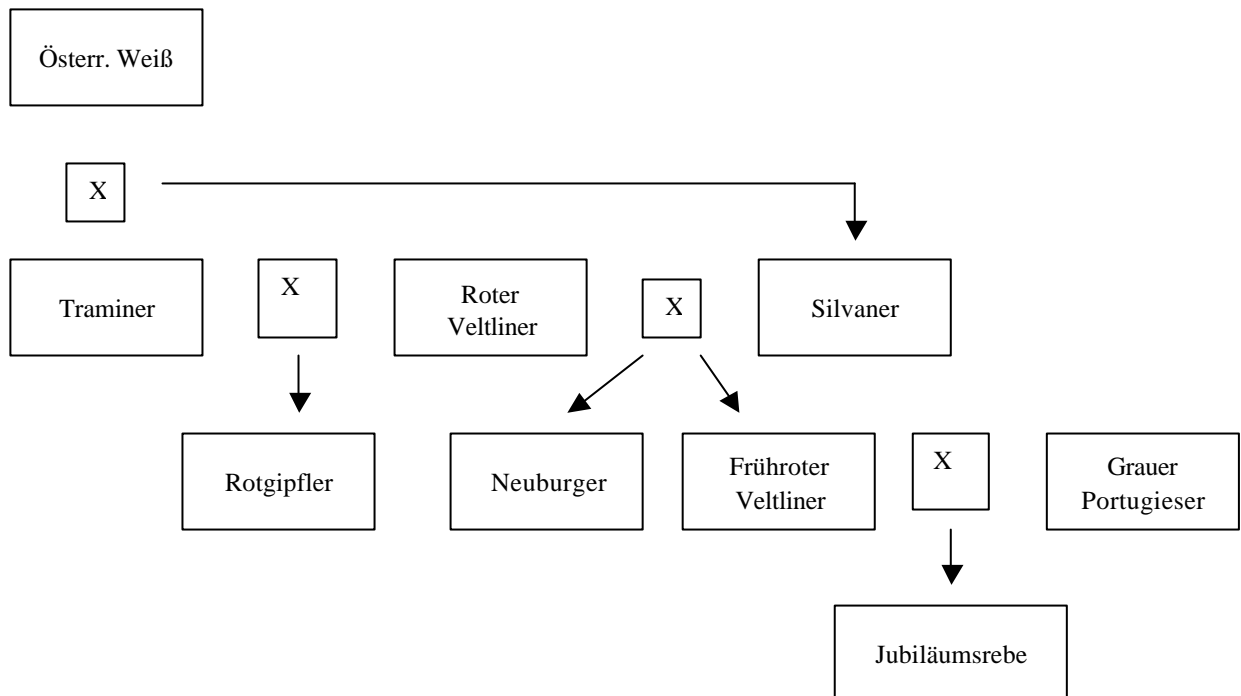
This variety is also derived from the Roter Veltliner. The second parent remains unknown so far but strongly resembles the Traminer.

*Zweigelt:*

The derivation of the variety Zweigelt corresponds to the breeding record of a Blaufränkisch x St. Laurent cross.



*Illustration 1: The **Veltliner family**: the genetic relationships within the family of the Veltliner variety attribute a central role to the Roter Veltliner. A link to the Grüner Veltliner has not yet been discovered.*



*Illustration 2: Analysis of the varieties Silvaner and Frühroter Veltliner have identified the Traminer variety as an important ancestor.*

## 1.4 The 1999 Vintage Year

### The Grape Harvest in Figures

Almost 2.8 million hl of wine was harvested in 1999, bettering the previous year by about 4%. Decisive for the positive outcome were the lack of significant frost damage in the main growing areas as well as a sufficient water-supply during the vegetative period. The sunny autumn encouraged excellent ripening of the grapes. The highest average yields were in Niederösterreich with almost 64 hl/ha and in Burgenland with around 53 hl/ha. With almost 1.9 million hl Niederösterreich produced two-thirds of Austria's total grape harvest, followed by Burgenland with 0.8 million hl (28%).

The 1999 harvest should delight Austrian wine-lovers. The winter caused no frost damage worth mentioning, and the vineyards were also spared from late frosts. The vines flowered from mid to late June. Fruit setting was excellent without any extensive losses due to blossom drop. The warm, rainy summer resulted in excellent foliage development, but hail damage occurred over an area of c. 1000 ha in Lower Austria and Styria. A changeable August was followed by an unusually mild, sunny September, which encouraged ripening, thus creating the necessary conditions for an excellent vintage.

#### Sunny Harvest

By the end of September almost all the early varieties had been harvested throughout the wine-growing regions. The main harvest was postponed until its traditionally later date. Optimal weather conditions in October with mild, sunny days and cool nights promoted aroma formation in the grapes. The long vegetative period produced grapes that were rich in extracts. Powerful, well-structured white and red wines were the result. Clear, fruit typical for the variety and character typical for the area were also the logical result of a completely successful vintage year. This also applies to Austria's famous sweet-wine regions, such as Seewinkel and Rust. At the proper moment, the activity of the fungus *Botrytis cinerea* resulted in optimally concentrated grapes.

## 1.5 Brief Characterisation of the Vintages 1998 to 1960

### 1998

In 1998 Austria harvested c. 2,700,000 hl of grapes. Compared with the previous year this was an increase of more than 900,000 hl (+50%). This can be attributed to the smaller losses due to frost damage in comparison to the previous year and the favourable climatic conditions during the summer months. Flowering lasted from early to mid-June and was completed about 14 days earlier than in an average year. The grapes set very well without significant losses due to blossom drop. The rainy but warm July encouraged good foliage development. It was followed by a hot, sunny August, which favoured ripening, and expectations were extremely high. Following several rainy days at the beginning of September the early varieties were harvested right on time during a spell of fine weather. After that the weather was changeable and, despite a fairly long sunny spell in all the wine-growing areas and good harvest conditions, growers found it difficult to find healthy grapes ready for harvesting. Both the white and red grapes profited from gains in maturity made during the hot weather of August. In November extremely sweet grapes for *Prädikatswein* were still being harvested, making 1998 a great year for such sweet wines, reminiscent of the '89, '91 and '95 vintages.

### 1997

In 1997 Austria harvested 1,801,747 hl of grapes. The winter was marked by extreme temperatures as low as -30 C. Following late budding and average flowering, the first vegetative phase – and July in particular – was marked by heavy precipitation (120-240 mm of rain). Any delay in vegetative development, however, was quickly corrected by magnificent weather in August (260-300 hours of sunshine). The health of the foliage and grapes was above average. In September the unusual period of fine weather continued, permitting the main harvest to start in Burgenland by the end of the month. Beginning in mid-October, concentrated *Spätlese* wines were harvested. Apart from sweet wines (e.g. *Eiswein*) the harvest was over by the end of November. Throughout Austria, quality was very high. The 1997 vintage is not only considerably better than the previous year, it is considered one of the finest years for “dry white wine”. The share of completely ripe grapes was above average. The wines are particularly pure and typical of the variety. Naturally, acidity levels are lower than in the previous year, for example, but in most cases they are considered satisfactory to adequate. There were ideal conditions for great red wines. But the highest levels of *Prädikatswein*, especially *Beerenauslese* and *Trockenbeerenauslese*, were lacking because the autumn was very dry and there was no *Botrytis* infection to speak of. Only a very short time span was available for harvesting *Eiswein*.

### 1996

At 2,110,000 hl the grape harvest was considerably lower than the long-standing average (2,609,000 hl). White wines accounted for 73% of the total, while red and rosé wines accounted for 27%. The average harvest per hectare was 4,348 litres. Wien (Vienna) was highest with 5,226 l/ha, followed by Niederösterreich (Lower Austria) at 4,784 l/ha and Steiermark (Styria) at 3,870 l/ha. Burgenland was the lowest at 3,559 l/ha. Wine inventory dropped again.

Shoots and buds appeared several weeks later than normal, but this vegetative deficit was soon corrected. Flowering began very early and in many areas was optimal; it was generally complete within only a few days. The weather in the summer months remained within the long-term average; there was grape must by mid-August. At the end of August and in September it was rainy and unseasonably cool. The vegetative advantage lessened; in the case of sensitive varieties, corrective foliage treatment and early harvest were essential. The quality was largely dependent upon the wine-growers' skills, dedication and willingness to take risks. Where these were present, a magnificent vintage was the result.

The spectrum ranges from *Tafelwein* to *Trockenbeerenauslese*, with an emphasis on *Qualitätswein*. Red wines did not attain the greatness and power of the preceding vintages.

### 1995

Following a mild winter and late budding, the vegetation quickly got back on schedule. The setting of flower clusters was only slightly poorer than in the previous year, but in all wine-growing areas flowering was considerably less favourable. In July there was a prolonged hot period with well-spaced precipitation, but August saw unfavourable weather conditions and there were problems with the oidium fungus. The cold and wet weather period in the first half of September led to widespread grape rot. The harvest size was about 30% smaller than in the previous year. Nevertheless, the sugar content developed well and there were also good values for acidity. At the beginning of October, when there was a sufficient primary infection with *Botrytis cinerea*, a period of dry, warm weather began. The fine, long "Indian summer" again produced *Beerenauslese*, *Trockenbeerenauslese* and *Ausbruch* wines. There were great differences between the regions. A report by the Austrian Central Statistical Office (ÖSTAT) judged the musts to be of average quality. The generally excellent levels of acidity gave the wines firmness, and all the areas produced wines of rather good quality. In Lower Austria (Niederösterreich) the Grüner Veltliner was fruity with refreshing effervescence. The grapes grown in Burgenland were often of high sugar content and suitable for making *Prädikatswein*. In Styria (Steiermark) the magnificent, almost cloudless October compensated to a large extent for earlier problems. Volume was extremely low (about 30 to 40% less than in the previous year), but quality was high with fine, fragrant bouquets, lots of fruit and good acidity. At 2,228,000 hl the 1995 harvest was 15.8% lower than that of the previous year. Of the total, 81% was white wine (1,809,000 hl) and 19% red wine or rosé (419,000 hl). This led to a further decline in the total storage inventory of 3,953,000 hl. All in all, the 1995 vintage can be considered an outstanding vintage year for *Prädikatswein*.

#### 1994

The vines overwintered well and budding began at the normal time. Following favourable early summer rains, flowering occurred under advantageous conditions, resulting in outstanding pollination. The hot summer would have resulted in a very early harvest had drought not come into play. In the early days of autumn there was a bit of precipitation, allowing the vines to make up for lost time. Sugar levels quickly rose, but acidity dropped, often to quite low levels. The vintage made great demands on the wine-makers; there were many *Kabinett* wines. The quality of the vintage was high. These are wines with lots of fruit, elegance and a fine finish. In particular, white wines with a dominant primary bouquet can be outstanding. The depth of colour of the red wines is good; they are fragrant and velvety.

#### 1993

The vintage year 1993, and thus its wines, were marked by the extreme weather, which for the most part was favourable to the wine. Initially a prolonged winter retarded vegetation, which quickly caught up, however, when the weather rapidly improved in April. This resulted in strong vine growth. A dry May favoured early flowering. July was cool with only a few sunny days. There were more, however, in the wine-growing areas of eastern Austria than in the rest of Western Europe. At the end of August a short period of rain arrived just in time. Grape maturity was about 14 days ahead of normal, and harvesting could legally begin in Lower Austria (Niederösterreich) and Burgenland. In Styria (Steiermark) the harvest began on 4 September. In contrast to the previous year there was high-quality *Prädikatswein*. Compared with the powerful '92 vintage, which was low in acidity and high in alcohol, the new wine had more fruit than power, more elegance than substance, accompanied by a harmonious acidity. Red wines showed similarities to their counterparts of the unusual '92 vintage. At 1,865,000 hl the

harvest was some 723,000 hl lower than in the previous year. With 1,438,00 hl, white wine accounted for 77% of the total harvest and red wine (428,000 hl) for 23%.

### **1992**

Following a mild winter, early budding and good flowering, the summer was extremely hot and dry. Expectations for the harvest dropped, the must weights were generally above average. Due to a lack of *Botrytis*, grapes for fine *Beerenauslese* and *Trockenbeerenauslese* wines could not be harvested. The harvested volume was not quite 2.6 million hl. Towards the end of the year there were ideal conditions for *Eiswein* production. Wonderfully high quality sometimes contrasted with low volume.

### **1991**

The good quality of the harvest was similar to the previous year, while quantities were only a bit smaller. Volume and quality were in fairly good balance in all the wine-growing areas.

### **1990**

Favourable weather conditions resulted for the most part in a good grape harvest in terms of both quantity and quality. While there were often large differences, the wines had harmonious acidity and pleasant fruit. The red wines were dense and of intense colour.

### **1989**

Early budding, delayed flowering and a rather rainy summer was followed by a cool, early autumn and finally a magnificent Indian summer. The weather was full of contrasts. Despite a generally mediocre primary ripening there were piquant and healthy wines and quite remarkable *Prädikat* wines.

### **1988**

A mild winter, a dry hot summer with heavy rainfall towards the end, as well as a dry, warm autumn permitted many wine-growers to bring in a generous and fine grape harvest. There were also many *Prädikat* wines.

### **1987**

Severe winter frost damage early on decimated the expected harvest yield. In the first half of the vegetative period the weather was not optimal. But a warm, wet July and a fine autumn helped produce a good and fruity vintage with pronounced acidity. The volume was low.

### **1986**

An outstanding vintage with optimal acidity, marked varietal bouquet and high levels of extracts. One of the greatest red-wine vintages; there was also great *Eiswein*. The volume remained below average.

### **1985**

This was the smallest harvest for decades as a result of many factors: winter frost, poor blossoming and regional hail. Nevertheless, the wines were full-bodied, fruity and of pronounced varietal character. But as a result of the “wine scandal” exports plunged abruptly.

**1984**

Following a number of good vintage years the vineyards were exhausted. The vegetative period got underway late and slowly. This was followed by a cool and dry summer. Both in terms of quantity and quality, the vintage was barely average.

**1983**

Vegetative progress was affected by a mild winter, early budding and a hot, dry summer. The wines were very full-bodied, rather mild, but still fruity with a pronounced bouquet. This was a year with many, great *Prädikat* wines, but fruit acids were often lacking.

**1982**

With 490 million litres of wine this year saw the biggest volume in Austria's history. There were no great wines, but some perfectly drinkable ones.

**1981**

There was severe winter frost damage resulting from poor vine maturity and very low temperatures. A cold weather front moving in at Easter froze the young shoots in some areas. Thus harvest volume was low even though most grapes attained excellent maturity. There were fine red and *Prädikat* wines, but because of the low acidity, white wines were often only mediocre.

**1980**

Unfavourable weather conditions in the spring caused late budding and severely retarded flowering. This was not a good vintage year, resulting for the most part in wines of only modest quality. But an early frost permitted production of *Eiswein*. After relatively long ageing, some wines were of surprisingly high quality thanks to the excellent acidity structure.

**1979**

Fairly long periods of cold weather and a spring that was wetter than average resulted in late vegetative development. But a prolonged period of fine weather with high temperatures in early summer resulted in very rapid and powerful budding. Very favourable for the grapes were also the above-average warm and dry months of September and October. The 1979 vintage had outstanding qualities.

**1978**

Because of good vine maturity, the vineyards overwintered without any substantial frost damage. Budding was late. Because of cool weather, flowering was also delayed. The grapes were general healthy, but the Styrian harvest suffered from severe hail damage. The main harvest was very late and resulted in particularly high yields. Because of the generally low ripeness of the grapes, 1978 was a small vintage year despite the big crop.

**1977**

The vines overwintered without damage. Because of a period of very warm weather in March, conditions were favourable for budding. A sudden onset of cold weather at the end of April caused considerable damage to the young shoots. In May and June the prevailing weather was sunny and warm, encouraging rapid growth and excellent flowering. The grapes were particularly healthy, must weight was above average, and *Botrytis* did not develop. This vintage produced fruity, fully ripe and harmonious wines with pronounced varietal character.

**1976**

Overwintering was good as a result of a generally mild winter. Because of cool weather at the beginning of May budding was delayed, but afterwards growth quick and powerful. Favourable weather conditions resulted in good flowering, but severe drought retarded the development of the berries. Changeable weather impaired the ripening of the grapes but favoured *Botrytis*; resulting in the production of *Prädikat*



wines over wide areas. This vintage was quite variable in quality, ranging from thin to elegant and expressive wines.

#### 1975

Because of the extremely mild winter, the sap began to rise early. Budding was good and uniform. After a fairly long period of inclement weather, a short fine spell led to good flowering. Frequent hail damaged the harvest in Styria. Because of the wet and foggy weather, the volume of *Beerenauslese* and *Trockenbeerenauslese* wines was smaller than in good vintage years. In general, the wines were of average quality, fruity and with an intensive bouquet.

#### 1974

Because of the mild winter, vegetation developed about three weeks earlier than normal, but this lead was lost due to the abnormally dry weather in April and May. Wet and cool weather followed after flowering and delayed development of the grapes. A period of fine weather in August and September allowed the vegetation to partially make up the deficit. Because of the unfavourable weather, 1974 was a vintage of small and often immature wines.

#### 1973

The vineyards overwintered well, fruit setting was good, and flowering also proceeded satisfactorily. Because of favourable weather, the harvest was earlier than in normal years. Continuous, heavy precipitation resulted in a massive *Botrytis* infection. The 1973 vintage was excellent to outstanding with full-bodied wines rich in extracts. In addition to top-quality *Prädikatswein* in Burgenland, there were also outstanding *Spätlese* and *Auslese* wines in the Wachau and Gumpoldskirchen.

#### 1972

After overwintering well, the vineyards produced a good budding. Both fruit setting and flowering were good. The ripening of the grapes was delayed by the unfavourable weather in the summer. The main harvest did not begin until mid-October and, because of the heavy early frost, there was considerable loss of quality. A weak vintage with small and often thin wines, low in extracts.

#### 1971

Winter frost caused light damage several times. The weather remained dry all summer, resulting in poor grape formation with low juice. Not until the end of September was there significant precipitation to make the grapes somewhat juicier. The wines were rich in extracts and were marked by a high degree of maturity and great harmony.

#### 1970

Because of wet and cold winter weather, budding was delayed. Flowering was also later than normal but proceeded satisfactorily. A period of inclement weather with a significant drop in temperatures also substantially delayed ripening of the grapes. Cool weather also continued during the harvest, and in mid-October there was an early frost. The wines of this harvest were for the most part of only mediocre quality.

#### 1969

A long winter, which delayed the development of the vegetation, was followed by a very hot May, which led to good budding and setting of the fruit. Very summery, dry weather led to heat damage in some areas. Following a rather prolonged rainy period, fine weather set in, permitting a smooth grape harvest. The 1969 vintage produced wines of very high quality. The *Prädikat* wines were particularly outstanding, both in volume and quality, with a sugar content as high as 50° on the Klosterneuburger Mostwaage scale (KMW).

#### 1968

In January there was severe frost damage, but by February there were springlike temperatures that accelerated vine pruning. The spring was relatively dry and warm. In the summer and autumn, however, it was very cool and damp, leading to a *Botrytis* infection of the early varieties. The harvest was of varying

quality. Because of the varied crop, this vintage produced a number of downright top-quality wines as well as others that were somewhat problematic.

**1967**

Budding was good and uniform, and flowering also occurred without problems. In July and August, however, hail damaged the vines, especially in Styria. In the months of August and September there was damage due to dry weather. From mid to late September there was lots of rain, causing severe rotting of the grapes and prompting an early start to the harvest. In Burgenland this decay often developed into noble rot, producing must readings between 45° and 50° KMW.

**1966**

Very early spring weather followed a short winter and favoured development in the vineyards. Fine weather prevailed into early summer with occasional light rain. In the months of July to August extremely high precipitation in conjunction with cold temperatures delayed development. But with few exceptions, the grapes harvested at the beginning of October were in outstanding condition. This vintage had generally high sugar content, but the low acidity had a detrimental effect. The vintage year must be considered only mediocre.

**1965**

Because of a prolonged winter, budding and flowering were delayed. In some places the poor weather conditions caused *Peronospora* (downy mildew) infection, while in Styria there was damage caused by hail. The beginning of dry weather in October resulted in a certain ripening of the grapes. This vintage produced immature, small and thin wines and was one of the worst vintages in terms of quality.

**1964**

There was no winter damage. Flowering was favourable without losses due to blossom drop. Fruit setting was above average, raising expectations of a large crop. The harvest, however, was impaired by constant rain. The harvest was the biggest in Austrian history, and despite the large volume, the wines for the most part were of high quality and suitable for ageing.

**1963**

The winter began early and was severe and very long. This led to severe damage to the vines. Pruning did not get underway until the end of April, but by the end of May grape development was very advanced. A prolonged dry spell began in July. At the end of August there was sufficient rain for the berries to develop noticeably, but there was grape rot in some areas. Because the harvest was begun late and the weather was fine, the volume was large and the quality high. In some cases the must readings were as high as 42° KMW. This was a good to excellent vintage with outstanding *Prädikat* wines, especially in Burgenland.

**1962**

Encouraged by the weather, vegetation and budding began early. But because of very wet and cold weather from Easter to mid-July, flowering was late with heavy losses due to blossom drop. A dry spell followed with occasional thunderstorms that caused severe damage due to hail and flooding. The harvest began very late. Apart from the Wachau, this vintage was of only mediocre quality.

**1961**

Because of mild winter weather, pruning began early. Budding was excellent. Very cold and rainy weather began in May and lasted for some time, causing part of the fruit to atrophy. In addition there was severe rain damage. In August a dry spell began, which lasted throughout the harvest. Because of the drought, the vines could not take advantage of the late autumn sun. In general the wines were of low acidity.

**1960**

The winter was without frost damage. Budding, however, was very uneven. Because of the favourable weather, flowering was generally good. In several areas disease and pests resulted in an early harvest. The fine and frost-free autumn provided opportunities for improving quality. A particular problem was a plague of starlings. The year 1960 produced wines of mediocre to average quality.

## 1.6 Assessment of the 1999-1990 Vintages

Year		Wachau, Kremstal, Traisental	Kamptal, Donauland	Weinviertel	Carnuntum, Thermen- region	Burgenland	Steiermark	Wien
1999	white	<b>19</b>	<b>18</b>	<b>17</b>	<b>17.5</b>	<b>16.5</b>	<b>17.5</b>	<b>17</b>
	red	-	-	<b>16</b>	<b>17</b>	<b>17.5</b>	-	-
	sweet	-	-	-	<b>17.5</b>	<b>18</b>	-	-
1998	white	<b>17</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>16.5</b>	<b>16</b>
	red	-	-	<b>14.5</b>	<b>16</b>	<b>15.5</b>	-	-
	sweet	-	-	-	<b>17</b>	<b>17.5</b>	-	-
1997	white	<b>19</b>	<b>18</b>	<b>16.5</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>16.5</b>
	red	-	-	<b>16.5</b>	<b>17.5</b>	<b>18</b>	-	-
	sweet	-	-	-	- **	- **	-	-
1996	white	14.5	15	14	15	15	15	14
	red	-	-	13	16	14.5	-	-
	sweet	-	-	-	<b>16</b>	<b>16.5</b>	-	-
1995	white	18	18	16.5	16.5	17	16.5	16
	red	-	-	14	15	15	-	-
	sweet	<b>19 *</b>	-	-	<b>19.5</b>	<b>20</b>	-	-
1994	white	16	16	15	14.5	15	16	16.5
	red	-	-	15.5	16.5	<b>17.5</b>	-	-
	sweet	-	-	-	- **	<b>15</b>	-	-
1993	white	17.5	17.5	16.5	16.5	16	18	17.5
	red	-	-	15	16.5	18	-	-
	sweet	-	-	-	17.5	18	-	-
1992	white	16.5	16.5	15	16	15.5	17	16
	red	-	-	16	16.5	17.5	-	-
	sweet	-	-	-	16	15.5	-	-
1991	white	15	15	14	14.5	15	13.5	15
	red	-	-	13	13	13.5	-	-
	sweet	-	-	-	17.5	17.5	-	-
1990	white	19	16	17	17.5	17	18.5	17.5
	red	-	-	16	16	18	-	-
	sweet	-	-	-	18	- **	-	-

### Key

\* Sweet-wine vintage in a wine-growing area that is otherwise of no importance in this sector.

\*\* No sweet wines from this vintage in quantities worth mentioning.

**Bold figures** **Not yet developed, still ageing.**

Normal figures Drink now or continue to age.

*Italic figures* *Drink soon, perhaps already past its prime.*

Source: *A Guide to Austrian Wines (Österreichischer Weinführer)* by Dr. Viktor Siegl and Dr. Rudolf Steurer, revised by

**V. Siegl, 2000**

## 2. The Austrian Wine Industry

### 2.1 Economic Importance of the Wine Industry in Austria

(Based on a lecture by Univ. Prof. Dr. Matthias Schneider, WIFO Lectures No. 84, 10 April 2000, Austrian Institute for Economic Research).

In 1999 agriculture and forestry once again markedly increased their production and value added as measured by volume. Both figures set new records. In value, however, agricultural gross return was somewhat lower than in the previous year because of lower prices. Total income from the agricultural sector also fell in 1999 following losses in the three preceding years. The drop in gross returns was due primarily to a slump on the hog market 1998/99, which has still not been overcome. The planned end to degressive compensation payments in 1998 further depressed the 1999 results. Good harvests in plant cultivation, the higher income of dairy farmers as well as economies in the purchase of operating resources and the resulting reduced burden of indirect taxes softened the slump, but only partially compensated for the losses. As usual, development in 1999 was variable, depending on the product group. In the 1999 agricultural sector, plant production remained unchanged in comparison with 1998. Compared with the previous year, the gross return in viticulture rose by ATS 296 million, or 7.4%.

Nominal Final Output (Gross Return) of Agriculture and Forestry by Product Groups  
excl. VAT

	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999 *</b>
Plant production	16.304	17.120	18.344	18.341
<b>(wine-industry share)</b>	<b>(3.174)</b>	<b>(2.905)</b>	<b>(4.021)</b>	<b>(4.317)</b>
Animal production	32.790	32.993	31.213	30.463
Final output agriculture	49.094	50.113	49.557	48.804
Final output forestry	12.444	13.457	13.517	13.637
<b>Final output agriculture and forestry</b>	<b>61.538</b>	<b>63.570</b>	<b>63.074</b>	<b>62.441</b>

(Figures in millions of ATS)

\* preliminary figures

The gross value added of the wine industry in 1999 was the highest of the decade. It was ATS 296 million higher than in the previous year.

1990	ATS	3,897 bn.
1991	ATS	3,674 bn.
1992	ATS	3,170 bn.
1993	ATS	2,566 bn.
1994	ATS	3,617 bn.
1995	ATS	3,151 bn.
1996	ATS	3,174 bn.
1997	ATS	2,905 bn.
1998	ATS	4,021 bn.
1999	ATS	4,317 bn. (preliminary)

## 2.2 Grape Harvests 1960-1999

<b>Grape Harvest</b>						
<b>Year</b>	<b>Total</b>	<b>Average</b>	<b>NÖ</b>	<b>BGLD</b>	<b>STMK</b>	<b>WIEN</b>
	<b>in hl</b>	<b>in hl/ha</b>	<b>in hl</b>	<b>in hl</b>	<b>in hl</b>	<b>in hl</b>
1960	897,500	29.1	no figure	no figure	no figure	no figure
1970	3,096,100	74.0	no figure	no figure	no figure	no figure
1978	3,366,278	69.2	1,851,104	1,390,224	91,268	33,682
1979	2,773,006	57.0	1,773,316	875,799	89,469	34,395
1980	3,086,422	57.2	1,984,465	967,130	101,795	33,032
1981	2,085,168	38.0	1,093,085	903,104	67,107	21,872
1982	4,905,651	88.1	3,050,837	1,663,511	143,979	47,324
1983	3,697,925	66.4	2,316,795	1,248,601	98,039	34,490
1984	2,518,918	45.6	1,461,392	927,553	109,057	20,916
1985	1,125,655	21.0	438,409	603,623	68,018	15,605
1986	2,229,845	40.8	1,144,972	936,186	124,925	23,709
1987	2,183,623	40.6	1,131,654	748,259	98,965	22,659
1988	3,502,457	65.1	1,967,369	1,398,647	110,289	25,936
1989	2,580,861	47.7	1,520,179	930,467	109,652	20,395
1990	3,166,290	57.6	1,717,299	1,291,974	133,571	23,230
1991	3,093,259	56.2	1,858,737	1,070,231	135,127	28,967
1992	2,588,215	48.3	1,599,132	842,682	125,865	20,087
1993	1,865,479	37.0	1,238,341	452,249	150,668	23,909
1994	2,646,635	53.0	1,665,645	800,098	150,211	23,089
1995	2,228,969	45.9	1,359,105	739,084	111,077	19,056
1996	2,110,332	43.5	1,394,962	547,433	133,481	28,377
1997	1,801,430	37.8	921,032	713,351	148,546	18,501
1998	2,703,170	56.4	1,609,853	932,430	137,238	23,268
1999	2,803,383	58.5	1,865,223	781,120	139,361	17,281

Source: ÖSTAT, BMLFUW

The following is a comparison of harvest development since 1960:

<b>Share in %</b>	<b>1960</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>1994</b>	<b>1997</b>	<b>1999</b>
<b>White wine</b>	<b>87.1</b>	<b>88.0</b>	<b>84.1</b>	<b>80.9</b>	<b>81.4</b>	<b>70.9</b>	<b>74.7</b>
<b>Red wine</b>	<b>9.2</b>	<b>11.2</b>	<b>15.8</b>	<b>19.1</b>	<b>18.6</b>	<b>28.5</b>	<b>25.3</b>

Source: ÖSTAT  
from: Green Report 1998

**Grape Harvest 1999**

Province	<b>Total Wine 1999</b>	<b>White Wine 1999</b>	<b>Red and Rosé Wine 1999</b>
	yield in hl	yield in hl	yield in hl
Burgenland	781,120	482,741	298,379
Niederösterreich	1,865,223	1,495,625	369,598
Steiermark	139,361	100,207	39,154
Wien	17,284	14,541	2,743
Other Provinces	395	242	153
<b>Austria 1999</b>	<b>2,803,383</b>	<b>2,093,356</b>	<b>710,027</b>
Austria 1998	2,703,170	1,932,907	770,263

Source: ÖSTAT,  
Preliminary results Feb. 2000, final results 1999  
\*) share according to Vineyard Survey, 1992

**Vineyard Area from 1960 - 1999**

Year	<b>Vineyard Area</b>	
	<b>Total</b>	<b>In Production</b>
<b>1960</b>	<b>35,048</b>	<b>30,868</b>
<b>1970</b>	<b>46,921</b>	<b>41,821</b>
<b>1980</b>	<b>59,545</b>	<b>53,981</b>
<b>1990</b>	<b>58,188</b>	<b>54,942</b>
<b>1994</b>	<b>56,979</b>	<b>49,285</b>
<b>1999</b>	<b>48,558</b>	<b>47,946</b>

## 2.3 Qualitätswein in Austria

### Statistics – State Inspection Numbers 1999.01 – 1999.12

Number of state inspection numbers issued:		26,219
Number of rejections, refusals, reversals:		4,278
Number of withdrawals:		12
Number of applications 1999.01 – 1999.12:		30,591
Growth rate of applications (basis 1998.01 – 1998.12):		-3.92%
Number of wine-growers making application:	5,688	
Cost of inspection according to tariff:	23,490,634	
Inspection costs passed on:	11,514,229	49.01%

### Breakdown of State Inspection Numbers by Volume (in hl)

In the 1999 calendar year state inspection numbers were issued for a total of 1,027,706 hl of wine. White wine accounted for 660,510 hl or 64.3% of the total, red wine for 344,494 hl (33.5%) and rosé wine for 22,702 hl (2.2%).

### Breakdown according to Wine-growing Regions and Wine-growing Areas

	Volume in hl	%*)
<b>Weinland</b>	<b>959,929</b>	<b>93.4</b>
<i>Burgenland</i>	28,654	2.8
Mittelburgenland	93,940	9.1
Neusiedlersee	179,016	17.4
Neusiedlersee-Hügelland	106,886	10.4
Südburgenland	5,141	0.5
<i>Niederösterreich</i>	17,235	1.7
Carnuntum	10,225	1.0
Donauland	35,013	3.4
Kamptal	58,105	5.7
Kremstal	85,536	8.3
Thermenregion	25,719	2.5
Traisental	12,803	1.2
Wachau	49,599	4.8
Weinviertel	252,057	24.5
<b>Steiermark</b>		
Südoststeiermark	14,684	1.4
Südsteiermark	38,833	3.8
Weststeiermark	8,682	0.8
<b>Wien</b>	<b>5,323</b>	<b>0.5</b>
<i>Bergland</i>	26	
<b>Total in hl</b>	<b>1,027,706</b>	

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2000

**Breakdown by Quality Levels**

	<b>Volume in hl</b>	<b>% *)</b>
<i>Qualitätswein</i>	932,870	90.7
<i>Kabinettwein</i>	69,039	6.7
<i>Prädikatswein</i>		
<i>Spätlese</i>	13,676	1.3
<i>Auslese</i>	4,559	0.4
<i>Beerenauslese</i>	3,249	0.3
<i>Ausbruch</i>	647	0.06
<i>Eiswein</i>	1,243	0.1
<i>Strohwein</i>	60	0.006
<i>Trockenbeerenauslese</i>	2,371	0.2

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2000

**Breakdown by Variety**

	<b>Volume in hl</b>	<b>% *)</b>
<b><i>White-wine varieties</i></b>	<b>687,370</b>	<b>64.5</b>
<i>Gemischter Satz (mixed grapes from the same vineyard)</i>	2,574	0.2
<i>Grüner Veltliner</i>	431,003	40.4
<i>Müller-Thurgau</i>	22,588	2.1
<i>Muskat-Ottonel</i>	6,601	0.6
<i>Neuburger</i>	11,833	1.1
<i>Weisser Burgunder</i>	38,383	3.6
<i>Rhine Riesling</i>	37,062	3.5
<i>Welschriesling</i>	69,218	6.5
<i>Zierfandler and Rotgipfler</i>	2,494	0.2
<i>Other white-wine varieties</i>	65,614	6.1
<b><i>Red-wine varieties</i></b>	<b>378,641</b>	<b>35.5</b>
<i>Blauburger</i>	8,921	0.8
<i>Blauer Burgunder</i>	8,037	0.8
<i>Blauer Portugieser</i>	33,073	3.1
<i>Blauer Wildbacher (Schilcher)</i>	11,570	1.1
<i>Blauer Zweigelt</i>	161,853	15.2
<i>Blaufränkisch</i>	137,371	12.9
<i>St. Laurent</i>	12,477	1.2
<i>Other red-wine varieties</i>	5,339	0.5

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2000



## 2.4 Austria's Wine Supply and Storage Capacity

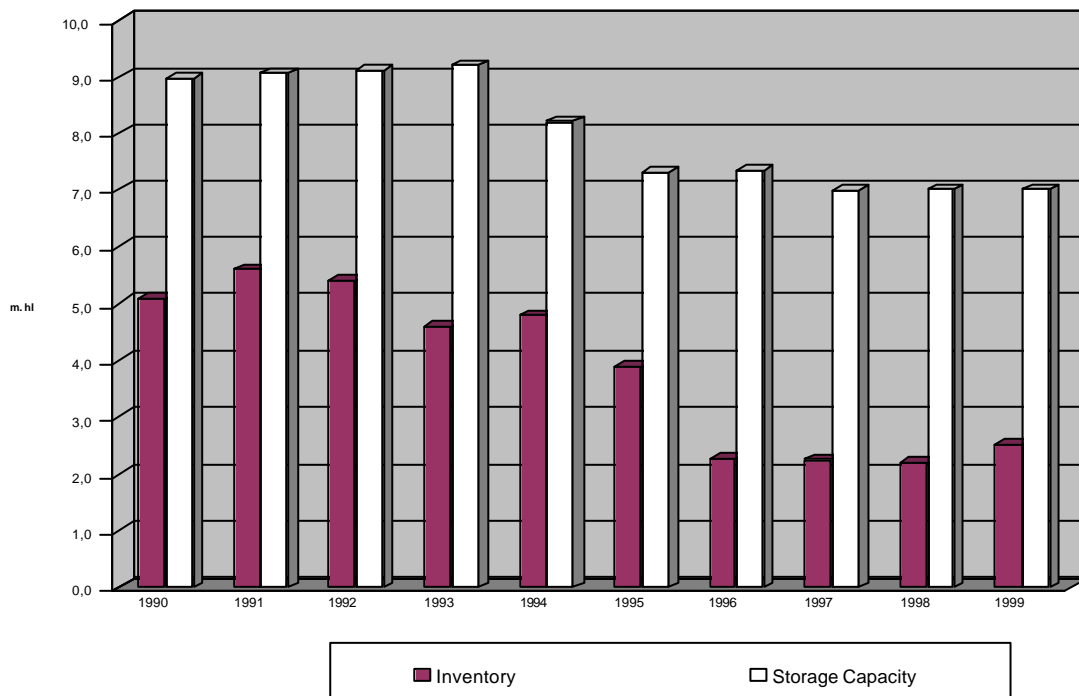
### Inventory (key date: 31/8/1999)

The 1999 stock of 2,485,500 hl (+14%) of wine compensated for the low level reached in 1998 as a result of the small harvests of 1996 and 1997. Broken down by quality levels the growth may be expressed in the following percentages: *Tafelwein*: +14%, *Landwein*: +8%, *Qualitätswein*: +26%, *Prädikatswein*: +4% and *Schaumwein* +75%.

### Inventory in hl

	Austria 1998	Austria 1999	Bgld. 1999	NÖ. 1999	Stmk. 1999	Wien 1999	O. states 1999
<i>Tafelwein</i>	286,393	325,524	46,327	232,477	18,133	18,044	10,543
<i>Landwein</i>	305,884	329,367	51,332	218,041	42,353	6,101	11,539
<i>Qualitätswein</i>	1,342,122	1,688,086	517,765	1,049,319	57,920	27,658	35,423
<i>Prädikatswein</i>	74,871	78,014	47,160	29,316	46	822	671
<i>Schaumwein</i>	121,558	30,488	3,496	12,237	8,416	1,114	71
Grape must concentrate, rectified	5,638	4,390	571	3,659	37	26	98
Other products	22,190	24,815	4,501	10,216	2,099	3,737	4,263
Third-country wines	17,157	4,820	464	1,146	697	889	1,624
<b>Total</b>	<b>2,175,813</b>	<b>2,485,504</b>	<b>671,615</b>	<b>1,556,411</b>	<b>129,700</b>	<b>58,390</b>	<b>69,387</b>

Source: BMLFUW/ÖSTAT 2/00



Key date 31.8.1999: inventory 2,485,500 hl, storage capacity: 7,076,100 hl

Chart: ÖWM / Source: ÖSTAT 2000

Since the beginning of the 1990s, storage volume has generally been falling. Even the larger harvest of 1999 appears unlikely to raise the inventory on the key date 31 August 2000 (this figure was unavailable as this document went to press) to the levels of 1995. The storage volume is expected to remain relatively constant at between 2.5 million hl and 3.5 million hl and not to rise again to between 4.3 million and 6.5 hl as was the case in the 1980s.

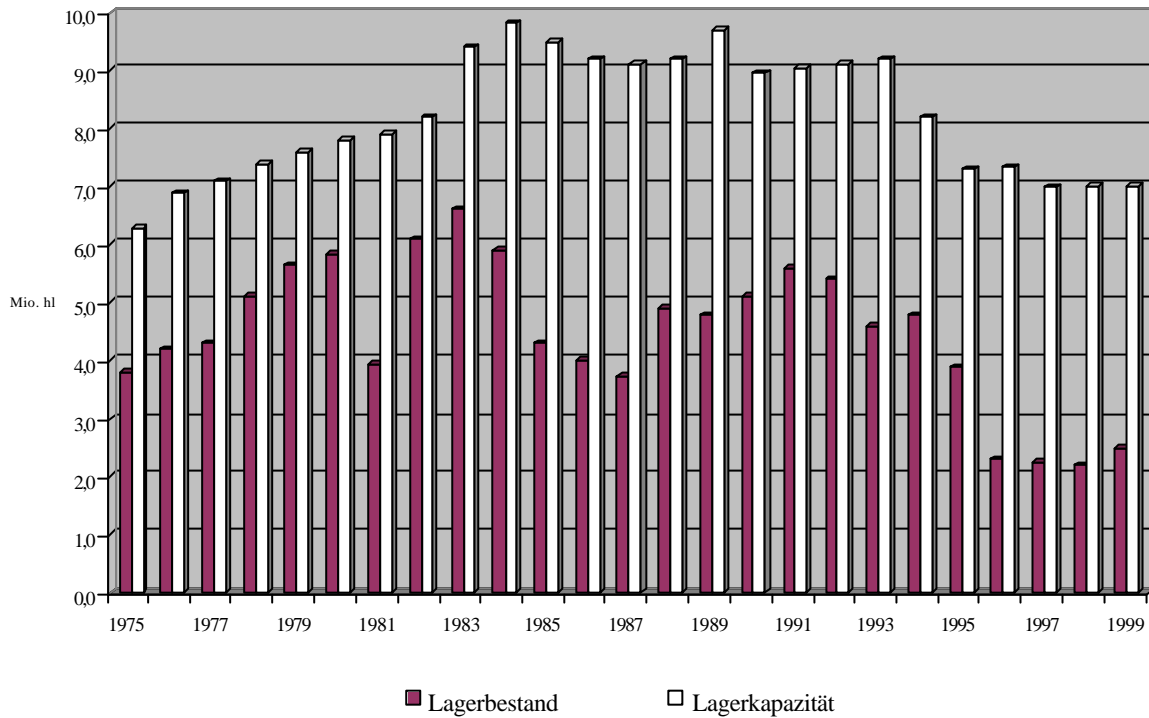


Chart: ÖWM  
Source: ÖSTAT 2000

## 2.5 Wine-growers in Austria – A Current Overall View

Basic Survey of the Area under Vines (1999)  
(areas in hectares)

Size	Vineyards	
	No. of Wine-growers	Area
<b>under 0.10 ha</b>	2,478	162.03
0.10 to less than 0.25 ha	6,658	1,130.84
0.25 to less than 1 ha	11,896	6,241.37
1 to less than 2 ha	4,177	5,942.60
2 to less than 3 ha	2,052	5,057.85
3 to less than 4 ha	1,322	4,582.84
4 to less than 5 ha	975	4,361.35
5 ha or more	2,486	21,017.25
<b>Total</b>	<b>32,044</b>	<b>48,496.13</b>
<b>Provinces</b>		
<i>Niederösterreich</i>	<i>18,038</i>	<i>29,974.66</i>
<i>Burgenland</i>	<i>9,654</i>	<i>14,539.49</i>
Weinland	27,692	44,514.15
Steiermark	3,821	3,282.67
Wien	497	678.30
Bergland	34	21.01

Source: ÖSTAT 1999

## 2.6 Prospects for the Future

### 2.6.1 Austria's Wine Industry – Structural Change

In the last 15 years the small world of Austrian wine has markedly changed and opened. The widely varied nature of the image of Austrian wines, even in Austria itself, is clearly documented in Chapter 2.8 and other places as well.

There are almost 32,000 wine-growers in Austria, although many of them practise viticulture as a secondary occupation. Only about 2,500 wine-growers own vineyards of 5 ha or more. We will later examine whether the small size of agricultural production entails more advantages or disadvantages. Fundamentally, however, grape production throughout the EU is essentially the work of small farmers.

On a ten-year average, Austria's annual production has been 2.5 million hl of wine grown on an area of c. 48,000 ha. The quantity produced in the years 1995, 1996 and 1997 was far below this average. Production in 1998 and 1999, however, was above average.

A comparison with the EU clearly illustrates Austria's position: within the Community there are c. 3.5 million ha of active vineyards, resulting in an average annual production of 160-170 million hl of wine. The position of the biggest producers in the Community – France (914,000 ha, average annual production 53 million hl) and Italy (899,000 ha, 54 million hl) – is best described as “world-market dominance”. While Spain has the largest viticultural area in the Community (1.2 million ha), because of its low average yield per ha it produces “only” around 30 million hl of wine annually (source: OIV, 1998).

At present, Austria's vineyards are planted with c. 75% white-wine vines and c. 25% red-wine varieties, although the tendency is towards a higher percentage of red-wine vines. This development is expected to continue. With the 1997 and 1999 vintages, Austrian red wines attained a level that holds up to comparison with the finest international wines. The Zweigelt has attained a definite position of leadership among the red-wine varieties, while another indigenous variety, the Blaufränkisch, has retained its position.

On the white-wine sector in Styria, the years 1999 and 1997 demonstrated that the Sauvignon Blanc grape is perfect for this wine-growing area. Because of this, its success is expected to spread to the other Austrian regions as Chardonnay slowly subsides.

Among the trend-setting wine-growers, production of the white “Burgundy family” is being stepped up in Burgenland, while Niederösterreich (Lower Austria) continues to produce more Grüner Veltliner and Riesling. The latter proved itself in the 1998 vintage, which (despite difficult harvest conditions) was a very good year for Veltliner.

Among the c. 7,000 wine-growers who bottle their wines, a society of several classes has become established on the Austrian market. Roughly speaking, it can be divided into a “three-class society”. In the “upper class” as it were are the top wine-growers who consistently win awards at the numerous wine competitions and good marks in the various wine guides. They can easily sell their products even in average vintage years. Within this elite, marketing has become diversified. Some of the top producers have gradually halted the practice of direct marketing, which used to predominate. In addition, several wine-growers from the “middle class” have managed to move up – often via the “Salon of Austrian Wine”. This “middle class” is composed of producers who consistently market their own wines but nevertheless also (have to) sell some of them in one- or two-litre bottles.

The “lower class” is composed of producers, who sell wine almost exclusively in two-litre bottles and part of their production in bulk. Things became difficult after the 1998 and 1999 harvests for those wine-growers who sell exclusively in bulk and for grape vendors who have no wineries of their own. Both groups saw new confirmation of the necessity for a close and permanent relationship with wine co-operatives or the wine trade in order to obtain reasonable prices in the long term. A brief commentary on the trend for Austrian barrel-wine prices follows.

The small harvests of 1995, 1996 and 1997 led to a supply shortage and loss of market share for Austrian wine on the domestic market. The barrel-wine prices in the spring of 1998 – around ATS 10 for white wine and ATS 15 for red – may have set a new record. As a consequence the *Tafelwein* segment came almost completely into foreign hands. By April/May 1998, barrel-wine prices dropped slightly as a consequence. This trend strengthened in the summer of 1998 in expectation of a bigger harvest that autumn.

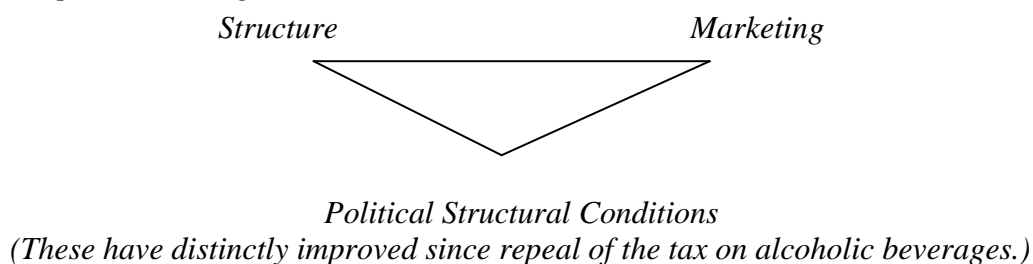
The normal harvests of 1998 and 1999 resulted in a decline in barrel-wine prices. For lower levels of *Qualitätswein* this situation has still not changed – the lowest prices for white wine were around ATS 4 (August 2000). The anticipated normal harvest volume in 2000 is already putting pressure on grape prices. The Bouvier grapes harvested early were selling in August 2000 for c. ATS 4/kg. But there are possibilities for specialisation even when there is a surplus on the barrel-wine market. In August 2000 the Austrian sparkling-wine industry bought Welschriesling in the Weinviertel from wineries under contract at prices between ATS 5 and ATS 7.

There is fundamental concern about the fact that some barrel-wine prices and expected grape prices for the harvest 2000 are too low in comparison with the rest of Europe. Alongside the planned conversion of vineyards supported by the EU and distillation, the only thing that in the long term can improve this situation, which is hardly satisfactory to any of the affected parties, is a clear restructuring of the barrel-wine supply (DAC wine, *Qualitätswein* with designated origin, *Landwein* and *Tafelwein*). This will be a priority responsibility for the regional inter-professional committees.

Given this background, the analysis of the **Austrian wine industry** in the **Bacchus Study 2000** (completed in 1994) still has a certain validity. There remains a considerable need for structural adjustment.

At present, the domestic wine industry finds it difficult to compete on an international level. Austrian wineries suffer from considerable competitive disadvantages at all value-added levels compared with their foreign competitors.

The problems of the Austrian wine industry are clearly depicted in the Bacchus Study in the form of a “problem triangle”:



Structural deficits are created by:

- the low average business size of the wine producers and marketers
- the high share of barrel-wine sales without contractual relationships with marketers
- the large fluctuation in the size of harvests

The problems that are found in the structural area of the domestic wine industry can be solved primarily by shifting vineyards to areas less susceptible to frost, shutting down some wineries, merging vineyards, or farming them as a secondary occupation. Some of the challenges set by the new common organisation of the market in wine (COMW) are aimed in this direction.

Marketing weakness is expressed in:

- product and producer brands that are lacking in prominence
- low access to efficient international sales channels
- lack of international companies in the Austrian wine industry

In assessing the problems mentioned here and the development thus far, it is especially important to take into account the interdependence of individual weaknesses as illustrated in the “problem triangle”.

Source: BACCHUS STUDY 2000, Vienna, 1994

This fundamentally correct analysis in the Bacchus Study stands in contrast to the small Austrian “wine miracle”. Primarily this has been the result of the determination of many Austrian wine-growers to consistently produce wines of high quality. The development has been further strengthened by the fact that a succession of generations has taken place in many wine-growing areas, giving young wine-growers trained at viticultural schools responsibility for the vineyards and cellars. Where the succession of generations has taken place without problems, reputation and prices have often risen hand in hand. Because of the present situation on the Austrian barrel-wine market, however, the achievements of the top wineries (including higher prices) represent an even greater contrast to the low-priced Austrian *Qualitätswein* found in domestic and German supermarkets. Chapter 2.7 (The Value of Designated Origin) will point out a possible path for Austria to take in creating common brands for products and origins.

## 2.6.2 The EU Organisation of the Market in Wine – An Opportunity for Austria

The common organisation of the market in wine (COMW), which originally set Community policy for the industry, was created in the early 1960s. This policy was repeatedly adapted over the years in order to assist the sector in adjusting to changes in production and in the market and in creating a better balance between supply and demand. The framework of regulations that has now expired was created in 1987 as a response to the constant surpluses of the 1980s.

The COMW measures designed to regulate the market generally applied to *Tafelwein* (table wine), which was one of the two recognised categories under regulation. The second was *Qualitätswein bestimmter Anbaugebiete* (quality wine produced in a specific region); this was marked with controlled a designation of origin and was usually easier to position on the market.

The COMW provided two kinds of measures for creating a balanced market:

- Market intervention essentially occurred by distilling certain wines, but also by providing financial aid for the storage of *Tafelwein* and juices, and the use of grape juice for purposes other than wine-making.
- Control and management of wine-growing (planting, replanting and grubbing) occurred by prohibiting new planting and restricting the rights to replant by providing financial aid for the grubbing or final closure of vineyards.

With these measures, the area under vines in the EU was considerably reduced (from 4.5 million ha in 1976 to 4 million ha in 1987 and 3.4 million ha in 1997). However, the ageing of many vineyards and thus a decrease in the potential yield as well as certain climatic changes have also contributed to this decline. Production has developed in a similar manner: it dropped from 210 million hl at the beginning of the last decade to an average of 158 million hl in recent years. Over the past three years the problem of surpluses has not been completely solved, but it has at least been mitigated.

The most important instrument of market intervention was the distillation of *Tafelwein*, of so-called “other wines”, such as those used, for example, for the production of Cognac, and of by-products of wine production (marc, wine lees). Thus if there was a considerable imbalance between supply and demand, “compulsory distillation of *Tafelwein*” was carried out. “Preventive distillation” takes place, on the other hand, on a voluntary basis at the beginning of a business year, when a surplus is expected or the product quality is to be improved.

Distillation was unquestionably an effective market-support instrument. But it has been less effective in creating a comprehensive and more long-term balance between supply and demand, because it also stimulates production.

### 2.6.2.1. The Principles of the New EU Wine Market Organisation

On 1 August 2000 the EU's new organisation of the market in wine came into effect. Essentially it takes the altered market conditions into account. The structural surpluses of the 1980s have been reduced; instead there are now tendencies towards a liberalisation of the world market.

The seven main goals of the new organisation of the market in wine are:

- Preservation of the traditional products: spirits and by-products of wine production
- Preservation of the relative balance achieved in recent years between supply and demand
- Improvement of competitiveness

Of particular importance to European wine-growers, including those in Austria, is the proposed financial aid for making market adjustments in wine-growing.

These market adjustments are to be achieved by

- \* converting to other varieties
- \* shifting location of vineyards
- \* improving vineyard technology.

Over the next five years Austrian wine-growers will have available around ATS 80 million in order to adjust their supply to market conditions (75.23 million in the first year; the amounts have not yet been set for the following years, but they are to rise to c. 80 million in the second year and c. 90 million in the third). In designing the conversion programme, it is especially important – alongside conversion to varieties that better meet demand – to create conditions for efficient and competitive farming.

- Repeal of financial aid that creates artificial sales potential
- Preservation of regional diversity
 

A prohibition on new planting remains in effect, but ambitious wine-growers have the possibility of new planting on a very small scale. In order to prevent replanting rights in Austria from being forfeited, they will be added to a "reserve". This could be important to Austria because at the moment there are around 11,000 hectares of potential planting rights that are not being exercised.
- Recognition of the role of producer organisations and industry associations
 

Regional authority in the case of *Qualitätswein* should be further promoted. In future, regional industry associations, as long as they are sufficiently representative, should be able to determine a regional type of *Qualitätswein* and also develop their own ideas about the marketing of these specialities. These regulations are also important for the domestic discussion about creating regionally typical wines of designated origin. The industry associations are ideal for assuming this responsibility.
- Simplification of legal requirements



For the implementation of the wine-market organisation that came into effect on 1 August 2000, two areas are of special importance:

1. Grubbing
2. Conversion and restructuring in viticulture
  - Promotion of grubbing:
 

Financial aid for grubbing of € 6,300 (= c. ATS 86,000) per ha will not be granted in every instance but only in those areas, fields, vineyards etc. that have been named as so-called “promotable” grubbing areas by order of the district administration and thus are to be removed from wine production. This responsibility granted to the district authority is to be exercised after hearing the relevant district farmers’ and district wine-growers’ associations. But this goes hand in hand with an important decision on the part of the wine-growers themselves: farmers who take advantage of the grubbing subsidy exclude themselves from aid for conversion (restructuring).
  - Conversion and restructuring:
 

Proposed financial aid for conversion and restructuring in viticulture within the framework of the COMW is a form of start-up aid for businesses that see their future in wine production. This financial support is intended to make it easier for wine-growers to convert to other varieties, change their farming techniques, introduce irrigation, combine vineyards, revitalise hillsides and steep slopes used for viticulture etc. Start-up aid is available in significant amounts.

#### 2.6.2.2 *The Austrian Programme for Vineyard Conversion*

Conversion within the framework of the new COMW includes numerous vineyard activities (but provides no measures related to wine-making technology). Every wine-grower can choose from among the following measures in designing optimal conversion; any combination of measures is possible:

- Vineyard conversion (with regard to the variety or farming technique)
 

As a result of changing consumer habits (especially with regard to varieties) as well as the development of new, more progressive wine-growing techniques, numerous Austrian vineyards face the necessity of adjusting to changing market conditions. This measure includes all the steps necessary for planting a new vineyard from the beginning. Specifically, this includes preparing the soil, applying fertilisers, planting the new vines, protecting the plants from disease and damage caused by browsing animals, cultivating the vines, and erecting suitable supports.

The following aspects of farming technique are especially important: the width of rows, the type of cultivation, the support, the arrangement of rows (parallel or perpendicular to the slope), correction of the terrain etc. Changing the density of planting is considered to be an aspect of farming technique if the area per vine in the newly planted vineyard is no greater than 2.8 m<sup>2</sup>. Since this puts less strain on the individual vine and thus raises the quality of the wine, higher financial aid is available.

For the newly planted vineyard a *Qualitätswein* grape variety must be used (listed in the Austrian Regulation on *Qualitätswein* Varieties).

Planting vineyards on hillsides or steep slopes significantly reduces the danger of frost damage; the intense sunshine produces grapes of high quality. Depending on the slope gradient of the converted vineyard, there are two additional special cases for vineyard conversion (with varying financial aid):

- \* vineyard conversion on hillsides: at least two thirds of the newly planted vineyard is on a hillside (slope gradient of more than 16% and up to a maximum of 26%)
- \* vineyard conversion on steep slopes: at least two thirds of the newly planted vineyard is on a steep slope (slope gradient of more than 26%).
- Agricultural consolidation in the plain  
Consolidation of fragmented holdings results in a clear improvement of cultivation management, which is the reason that viticultural consolidation should be promoted (agricultural consolidation is reparation and regrouping of lands as defined by the agricultural authorities based on the 1951 Law on the Principles of Farmland and the state laws passed as a result). This measure includes all the necessary steps for the new planting of a vineyard within the framework of agricultural consolidation. The newly planted area have a maximum slope gradient no more than 16%. A *Qualitätswein* grape variety must be used in the newly planted vineyard (from the Austrian Regulation on *Qualitätswein* Varieties).
- Terraced Sites  
Prevention of erosion is one of viticulture's important responsibilities. Thus within the context of this measure (if need be, in addition to the new planting of a vineyard) terraced sites (sloped and stone-wall terraces) can be newly erected or severely damaged terraces can be recultivated, especially for the prevention of erosion. A sloped terrace, as understood in this measure, must have a slope gradient of more than 16%. If the vineyard is newly planted vineyard, a *Qualitätswein* grape variety must be used.

#### Irrigation

In many dry areas, the building of sprinkler irrigation systems (consisting of a well, pumping station, distribution lines, perforated pipes, control units etc.) is a suitable instrument for ensuring and raising quality. Thus it is a measure that can be promoted within the framework of the conversion process. In determining the amount of aid, a distinction is made between stone terraces and steep slopes (>26% slope gradient), sloped terraces and hillsides (16% to 26% slope gradient) and other situations.

- Grubbing  
If a vineyard is grubbed in connection with a conversion measure, greater financial aid is available. The right to replant that results from grubbing must be exercised as part of the conversion.

## 2.7 The Value of Designated Origin

### 2.7.1 Districtus Austria Controllatus (DAC) – A Strategy for the Future

It is an important goal to emphasise the unmistakable character of Austrian wine, creating an identity that is, first of all, independent of price. Only a clearly positioned product (in every possible price category) is capable in the long term of maintaining its position nationally and

internationally against growing competition (not only from Europe, but also increasingly from overseas).

This goal can be achieved, however, only if consumers are provided with clear messages and information about the product itself. It is useless to produce even the finest wine if those who are intended to buy and drink it are unable to clearly distinguish and recognise it by its taste. The current discussion about designation of origin should carefully take into account the initial situation and any possible changes; no one should have anything forced upon them, and certainly not from above. The Austrian Wine Marketing Board (ÖWM) is concerned with providing impetus to a comprehensive discussion of all the conditions that will enable the Austrian wine industry – in 2000 and for many years to come – to successfully market the first-class product called “wine from Austria”. That also means: at acceptable prices in the best-selling market segments.

The diversity of the Austrian wine landscape – with its small wine-growing areas, broad palette of grape varieties that in part are hard known internationally, large number of quality levels and also a particularly wide variety of wine types from one and the same area – makes it difficult to export Austrian wine. At the same time this state of affairs provides no clear orientation for the average, domestic wine consumer. This situation has developed despite the fact that Austria’s wine industry has traditionally been oriented towards designated origins. It was not until the 1950s that Austria adopted the German model of categorising wines by grape varieties and by quality levels based on the sugar content of the must. Due to these considerations, the ÖWM in 1996 launched a discussion on placing greater emphasis on designated origin in Austrian wine law. At the heart of this strategy is the concept of *appellation*. This is a concept that has long been familiar to the Latin wine-growing countries: limiting the designation of origin of a wine-growing area to a few characteristic wine types, while all other varieties or quality levels are sold under names of the provincial wine-growing regions.

Under Section 39a of the Austrian Wine Law the minister of agriculture is empowered to issue a regulation containing guidelines for creating an inter-trade committee on the model of the French *comité interprofessionnel*. A regulation to that effect was expected in the autumn of 2000. This would give Austria the opportunity of organising the Austrian wine-growing areas in a manner similar to that which has been practised successfully for decades not only in France but also in Italy and Spain. (see also Chapter 2.7.2)

It is expected that in 2001 most of the **current 18 growing areas** will found inter-trade committees (legal persons). There are currently two ICs in Burgenland and two in Styria (Steiermark), while several are planned in Lower Austria (Niederösterreich). They unite representatives of the producers and/or marketers and/or processors. Within these ICs, the following goals can be discussed and defined:

- Better co-ordination of sales of *Qualitätswein*, especially through market research and studies;
- Development of opportunities for providing designations of origin and geographical information, especially in defining regional *Qualitätswein*;
- Development of conditions, processes and production methods for *Qualitätswein* typical of the area (DAC) paying close attention to product quality integrated production.

In other words – considering the structural weaknesses and related price fluctuations – it is important in Austria to achieve a market that is better segmented. Prominent wines of designated origin– independent of prominent winery names– should be able to maintain their price level even when harvests are bigger. If purposeful measures are implemented by the regional inter-trade committees, not only can these goals be achieved but the foundations of the Austrian wine industry can also be strengthened in the long term. Based on market data from surveys, ICs analyse how much wine is actually sold under the respective designation of origin. For future harvests the respective IC can regulate the market volume of regional *Qualitätswein* through additional qualitative norms that extend beyond the legal requirements (for example: barrel-wine sales of regional *Qualitätswein* with inspection number, no sales of grapes for regional *Qualitätswein* without a fixed bottling contract with the buyer). This will also ensure reasonable barrel-wine prices. Price fluctuations should then be possible only in the case of *Tafelwein*, *Landwein* and provincial *Qualitätswein*, which would provide an outlet for any surpluses.

In the wine-growing areas in which a majority of the wine-growers seek to improve their strategic position, the ICs may apply for DAC status for their area. This means that wine characteristics typical of the region will be determined for the DAC wines. A *Qualitätswein* made from a variety of grapes will take the name of the province as its designation of origin.

## THE DAC MODEL

As described earlier, it is up to each individual IC in the numerous growing areas to decide whether or not it will produce wines typical of the area within the framework of self-determination (an exception to self-determination is made only in the case of *Qualitätswein* designated as coming from the province). In order to achieve DAC status, the following criteria (prescribed in the Wine Law) must be met, or the *Qualitätswein* (DAC wine) typical of its area must meet the following minimum requirements:

The wine type must be characteristic of the respective wine-growing area and reflect the typical qualities which a consumer normally associates with the respective growing area. It must be capable of being produced in such a volume that marketing measures appear appropriate to ensure a steady market supply.

The following must be determined for each type of area: the variety or varieties of grape and the identifying taste characteristics (e.g. residual sugar, type of *Prädikatswein*, type of ageing etc.) as well as the qualities and measures necessary to create these identifying taste characteristics (e.g. minimum density of must, chaptalisation, pressing process, ripeness and storage etc.). In addition, other determinations can be made (smaller geographic units, the right to create names etc.).

## QUALITY LEVELS (Wine Law 2000)

When a growing area attains DAC status, it will still not be logically possible for all the wines produced to date in this region to be marketed under the name of the area. In order for wines that are not “typical of the area” to retain the level of a *Qualitätswein*, they can now be marketed as coming from the geographically bigger *Qualitätswein* areas (Niederösterreich and Burgenland). The creation of these new areas also offers an opportunity to produce larger volumes of Austrian *Qualitätswein*.

The following quality levels are permitted under the 2000 Wine Law:

### 1. TAFELWEIN

Austrian table wine or an EU blend (both without indication of vintage year or variety).

### 2. LANDWEIN (origin within a single wine-growing region):

Weinland Austria: Niederösterreich (Lower Austria) and Burgenland; Bergland Austria: Kärnten (Carinthia), Oberösterreich (Upper Austria), Salzburg, Tirol, Vorarlberg; Steiermark (Styria) and Wien (Vienna); otherwise unchanged.

### 3. QUALITÄTSWEIN (origin within a wine-growing area):

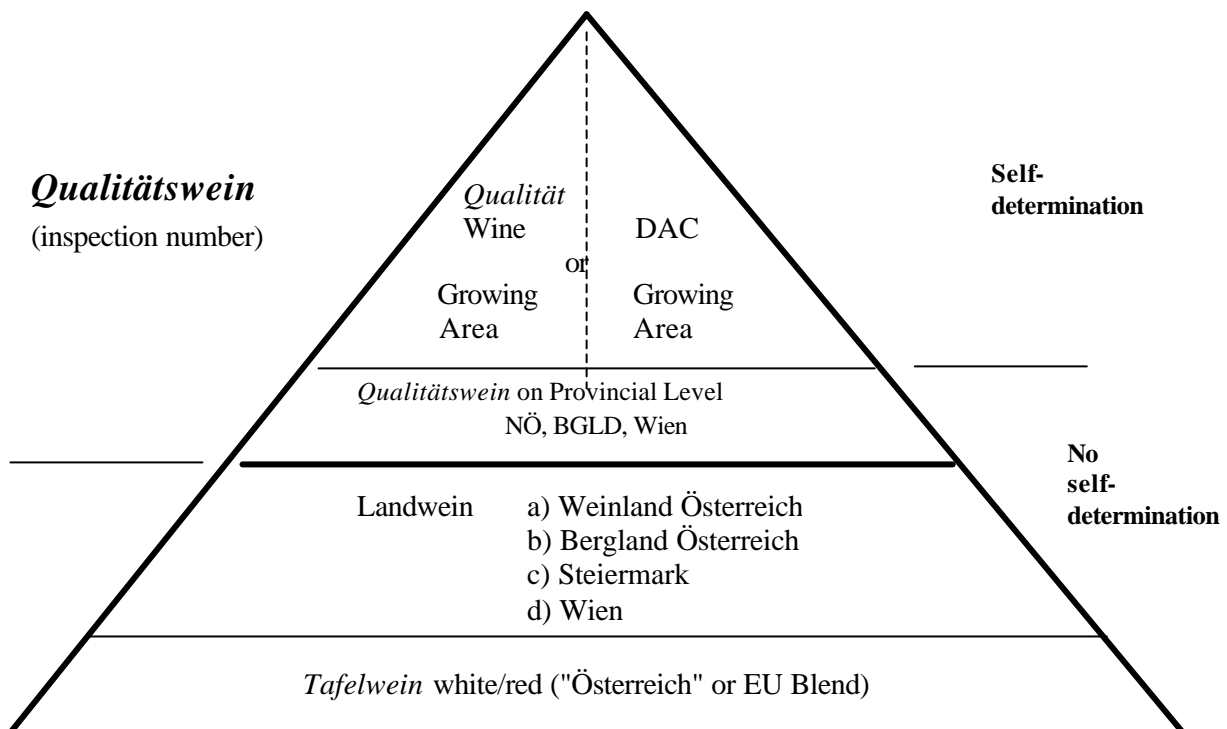
All the previous regulations with regard to viticulture, wine-making and designation remain in effect. Alongside the previous 16 wine-growing areas, the **new wine-growing areas of Niederösterreich and Burgenland have been created.**

At the level of the 16 previous wine-growing areas, production criteria are to be set and the decision concerning DAC status is to be made by the newly formed regional committee within the framework of self-determination. Thus in future the following types of *Qualitätswein* may exist:

#### **Qualitätswein on the Provincial Level (Niederösterreich and Burgenland):**

This wine is produced in accordance with the criteria currently stipulated in the Wine Law. It is designated as “*Qualitätswein*” (or a higher status), and name of the federal state is listed as the designation of origin. A more limited origin, such as the local area or vineyard, may also be specified (depending on the relevant regulations determined by the regional committee for a DAC wine).

- **Qualitätswein on the Level of the Wine-growing Area** (dependent on the decision of the regional committee whether of DAC status or not):
  - **Qualitätswein:** The production criteria are to be determined by the regional committee (equal to or more stringent than the requirements of the Wine Law). The wine is designated as “*Qualitätswein*” (or a higher status); the wine-growing area is specified as the designated origin. A more limited origin, such as the community or vineyard, may also be specified as stipulated by the regional committee.
  - **DAC:** The production criteria (both obligatory and independent) are to be determined by the regional committee (equal to or more stringent than the requirements of the Wine Law). The wine is designated as “DAC” or “Districtus Austria Controllatus”, which is stated along with the name of the wine-growing area. A more limited origin, such as the community or vineyard, may also be stipulated by the regional committee. The *Prädikat* levels (*Qualitätswein, Kabinett, Spätlese, ... Trockenbeerenauslese*) may no longer be used, but a certain *Prädikat* can be determined to be typical of the area.



### 2.7.2 A Proven System

The tried and tested practice in France, Italy and Spain can provide a good basis for a decision-making in Austria. Here we briefly outline the French model:

## France as a Model for Registered Designation of Origin

One of the cornerstones of the AOC system in France (*appellation d'origine contrôlée* = controlled name of origin) is provided by the *comités interprofessionnels* (inter-trade committees). They are responsible for regulating production and marketing in their AOC regions. Abbreviations such as CIVB, BIVB or CIVC stand for the councils, bureaux or committees in which the wine-growers and trading houses of the French wine-growing regions have organised. These associations concentrate their efforts on the AOC system, seeing their responsibility in protecting and promoting quality wines with registered designation of origin. They are responsible for promoting the image of wines from with the respective appellation, protecting the registered designation of origin from abuse representing the special character of these wines to the public.

The work of every *comité interprofessionnel* may be broken down into **three areas**:

- \* *Business* (collecting all data related to production and sales by wineries and wine-trading houses, conducting market studies, observing the competition consumer behaviour)
- \* *Technology* (research, development and quality control) and
- \* *Information and communication* (dialogue with members, sales promotion, publicity and public relations).

As a translation of the term “*interprofessionnel*” inter-trade implies the working together of a wide variety of interest groups involved in wine production and marketing: *wine-growers, wine-trading houses and wine co-operatives*.

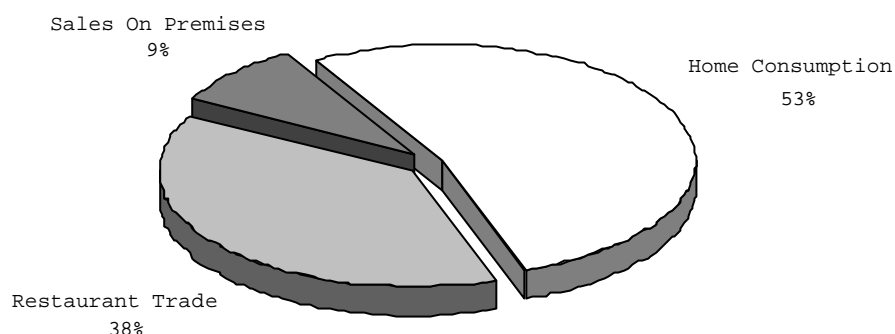
Determination of association policy and its implementation in individual measures is made within the associations with equal participation by the individual professional groups. The decisions of the *comités* must be reached unanimously and are binding for all members.

Setting the tone for the work of the respective *comités interprofessionnels* is the general assembly (*assemblée générale*), which, depending on the association, may meet up to three times a year. It determines the goals, strategies and activities of the association as well as the membership fees and the budget.

The founding of a *comité interprofessionnel* is a voluntary undertaking. Following the founding, however, membership is compulsory for all those who want to produce wine bearing the registered designation of origin AOC in the respective region. Given the considerable differences of interests among the various professional groups, the members of the inter-trade associations do not constitute a homogeneous organisation. The wine-growers who sell their grapes to a co-operative or wholesaler, for example, are interesting in achieving the highest possible price. The buyers of the grapes, on the other hand, want to keep this price as low as possible. Setting grape prices, an activity in which the inter-trade group is usually actively involved, demonstrates the ability of this organisation to reconcile serious conflicts of interest.

### 3. The Austrian Market

#### 3.1 Marketing Segments



Source: Bacchus Study 1994

In the Bacchus Study, the share of the marketing segment is projected, based on domestic consumption, with the aid of Nielsen and GfK figures. It is important to note that no reliable data are available from the restaurant trade for calculating the absolute value of the hotel restaurant catering (horeca) marketing segment.

#### 3.2 Domestic Consumption

##### 3.2.1 Domestic Wine Consumption

Consumption from 1981 to 1999

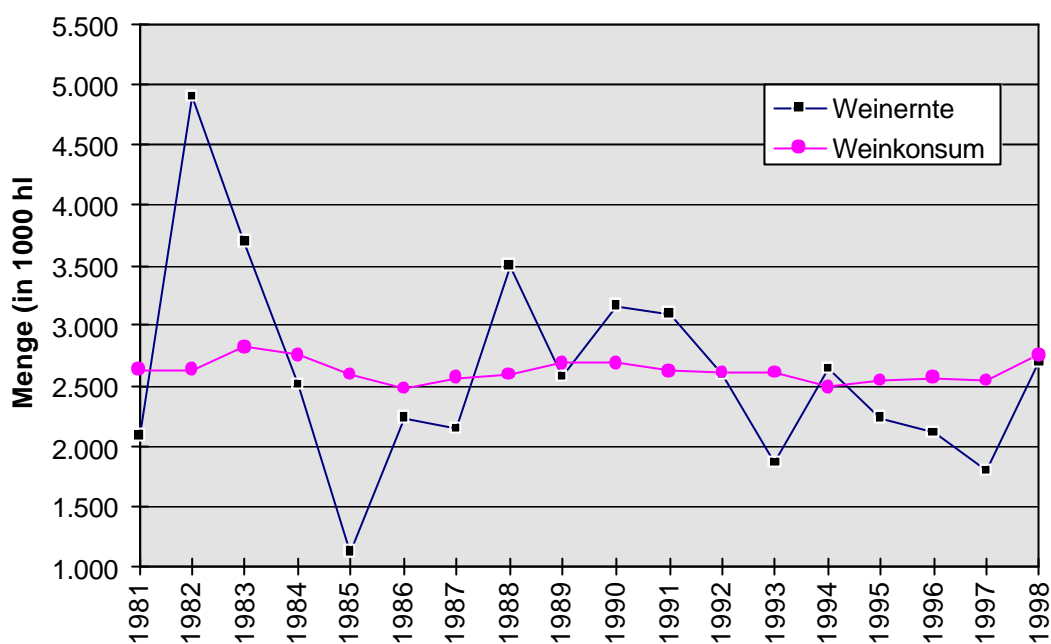
Year	Consump. in hl	Year	Consump. in hl	Year	Consump. in hl
1981	2,635,389	1987	2,565,621	1994	2,483,102
1982	2,631,575	1988	2,595,399	1995	2,544,524
1983	2,823,525	1989	2,681,468	1996	2,567,448
1984	2,750,855	1990	2,689,330	1997	2,545,000
1985	2,588,095	1991	2,619,000	1998	2,750,000
1986	2,476,437	1992	2,608,332	<b>1999</b>	<b>no figure available</b>

Source: OIV 2000

Over the last two decades, domestic wine consumption has remained essentially stable. Fluctuations have been more the cause of price and tax changes than a reflection of changes in consumer trends.



### Weinernte und Weinkonsum 1981-1998 in Österreich



Source: OIV 1999

#### 3.2.2 Domestic Consumption of Sparkling Wine

Year	Consumption in litres	Consumption in 0.75 l bottles
1999	18,545,000	24,726,667
1998	15,280,000	20,373,334
1997	16,525,000	22,033,333
1996	16,100,000	21,466,666
1995	14,405,556	19,207,406
1994	11,186,111	14,914,816
1993	13,674,998	18,233,333
1992	11,041,669	14,722,223
1991	18,629,170	24,838,890
1990	14,045,834	18,727,778

Source: Association of the Austrian Sparkling Wine Industry, 1998

In 1999 sparkling-wine consumption grew at an unexpectedly rapid pace because of the “millennium effect”.

## 3.2.3 Per-capita Alcohol Consumption

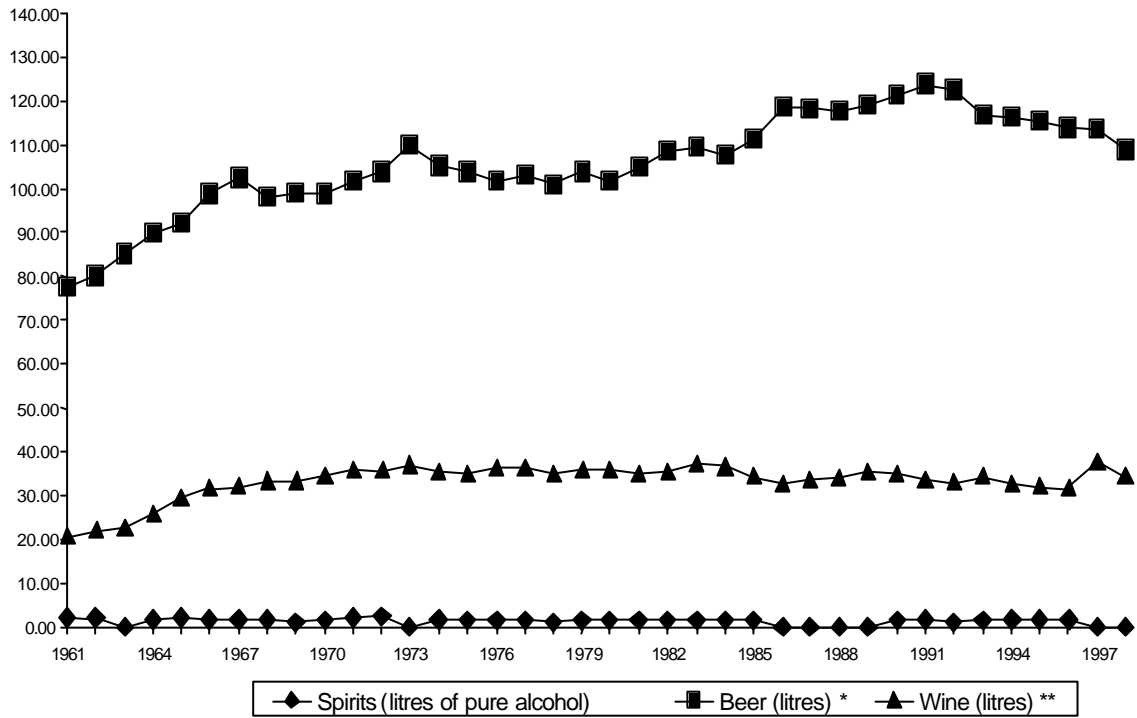
	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
1961	2.15	77.3	20.8
1962	2.30	80.2	22.1
1963	c. 2.3	85.2	22.5
1964	2.00	89.9	26.0
1965	2.20	92.1	29.8
1966	1.90	98.8	31.6
1967	1.84	102.6	31.9
1968	1.96	98.2	33.4
1969	1.20	99.0	33.5
1970	1.40	98.7	34.6
1971	2.28	101.8	35.9
1972	2.36	103.7	35.5
1973	c. 2.3	110.1	36.8
1974	1.96	105.4	35.4
1975	1.65	103.8	35.1
1976	1.70	102.0	36.3
1977	1.70	103.1	36.1
1978	1.37	100.9	35.0
1979	1.56	103.9	35.8
1980	1.59	101.9	35.8
1981	1.51	104.8	35.1
1982	1.52	108.5	35.3
1983	1.55	109.4	37.4
1984	1.48	107.7	36.4
1985	1.46	111.6	34.3
1986	c. 1.45	118.5	32.8
1987	c. 1.45	118.3	33.9
1988	c. 1.45	117.8	34.2
1989	c. 1.45	119.3	35.2
1990	1.51	121.3	35.0
1991	1.74	123.9	33.7
1992	1.26	122.2	33.1
1993	1.50	116.7	34.3
1994	1.40	116.6	32.8
1995	1.50	115.6	32.0
1996	1.50	114.0	31.5
1997	1.5 ***	113.3	37.8
1998	1.4 ***	108.6	34.3

\* Figures include light and alcohol-free beer

\*\* From 1 July to 30 June

\*\*\* Estimated figure

Source:  
World Drink Trends 1999  
OIV 2000

**Chart: Beer, Wine and Spirit Consumption in Austria 1961-1998 in litres**

Source: World Drink Trends 1999  
and OIV 2000  
Chart: ÖWM

### 5.3 Austria's Foreign Trade in Wine – The Most Important Markets

#### Volume and Value of Austrian Wine Exports in 1997, 1998 and 1999 (Calendar Year) and (I – V/2000)

Within the EU these ÖSTAT data are based purely on statistical reports by the “exporters” – the *Intrastat* reports. The registration requirements were changed in 1999. *Intrastat* reports now have to be made by exporters if their annual turnover equals or exceeds ATS 2.0 million (until the end of 1998: ATS 1.5 million). Small shipments and so-called car “boot” or “trunk” exports were not recorded, thus the statistics are not completely reliable. The threshold for the reporting varies from EU state to state. In Germany, for example, it has been raised from DM 200,000 to €200,000. A comparison of import and export figures from the various EU states does not appear to be meaningful.

The figures for both 1998 and 1999 for the Netherlands, Italy, Denmark, for example, invite further analysis!

	1997 Value in ATS 1,000	1998 Value in ATS 1,000	1999 Value in ATS 1,000	I-V/2000 Value in ATS 1,000	1997 Volume in litres	1998 Volume in litres	1999 Volume in litres	I-V/2000 Volume in litres
Germany	227,500	306,300	352,000	140,308	10,389,500	15,890,000	19,097,100	9,221,530
Czech Republic	16,000	7,300	25,100	4,129	2,307,400	1,655,600	5,514,400	874,729
Great Britain	5,100	3,600	3,700	856	115,200	70,900	82,800	14,697
Switzerland	14,400	14,800	23,100	13,148	222,200	227,200	286,700	233,003
Sweden	16,000	9,100	9,900	3,035	827,600	450,900	368,300	109,887
Slovakia	100	200	1,900	2,281	5,200	5,200	310,300	502,764
Japan	9,400	13,200	10,500	2,508	181,300	235,200	171,600	32,024
Poland	9,000	4,700	5,500	985	1,103,600	459,100	447,400	71,060
USA	7,500	13,800	25,600	6,071	102,200	142,400	232,200	71,842
Belgium/Lux.	1,700	2,600	*3,700	*334	75,100	72,900	*91,900	*7,589
Netherlands	7,400	13,700	3,300	11,037	431,400	484,700	53,500 **	653,243 **
Norway	1,900	1,100	1,600	691	21,400	8,900	17,500	7,636
Russia	800,	500	300	30	27,500	17,700	5,300	300
Italy	2,700	10,800	18,600	3,038	144,800	567,300	118,900	61,419
France	1,500	1,200	1,200	368	39,800	22,900	18,200	3,512
Canada	2,600	2,900	5,900	1,094	48,500	59,100	200,100	17,470
Denmark	1,100	5,600	1,400	181	13,200	325,300 **	21,308	2,427
Hong Kong	1,500	900	600	414	35,900	11,600	9,000	5,763
Finland	400	800	1,200	257	19,600	8,500	15,400	1,351
Thailand	1,100	1,200	2,200	475	66,700	65,600	103,700	38,643
Taiwan	20,200	5,400	4,300	1,022	167,000	58,200	37,000	9,611
Hungary	1,500	500	1,200	61	228,400	21,000	78,500	495

Source: ÖSTAT, Aug. 2000

\* The data apply only to Belgium; Luxembourg is recorded separately.

\*\* The data were checked for accuracy by ÖSTAT.

Austria

## 5 The Austrian Wine Law

### 5.1 The Wine Law of 1999

The Wine Law of 1999 resulted not only in new regulation of the areas and regions (the additional wine-growing areas of Niederösterreich (Lower Austria) and Burgenland and the wine-growing regions of Weinland and Bergland) and adaptation of the regulations on fruit wine to reflect modern technologies. At the same time it also provided protection to fruit wines produced in the traditional manner along with a large number of simplifications, clarifications and adaptations to Community law.

Since it was passed in 1985, the Wine Law has been amended several times. The deletion of old and the addition of new sections had made the external form of the law very unclear and difficult to interpret by those to whom it applies. The present amendment is part of an initiative proposal to rephrase the Wine Law. The text of this rewording is in accordance with the initiative proposal, but renumbering as well as a clear distinction between the regulations on wine made from grapes and fruit wine has been undertaken. The new Wine Law of 1999 is a response to a long-standing desire, especially on the part of the wine industry, to create a lucid wine law as an integrated whole. In addition, the new Wine Law represents an adaptation to Community law in both a material and a terminological respect.

At the same time as this amendment, the Agrarian Market Austria (AMA) Law was also changed to permit the levying of marketing fees for wine shipped to destinations outside Austria in containers larger than 50 litres. Thus an independent motion in accordance with Section 27 of the Rules of Procedure was also introduced.

Two committee rulings established that the customary definition of a *G'spritzer* as a drink containing at least 50% wine, no more than 50% soda water or mineral water and at least 4.5% alcohol will be retained, and that use of the name "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made fruit wine) will be restricted to farms.

#### **The Most Important Points at a Glance:**

- Creation of larger wine-growing areas (the wine-growing areas of Niederösterreich and Burgenland) while retaining the smaller ones. Creation of the wine-growing regions Weinland and Bergland.
- Revision of the chapter on fruit wine.
- In particular, authorisation of the use of "modern concentrate technology" and creation of an "*Obstmost traditionell bäuerlicher Produktion*" (traditional farm-made fruit wine). In addition, the outdated portions of the law on fruit wine are being adapted to the new requirements.
- Adaptation of the regulations on wine monitoring to the requirements of actual practice (especially the possibility of warnings issued by federal winery inspectors).

- Terminological corrections:  
Concretisation of wine terminology in each individual passage of the text; deletion of all references to “versetzt” (fortified) and “nichtversetzt” (non-fortified) wine. Catalogue of regulated terms to supplement those already regulated under Community law; in addition, a comprehensive terminological adaptation to Community law.
- Adaptation to achieve conformity with the regulations of Community law in all areas (e.g. fortification, sweetening and designation) that already had de facto validity.
- Adaptation of the definition of marketing to the requirements of practice.
- Clarification e.g. in the case of pearl wine, alcohol-free or low-alcohol wine.
- Deletion of blended wine drinks (with wine content under 50%) from the scope of the Wine Law.
- Empowerment for the Federal Minister for Agriculture and Forestry to issue regulations to implement regulations of the European Community that are not immediately applicable concerning the marketing of products covered by the Wine Law (e.g. Community guidelines on food labelling and additives).
- Deletion of the requirement for harvest and stock declaration as of 30 April.
- Levying of a marketing fee to include wine that is shipped to other countries in containers larger than 50 litres since this wine is bottled abroad and then sold by retailers as Austrian wine.

## 5.2 The 2000 Amendment to the Wine Law

**The 2000 Amendment to the Wine Law consists essentially of the following points:**

### 1. Changes with regard to contents:

- Changing the act of sweetening of *Prädikat* wines from an offence requiring court action to one requiring administrative action.
- Adaptation of the Wine Law of 1999 to the new common organisation of the market in wine (COMW).
- Inclusion of empowerment for the creation and regulation of industry associations (also made necessary by the new COMW).
- Deletion of all competencies of examination of the other federal ministers (except for those of the Minister of Finance) in issuing regulations.
- Deletion of the requirement for harvest and stock declaration as of 30 November.
- Adoption of a requirement that *Heuriger* (wine from the last vintage), *Schilcher* and *Bergwein* must be produced in Austria.

## 2. Changes with regard to wording:

- Replacement of the term *Inländischer Wein* (domestic wine) by *Österreichischer Wein* (Austrian wine).
- *Deletion of the declaratory regulation on the composition of certain additives that must not be added to wine.*
- Clarification that if a smaller geographic unit is specified, 100% of the grapes must not necessarily come from this unit but that the statutory exemption under Section 24 Z 2 may also apply.
- Adoption of permissibility of specifying three grape varieties in the case of *Schaumwein* (sparkling wine); already permitted under the labelling regulation.
- *Clarification of which regulations of the Wine Law actually apply to fruit wine.*
- Replacement of the word *Frist* (deadline) by *Stichtag* (fixed day) in the penal regulation concerning harvest and stock declarations.
- Insertion of a subsidiarity clause in the case of certain administrative offences as in Paragraph 1 and 2; "...if the offence is not punishable by a heavier penalty in accordance with other regulations".
- Adaptation of the nomenclature of the federal ministries to the 2000 Amendment to the Law on Federal Ministries.

## 5.3 Wine Labelling Regulations in Keywords

(excerpt from a summary by the study group of the Federal Winery Inspector's Office)

### General Points on Naming and Labelling

With Austria's accession to the European Union, existing EU law basically came into effect, except to the extent that individual norms permit member states a degree of freedom in the execution of the law. This for the most part is restricted to the area of *Qualitätswein* (quality wine).

With respect to wine this means that the Commission Regulation (EEC) No. 822/87 on the common organisation of the market in wine (COMW) and other regulations based on it are to be adopted.

The name of a product is an important part of its product information and thus a means by which the seller creates a relationship with the buyer.

The purpose of every name and form of presentation is thus to provide exact and truthful information to the buyer.

In the case of names it is necessary to differentiate between PRESCRIBED (mandatory) information, which is necessary for the identification of the product and its classification in the appropriate product category and PERMISSIBLE (optional) information, which serves more as additional information about the special qualities of the wine.

Labelling law for WINE is based on the so-called PROHIBITION PRINCIPLE. This means that the catalogue of prescribed and permissible information represents a closed body. This catalogue contains a list of ALL permitted (obligatory = mandatory or optional = discretionary) information. Or to put it differently: all names and information not expressly permitted by law or regulation are prohibited. The prohibition principle is intended to prevent confusing labelling and overcrowded labels. In addition, it protects particularly important names and prevents deception of the consumer.

Names and expressions that are not expressly allowed under wine laws and regulations (of the EU or – to the extent that they are also permissible – of Austrian law) may not be used on labels. They are prohibited, even if the information is completely truthful. All information regarding quality, unless it has been specifically authorised, is also illegal. The prohibition principle is intended to protect the consumer from being misled (deceived). This also applies to illustrations, packaging, brands etc. The prohibition principle serves to combat abuses in wine marketing.

In summary, one can say:

**ANY INFORMATION THAT IS NOT EXPRESSLY PERMITTED IS PROHIBITED.**

*In contrast to the prohibition principle is the **PRINCIPLE OF ABUSE**.*

It proceeds from the assumption of freedom of labelling and restricts it only to the extent that the information is either prescribed or optional but important, as long as the optional information provided is not misleading. Thus any information may be provided as long as it is in accordance with the truth and is not likely to be misleading. The principle of abuse has applied thus far to the labelling of *Schaumwein* (sparkling wine).

Products that are subject to the labelling regulations of EU wine law may not be sold without labels. Each individual bottle must be marked with the required information. This labelling is mandatory not only for sales to consumers but also for shipping. The marketing of unlabelled bottles is illegal, even if the correct labels are provided at the same time.

The **PRESCRIBED** information must be provided either on the label or on several labels glued to the same container in the same visual field. It must be clearly legible, indelible and in sufficiently big letters and must stand out clearly from the background and all other written information and illustrations. Thus the prescribed information must be in the same visual area. Important: it is insufficient for part of the prescribed information to be on the front of the bottle and another part on the back (rear label). The buyer must be able to grasp all the prescribed information at a glance.

**PERMISSIBLE** information must be provided in the same or another visual area, i.e. on the same label as the prescribed information or on one or several additional labels (exceptions are apparent in the present elaboration).

All the information for wine can also be affixed immediately to the container itself.

The following elaboration of the labelling regulations is given point by point for each product – depending on the visual area. The regulations are cited only in abbreviated form.

The laws on wine labelling will remain in constant flux. Thus one may expect in the coming years that the EU will amend and change existing regulations in addition to issuing new ones. The Austrian Wine Law will also have to be constantly adapted to the EU norms.



**Note:** If wine comes from a Member state of the EU, the name of the Member state to which the specific production region belongs (e.g. Italy) must be stated.

### 5.3.1 Austrian *Qualitätswein* (Quality Wine)

#### 1. Prescribed information in the same visual area:

- *Österreichischer...* (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- Wine-growing area (specific area).
  - a) *Qualitätswein* (quality wine) or *Qualitätswein mit Staatlicher Prüfnummer* (quality wine with state inspection number) or *Qualitätswein bestimmter Anbaugebiete* (quality wine produced in a specific region), or *Qualitätswein b. A.* (quality wine psr)
  - b) *Qualitätswein* (quality wine) or *Qualitätswein mit Staatlicher Prüfnummer* (quality wine with state inspection number) or *Qualitätswein bestimmter Anbaugebiete* (quality wine produced in a specific region), or *Qualitätswein b. A.* (quality wine psr) and, in addition, *Kabinett* or *Kabinettwein*.
  - c) *Prädikatswein*, (“*Prädikat*” wine) or *Qualitätswein (quality wine)* of special ripening and harvesting plus information on the level of *Prädikat (Spätlese etc.)*.
- State inspection number.
- Nominal volume (e may be added).
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler).
- Alcohol content in % by volume; only full and half percentage points permitted.
- *Trocken* (sec, dry), *halbtrocken* (demi-sec, half-dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet).

#### 2. Prescribed information in the same or other visual area:

- Lot identification, in Austria only after a regulation has been issued; mandatory for marketing on the EU market.

#### 3. Authorised information in the same or other visual area:

- Red wine – rosé – white wine.
- Vintage (85%).
- Brand names.
- Marketing participants: position, name or company name, community or area of the village/town of the head office.
- Supplier to a high dignitary (e.g. supplier to the archdiocese...).
- Information about the composition (g/l of residual sugar).
- Serving suggestions for the wine (e.g. serve cool, decant...).
- *Heuriger* (wine from the last vintage) (+ vintage), *Bergwein* (+ region), *Schilcher*.
- Sensory qualities that are characteristic of the wine.

- Wine-growing region.
- Smaller geographic units as the wine-growing area (large vineyard site or *vignoble*, community, small vineyard site or *cru* – 85%).
- Castle, palace, domain, monastery, convent.
- One (85%) or two (100%) grape varieties.
- Awards.
- *Barrique* (oak-aged).
- Number of the container or the lot.
- “*In Familienbesitz seit...*” (in the family since) or “*Weingut in der Familie seit...*” (winery in the family since) etc.
- Proper names: *Weinkellerei* (winery), *Weinhandlung* (wine merchant).
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof...* (wine-farm).
- Names and terms such as: *Cuvée* (blend), *Gemischter Satz* (mixed grapes from the same vineyard, vinefied together), *Primus* (new season’s wine), *Der Junge* (the young wine), *Der Neue* (the new wine).
- *Gelesen...* (harvested)
- Traditional names such as *Selektion* (selection), *Auswahl* (choice), *Ausstich* (choicest), *Erste Wahl* (first choice), *Klassik* (classic) (or optionally *Classique*)
- *Für Diabetiker geeignet* (suitable for diabetics) if residual sugar is not more than 4 g (currently permitted only in Austria)

4. *Authorised information in the same visual area but clearly separated, or in another visual area:*

- Information about the history of the wine and the bottler or marketing company and about the wine’s maturity achieved through ageing
- Names such as *Premium*, *Jungfernwine* (“virgin wine”), *Erste Lese* (first picking), *Martiniwein* (St. Martin wine), *Leopoldiwein* (St. Leopold wine), *Nikolowein* (St. Nicholas wine), *Weihnachtswein* (Christmas wine), *Stefaniewein* (St. Stephen wine), *Dreikönigswein* (Epiphany wine); *Primus*, *Erster*, *der Erste*, *Primaner* (the first); *der Junge*, *Junker* (the young); *der Neue* (the new); *gelesen.....* (picked); *geerntet .....* (harvested) (with date of picking or harvesting)

5. *Authorised information in visual areas other than that of the prescribed information:*

- Information on the natural or technical conditions of viticulture (three or more grape varieties – at least 85% – permitted).
- Names such as: *Handgelesen* (hand-picked) or *Handgeerntet* (hand-harvested); *Cuvée*, *Verschnitt* (blend); *Gemischter Satz* (mixed grapes from the same vineyard, vinefied together), *Gleichgepresster aus...* (pressed immediately from...).

6. *Prohibited information – examples:*

- Misleading information and packaging.
- More than two varieties (for exception, see point 4).
- Several vintages.
- Mention of health-related effects as well as *natur* (natural), *echt* (genuine), *rein* (pure), *alternativ* (alternative).

### 5.3.2 Austrian Landwein (Vin du Pays)

#### 1. Prescribed information in the same visual area:

- *Österreichischer...* (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- *Landwein* (vin de pays).
- Wine-growing region.
- Nominal volume (e may be added).
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler).
- Alcohol content in % by volume; only full and half percentage points permitted.
- *Trocken* (sec, dry), *halbtrocken* (demi-sec, half-dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet).

#### 2. Prescribed information in the same or other visual area:

- Lot identification, in Austrian only after issuance of a regulation; mandatory for shipping to the EU market.

#### 3. Authorised information in the same or other visual area:

- Red wine – Rosé – white wine.
- Brand names.
- Market participants: position, name or company name, community or are of the village/town of the head office; *geerntet durch* (harvested by), *verteilt durch* (distributed by) or *importiert durch* (imported by).
- Supplier to a high dignitary (e.g. supplier to the archdiocese...).
- Information on the composition (only g/l residual sugar).
- Serving suggestions for the wine (e.g. serve cool, decant... ).
- Sensory qualities that are characteristic of the wine.
- Proper name of the company, *Weinkellerei* (winery), *Weinhandlung...* (wine merchant).
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof...* (wine-farm).
- 1 (85%) or 2 ( 100%) of the specified grape varieties.
- Vintage (85%).
- Awards.
- Castle, palace, domain, monastery, convent.
- “*In Familienbesitz seit...*” (in the family since) or “*Weingut in der Familie seit...*” (winery in the family since) etc.
- *Heuriger* (wine from the last vintage) (+ vintage), *Bergwein* (+ Region), *Schilcher*.

#### 4. Authorised information in the same visual area but clearly separated, or in another visual area:

- Information about the history of the wine and the bottler or marketing company and about the wine's maturity achieved through ageing.
- Names such as Premium, *Jungfernewein* ("virgin wine"), *Erste Lese* (first picking), *Martiniwein* (St. Martin wine), *Leopoldiwein* (St. Leopold wine), *Nikolowein* (St. Nicholas wine), *Weihnachtswein* (Christmas wine), *Stefaniewein* (St. Stephen wine), *Dreikönigswein* (Epiphany wine); *Primus*, *Erster*, *der Erste*, *Primaner* (the first); *der Junge*, *Junker* (the young); *der Neue* (the new); *gelesen*..... (picked); *geerntet* ..... (harvested) (with date of picking or harvesting).

#### 5. Authorised information in visual areas other than that of the prescribed information:

- Information on the natural or technical conditions of viticulture (three or more grape varieties – at least 85% – possible).
- Names such as: *Handgelesen* (hand-picked) or *Handgeerntet* (hand-harvested); *Cuvée*, *Verschnitt* (blend); *Gemischter Satz* (mixed grapes from the same vineyard, vinified together), *Gleichpresster aus*... (pressed immediately from...).

#### • Prohibited information – examples:

- Misleading information and packaging.
- Smaller geographic units than the wine-growing region.
- More than two varieties (for exception, see point 5).
- Several vintages; *Tafelwein* (table wine), *extratrocken* (extra dry), *Weinbauzone* (production zone).
- Mention of health-related effects as well as *natur* (natural), *echt* (genuine), *rein* (pure), *alternativ* (alternative).
- State inspection numbers.
- "Verschnitt von Weinen aus mehreren Ländern der Europäischen Gemeinschaft" ("blend of wines from several countries of the European Community").
- Number of the container or the lot.
- Names and terms that are reserved for *Qualitätswein* (quality wine).

### 5.3.3 Austrian Tafelwein (Table Wine)

#### 1. Prescribed information in the same visual area:

- *Österreichischer*... (Austrian...), *Wein aus Österreich* (wine from Austria), *Österreich* (Austria).
- *Tafelwein* (table wine)
- Nominal volume (e may be added)
- *Abfüller* (bottler) or *abgefüllt durch* (bottled by); in the case of contract bottling – *abgefüllt für* (bottled for): name or company name, community or area of the village/town and state of the head office and, if applicable, the actual place of bottling.
- Coding is permitted (company number and postal code as well as information about a marketing participant).
- *Erzeugerabfüllung* (bottled by producer), *Gutsabfüllung* (estate bottled), *Hauerabfüllung* (bottled by wine-grower); these replaced *Abfüller* (bottler)
- Alcohol content in % by volume; only full and half percentage points permitted

- *Trocken* (sec, dry), *halbtrocken* (demi-sec, half-dry), *lieblich* (demi-doux, semi-sweet), *süß* (doux, sweet)

## 2. Prescribed information in the same or other visual area:

- Lot identification, in Austria only after a regulation has been issued; mandatory for marketing on the EU market

## 3. Authorised information in the same or other visual area:

- Red wine – rosé – white wine.
- Brand names.
- Marketing participants: position, name or company name, community or area of the village/town of the head office; *geerntet durch* (harvested by), *verteilt durch* (distributed by) or *importiert durch* (imported by).
- *Für Diabetiker geeignet* (suitable for diabetics) if residual sugar is not more than 4 g (currently possible only in Austria).
- Supplier to a high dignitary (e.g. supplier to the archdiocese...).
- Information about the composition (only g/l residual sugar).
- Serving suggestions for the wine (e.g. serve cool, decant...).
- Sensory qualities that are characteristic of the wine.
- *Heuriger* (wine from the last vintage) (+ vintage), *Bergwein* (+ region), *Schilcher*.
- Proper names of the establishment: *Weinkellerei* (winery), *Weinhandlung* (wine merchant)...
- *Weingut* (estate), *Weingutsbesitzer* (estate owner), *Winzer* (wine-grower), *Weinbau* (viticulture), *Winzerhof*, *Rebenhof*... (wine-farm).

## 4. Prohibited information – examples:

- Misleading information and packaging.
- Geographical information (exceptions: “Austria” and “Region” in the case of *Bergwein*).
- Variety; vintage (exception for *Heuriger* = wine from the last vintage); *extratrocken* (extra-dry).
- *Erzeuger-*, *Guts-*, *Hauerabfüllung* (bottled by producer, estate, wine-grower).
- Mention of health-related effects as well as *natur* (natural), *echt* (genuine), *rein* (pure), *alternativ* (alternative).
- State inspection numbers.
- Castle, palace, domain, monastery, convent.
- Number of the container or the lot.
- Awards.
- Names and terms that are reserved for *Qualitätswein* (quality wine).

**Note:** For *Tafelwein* (table wine) from EU Member states the following must be stated: either

- the name of the Member state if the grapes were harvested and the wine produced there (e.g. Italy),

- “*Verschnitt von Weinen aus mehreren Ländern der Europäischen Gemeinschaft*” \*) (“blend of wines from several countries of the European Community”) and code for specifying the location of the bottler (i.e. A-2230 = postal code) or
- “*In... aus in... geernteten grapes hergestellter Wein*” (“wine produced in... of grapes harvested in...”) and code for specifying the location of the bottler (i.e. A-2230 = postal code). This information must be provided in the same visual area.

\*) If the wine is marketed in Austria, the following abbreviated form can be used: “*Verschnitt aus mehreren Ländern der EG*” “blend from several countries of the EEC”. The appropriate font size must be used.

### 5.3.4 Austrian Schaumwein (Sparkling Wine)

#### 1. Prescribed information in the same visual area:

- *Schaumwein*
- Nominal volume (e may be added)

Taste information:

	sugar content in g/l
brut nature, <i>naturherb</i>	under 3
extra brut, <i>extra herb</i> , extra bruto	0- 6
brut, <i>herb</i> , bruto	under 15
extra dry, <i>extra dry</i> , extra secco	12- 20
sec, <i>dry</i> , secco, asciutto, dry, secco	17- 35
demi-sec, <i>halbtrocken</i> , abboccato, medium dry, semi-sec	33- 50
doux, <i>mild</i> , dolce, sweet, dulce	over 50

*Sugar content is expressed in the respective national language.*

*Instead of the terms “doux”, etc. if the sugar content is above 50g/l it can also be expressed in g/l.*

- Alcohol content in % by volume; only full and half percentage points permitted.
- Producer or vendor: NAME, COMMUNITY/STATE.  
(Space does not permit the provision of more details here.)

#### 2. Prescribed information in the same or other visual area:

- *Importeur, Einführer* (importer); *importiert durch, eingeführt durch* (imported by): name or company name, community(area) and state.
- Lot identification, in Austria only after a regulation has been issued; mandatory for marketing on the EU market.

#### 3. Authorised information in the same or other visual area:

- Information that is not misleading.
- 1 (85%), 2 or 3 (100%) of the grape varieties. “Pinot” as a synonym for the Burgundy varieties.
- Name of the Member state: if the grapes were harvested and the wine was produced and bottled there.
- Medals, prizes and awards.

- Brand names.

#### 4. Prohibited information – examples:

- Misleading information and packaging.
- Smaller geographic units than the state as designation of origin.
- Vintage.
- *Flaschengärung* etc. (bottle fermentation) as well as *Methode Champenoise* or *Champagner Methode* (Champagne method).
- *Hauersekt* (sparkling wine from the wine-grower).
- Mention of health-related effects as well as *natur* (natural), *echt* (genuine), *rein* (pure), *alternativ* (alternative).
- Information about higher quality.
- *Premium* or *Reserve*.

#### Note:

*Third-country wine used as a raw material may come only from certain areas and varieties of Romania. The sense conveyed by the labelling must be: Aus rumänischem Wein hergestellt (produced from Romanian wine). This information must be provided in the same visual area.*

The term **Hauersekt** (sparkling wine from the wine-grower) may be used in Austria for *Qualitätsschaumwein bestimmter Anbaugebiete* or *Sekt b. A.* (“quality sparkling wine produced in a specified region” or “sparkling wine psr”) only if

1. the winery has grown the grapes (quality varieties) and produced the wine made from them itself,
2. the wine was fermented in the bottle according to the traditional method (second fermentation to sparkling wine; from the moment the blend is created it must be constantly aged on its own lees for at least nine months in the same winery and be separated from the sediment by disgorging),
3. it was produced outside the winery under contract because trade regulations prohibit the winery from making sparkling wine,
4. marketing is conducted by the winery that made wine from the grapes,
5. the label specifies the winery, the variety and the vintage,
6. the conditions and labelling requirements for *Qualitätsschaumwein bestimmter Anbaugebiete* (quality sparkling wine produced in a specified region) are met.

**Important:** The name of the wine-growing area must also appear on the cork. Smaller geographic information than that of the wine-growing area is permitted. If the outside company producing the sparkling wine under contract is in a different community from the winery, the place of manufacture of the sparkling wine is placed in the same visual area. The term *Hauersekt* can also be used by production co-operatives.

The term *Winzersekt* (another term for sparkling wine from the wine-grower) is reserved for German *Qualitätsschaumwein b. A.* (quality sparkling wine psr).

Note: If the champagne cellar operates vineyards, it may take the wine it produced from them under the above conditions and make and market *Hauersekt*.

## 6. Organisations Associated with the Wine Industry

Organisations	Federal Level	State Level	District Level	Local Level
<b>Authorities Offices Institutions</b>	FMAFEWM; FWI* Federal departments Schools and research institutes	Departments of the state governments State schools and institutes	District departments (district authorities and city councils)	Local authorities
<b>Wine-grower's associations</b>	Federal wine- grower's association	Provincial wine- grower's associations	District wine- grower's associations	Local wine-grower's associations
<b>Marketing company</b>	Austrian Wine Marketing Board (AWMB)			

\*Federal Ministry for Agriculture, Forestry, Environment and Water Management; Federal Winery Inspector's Office

### The Wine Grower's Associations in Austria

