

## **World premiere: the first-ever hybrid wine tasting**

**On 23 November, the Austrian Wine Marketing Board (AWMB) organised the world's first "hybrid" wine tasting in Russia's capital city of Moscow. As participants were tasting almost 200 Austrian wines at the Four Seasons Hotel, they connected live with the winegrowers in Austria via an online app. The enthusiastic feedback from this event serves to confirm and reinforce Austria's image as a pioneer in the world of wine.**

### **Bottles in Moscow, winegrowers in Austria**

A wine tasting with grower participation despite the severe Corona restrictions in Moscow? In order to make this possible, the AWMB developed the world's very first "hybrid" wine tasting. At this event, 160 press and trade visitors to the Four Seasons Hotel tasted 195 Austrian wines, while complying with all applicable safety protocols. During the tasting, participants were able to make live contact in Austria using an online app – via chat or video call – with the thirty-two growers whose wines were featured. Supplementary information and specially produced short videos about each estate and its wines were available online as well. Each participant sat at their own table and could order flights of wine from the staff to be served in any order they wished, to sample at their own pace.

### **Austria: a trailblazer among all wineproducing countries**

"We have been working day and night on innovative tasting formats since March, to keep our marvellous wines in front of the international opinion leaders," explains the AWMB's CEO Chris Yorke. "Working in cooperation with Advantage Austria, we were able to plant a significant milestone in international wine marketing with the hybrid tasting in Moscow – and this was also confirmed by the attendees!"

Roman Sosnovsky, President of the Moscow Sommelier Association, praised the tasting: "One could calmly and comfortably taste his or her own selection of wines, and then decide when to contact which winegrower. I can only hope that there will now be more events of this nature. Twelve points out of ten for the organisation!"

Dina Khvan from the Advantage Austria Service Centre in Moscow also reports enthusiastic feedback: "Attendees reported extreme satisfaction, confirming the fact that Austria indeed figures as a trailblazer and a shining example among all wineproducing nations."

### **More to come in 2021**

Due to the overwhelmingly positive experiences – and recognising the ongoing uncertain situation in many countries – the AWMB will press steadily forward with its hybrid wine tasting concept in 2021. Next stop: London!

## FACTS

### Hybrid Wine Tasting Moscow

- First tasting of its kind in the entire world
- Date: 23.11.2020, 10.00 am–6.00 pm
- Venue: Four Seasons Hotel, Moscow
- Details:
  - 195 Austrian wines from 32 producers on hand in Moscow
  - Winegrowers in Austria
  - 160 participants in two time slots
  - Attendees and growers connected live via online app
- Format will remain in the programme for 2021

#### Press release, November 2020

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