

Austria at ProWein 2020: 16 master classes & the gorgeous 2019 vintage

From 15–17 March 2020, the international world of fine wine will gather at Europe's leading wine trade fair, ProWein in Düsseldorf. With a contingent of 330 exhibiting growers, sixteen instructive and inviting master classes, plus the outstanding 2019 vintage, Austria is bringing its best game to the table.

Building upon the successful master class concept

For 2019, the Austrian Wine Marketing Board (AWMB) expanded their booth C30 in Hall 17 to include a generous space devoted to seminars, where the thematically-focused master classes proved to be a true magnet for visitors to the fair. The AWMB's new managing director Chris Yorke is quite enthusiastic about this, commenting, *'Our proactive approach, to provide trade visitors with clear and substantial added value during their time spent in the Austrian hall, met with truly gratifying acceptance. And of course we are going to keep it up this year with the highly successful concept'*.

Along with the 331 Austrian winegrowers – who can already pour their first wines from the magnificent 2019 vintage – the sixteen master classes given at the Austrian booth will offer additional specialised depth for professionals in the wine sector. More than 60,000 merchants, restaurateurs and journalists from all over the world are expected this year at ProWein. Christian Zechmeister, division manager for the Austrian and German markets, expands on the idea: *'It is essential that we optimise the severely limited time of attendees by attracting them with relevant subjects. On the one hand, visitors can gain an overview and rewarding insights regarding a style of vinification or a grape variety in a short time, while on the other hand, they can immerse themselves in a chosen subject and interact directly with the experts. So we see these seminars as providing a perfect complement to the presentations that our winegrowers will be making individually'*.

Meeting the needs of press & trade visitors

In response to the various fields of interest and different levels of experience that trade visitors will have, the AWMB master classes will span a wide arc: from a general update summarising recent developments in Austrian wine country through regional seminars focused upon grape variety, terroir or specific vineyard sites all the way to vertical tastings and a master class focused upon growers practicing biodynamic viticulture. A tasting bar, open at all times and offering a varying programme, will round out the presence at the Austrian Wine Marketing Board booth.

Showcasing the magnificent 2019 vintage

And of course, Austria's winegrowers are sure to make a big hit with the first wines of the 2019 vintage, which offers great expectations for all regions – that 2019 will turn

27 February 2020

out to be 'a true Niner' like the extraordinarily fine vintages 1999 and 2009. And of course the Reserve wines from the '19 vintage will without a doubt rank among the highlights of ProWein 2021!

Facts – ProWein 2020:

Expected exhibitors:

More than 6,900

Anticipated attendees:

More than 60,000

Austrian winegrowers:

About 330

Highlights in Hall 17 (Austria):

- Seminar space with daily master classes (16 in all)
- Tasting bar with rotating thematic focus
- Restaurant »Gruber's Schmankerl«
- Quiet conversation corners & comfortable ambience

Austria's 2019 vintage:

Outstanding quality, average volume

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