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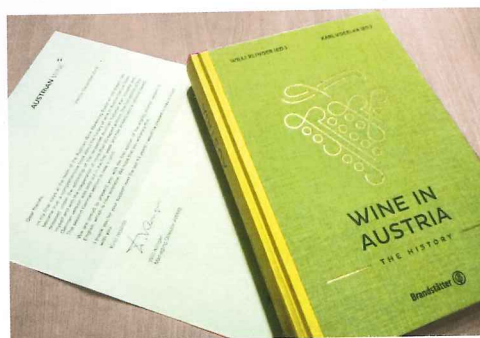
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Advertising

Alcohol can be harmful to your health. Please drink responsibly

'Wine in Austria: The History' – must have, must read!

Drinks+ library replenished with a unique book of Willi Klinger



Willi Klinger, the head of Austrian Wine Marketing Board, who announced his resignation in 2019, sent the Drinks+ team an example of his book 'Wine in Austria: The History', which is the result of many years of work.



The book was presented back in 2019 at the Austrian Wine Summit. The publication includes not only traditional topics for such works: terroir, climatic features, grape varieties, methods of cultivating vines in modern Austria, but also explores the development of winemaking over the centuries since the Roman Empire, capturing the Middle Ages, as well as the beginning of the 20th century. In addition, the book discusses the debatable issues of changes in wine production, marketing policy, and consumption. The work includes chapters on art and architecture related to wine, as well as on outstanding personalities. There are market research findings and reflections on technological progress.

'Wine in Austria: The History' was created under the supervision of Dr. Karl Vocelka, a famous Austrian historian, in cooperation with 4 dozens of authors and experts. In the introduction, Willi Klinger admitted: "The creation of the book 'Wine in Austria: The History' is the fulfilment of my lingering desire that I was dreaming to realize for a

long time. This event is another element of high prestige that characterizes Austrian wine today. I nurtured the idea of this project from the moment I just accepted the authority of CEO of the Austrian Wine Marketing Board in 2006. The book has become a part of a quality-oriented strategy that I have sought to implement in our wine sector. To be precise, I intended to follow a broad approach to the topic and touch upon the various areas adjacent to winemaking."

Karl and Michaela Vocelka say so about this work: "Wine is an inspiring, charming drink. Wine is not only a multitude of aromas and tastes, but it is also a bunch of fascinating historical facts. The book touches on various aspects and fields of knowledge: the cultivation of vines in the country, work in the most significant storages, technology, wine marketing, and much more. Such a variety of areas formed an excellent editorial team headed by Willi Klinger, who entrusted us with the coordination of all scientific research."

D+ file

Willi Klinger received a new appointment and became Managing Director of Wein&Co, Austria's largest chain of wine stores and bars.