



# DOCUMENTATION AUSTRIAN WINE

SEPTEMBER 2001 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, Statistics Austria, the Chamber of Agriculture, Austrian Economic Chamber and the Economic Research Institute.

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## TABLE OF CONTENTS

<b>1. Austria – The Wine Country</b>	<b>3</b>
1.1 Austria’s Wine-growing Areas and Regions	3
1.2 Grape Varieties in Austria	6
1.2.1 Breakdown by Area in Percentages	6
1.2.2 Grape Varieties – A Brief Description	7
1.2.3 Development of the Area under Cultivation	10
1.3 Restructuring of Vineyards in Austria	11
1.4 The Grape Varieties and Their Origins	15
1.5 The 2000 Vintage	21
1.6 Brief Characterisation of the 1999-1960 Vintages	22
1.7 Assessment of the 2000-1990 Vintages	29
<b>2. The Austrian Wine Industry</b>	<b>30</b>
2.1 The Economic Importance of the Wine Industry in Austria	30
2.2 The Grape Harvests 1960–1999	31
2.3 <i>Qualitätswein</i> in Austria	33
2.4 Austria’s Wine Supply and Storage Capacity	35
2.5 Development of Grape and Wine-Prices	38
2.6 Wine-growers in Austria – A Current Overall View	39
2.7 Austria’s Wine Industry – Structural Change	41
2.8 The Austrian Wine Committees	44
2.9 The Value of Origin	45
<b>3. The Austrian Market</b>	<b>47</b>
3.1 Market Segments	47
3.2 Domestic Consumption	47
3.2.1 Domestic Consumption of Wine	47
3.2.2 Domestic Consumption of Sparkling Wine	48
3.2.3 Per-capita Alcohol Consumption	49
3.3 Austria’s Foreign Trade – Wine – The Most Important Markets	51
<b>4. The Austrian Wine Law</b>	<b>53</b>
4.1 The Wine Law of 1999	53
4.2 The Amendment of 2000 to the Wine Law	54
4.3 Labelling Regulations for Wine in Keywords	55
4.3.1 Austrian <i>Qualitätswein</i> (Quality Wine)	57
4.3.2 Austrian <i>Landwein</i> (Vin du Pays)	59
4.3.3 Austrian <i>Tafelwein</i> (Table Wine)	60
5.3.4 Austrian <i>Schaumwein</i> (Sparkling Wine)	62
<b>5. The AWMB and Organisations Associated with the Wine Industry</b>	<b>64</b>
<b>6. Important Addresses</b>	<b>65</b>

## 1. Austria – The Wine Country

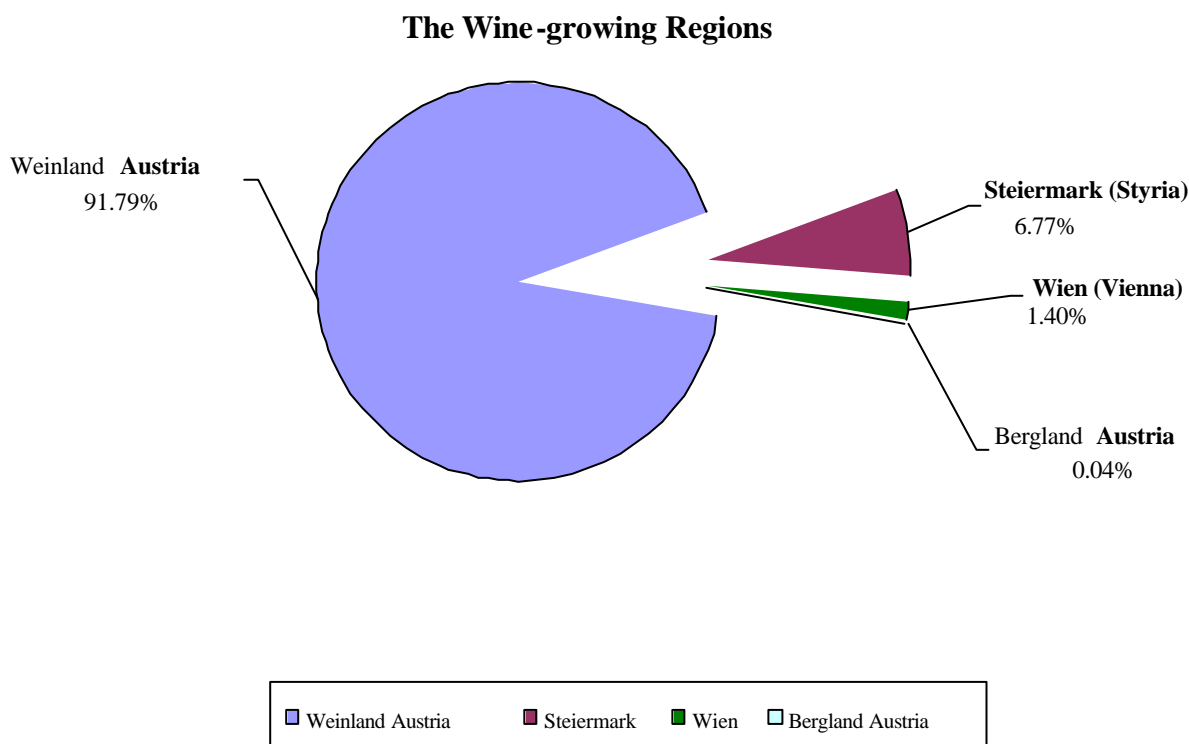
### 1.1. Austria's Wine-growing Areas and Regions

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.

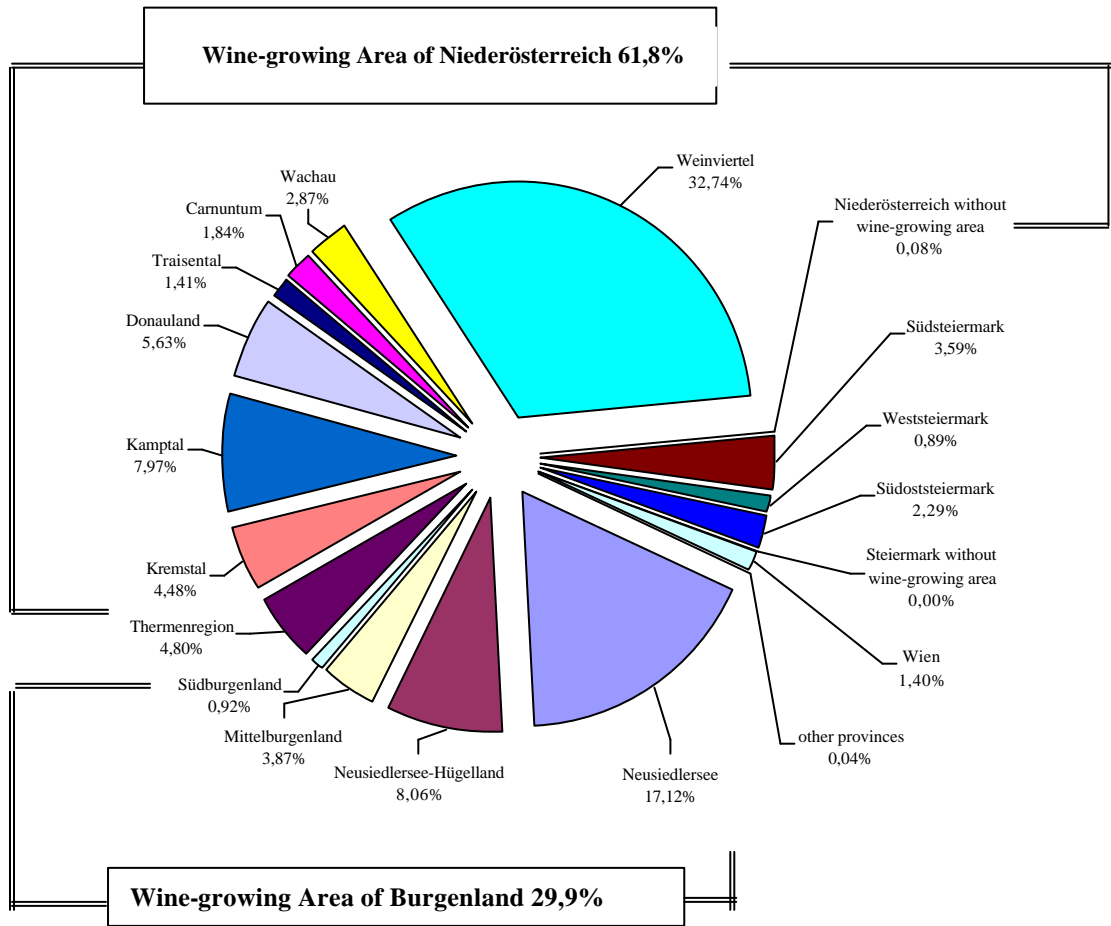
Austria was determined to have a vineyard area of c. 48,500 ha. This was about 8,400 ha less than in 1992 at the time of the last vineyard survey, which was conducted as a primary census. The area devoted to white wines had fallen since 1992 by around 17.1% to 36,140 ha; there was a smaller decline in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

<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>STEIERMARK</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: Statistics Austria

<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

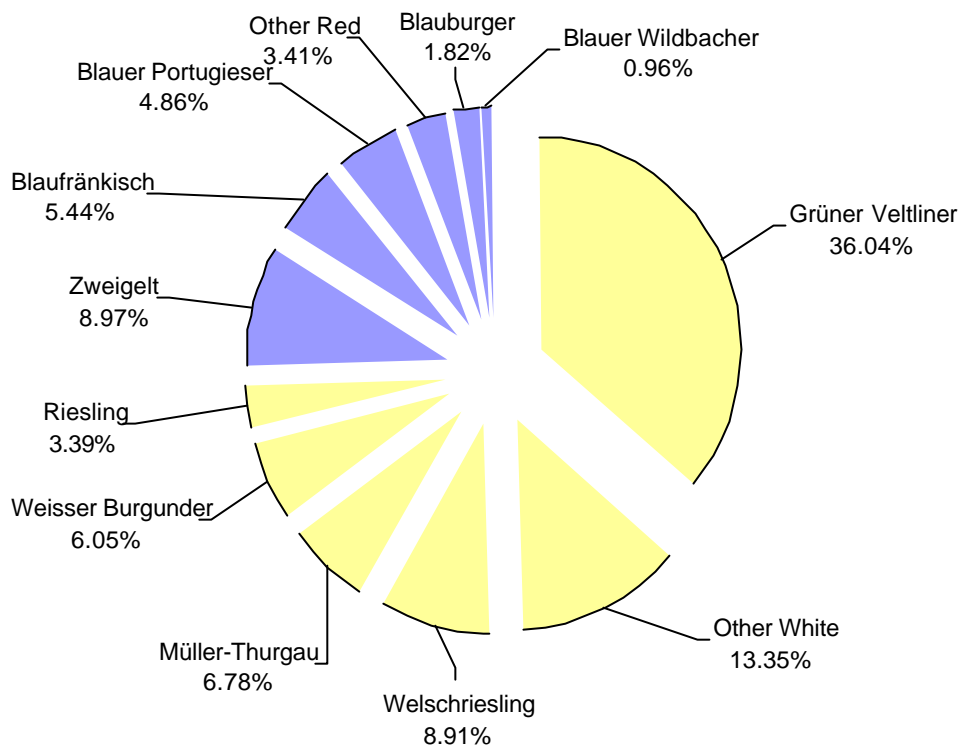
Minor discrepancies are due to rounding.

Source: STATISTICS AUSTRIA



## 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 <i>apéritif</i> : 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.		

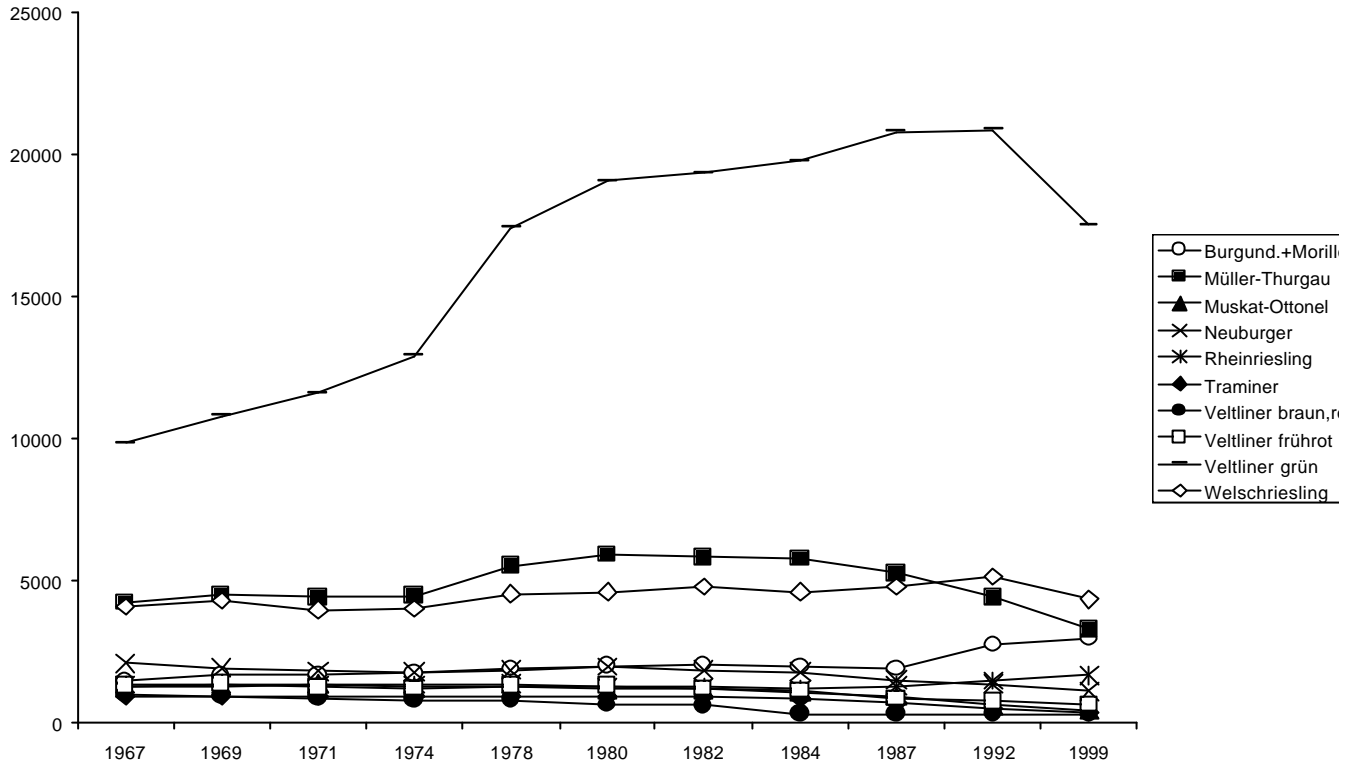
<b>Zierfandler (Spätrot) and Rotgipfler</b> 217 ha	0.45	Thermenregion	
Nutty spice, robust, elegant. Even in mediocre vintage years this grape variety quickly attains qualities from <i>Spätlese</i> upwards. Typical are the bouquet of almonds and pistachios as well as the fullness and elegance on the 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 Rhineland (Rheinland) 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 "Hunnish" ( <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

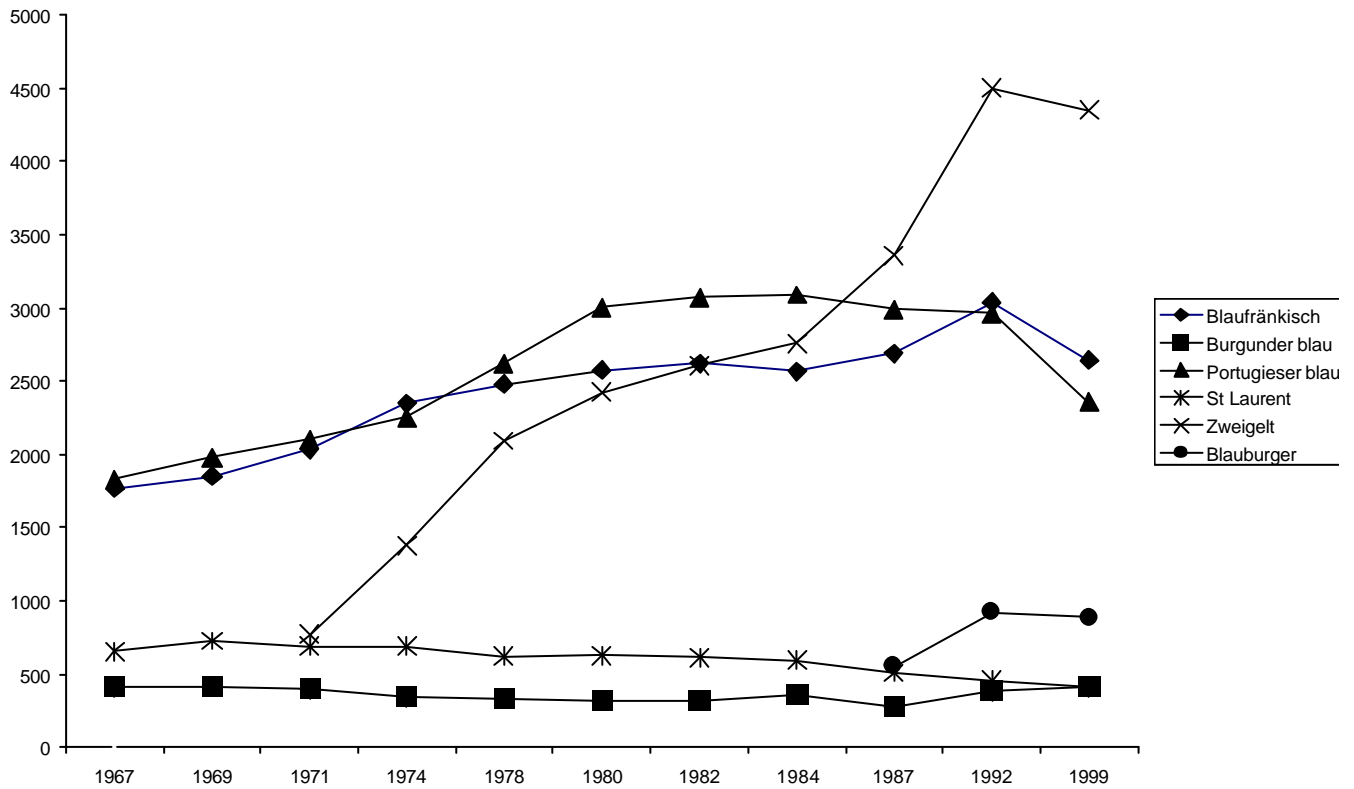
Source: STATISTICS AUSTRIA

1.2.3 Development of the Area under Cultivation until 1999

White Wine Varieties in Austria



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



Source: STATISTICS AUSTRIA  
Chart: HBLA and BA Klosterneuburg

### 1.3 Restructuring of Vineyards in Austria

#### EU Promotes the Adjustment of Wine Production to Market Requirements

DI Christian Jaborek, Federal Ministry for Agriculture, Forestry, Environment and Water Management, excerpt from "Support Service"

**The most important goal of the measure for adaptation and restructuring of vineyards within the context of the Common Agricultural Policy (CAP) of the European Union is the adjustment of EU wine production to market requirements. According to the reformed Common Organisation of the Market in Wine (CMO, Council Regulation (EEC) No 1493/99), the structural over-production of the Community should be "struck at the root", namely when commercial vineyards are still in the planning stage. This approach represents a fundamental rejection of the strategy used in past decades (but never practised in Austria) of eradicating surpluses (intervention measures). In this connection it is important to stress from the outset that in Austria no structural over-production of wine exists: production is 101% of demand.**

In order to attain this goal of the CMO, the European Commission in August 2000 issued Council Regulation (EEC) No 1227/00, which – and this, too, is a particular innovation with regard to the previous system – gives the Member States extensive latitude in the planning and management of the so-called national implementation programmes for these measures. The Austrian programme for implementation of the conversion and restructuring of vineyards was effectively adopted on 10 October 2000 with regulation BGBl. II 328/2000 by the Federal Minister for Agriculture, Forestry, Environment and Water Management. With that Austria became the first Member State of the EU in a position to take advantage of funding made available by the Community during the first year of availability. Austria, however, chose to implement the conversion plan in its own individual way. The conversion programme is not uniformly regulated by areas or regions; rather, each participant chooses from the catalogue of available measures the combination that is as favourable as possible for his or her business. In the period from October 2000 to March 2001, more than 3,000 conversion applications were submitted to the Federal Ministry for Agriculture, Forestry, Environment and Water Management (FMAFEWM).

#### Fundamental System of Conversion Assistance

A large number of vineyard activities are promoted with the goal of adjusting production to market demand. Fundamentally the assistance consists of a subsidy towards the costs created within the context of conversion as well as a contribution to compensate for the loss of income created by the conversion measures.

Every business that is planning to implement a conversion measure must draw up a "conversion plan" and submit it through the respective district office of the Agricultural Chamber to the FMAFEWM for approval. The assistance is made in a lump-sum payment in advance (in return for a security deposit). The exceptions are irrigation, new planting or recultivation of sloped terraces or terrace walls). The security deposit is returned once the measure has been completely implemented. The measure must be completely implemented within two years of the payment. In the case of irrigation or new planting or recultivation of terraced slopes and terrace walls, the deadline for completion is 15 March 2005.

Conversion assistance will be granted beginning with the 2000/2001 vintage year and is expected to remain available until 2004/2005 (until 31 July 2005).

## Measures

### Conversion

As a result of a change in consumer behaviour (particularly with regard to grape varieties) as well as the development of new, progressive vineyard technology, Austria is faced with the necessity of adapting numerous vineyards to altered market conditions. This measure thus includes all the steps necessary for the complete new planting of a vineyard. In particular, this includes preparation of the soil, the use of fertilisers, planting of the vines, prevention of plant disease and damage by game, cultivation of the vines and the creation of a suitable support structure.

Concrete measures within the framework of vineyard conversion are as follows:

converting to other varieties;  
reducing the area per vine to a maximum of 2.8 m<sup>2</sup> while at the same time raising the level of the foliage by creating a support with at least four levels of wire;  
measures for stabilising slopes (e.g. deep drainage, new planting or recultivation of sloped terraces and terrace walls etc.).

Each of these three measures in itself is considered vineyard conversion and each may be combined with the others in any combination. In any case, a Qualitätswein variety (from the Austrian regulation on *Qualitätswein* varieties) must be used in planting the new vineyard.

Planting vineyards on hillsides or steep slopes sharply reduces the danger of frost damage; the greater intensity of sunlight also produces higher-quality grapes. Depending on the slope gradient, a distinction is made between two additional special cases of vineyard conversion (with different levels of subsidies):

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%) or the average slope gradient of the newly planted vineyard is more than 16% 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%) or the average slope gradient of the newly planted vineyard is more than 26%.

### Irrigation

The measure “irrigation” includes the installation of new parts of a permanent, stationary sprinkler irrigation system that draws its water from a surface source or ground water.

### Summary of the First Analysis

- To date, a total of 2,498 applications have been made for conversion plans. These include 2,447 for vineyard conversion, 280 for irrigation and 50 for terrace and stone-wall projects. The total number of applications is less than the sum of the various conversion measures applied for, because a conversion plan usually includes more than one measure.
- The area and cost of the average Austrian conversion plan is 0.887 ha and EUR 5,452.06 per application (irrigation and terrace projects are not included because

they are administered separately and accounts are settled, in some cases, only after completion).

- The total volume of conversion applications to be paid in advance is currently EUR 12.26 million. The sum for the 1,487 projects which have already been started and for which the security deposit has been paid is EUR 8.37 million.
- This means that Austria's quota of EUR 5.47 million in EU funding for the first year is currently "overbooked" by almost EUR 2.9 million.
- Of the areas under conversion, 49.7% are in Lower Austria and Vienna, 41.1% in Burgenland and 9.2% in Styria.
- White-wine varieties account for 33% of the vineyards being converted, red-wine varieties for 67%. Among the white-wine varieties, Grüner Veltliner dominates with 31%. In the case of red wine, Zweigelt is the main variety with 60%.

### Varietal Trends

Proportion of white-wine varieties to red-wine varieties

Austria	33:67
Lower Austria (Niederösterreich)	42:58
Burgenland	14:86
Styria (Steiermark)	82:8

Within each of the following sectors almost half the conversion is represented by two grape varieties respectively (Austria and Lower Austria: Zweigelt and Grüner Veltliner; Burgenland: Zweigelt and Blaufränkisch; Styria: Welschriesling and Sauvignon Blanc).

Taken together, the first five varieties account for more than two-thirds of the conversion area.

The choice of varieties within the individual regions may be considered typical of the area and is also in keeping with prevailing teachings and advice. Alongside the principal, typically Austrian varieties with a market-related emphasis on red wine, for the most part high-quality varieties with relatively small grapes are planted (Riesling, Burgundy family) as well as specialities.

Those responsible for Austrian vineyard policy are thoroughly satisfied with the trends depicted here. During the planning phase of the national implementation programme, one possibility discussed was to provide subsidies only for a (regionally varied) limited catalogue of varieties. This was intended to guarantee that only varieties typical of the region would be promoted. But it has become evident that wine-growers need no such regulation in order to choose the "right" varieties. This also prevents an exclusion from the subsidy of those businesses that, for example, have been successful in marketing varieties that are not considered typical of the region.

### Soon a Surplus of Red Wine?

The main trend of the conversion campaign become noticeable early on: in Austria, where for decades the proportion of white to red wines had been 80:20, suddenly two-thirds of the vineyard area was being planted with red-wine varieties. This has given rise to warnings that we may expect a red-wine surplus.



This concern, however, can be addressed with the following, very simplified calculation along with various facts.

Note from the Austrian Wine Marketing Board (ÖWM): this theoretical example can lay no claim to absolute validity; it is intended only to portray the general order of magnitude.

- The present productive vineyard area is c. 46,500 ha. Expressed in the simplest terms, white-wine varieties account for c. 35,000 ha while red-wine varieties represent 11,500 ha. This is a proportion of about 75:25. Austria's average wine production is about 2.5 million hectolitres.
- The proportion of domestic demand (c. 2.5 million hl) is currently about 56:44 white-wine to red wine. With regard to the export of *Qualitätswein* in bottles, in 2000 red wine was only about 7,000 hl behind Austrian white wine (see Chapter 5.1, Wine Exports by Product Groups).
- Without taking in consideration production differences, the import situation and the development of Austrian wine exports (see Chapter 5.1, Wine Exports by Product Groups) this results theoretically in a "target" vineyard area allocation of c. 26,000 ha white-wine varieties to c. 20,500 ha red-wine varieties
- Today the difference between "actual" and "target" vineyard area is 9,000 ha.

rounded figures

	Vineyard Area		Average Yield	
SUM	<b>46,500 ha*</b>		<b>2,500,000 hl</b>	
RATIO	<b>White</b>	<b>Red</b>	<b>White</b>	<b>Red</b>
ACTUAL (75:25)	~ <b>35,000 ha</b>	~ <b>11,500 ha</b>	~ <b>1,900,000 hl</b>	~ <b>600,000 hl</b>
TARGET (56:44)	~ <b>26,000 ha</b>	~ <b>20,500 ha</b>	~ <b>1,400,000 hl</b>	<b>1,100,000 hl</b>
DIFFERENCE	+9,000 ha	- 9,000 ha	~ 500,000 hl	~ -500,000 hl

\*Statistics Austria 1999

- In the first year of the conversion campaign, plans were submitted for converting more than c. 700 ha of white-wine varieties and c. 1.500 ha of red-wine varieties. (as of the first six months of 2001).

## 1.4 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:*

Like Cabernet Sauvignon, this variety also derives from a Cabernet Franc cross; the second parent has not yet been determined.

*Müller-Thurgau:*

Bred by Prof. Hermann Müller from Thurgau, it derives from a Riesling x Madeleine Royale cross.

Comprehensive analysis has revealed that there is a high degree of correspondence between the varieties Madeleine Royale and Chasselas de Courtiller, but it has not been possible to prove them identical, as was earlier believed to be the case.

*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:*

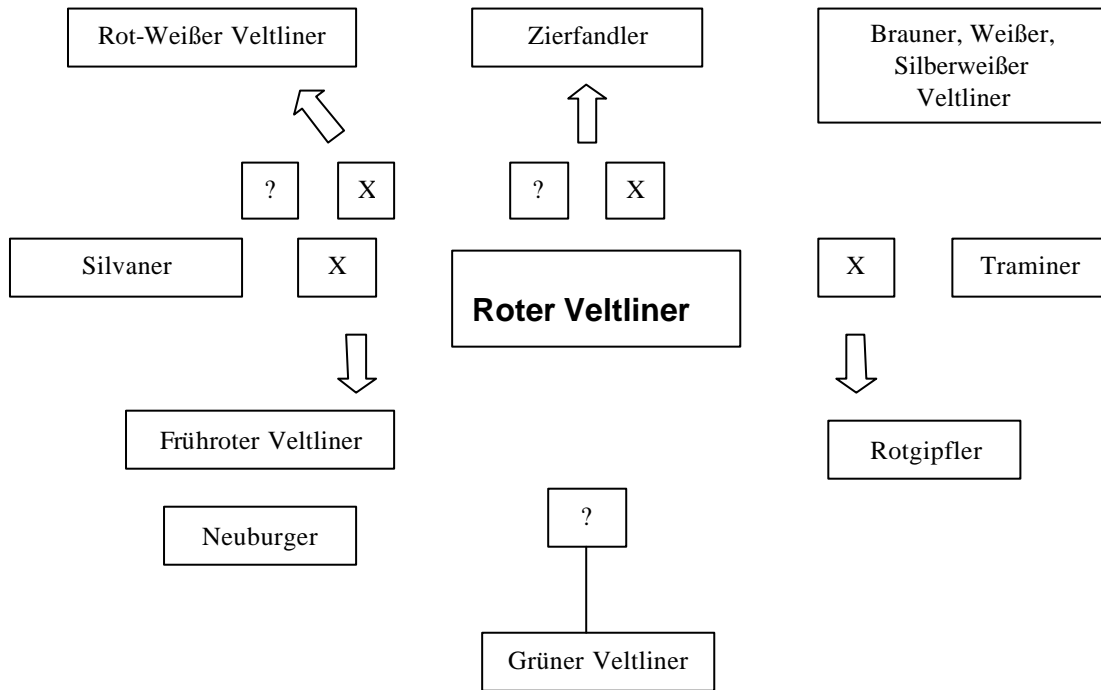
Also derived from a cross; the Heunisch has been identified as a parent.

*Zierfandler:*

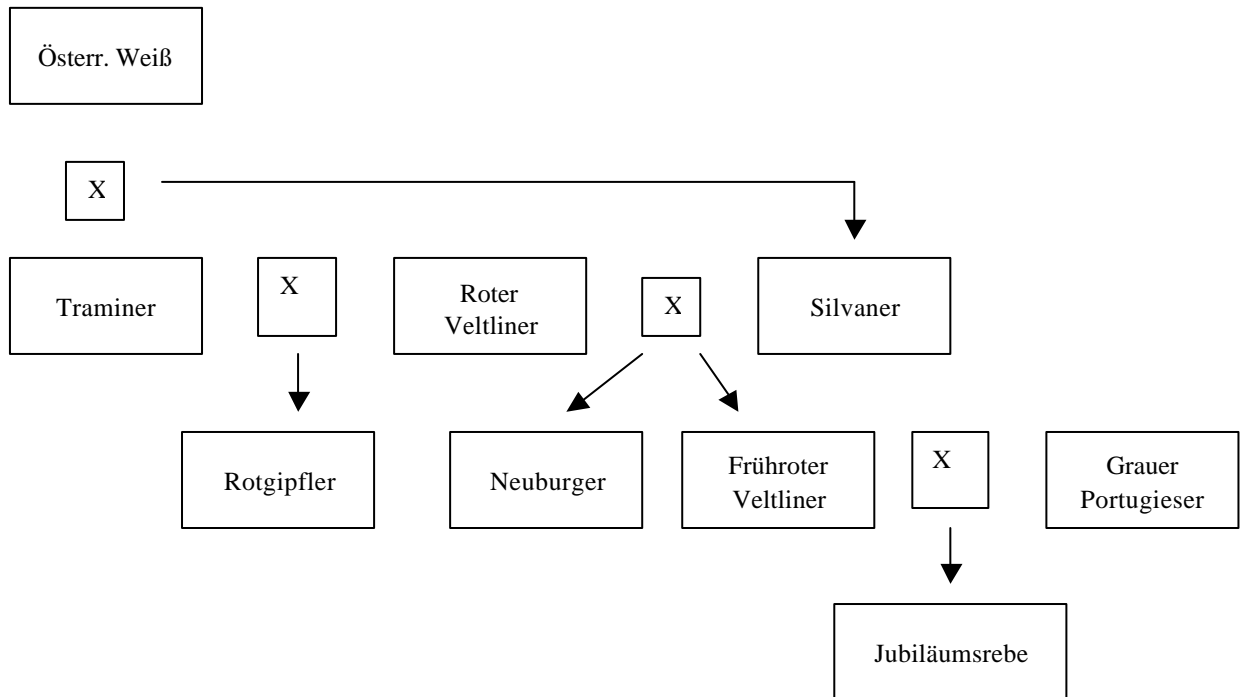
This variety is also derived from the Roter Veltliner. The second parent remains unknown so far but strongly resembles the Traminer.

*Zweigelt:*

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

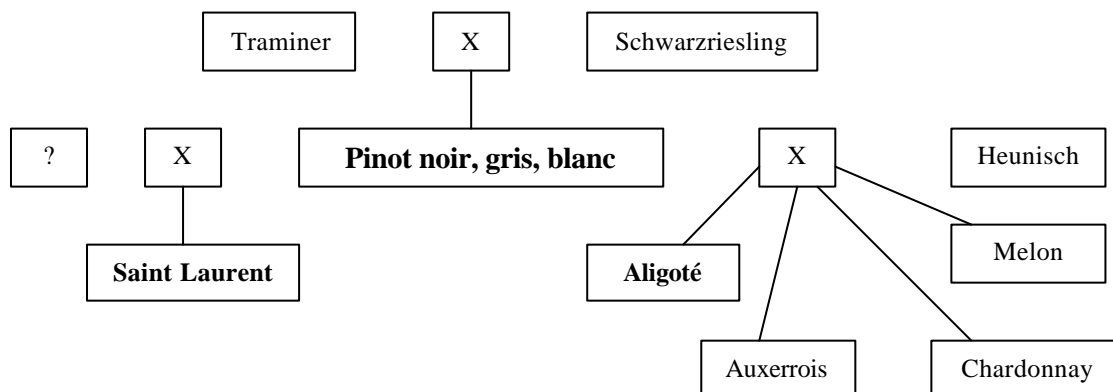


*Illustration 1: The **Veltliner family**: the genetic relationships within the family of the Veltliner variety attribute a central role to the Roter Veltliner. A link to the Grüner Veltliner has not yet been discovered.*



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

## Pinot pedigree



### *Illustration 3: The Burgundy Family:*

With genetic analysis using simple sequence repeat (SSR) markers, several grape varieties of the burgundy family have been described and the relationships among them explained. It has not been possible up to now to distinguish between Blauburgunder (Pinot Noir), Grauburgunder (Pinot Gris) and Weissburgunder (Pinot Blanc); it can thus be assumed that the three colour variations come from the same genotype. The varieties Frühburgunder and Blauer Arbst also show the same SSR profile and are thus also of the burgundy type. The varieties Schwarzriesling (= Müllerrebe) and Farbklevner show a mutually identical profile and are clearly different from the burgundies. Samtrot has been recognised as a mutant of the Schwarzriesling grape. The profile of Schwarzriesling is very similar to that of the Pinot group, and it may be assumed that Traminer and Schwarzriesling are the parent varieties of that group. Numerous other Pinot relatives have been identified as descendants: St. Laurent is a Pinot offspring crossed with an unknown partner; Aligoté, Auxerrois, Melon and Chardonnay are white descendants of the Pinot grape. Based on its profile, a possible partner might be Heunisch, a very ancient variety.

## 1.5 The 2000 Vintage Year

The 2000 wine harvest of 2,338,400 hl was about 3% below the long-term average of 2.4 million hl and approximately 17% (465,000 hl) below the previous year's harvest. The reason for this decline was the weather throughout the growing season, with high temperatures, much sun and dryness. Grape size and must yield were accordingly small. Thus, in many regions it was possible to conduct the wine harvest up to three weeks ahead of schedule. Of the overall harvest, 1,664,000 hl (71%) was white wine and 674,500 hl (29%) red and rosé wines.

Following a rather wet winter, which did not include any severe periods of frost and ended in a March with plentiful precipitation, the soil of the vineyards was well supplied with moisture. An unbelievably warm and sunny spring began, and these weather conditions lasted throughout May and June – these two months were the warmest in nearly 200 years. The early summer was extremely dry; Styria was the only region that was not as adversely affected. The vines began to blossom as early as mid-May with no problems. A rather cool and rainy July then brought the longed-for precipitation. The severe heat that began in August resulted in the grapes ripening some three weeks ahead of schedule. In Burgenland the grapes of the red varieties were beginning to turn colour at the beginning of August. During the periods of the most severe heat, not only the young plantings suffered but, in general, all the vines planted on permeable soil. In September the splendid late-summer weather continued for the most part. Not until the second half of October did a changeable and wet-weather period set in, which, together with unseasonably warm nights in exposed areas, such as the Wachau, suddenly caused outbreaks of *Botrytis*.

The red-wine harvest had never been as early as it was this year. The question was: would the juice from such unusually overripe grapes turn out to be too jam-like and too low in fruitiness? Fortunately, however, these fears proved to be completely groundless. As far as can be predicted at this early stage, the juice appears distinctly thicker and more concentrated than that of the 1999 vintage – which was already full-bodied and appealing – and probably has as much tannin and substance as the slowly developing '97 wines, but without a trace of their hardness and severity. All in all, the 2000 red wines combine the merits of the '97 and '99 vintages, resulting in a superior sum total.



The white wines proved equally astonishing in their high quality, which was consistent throughout all the wine-growing areas and grape varieties. The Veltliner and Riesling wines have acidity in the middle and low range, but this does not detract from the taste. While the 2000 white wines cannot boast the fruity charm and extracts of the '99 vintage, they also do not have the character of a real hot-summer vintage, since it was the spring and not the summer that was so extreme; the grapes matured under relatively normal and advantageous conditions. Even the Styrian wines are very harmonious, thanks to their high degree of ripeness and their expressive fruitiness. This is true of all grape varieties, from Welschriesling to Sauvignon. In the case of sweet wines, it should first be said that, due to the consistently mild weather up until mid-December, it was possible to produce only very limited quantities of *Eiswein*. Because of the halting appearance of *Botrytis*, *Prädikatswein* in general was harvested in rather small amounts. The round and creamy character and the subtle acidic structure of the white wines, as well as the southern ripeness and tannin-rich character of the red wines, raise expectations that the top Austrian products of this year will cause a sensation on export markets.

## **1.6 Brief Characterisation of the Vintages 1999 to 1960**

### **1999**

The 1999 wine harvest of almost 28 million hl was 4% higher than that of the previous year. The reason for this increase was the absence of serious frost damage in the main growing areas as well as an adequate supply of water during the vegetative period. Flowering lasted from the middle to the end of June. It resulted in excellent setting without serious couluring. The warm, rainy summer promoted good development of the leaves. However, there was hail damage in both Lower Austria and Styria over an area of about 1000 ha. A changeable August was followed by an unusually mild, sunny September, which promoted ripening and created the conditions for an excellent vintage. Optimal weather conditions in October with mild, sunny days and cool nights promoted the formation of aroma in the grapes. The long vegetative period produced grapes rich in extracts, and powerful, well-structured white and red wines were the result. Clear fruit typical of the variety and character typical of the region were other logical consequences of an entirely successful vintage year. This also applies to Austria's famous sweet-wine regions, such as Seewinkel and Rust. The noble rot caused by *Botrytis cinerea* created optimally concentrated grapes at the right time.

### **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.

## 1.7 Assessment of the 2000-1990 Vintages

Year		Wachau, Kremstal, Traisental	Kamptal, Donauland	Weinviertel	Carnuntum, Thermen- region	Burgenland	Steiermark	Wien
2000	white	<b>18</b>	<b>17,5</b>	<b>17</b>	<b>18</b>	<b>16,5</b>	<b>18</b>	<b>16,5</b>
	red	-	-	<b>17</b>	<b>19,5</b>	<b>19,5</b>	-	-
	sweet	-	-	-	-	-	-	-
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	17	17	16	16	16	16,5	16
	red	-	-	14,5	16	15,5	-	-
	sweet	-	-	-	<b>17</b>	<b>17,5</b>	-	-
1997	white	19	18	16,5	16	17	19	16,5
	red	-	-	16,5	17,5	18	-	-
	sweet	-	-	-	- **	- **	-	-
1996	white	<i>14,5</i>	<i>15</i>	<i>14</i>	<i>15</i>	<i>15</i>	<i>15</i>	<i>14</i>
	red	-	-	<i>13</i>	<i>16</i>	<i>14,5</i>	-	-
	sweet	-	-	-	16	16,5	-	-
1995	white	18	18	16,5	16,5	17	16,5	16
	red	-	-	14	15	15	-	-
	sweet	19 *	-	-	19,5	20	-	-
1994	white	16	16	15	14,5	15	16	16,5
	red	-	-	15,5	16,5	17,5	-	-
	sweet	-	-	-	- **	15	-	-
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	<i>15</i>	16	<i>15,5</i>	17	<i>16</i>
	red	-	-	16	16,5	17,5	-	-
	sweet	-	-	-	16	<i>15,5</i>	-	-
1991	white	<i>15</i>	<i>15</i>	<i>14</i>	<i>14,5</i>	<i>15</i>	<i>13,5</i>	<i>15</i>
	red	-	-	<i>13</i>	<i>13</i>	<i>13,5</i>	-	-
	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, 2001**



## 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, April 4, 2001, Austrian Institute for Economic Research).

In 2000 the volume of agricultural production fell as a result of – sometimes serious – crop failures due to drought. Prices of farm products rose but not in step with the strong rise in the cost of means of production. Both developments together forced agricultural income below the level of the previous year. These losses, however, were more than compensated for by higher direct payments resulting from the implementation of the 1999 reform of the EU's Common Agricultural Policy as well as a lower turnover tax for some agricultural businesses as a result of the 1999 amendment to Austria's Turnover Tax Law. In 2000 income from agriculture and forestry rose for the first time since 1995. As usual, the development varied according to product group. In 2000 the agricultural sector "plant production" fell by 6% compared with 1999. Compared with the previous year, the gross return in viticulture fell by EUR 44.5 million, or 14.5% (see also Chapter 2.2).

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

	1996	1997	1998	1999	2000 *
Plant production (wine-industry share)	1,184.858 (230.664)	1,244.159 (211.115)	1,332.601 (292.217)	1,357.892 (307.043)	1,275.118 (262.567)
Animal production	2,382.942	2,397.695	2,268.337	2,204.094	2,383.16
Final output agriculture	3,567.8	3,641.854	3,600.938	3,561.986	3,658.278
Final output forestry	904.341	977.958	982.319	987.333	917.93
<b>Final output agriculture and forestry</b>	<b>4,472.141</b>	<b>4,619.812</b>	<b>4,583.766</b>	<b>4,549.319</b>	4,568.941

(Figures in millions of EUR)

\* preliminary figures

1990	EUR	283.206	mio.
1991	EUR	267.000	mio.
1992	EUR	230.373	mio.
1993	EUR	186.478	mio.
1994	EUR	262.858	mio.
1995	EUR	228.992	mio.
1996	EUR	230.664	mio.
1997	EUR	211.115	mio.
1998	EUR	292.217	mio.
1999	EUR	307.043	mio.
2000	EUR	262.567	mio. (preliminary)

## 2.2 Grape Harvests 1960-2000

<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
<b>2000</b>	<b>2,338,410</b>	<b>44.1</b>	<b>1,491,605</b>	<b>678,372</b>	<b>156,250</b>	<b>11,478</b>

Source: STATISTICS AUSTRIA, 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>White wine</b>	87.1	88.0	84.1	80.9
<b>Red wine</b>	9.2	11.2	15.8	19.1

<b>Share in % *</b>	<b>1994</b>	<b>1997</b>	<b>1999</b>	<b>2000</b>
<b>White wine</b>	81.4	70.9	74.7	71.2
<b>Red wine</b>	18.6	28.5	25.3	28.8

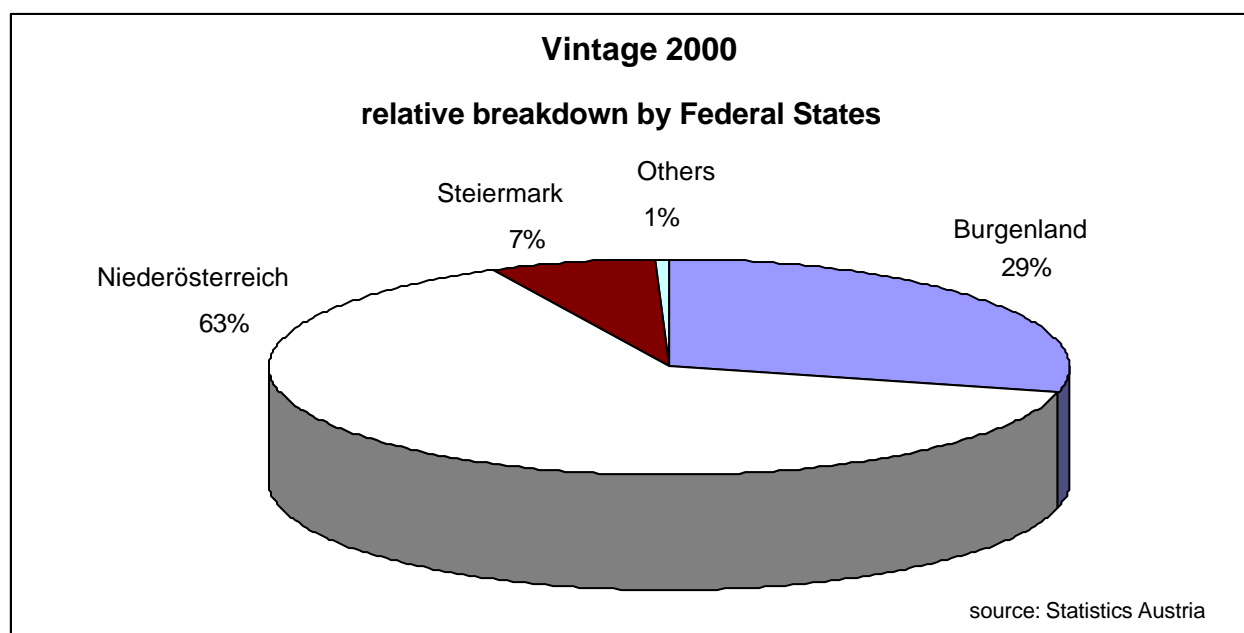
source: STATISTICS AUSTRIA and  
BMLFUW, Green Report 1998  
\* rounded

## Grape Harvest 2000

Federal State	Number of wine-growers	Productive Vineyard Area in ha	Tafelwein		Landwein		Qualitäts- and Prädikatswein		Other products *)		total	
			white	red	white	red	white	red	white	red	white	red
Burgenland	8,007	14,124	25,666	8,732	11,084	5,702	342,405	272,215	10,634	1,934	389,789	288,583
Lower Austria	17,687	28,577	99,687	9,478	43,203	13,249	996,541	315,552	11,683	2,212	1,151,114	340,491
Styria	3,315	3,529	7,135	2,593	10,997	3,981	94,050	35,973	994	527	113,176	43,074
Vienna	301	282	894	128	1,101	287	7,508	1,560	-	-	9,503	1,975
Carinthia	4	2	4	2	3	5	11	2	-	-	18	9
Upper Austria	5	2	-	13	1	-	26	15	-	-	27	28
Tyrol	2	6	-	-	-	-	140	180	-	-	140	180
Vorarlberg	8	12	-	3	33	38	159	70	-	2	192	111
Salzburg	-	-	-	-	-	-	-	-	-	-	-	-
total	29,327	46,534	133,386	20,949	66,422	23,262	1,440,840	625,567	23,311	4,673	1,663,959	674,451
			154,335		89,684		2,066,407		27,984		2,338,410	

\*) incl. Grape must concentrate, rectified

source: BMLFUW,  
STATISTICS AUSTRIA; fast report February 2001



## 2.3 *Qualitätswein in Austria*

### Statistics – State Inspection Numbers 2000/01 – 2000/12

Number of state inspection numbers issued:		30,568
Number of rejections, refusals, reversals:		4,781
Number of withdrawals:		20
Number of applications 2000.01 – 2000.12:		35,370
Growth rate of applications (basis 1999.01 – 1999.12):		15.63%
Number of wine-growers making application:	5,952	
Cost of inspection according to tariff:	27,368,045.4	
Inspection costs passed on:	14,229,854.4	51.99%

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

In the 2000 calendar year state inspection numbers were issued for a total of 1,196,553 hl of wine. White wine accounted for 738,286 hl (61.7 %), red wine for 436,958 hl (36.5 %) and rosé wine for 21,299 hl (1.8%).

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

	Volume in hl	%*)
<b>Weinland</b>	<b>1,112,549</b>	<b>92.98</b>
<i>Burgenland</i>	159,950	13.37
Mittelburgenland	73,716	6.16
Neusiedlersee	123,853	10.35
Neusiedlersee-Hügelland	56,573	4.73
Südburgenland	6,359	0.53
<i>Niederösterreich</i>	112,179	9.38
Carnuntum	12,768	1.07
Donauland	46,257	3.87
Kamptal	74,753	6.25
Kremstal	84,750	7.08
Thermenregion	28,474	2.38
Traisental	8,787	0.73
Wachau	61,876	5.17
Weinviertel	262,254	21.92
<b>Steiermark</b>	<b>76,672</b>	<b>6.41</b>
Südoststeiermark	17,829	1.49
Südsteiermark	49,848	4.17
Weststeiermark	8,995	0.75
<b>Wien</b>	<b>7,184</b>	<b>0.60</b>
<b>Bergland</b>	<b>102</b>	<b>0.01</b>
<i>others</i>	46	
<b>Total in hl</b>	<b>1,196,553</b>	

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2001

**Breakdown by Quality Levels**

	1999		2000		growth rate
	Volum in hl	% *)	Volume in hl	% *)	% *)
Qualitätswein	932,870	90.7	1,069,627	89.39	14.66
Kabinettwein	69,039	6.7	86,854	7.26	25.81
<i>Prädikatswein</i>					
Spätlese	13,676	1.3	23,782	1.99	73.92
Auslese	4,559	0.4	7,695	0.64	68.79
Beerenauslese	3,249	0.3	2,919	0.24	-10.16
Ausbruch	647	0.06	740	0.06	14.37
Eiswein	1,243	0.1	2,304	0.19	85.51
Strohwein	60	0.006	77	0.00	28.33
Trockenbeerenauslese	2,371	0.2	2,564	0.21	8.14

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2001

**Breakdown by Variety**

	Volume in hl	% *)
<i>White-wine varieties</i>		
Gemischter Satz (mixed grapes from the same vineyard)	73	0.0
Grüner Veltliner	488.832	38.5
Müller-Thurgau	33.770	2.7
Muskat Ottonel	4.422	0.3
Neuburger	14.358	1.1
Weißer Burgunder	49.811	3.9
Rheinriesling	49.670	3.9
Welschriesling	85.905	6.8
Zierfandler und Rotgipfler	1.887	0.1
other white-wine varieties	8.7128	6.8
<i>Red-wine varieties</i>		
Blauburger	11.874	0.9
Blauer Burgunder	9.913	0.8
Blauer Portugieser	32.158	2.5
Blauer Wildbacher (Schilcher)	12.459	1.0
Blauer Zweigelt	237.376	18.7
Blaufränkisch	127.399	10.0
St. Laurent	15.328	1.2
other red-wine varieties	6.563	0.5

\*) rounded

Source: Federal Institute for Viticulture, Eisenstadt, 2001

## 2.4 Austria's Wine Supply and Storage Capacity

### Inventory (key date: 31/8/2000)

The wine inventory on the key date was around 2,822,400 hl. The increase of 14% relative to the previous year resulted from the very high yields of 1998 and 1999 (see Chart 7). The breakdown is as follows: 253,500 hl (-22%) *Tafelwein*, 349,000 hl (+6%) *Landwein*, 1,914,400 hl (+13%) *Qualitätswein*, 207,300 hl (+166%) *Prädikatswein* and 58,600 hl (+92%) *Schaumwein*.

More than two-thirds of the wine inventory (68%) is now *Qualitätswein*, followed by *Landwein* (12%), *Tafelwein* (9%) and *Prädikatswein* (7%) (see Charts 5 and 6).

### Inventory and storage capacity 2000

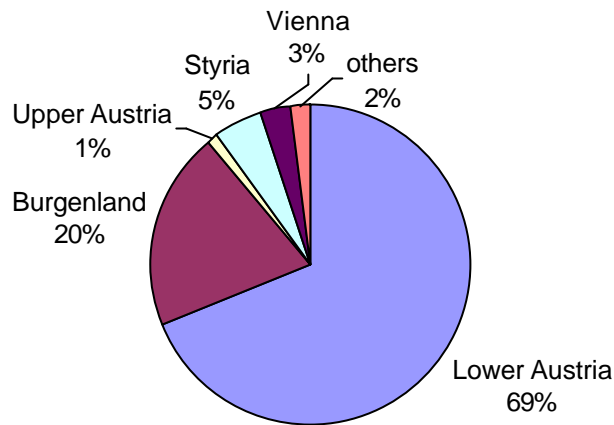
Federal States	Tafelwein	Landwein	Qualitäts- wein	Prädikats- wein	Schaum- wein	Grape must concentrated
	in hl					
Burgenland	25,095	50,190	326,490	163,245	873	656
Carinthia	2	87	222	5	74	0
Lower Austria	179,510	240,893	1,447,621	42,426	17,687	1,224
Upper Austria	1,952	5,118	11,831	463	3,854	0
Salzburg	45	295	1,597	21	101	1
Styria	13,091	36,502	70,707	28	7,700	0
Tyrol	5,095	4,316	21,254	175	205	0
Vorarlberg	3,193	4,876	8,477	2	177	0
Vienna	25,483	7,180	26,220	943	27,943	26
<b>Austria 2000</b>	<b>253,467</b>	<b>349,457</b>	<b>1,914,421</b>	<b>207,309</b>	<b>58,613</b>	<b>1,908</b>
Austria 1999	325,524	329,367	1,688,086	78,014	30,488	3,691

Federal States	Grape must concentrated <sup>1)</sup>	other products	Third-country wine	total	storage capacity in barrels, tanks und vats
	in Hektoliter				
Burgenland	281	4,437	432	571,699	2,185,079
Carinthia	0	65	2	456	19
Lower Austria	455	13,474	3,261	1,946,551	4,262,793
Upper Austria	35	330	53	23,636	20,749
Salzburg	1	50	10	2,123	0
Styria	0	2,176	236	130,440	413,000
Tyrol	0	3,956	1,849	36,852	44,244
Vorarlberg	7	1,522	166	18,423	28,143
Vienna	0	3,139	1,271	92,205	66,693
<b>Austria 2000</b>	<b>779</b>	<b>29,150</b>	<b>7,279</b>	<b>2,822,384</b>	<b>7,020,721</b>
Austria 1999	699	24,815	4,820	2,485,504	7,076,101

Minor discrepancies are due to rounding.

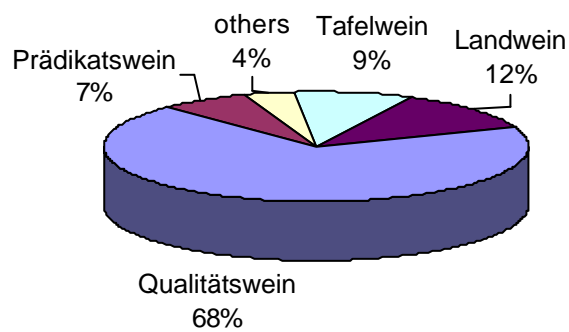
source: Wine Inventory Report of the Provincial Governments  
(key date: 31/8/2000)

**Inventory 2000  
relative breakdown by Federal States**

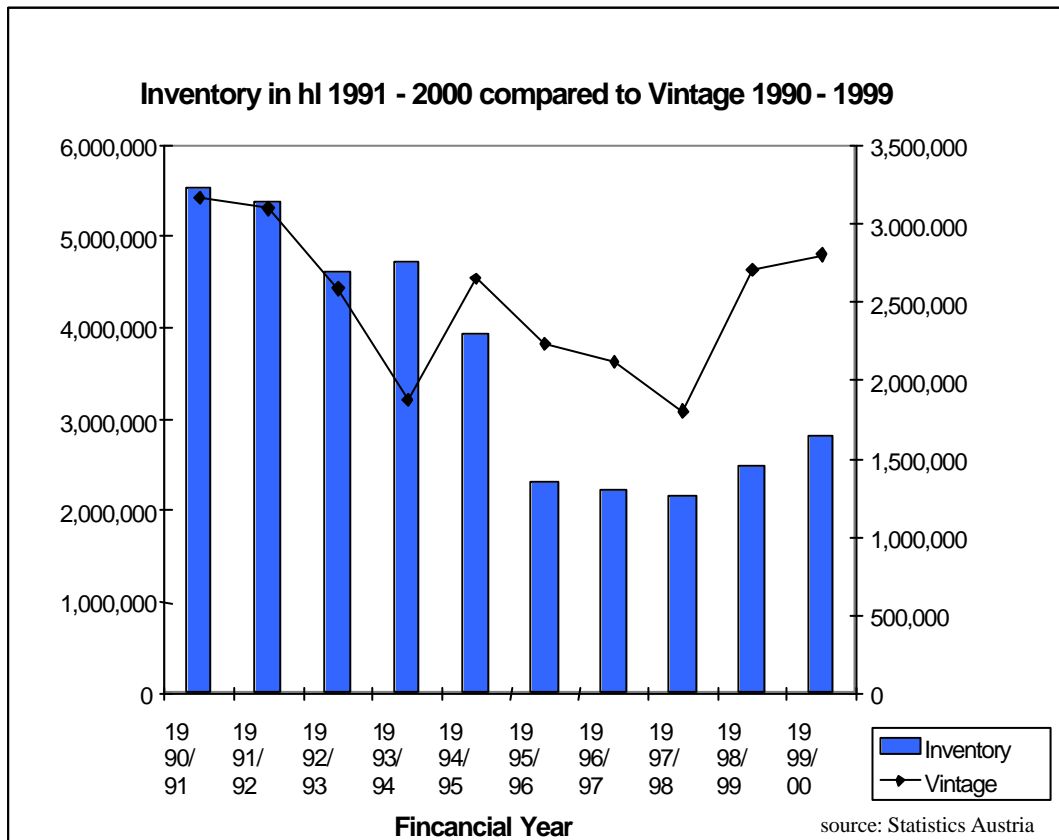
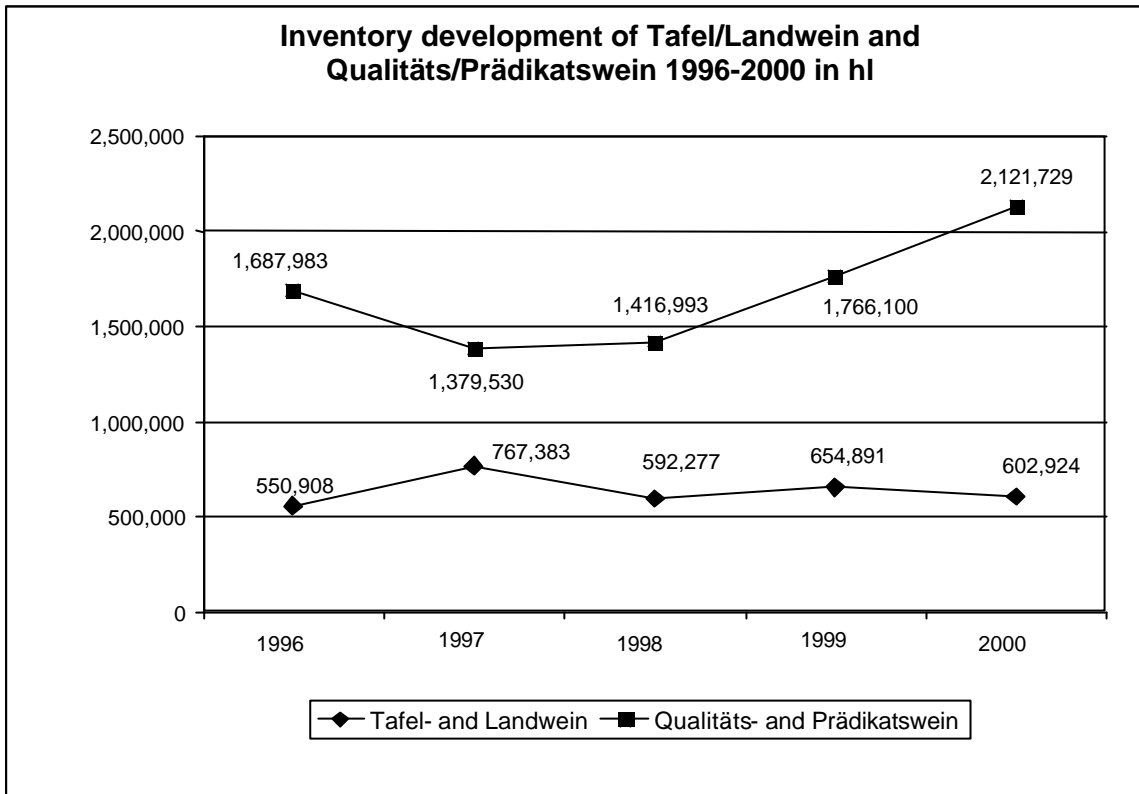


Source: Statistics Austria

**Share of products  
in the wine inventory 2000**



source: Statistics Austria





## 2.5 Development of Grape and Wine Prices

Unchanged situation on the Austrian barrel-wine market relative to the previous month. White wines in barrels are mainly exported to the East – high-quality red wines in barrels are sold out, and in the case of Burgenland no red wines at all remain available.

	Price EUR*	Index 1995 = 100	Price EUR*	Index 1996 = 100	Price ATS*	Index 1997 = 100	Price ATS*	Index 1998 = 100	Price ATS*	Index 1999 = 100
Grapes, white, mixed**; kg	0.35	139.7	0.45	129.6	0.30	66.0	0.23	76.6	0.25	110.8
Grapes, red, mixed**; kg	0.39	161.6	0.53	136.8	0.36	67.9	0.26	70.4	0.36	142.6
Barrel wine, white, mixed**; litre	0.56	137.3	0.65	116.5	0.62	95.1	0.35	56.3	0.25	82.6
Barrel wine, red, mixed**; litre	0.65	140.8	0.78	119.9	0.76	97.7	0.44	57.8	0.49	111.1
Barrel: <i>Qualitätswein</i> , white	***)		***)		***)		0.40		0.35	86.7
Barrel: <i>Qualitätswein</i> , red	***)		***)		***)		0.53		0.61	114.1
2-litre bottle, white, mixed**; litre	1.41	101.6	1.46	103.6	1.53	104.8	1.66	108.3	1.66	99.9
2-litre bottle, red, mixed**; litre	1.45	102.8	1.49	103.3	1.53	102.4	1.71	111.8	1.73	100.9
Bottles, white; 0.75 litre	2.68	104.6	2.87	107.2	2.88	100.4	2.94	102.0	3.04	103.4
Bottles, red; 0.75 litre	2.80	103.7	2.87	102.6	2.96	103.1	2.91	98.2	3.11	106.9

\*) in EUR excluding VAT

\*\*) mixed grapes from the same vineyard

\*\*\*) no data available

source: STATISTICS AUSTRIA

### Current data - Austrian wine market

Average prices – barrel-wine (from August 2001)

Land	price per litre (net) *
NIEDERÖSTERREICH	
Qualitätswein (white)	0.22 – 0.25
Qualitätswein (red)	0.58 – 0.80
BURGENLAND	
Qualitätswein (white)	0.22 – 0.25
Qualitätswein (red)	0.69 – 0.87

\* in Euro

source: Der Winzer 8/2001

## 2.6 Wine-growers in Austria - A current overall view

Basic survey of the area under vines (1999) (areas in hectares)

The following survey criteria were established by Statistics Austria for its agricultural-structure survey of wine:

- area under agricultural cultivation of at least 1 ha
- vineyard area of at least 2,500 m<sup>2</sup>

	Wineries with a vineyard area of ...									
	< 0,10 ha		0,10 to < 0,25 ha		0,25 to < 1 ha		1 to < 2 ha		2 to < 3 ha	
	number	area	number	area	number	area	number	area	number	area
<b>Wine-growing area</b>										
Neusiedlersee	1	0	38	7	858	460	528	754	290	715
Neusiedlersee-Hügelland	18	1	93	17	1 276	647	438	620	179	445
Mittelburgenland	6	0	22	4	446	248	192	277	94	226
Südburgenland	209	12	211	33	318	153	52	71	13	31
Thermenregion	7	0	44	7	309	165	188	270	119	292
Kremstal	3	0	23	4	476	245	148	213	74	184
Kamptal	2	0	10	2	477	257	178	254	114	281
Donauland	19	1	93	15	645	336	206	286	94	230
Traisental	7	0	83	14	290	156	101	144	25	62
Carnuntum	6	0	32	6	275	142	129	182	51	120
Wachau	7	1	43	7	278	148	117	165	77	191
Weinviertel	73	5	445	75	3 491	1 915	1 280	1 814	696	1 704
Südsteiermark	29	2	67	11	367	198	184	260	108	268
Weststeiermark	17	1	43	7	220	119	106	144	25	62
Süd-Oststeiermark	326	19	549	87	798	404	192	265	86	208
Wien (Vienna)	-	-	3	1	90	46	43	65	22	53
without wine-growing area	15	0	24	4	52	26	14	19	4	9
<b>Federal States</b>										
Burgenland	234	14	364	61	2 898	1 508	1 210	1 721	576	1 417
Niederösterreich (Lower Austria)	129	9	785	134	6 279	3 384	2 354	3 338	1 252	3 070
Steiermark (Styria)	375	22	662	105	1 387	721	482	669	219	539
Wien (Vienna)	-	-	3	1	90	46	43	65	22	53
others	7	0	9	2	12	6	7	9	2	4

	Wineries with a vineyard area of ...							
	3 to < 4 ha		4 to < 5 ha		5 ha and more		total	
	number	area	number	area	number	area	number	area
<b>Wine-growing area</b>								
Neusiedlersee	230	793	181	812	570	4 856	2 696	8 398
Neusiedlersee-Hügelland	143	490	103	457	245	2 124	2 495	4 800
Mittelburgenland	40	136	27	122	85	814	912	1 826
Südburgenland	3	10	2	9	7	43	815	362
Thermenregion	96	328	69	305	148	1 232	980	2 601
Kremstal	49	171	36	160	155	1 371	964	2 349
Kamptal	77	270	63	284	260	2 723	1 181	4 070
Donauland	64	220	57	254	149	1 343	1 327	2 686
Traisental	21	71	12	54	30	213	569	715
Carnuntum	23	80	22	97	37	254	575	881
Wachau	48	164	38	169	73	527	681	1 373
Weinviertel	461	1 604	334	1 495	941	8 094	7 721	16 707
Südsteiermark	68	235	58	260	77	699	958	1 932
Weststeiermark	13	44	6	27	10	128	440	532
Süd-Oststeiermark	29	99	17	74	15	126	2 012	1 283
Wien	16	54	8	36	35	367	217	621
Ohne Weinbaugebiet	4	14	1	5	-	-	114	77
<b>Federal States</b>								
Burgenland	416	1 429	313	1 399	907	7 837	6 918	15 386
Niederösterreich (Lower Austria)	841	2 914	631	2 818	1 793	15 759	14 064	31 425
Steiermark (Styria)	110	378	81	362	102	953	3 418	3 749
Wien (Vienna)	16	54	8	36	35	367	217	621
others	2	7	1	5	-	-	40	32

Again, the survey criteria were established by Statistics Austria for its agricultural-structure survey of wine:

- area under agricultural cultivation of at least 1 ha
- vineyard area of at least 2,500 m<sup>2</sup>

source: STATISTICS AUSTRIA

## 2.7 Austria's Wine Industry – Structural Change

In the last 15 years the small world of Austrian wine has markedly changed and opened.

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 170 million hl of wine. The position of the biggest producers in the Community – France (914,000 ha, average annual production 60 million hl) and Italy (909,000 ha, 58 million hl) – is best described as “world-market dominance”. While Spain has the largest viticultural area in the Community (1.18 million ha), because of its low average yield per ha it produces “only” around 33 million hl of wine annually (source: OIV, 1999).**

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. 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 1990ies 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.

Among the ca. 6,500 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.

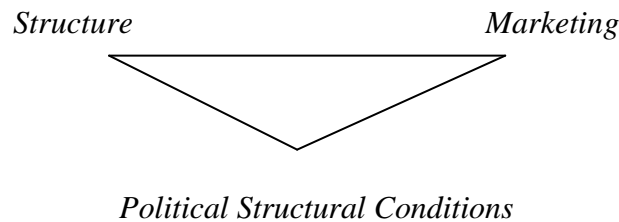
**The “lower class” is composed of producers, who sell wine almost exclusively in two-litre bottles and (part of) their production in bulk. Things have become difficult since the 1998 harvest for those wine-growers who sell exclusively in bulk and for grape vendors who have no wineries of their own. 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. In the spring of 1998 the barrel-wine prices were around EUR 0.73 for white wine and EUR 1.09 for red.

The following normal harvests of 1998, 1999 and 2000 resulted in a decline in barrel-wine prices. For lower levels of white *Qualitätsweine*, *Landweine* and *Tafelweine* this situation has still not changed – the lowest prices for white wine are around EUR 0.22 and EUR 0.29 (August 2001). But there are possibilities for specialisation even when there is a surplus on the barrel-wine market. Selected *Qualitätswein* of the varieties Rhine Riesling, Sauvignon Blanc, Chardonnay as well as Grüner Veltliner of the best origins can be sold for markedly higher prices. Austrian red wine, even of the simplest quality, fetches prices of more than EUR 0.73.

Alongside the planned conversion of vineyards supported by the EU (see red wine problem) 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 wine committees.

The *Bacchus Study 2000*, which is a concrete analysis of the *Austrian wine industry* from the year 1994, clearly depicts the problems of the Austrian wine industry in form of "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*

*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*

Source: BACCHUS STUDY 2000, Vienna, 1994

Even though the findings of the Bacchus Study 2000 still retain a certain validity, positive tendencies can be clearly seen in a number of areas.

- **Political structural conditions**  
The repeal of the tax on alcoholic beverages has to a great extent evened out competitive conditions within the wine industry.
- **Structure**  
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. The Austrian programme of vineyard conversion addresses these problems in a number of ways (see also Chapter 1.3)
- **Marketing**  
The establishment of regional Wine Committees will permit the definition of common brands for origins. After their establishment, they will help to even out the existing lack of profile with respect to brands for products and producers (see Chapters 2.8 and 2.9).

## 2.8 The Austrian Wine Committees

During the first six months of 2001, a National Wine Committee was established in Austria. Its members were appointed by the Federal Minister for Agriculture, Wilhelm Molterer, at the recommendation of the Agricultural Chambers and the Austrian Chamber of Commerce. The establishment of Regional Wine Committees is also envisaged, the first of which are scheduled to take up their duties in autumn 2001.

The task of these committees is to actively participate in drawing up wine legislation. In this context, they will be expected not only to conduct market research and develop marketing strategies based on the results, but also to make decisions regarding regional designations of origin, to define analytic criteria, and to conclude contracts concerning vineyard location.

The establishment of these bodies constitutes a historical breakthrough, particularly since the introduction of the principles of self-determination and self-administration in the Austrian wine industry is paving a new path that could serve to strengthen our domestic designations of origin.

A Regional Wine Committee shall undertake the following specific tasks:

1. Enhance awareness and transparency as regards the production and marketing of *Qualitätswein* with the aim of achieving a better co-ordination of sales.
2. Conduct market research and implement marketing measures in co-operation with the Austrian Wine Marketing Board. These marketing measures must be in keeping with the image of Austrian wines as a whole.
3. Develop procedures and technologies aimed at improving product quality.
4. Draw up standard agreements, such as supply contracts and cultivation agreements.
5. Define the conditions for the production and marketing of regionally typical *Qualitätswein* with a distinctive profile of origin.

The Committees are designated “Regional Wine Committees” combined with the name of their local area of jurisdiction. The goal is to set up one Wine Committee per wine-growing region. This principle may be departed from in justified cases.

The Regional Wine Committees are composed of local representatives of the wine industry in each area. Examples of representatives of the wine industry are:

- Grape growers
- Wine producers
- Wine merchants
- Representatives of co-operatives
- Producers of sparkling wines
- Brokers etc.

The composition of the Regional Wine Committees must at any rate reflect the specific features of their particular area. This means that the number of members comprising local representatives of the wine industry will be weighted according to the amount of wine actually marketed. At the same time, the number of grape growers, wine producers, members of co-operatives, wine merchants etc. must also be taken into account. However, provided that the market participants agree, the above-mentioned weighting may take into consideration not only the current position, but also the possible future situation (i.e. the target) of the market.

A Regional Wine Committee shall consist of at least five members.

The number of members may not exceed the following limits:

In a wine-growing region,

- |  |            |
|--|------------|
| 1. with less than 1,000 ha of vineyards:         | 7 members  |
| 2. with between 1,000 and 5,000 ha of vineyards: | 15 members |
| 3. with more than 5,000 ha of vineyards:         | 21 members |

The members of the Regional Wine Committees are recommended by the Presidential Conference of the Austrian Agricultural Chamber and the Austrian Chamber of Commerce through their respective local and regional organisations and are then appointed by the Federal Minister for Agriculture and Forestry, the Environment and Water Management for a period of five years. This recommendation requires the approval of the National Wine Committee.

## 2.9 The Value of Origin

An important goal will be to emphasise the unmistakable quality of Austrian wines, i.e. the creation of a unique identity, independent of price. In the long term, only clearly positioned products (in all price categories) will be able to maintain their edge on both national and international markets in the wake of increasingly fierce competition.

This goal can be achieved only if the consumer is given clear messages and information via the product itself. The best wine in the world is of no value if a potential buyer cannot recognise it clearly and distinctly from its taste.

The diversity of Austria's wine landscape, which is characterised by small wine-growing regions, a wide variety of grapes (some of which are hardly known internationally), a large number of quality grades and, above all, a broad range of different types of wine in one and the same region, makes Austrian wines difficult to export on the one hand and, on the other, does not provide much guidance for domestic consumers who do not profess to be wine experts.

Traditionally, Austria's wine industry has always been oriented to origin. It was only in the 1950s that, based on the German model, wines in this country became classified according to grape varieties and quality grades, which in turn were determined by the must sugar content. Based on these considerations, some six years ago the Austrian Wine Marketing Board embarked on discussions aimed at placing a stronger emphasis on origin in Austrian wine legislation. The core of this strategy, in line with the appellation policy that has been used by southern wine-producing countries since time immemorial, is to limit the designation of origin from a wine-growing area to just a few characteristic wine types, while all other



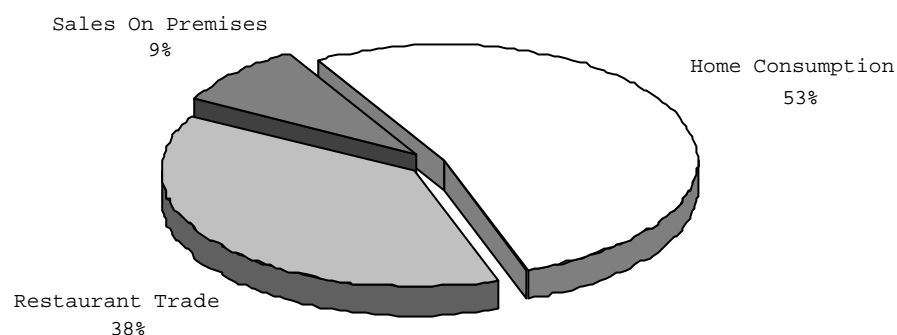
varieties or quality grades are sold under the label of the new provincial wine-growing regions such as Niederösterreich und Burgenland (Lower Austria and Burgenland).

In other words: given the structural weaknesses and concomitant price fluctuations prevailing in Austria's wine industry, the range of products should be better segmented. Independent of the names of prominent wine estates, wines with a prominent designation of origin can thus maintain their price levels even when harvests are large.

The specific work undertaken by the Regional Wine Committees should not only ensure that these goals are achieved, but should also serve to strengthen the foundations of the Austrian wine industry in the long term. Based on the market data received, the Wine Committees ascertain how much wine is actually sold under the respective label of origin. For future harvests, the relevant Wine Committee could regulate the amount of regional quality wines offered by introducing additional quality standards to supplement the legal provisions (e.g. selling regional quality wines with inspection numbers by the barrel or by not selling grapes for regional quality wines without first concluding a specific vineyard agreement with the buyer). This should also ensure that wine sold by the barrel maintains reasonable prices. Price fluctuations would then be possible only in the case of *Tafelwein*, *Landwein* and *Qualitätswein-Bundesland*, which would absorb any "surplus".

### 3. The Austrian Market

#### 3.1 Market Segments



Source: Bacchus Study "2000", 1994

In the study "Bacchus 2000" the share of the marketing segment was projected, based on domestic consumption, by the Kontrast company 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

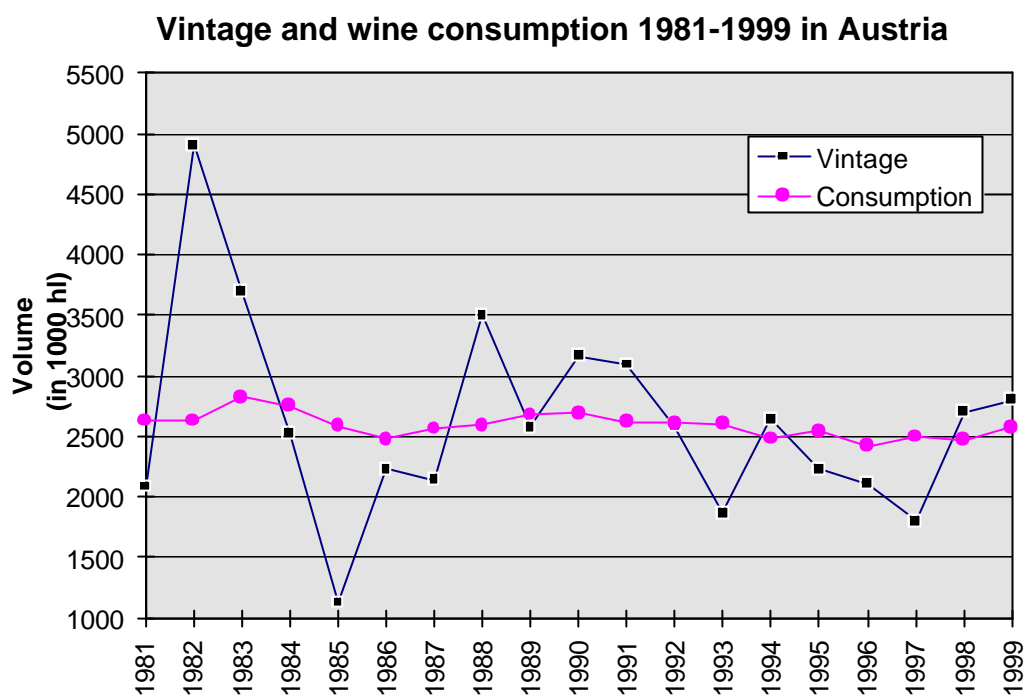
##### 3.2.1 Domestic Wine Consumption

Consumption from 1981 to 2000

Year	Consump. in hl	Year	Consump. in hl	Year	Consump. in hl
1981	2,635,389	1988	2,595,399	1995	2,544,524
1982	2,631,575	1989	2,681,468	1996	2,567,448
1983	2,823,525	1990	2,689,330	1997	2,545,000
1984	2,750,855	1991	2,619,000	1998	2,750,000
1985	2,588,095	1992	2,608,332	1999	2,575,025
1986	2,476,437	1993	2,604,317	2000	no figure available
1987	2,565,621	1994	2,483,102		

Source: STATISTICS AUSTRIA, "Balance of Supply"

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.



Source: STATISTICS AUSTRIA

### 3.2.2 Domestic Consumption of Sparkling Wine

Year	Consumption in litres	Consumption in 0.75 l bottles
2000	14,625,000	19,500,000
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, 2001

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

## 3.2.3 Per-capita Alcohol Consumption 1999

	Spirits (litres of pure alcohol)	Beer (litres) *	Wine (litres) **
1961	2.15	77.3	20.8
1962	2.30	80.2	22.1
1963	appr. 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	appr. 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	appr. 1.45	118.5	32.8
1987	appr. 1.45	118.3	33.9
1988	appr. 1.45	117.8	34.2
1989	appr. 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

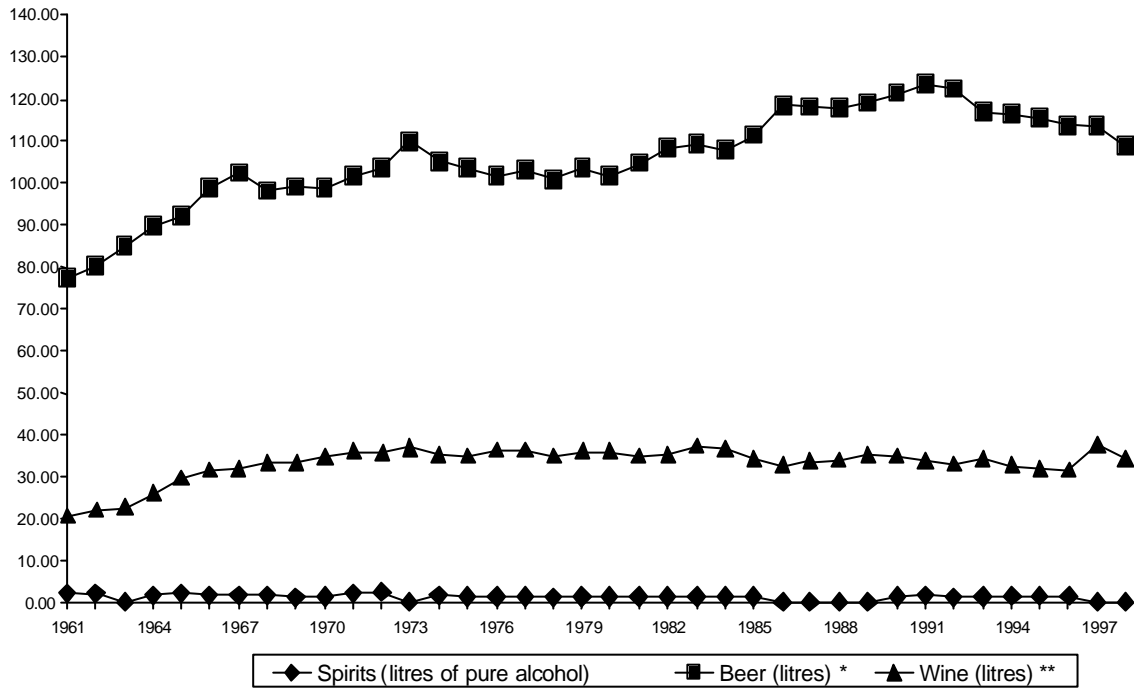
\*\* From 1 July to 30 June

\*\*\* Estimated figure

\*\*\*\* no current data available

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: AWMB

\* no current data available

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

#### Volume and Value of Austrian Wine Exports

Within the EU all STATISTICS AUSTRIA data are based purely on statistical reports by the “exporters” – the *Intrastat* reports. *Intrastat* reports now have to be made by exporters if their annual turnover equals or exceeds EUR 145,345.67 (until the end of 1998: EUR 109,009.25). 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 is EUR 200,000. A comparison of import and export figures from the various EU states does not appear to be meaningful.

**Thus the import and export figures are also not necessarily consistent with the various sources.**

#### The most important markets

\*) in 1000 EURO

	2000	Ranking	1999	Ranking	1998	Ranking	1997	Ranking
Germany	28,499.74	1	25,587.74	1	32,614.19	1	21,656.80	1
Switzerland	2,701.90	2	1,680.27	4	1,189.51	4	1,162.69	5
United States	2,057.08	3	1,858.39	2	1,070.69	5	596.43	9
Netherlands	1,029.63	4	241.49	14	1,261.24	3	508.42	10
Czech Republic	1,009.72	5	1,822.34	3	657.98	8	1,365.60	3
Liechtenstein	561.98	6	724.18	7	475.13	9	395.99	11
Japan	524.99	7	763.50	6	983.99	6	714.45	8
Slovakia	505.73	8	138.44	17	34.23	25	17.66	29
Italy	447.66	9	1,354.69	5	11,006.01	2	723.39	7
Sweden	393.81	10	716.19	8	697.37	7	1,216.03	4
United Kingdom	354.28	11	267.94	13	276.08	14	377.32	12
Taiwan	264.17	12	312.28	11	417.51	11	1,480.56	2
Canada	219.33	13	432.04	9	278.99	13	232.77	13
Norway	219.11	14	118.31	18	83.43	19	150.72	14
Belgium	177.18	15	268.60	12	206.54	15	133.21	18
Poland	169.11	16	396.72	10	429.50	10	778.54	6
France	141.20	17	88.73	22	98.25	17	101.52	19
Macedonia	114.02	18	26.02	28	3.78	43	0.00	--
Thailand	95.49	19	156.46	16	103.99	16	80.96	21
Australia	77.25	20	24.27	30	32.78	27	60.90	23

\*) in litres

	2000	Ranking	1999	Ranking	1998	Ranking	1997	Ranking
Germany	27,360,409	1	19,097,124	1	16,902,300	1	13,397,112	1
Czech Republic	4,040,943	2	5,514,424	2	1,694,247	2	2,373,500	2
Slovakia	1,779,846	3	310,259	5	9,761	24	7,035	26
Netherlands	713,339	4	53,453	17	557,029	4	344,827	5
Switzerland	429,596	5	286,692	6	248,734	8	245,156	6
United States	280,938	6	232,222	7	153,732	10	112,081	12
Liechtenstein	163,460	7	108,513	11	92,969	11	78,811	14
Sweden	157,065	8	368,320	4	478,263	6	862,930	4
Italy	143,169	9	118,950	10	1,101,905	3	129,227	10
Poland	142,230	10	447,427	3	478,570	5	1,131,653	3
Japan	94,150	11	171,624	9	239,123	9	185,671	8
Thailand	78,754	12	103,659	12	72,948	14	66,805	16
Belgium	71,637	13	91,895	13	77,323	13	78,054	15
Canada	51,915	14	200,071	8	79,075	12	62,272	17
United Kingdom	50,950	15	82,771	14	72,644	15	116,634	11
Lithuania	44,535	16	22,240	20	0	x	0	x
Norway	36,541	17	17,539	24	9,436	25	23,287	23
Taiwan	30,003	18	37,046	18	62,021	16	167,931	9
Turkey	22,837	19	168	61	202	54	0	x
Australia	15,371	20	9,010	29	7,070	26	6,328	28

\*) Ranking according to the last year under review

## 4 The Austrian Wine Law

### 4.1 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.

## 4.2 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.

## 4.3 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.

#### 4.3.1 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*, *Jungfernwinein* (“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).

### 4.3.2 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 area 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), *Gleichgepresster 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).

#### 4.3.3 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.

#### 4.3.4 Austrian *Schaumwein* (Sparkling Wine)

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

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

##### Taste information:

brut nature, <i>naturherb</i>	sugar content in g/l 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 Anbaugebeite* (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*.

## 5. The Austrian Wine Marketing Board

### The AWMB's Purpose, Mission and Strategy

The purpose of the AWMB is stated in the articles of association:

The purpose of the enterprise is the implementation of marketing measures for Austrian wine, particularly wine produced in Lower Austria (Niederösterreich), Burgenland, Styria (Steiermark) and Vienna (Wien). The enterprise is authorised to undertake any measures and transactions that are useful for realising its purpose.

### The AWMB's Mission and Goals

The AWMB supports and co-ordinates the efforts of the Austrian wine industry to maintain quality and sales. Domestically, the goal is to dominate the market segment for *Qualitätswein*. The export of wine in bottles is to be doubled within ten years (based on figures for 1995, the year of Austria's EU accession).

### The AWMB's Strategy

The strategy is aimed at creating a balanced marketing mix suited to the respective markets. This means working on image to promote sales as well as active public-relations work supported by advertising.

### The AWMB's Financing

The projected income of the AWMB for 2002 is comprised of around EUR 3 million in marketing contributions from the wine industry and some EUR 2.54 million in contributions from the provinces. Section 68c of the Wine Law provides for an additional EUR 1.45 million.

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