

Great wines in small circles!

The Austrian Wine Marketing Board (AWMB) is promoting a vinophile finish to the year under this holiday heading, with top-drawer wines from Austria. All lovers of the finer things in life can find inspiring tips for splendid celebrations at weinezumfest.at.

CEO Chris Yorke of the AWMB weighs in on the last few weeks of 2020: “The end of the year is a time for festive celebrations, which will be smaller this year. It is also a time for giftgiving to loved ones and spoiling yourself. Of course this makes our marvellous Austrian wines indispensable – because what would Christmas be without wine?”

The finest wines to round out the year: weinezumfest.at

The recently launched AWMB campaign for this most festive time of the year shows how to access the top wines produced by Austrian winegrowers. At weinezumfest.at (available only in German), connoisseurs can find some 1,800 cellar-doors, as well as the best online retailers and vinotheques that deliver within Austria, as well as to Germany and Switzerland.

Tips for holiday menus, presents & tastings

If you still require further inspiration in selecting your wines, weinezumfest.at is also absolutely spot-on: in addition to wine tips for spicing up traditional festive holiday menus, you can find up-to-date info about Austrian Sekt and the exceptional 2019 vintage. Tips for imaginative gifts of wine and successful tastings at home – including the right equipment – complete our all-round guide for planning your perfect celebration.

Campaign in Austria, Germany & Switzerland

The AWMB is conducting its campaign in Austria, Germany and Switzerland, using targeted print advertising and a wide range of online activities. All told, this diversified programme should generate a total of almost 18 million visual contacts.

With this, the AWMB aims to make consumers aware of all available sources for high-quality Austrian wines, and to stimulate home consumption in order to support Austria’s winegrowers, since the hospitality industry and many retail businesses are facing renewed & severe restrictions to their marketing efforts as a result of the second lockdown.

The fourth AWMB campaign of 2020

This new campaign is the AWMB’s fourth major advertising programme since the beginning of April, following “*Schmecke die Herkunft*”, “*Spritzer*” and “*Auf zum Wein*”.

Like runners in a relay race, these AWMB initiatives are providing invaluable support for the nation's wine industry throughout this most challenging year.

FACTS

- *weinezumfest.at*
 - 1,800 cellar-doors
 - The best online retailers & vinotheques for Austrian wine
 - Wine advice for holiday menus, gifts, tastings – and much more
- Advertising:
 - In print & online
 - Austria, Germany & Switzerland

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