

SEVEN ELEMENTS *AUSTRIAN WINE* *KEY FACTS*

AUSTRIAN WINE
The Art of Wine. *Down to Earth.*



THE ART OF WINE DOWN TO EARTH.



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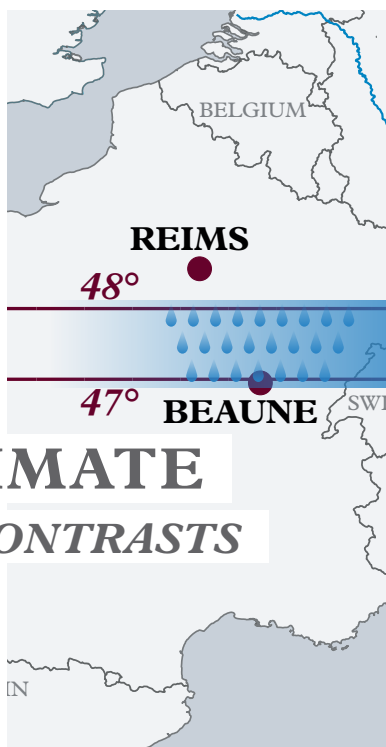
25 Austrian Wine Categories



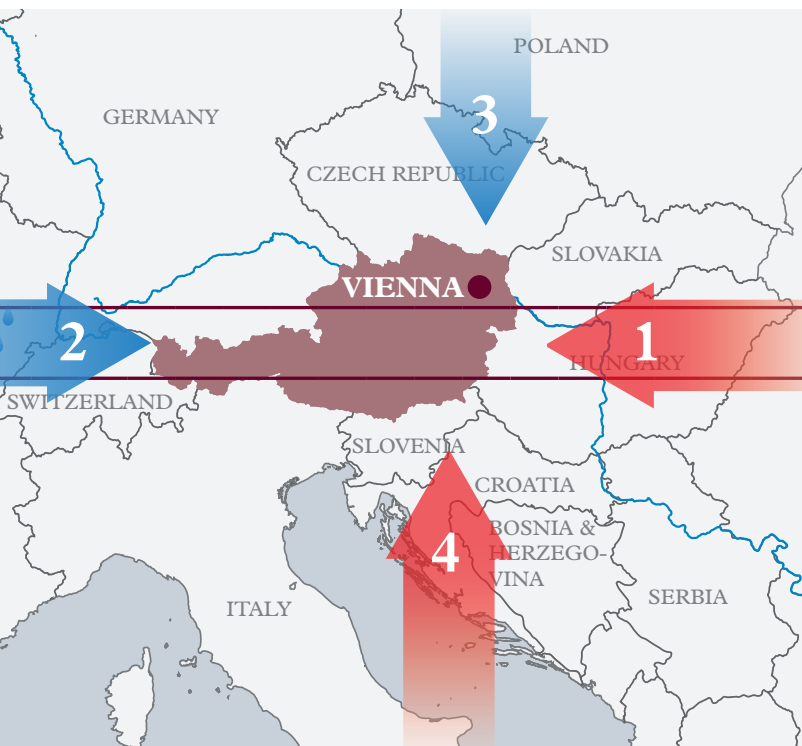
Austria's wines are now highly acclaimed both by wine experts and wine lovers all around the world. As artisanal products crafted by winemakers with a special link to their land, they consistently demonstrate their potential at international blind tastings. There is a distinctive character common to all these wines which should be emphasised, based on seven factors.

1

THE CLIMATE *DYNAMIC CONTRASTS*



Austria's unique geographic setting is the most important factor behind the exceptional quality of its wines. Although Austria shares the same latitude as the Burgundy wine-growing region, it enjoys a much more central location within Europe. This means that it is in the transitional zone between the mild, damp Atlantic climate and the continental Pannonian climate, the latter bringing much greater variations in temperature. Summer and autumn are characterised by warm, sunny days and cool nights with northerly winds, which is the key factor for the development of aromatic wines that combine freshness, a good body and a fine character. There is simply nowhere else in the world that produces refreshing wines with such a concentrated flavour, or dense wines with such a light-footed character.



1) *Continental Pannonian climate*

2) *Moderate Atlantic climate*

3) *Cool air from the north*

4) *Illyrian Mediterranean climate*



2



THE LAND

BEAUTIFUL LANDSCAPES, CHALLENGING SOILS

Austria is a relaxed country that offers an unparalleled quality of life. This is one of the key reasons why Austria has become a globally renowned destination for tourism. Many holidaymakers view Austria as the most welcoming country in Europe. This is especially true for its picturesque wine-growing regions, which cover some 44,500 hectares of land. The Wachau and the classic regions in Niederösterreich either side of the Danube; Steiermark and its spectacular ranges of hills; Burgenland with the Lake Neusiedl, which is a natural paradise; and Vienna, which is the only world capital where significant viticulture takes place. The character of Austria's wines is just as unique as the character of the regions in which they are produced. In addition to climate, the diversity of Austria's soils is a key factor



Weißkirchen, Wachau, Niederösterreich

behind this individuality, for example, the crystalline stone terraces and thick layers of loess in Niederösterreich, the calcareous soils in northern Burgenland and Südsteiermark, and the volcanic soils in the Kamptal and Vulkanland Steiermark. This means that, despite being a small wine-growing nation, Austria offers a wide range of different, interesting wines that nevertheless all display a dynamic contrast between ripeness and freshness.

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3

THE GRAPES *DOMESTIC AS WELL AS INTERNATIONAL*

Internationally successful varieties such as Riesling, Sauvignon Blanc, Gelber Muskateller, Pinot Blanc, Chardonnay, Pinot Noir, Merlot and Cabernet all ripen in particular regions and vineyards in Austria, producing distinctive wines with finesse and regional typicity. The great potential of autochthonous Austrian grape varieties has become ever more apparent, and Grüner Veltliner is preminent amongst these. It has long since established itself as one of the world's great white grape varieties and, as a result, is being planted increasingly frequently in other parts of the world.



At the same time, international wine experts are discovering exciting rarities such as Zierfandler, Rotgipfler, Roter Veltliner, Neuburger and Wiener Gemischter Satz, as well as Austria's typical red wines produced from Zweigelt (Rotburger), Blaufränkisch and Sankt Laurent. Austria also has truly terroir-driven jewels including rosé-coloured Schilcher from Steiermark, made from the Blauer Wildbacher grape variety, as well as nobly sweet Prädikatswein from Neusiedlersee, especially those made from Welschriesling grapes.



4

THE CULTURE *GREAT TRADITION* *MEETS WILD ROOKIES*

Wine has been a part of Austrian culture for over two thousand years. Roman cellars, medieval villages, baroque monasteries and castles are all part of the typical landscape of the wine-growing regions. However, despite paying all due respect to its ancient traditions, Austria has now become an exciting, modern wine-producing country with an internationally recognised concentration of quality. Today's young winegrowers are building on traditional knowledge and combining it with the experience they have gained in viticultural schools and wineries around the world.

The first step on the path to success is often taken at an early age. The young winegrowers learn their craft



in the family firm and absorb the philosophy of wine-making as they grow up. Moving forwards, the youngsters use their parents' values as a solid foundation, to which they add their own creative ideas. Environmental awareness is omnipresent in their approach because viticulture is not a spontaneous pursuit determined by a sudden change of whim, but is decades in the planning. Innovative vision, combined with the artisan methods they have learnt and confidence in the domestic wine industry, is the holy trinity of their success.

By setting trends and opening up new markets, Austria's young winegrowers are perfectly suited for taking viticulture to the next level.

5

NATURE PERFORMANCE WITH AWARENESS



Austrians love nature and, as a result, they treat it with the greatest of respect. Environmental protection, water purity, healthy and GMO-free food, biodiversity and the efficient use of energy and materials are all high on the agenda in this country. It should come as no surprise, therefore, that Austria is the world leader in organic agriculture: around 28% of agricultural land and 22% of all vineyards are already managed according to organic agricultural guidelines*, around 15% of the organic area is managed using biodynamic agricultural practices**. Additionally, 20% of all vineyards are farmed according to the certification “Sustainable Austria”***. And last but not least, the majority of grapes are still harvested by hand. Despite this – or, indeed, because of this – the wine industry has developed

* Source: Federal Ministry for Agriculture, Forestry, Regions and Water Management, March 2023

** Source: respekt-BIODYN, as of February 2022 and Demeter, as of March 2023

*** Source: Austrian Winegrowers’ Association, qualifying date: 15 October 2022



with great dynamism in recent times. The number of internationally competitive wine producers is growing steadily, and new names are gaining recognition beyond Austria's borders every year. The growth curve of export revenues is similar to those of the most successful New World wine-producing countries.



The “Sustainable Austria” certification programme regulates the use of the term “sustainability” in Austrian winemaking.



Wines made organically can be identified by the green EU organic logo with the code number of the certification body.



The two key organisations regarding biodynamic production in Austrian viticulture are Demeter and respekt-BIODYN.



6

VALUE FOR MONEY *HIGH QUALITY, FAIR PRICES*

Family-run estates dominate the Austrian viticulture scene, which is why the industry's focus is not on mass production. As a result of the industry being structured in this way and the high labour intensity inherent in artisan production methods, as well as strict yield restrictions, Austria can only afford to sell its wine at entry-level prices in exceptional situations (e.g. large harvests, one-off marketing offers, sales etc.). Nonetheless, Austria's wines offer excellent value for money in all profitable price brackets. Many Austrian wineries that have made a name for themselves outside Austria sell wines in the €10–20 range, yet the quality of these



wines is comparable to those sold at significantly higher prices in the international market. Premium Austrian wines with an international reputation are especially good value. A leading American importer and wine expert put it like this: “Grüner Veltliner is the greatest value in the world of fine wine. The more you spend, the better the value.” Without a doubt, this quote also applies to other Austrian wines in the premium segment.

7

THE TASTE *IDEAL MATCH, FROM SCHNITZEL TO SUSHI*

Austrian wines feature a concentrated body and climate-driven freshness, which makes them an excellent match for an exceptionally varied range of cooking styles and cuisines, including Central European, Mediterranean and Asian, as well as ethnic foods and fusion cooking. Numerous international tastings have proven that Grüner Veltliner and other grape varieties are also wonderful for pairing with Chinese and many other East-Asian dishes. However, Austrian wine is, of course, firmly rooted in Austria's own wonderful culinary tradition. In other words, it is an ideal pairing for the widest possible range of foods, from schnitzel to sushi.





The ruin of Dürnstein, Wachau, Niederösterreich

Wachau

The narrow valley of the Danube between Melk and Krems is a World Heritage Site. Grüner Veltliner and Riesling are the main varieties planted here in a total of 1,296 hectares of vineyards, many of which are on dramatic terraces hewn out of the living rock. The regionally typical Wachau DAC wines reflect the diversity of varieties (regional wine and *villages* wine) as well as the core competence Grüner Veltliner and Riesling (single-vineyard wine). At the same time, the well-known categories “Steinfeder”, “Federspiel” and “Smaragd” remain.

Kremstal

The 2,267 hectares of vineyards in this region are split into three separate zones: the historic city of Krems and the rocky Krems valley itself, the Eastern, imposing loess areas and the small wine villages around Göttweig Abbey, south of the Danube. Together, these comprise the DAC appellation for two of the best white wine varieties in the world: Grüner Veltliner and Riesling.



NIEDER- ÖSTERREICH

**(Lower Austria)
26,968 hectares**

The Danube flows through Austria's largest wine producing federal state like an artery. A multitude of wines are produced here, using many grape varieties: white wines ranging from light and spritzy to monumentally-structured examples, elegant red wines, sparkling wines and exquisite dessert wines. The area comprises eight specific wine-growing regions, each of which produces wine styles with their own regional typicity.

Kamptal

With plantings totalling 3,583 hectares, and a large number of top-rated estates, Kamptal is one of Austria's most successful wine-growing regions. Loess and primary rock are the commonest soil types here. Several vineyard sites, for example the famous Heiligenstein, also have volcanic soils. DAC status is granted to Grüner Veltliner and Riesling here.

Traisental

With 855 hectares, this wine-growing region is small but exquisite. With their spicy, mineral characteristics, Traisental's DAC-varieties Grüner Veltliner and Riesling are already gaining an international following. The region's romantic wine villages and their welcoming wine taverns (*Heurige*) are genuine insider secrets for the traveller.

Wagram

This wine-growing region (2,450 hectares) is split in two by the Danube. The area to the north, with its majestic loess terraces, produces some of the greatest Grüner Veltliners in Austria, as well as the speciality Roter Veltliner. South of the Danube, near to Vienna, the historic wine town of Klosterneuburg is home to the oldest viticulture school in the world, founded in 1860. In terms of wines with a protected designation of origin, Grüner Veltliner, Roter Veltliner and Riesling are top of the class, producing Wagram DAC Riedenberg (single-vineyard wine). At the Ortswein (*villages* wine) and Gebietswein (regional wine) levels, the Wagram region expresses its diversity in both red and white varieties.

Weinviertel

Austria's largest specific wine-growing region (13,841 hectares) is home to a wide range of varieties, but Grüner Veltliner stands out. These wines have a strong regional typicity characterised by a marked spicy, peppery nose. In 2003, Grüner Veltliner from the Weinviertel was the first Austrian wine to gain DAC status.

© Austrian Wine / WSNA



Wagram ob der Traisen, Traisental,
Niederösterreich

Carnuntum

Vines were first planted in the historical Carnuntum wine-growing region by the Romans. This area covers 822 hectares and is home to some of Austria's finest red wines and well structured white wines. Carnuntum DAC may be made of Grüner Veltliner, Chardonnay or Weißburgunder, Zweigelt or Blaufränkisch. The latter finds an ideal terroir on the calcareous soils of the Spitzerberg.

Thermenregion

The Thermenregion comprises 1,851 hectares of vineyards bordering the Vienna Woods and is the latest addition to the list of Niederösterreich DAC origins. From the 2023 vintage onwards, typical wines produced from both indigenous and Pinot varieties are marketed as “Thermenregion DAC”. In the north of the region, fruity, full-bodied white wines produced from indigenous Zierfandler and Rotgipfler varieties are prevalent. Chardonnay and Pinot Blanc are also distinctive of this area. The south of the region is a stronghold of red wines such as black-cherry-scented Sankt Laurent and elegant Pinot Noir.



BURGENLAND

11,648 hectares

This is Austria's most easterly federal state, sharing a long border with Hungary, and encompassing the Lake Neusiedl, which is Europe's most westerly steppe lake. The designation "Burgenland" represents a broad spectrum – from full-bodied red wines and great white wines to an array of sweet wines. Its six specific appellations allow Burgenland to produce top-class, characterful Qualitätswein with plenty of regional typicity.



Neusiedlersee

The Neusiedlersee wine-growing region to the east of Lake Neusiedl covers 6,020 hectares between the town of Neusiedl and the Hungarian border, covering the hills around the wine producing town of Gols, the flat terrains of the Heideboden and the Seewinkel. Since 2012, Neusiedlersee DAC has stood for fruity and harmonious red wines made with Zweigelt, and under the Reserve label in a more full-bodied style. From 2020 on, also the region's sweet wines are allowed to carry the designation of origin "Neusiedlersee DAC".

Leithaberg

This DAC region on the western bank of Lake Neusiedl was the first one in Austria to permit both white and red wines with regional typicity. The limestone and slate soils of the 2,995 hectare Leithaberg DAC region produce great white wines (from Weißburgunder, Chardonnay, Neuburger and Grüner Veltliner), as well as top-flight, mineral-driven Blaufränkisch wines.

Ruster Ausbruch

The Free City of Rust looks back on a century long wine-growing tradition. The local speciality is the Ruster Ausbruch – a Trockenbeerenauslese exclusively drawn from the city's vineyards. From 2020 on, they form the protected designation of origin for sweet wine "Ruster Ausbruch DAC". Dry wines from Rust may carry the designation "Burgenland" or – where applicable – "Leithaberg DAC".



Ried Satz, Ried Rosenberg, Ried Bühl, Weiden am See, Neusiedlersee, Burgenland

Rosalia

On the eastern slopes of the Rosalia Range there lies Burgenland's smallest wine-growing region with 239 hectares. Zweigelt and Blaufränkisch are grown on the young deposits of a prehistoric ocean, and form the base for the powerful and fruit-driven Rosalia DAC wines. Another regionally typical speciality is the fresh and spicy Rosalia DAC Rosé from one or more red Qualitätswein grape varieties.

Mittelburgenland

Blaufränkisch is the dominant variety in Mittelburgenland's 2,036 hectares of vineyards. Its unmistakable aroma of black fruits of the forest and fine, spicy notes develops on the warm, loamy soils, giving the Mittelburgenland DAC its regional typicity. The Reserve wines have already proven their great ageing potential.

Eisenberg

The small wine-growing region in the south of Burgenland is a peaceful, scenic idyll stretching along the Hungarian border. The 515 hectares of vineyards here are used to produce excellent Blaufränkisch wines with exceptional minerality and unique, fresh notes. Since 2009, these wines have been bottled under the Eisenberg DAC label. Fresh, elegant Welschriesling is also produced under the DAC Riedenwein (single-vineyard wine) label.



Ried Oberglanzberg, Ried Oberglanz, Glanz an der Weinstraße, Südsteiermark, Steiermark

Vulkanland Steiermark

There are many little wine-islands on the flanks of the extinct volcanoes here, giving their name to the wine-growing region. With 1,655 hectares of vineyards, these volcanic soils produce DAC wines with a distinct, individual character: above all Welschriesling, Weißburgunder, Morillon (Chardonnay) and Sauvignon Blanc. Around Klöch, Traminer is a local speciality.

Südsteiermark

In parts along the border with Slovenia, the breathtaking, steep slopes of Südsteiermark characterise one of the most charming wine-growing regions in the world. These 2,800 hectares host a large number of white grape varieties, which serve as the base for DAC wines, but the Sauvignon Blanc influenced by the shell-limestone soils from the best single vineyard sites is the undisputed standout wine of the region. The slate soils in the Sausal hills are also a special feature.



STEIERMARK

(STYRIA)
5,114 hectares

With its extra-steep vineyards, the Steiermark is one of the most beautiful wine landscapes in the world. Styrian wines include fresh Welschriesling, piquant Muskateller, fine Weißburgunder and full-bodied Chardonnay (which is also called Morillon here), and they all have a crystal-clear character. However, first and foremost Styrian wines also include some of the best Sauvignon Blancs in the world.

Weststeiermark

The romantic Weststeiermark region is home to 658 hectares of vineyards. Around 60% of the area is planted to the Blauer Wildbacher variety, which is used to produce a unique terroir wine called Schilcher. This rare rosé wine with its lively acidity has already achieved international cult status. Next to the typically Styrian white wines such as Sauvignon Blanc, Welschriesling and Weißburgunder, this regional speciality may be distributed as Weststeiermark DAC.



WIEN

Nußberg, Wien

(VIENNA) 582 hectares

The vineyards in the Austrian capital have an important economic and cultural status. The multiplicity of styles made here ranges from Wiener Gemischter Satz DAC through Grüner Veltliner and Riesling to Weißburgunder, Chardonnay and excellent red wines. Vienna is especially proud of its romantic wine venues: the Heuriger taverns, which are loved by both locals and tourists alike.

“Gemischter Satz” is an expression which refers to planting, harvesting and vinifying different white wine varieties all together (field blend). Through this traditional method in the vineyard and winery emerge great Viennese wines with regional typicity that are permitted to be labelled with vineyard designation. Wiener Gemischter Satz DAC wines include varieties such as Grüner Veltliner, Welschriesling, Weißburgunder, Riesling, Traminer and others.

AUSTRIAN WINE CATEGORIES



Austria's dry wines can either be classified as classically fruit-driven, or full-bodied Reserve wines with ageing potential. In addition, Austria also produces exceptional sparkling wines, fruity rosé wines and exquisite Prädikatsweine.

In the Austrian Wine Law, the traditional term “**Landwein**” replaces the Community law term “Wine with Protected Geographical Indication”. The origin of grapes used for Landwein must be the wine-growing areas Weinland, Steirerland or Bergland.



The “**Qualitätswein**” designation can only be used for wines produced with one or several of the 40 permitted grape varieties and that originate from a legally-defined wine-growing region with protected designation of origin.

Qualitätswein is controlled by an Austrian Federal Wine Laboratory and is labelled with a Federal Inspection Number. Estate bottled Qualitätswein is identified by the red-white-red banderole on the bottle capsule. The maximum yield for Austrian Qualitätswein is 10,000 kg/ha.

DAC (Districtus Austriae Controllatus)

A DAC designation indicates a Qualitätswein that expresses the regional typicity of the wine-growing region indicated on the label. The additional “Reserve” designation indicates a dense wine with cellaring potential. The “DAC” appellation is always linked to the origin of a wine and never simply to a grape variety.

Qualitätswein and DAC wine may also be produced by a single vineyard; in this case, the wine must bear the word “Ried” (single vineyard) on the label before the name of the vineyard. Following an intense phase of preparation, the legal basis for an official national classification system including the categories “Erste Lage” (*premier cru*) and “Große Lage” (*grand cru*) was created in 2023.

PRÄDIKATSWEIN

Prädikatswein is Qualitätswein with a particular level of ripeness and method of harvesting. Enrichment/sweetening is not permitted.

- **Spätlese:** minimum must weight 19°KMW, from fully ripe grapes
- **Auslese:** at least 21°KMW, exclusively from carefully selected, fully ripe grapes
- **Beerenauslese (BA):** at least 25°KMW, from overripe and nobly rotted grapes
- **Eiswein:** at least 25°KMW, the grapes must be naturally frozen when harvested and pressed
- **Strohwein/Schilfwein:** at least 25°KMW, from fully ripe grapes, that were either dried on straw or reed or hung on strings for a minimum of three months
- **Trockenbeerenauslese (TBA):** at least 30°KMW, mainly from extremely shrunken grapes with noble rot. TBA from Rust are exclusively permitted to display the product designation “Ausbruch” in connexion with the geographical indication “Rust”.

KMW (Klosterneuburg must weight scale): Must weight in grammes of sugar per 100 grammes of grape must. 1°KMW corresponds to approximately 0.9°Brix.



SEKT AUSTRIA



Proudly looking back on a history of sparkling wine production, which first began in Austria in 1842, the country has recently established a new premium class of Sekt: Sekt Austria. This is used to label Austrian Sekt with a protected designation of origin whose quality has been certified. The requirements which must be met before bringing Sekt Austria to the market are set out in a strict set of regulations. The class comprises three categories: Sekt Austria, Sekt Austria Reserve and Sekt Austria Große Reserve.

While Sekt Austria tends to be fruit-driven and light-footed, reflecting the primary aromas of the grape varieties used, the refined fruit aromas of Sekt Austria Reserve and Sekt Austria Große Reserve are increasingly accompanied by notes of yeast and brioche.

Sekt Austria (PDO) pyramid

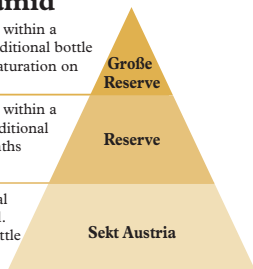


Grapes must be harvested by hand and pressed within a single municipality. Produced exclusively by traditional bottle fermentation with a minimum of 36 months maturation on the lees.

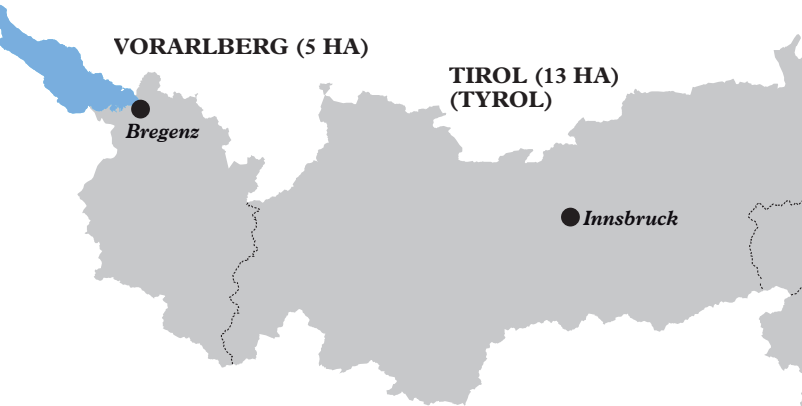
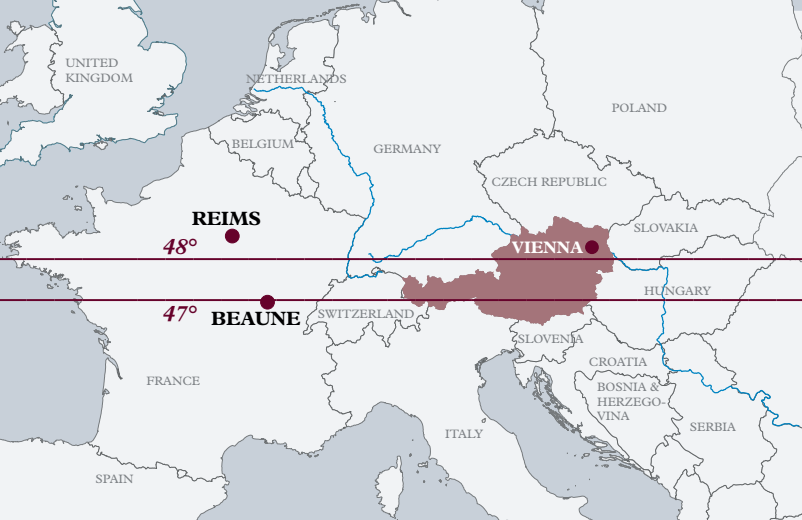


Grapes must be harvested by hand and pressed within a single federal state. Produced exclusively by traditional bottle fermentation with a minimum of 18 months maturation on the lees.

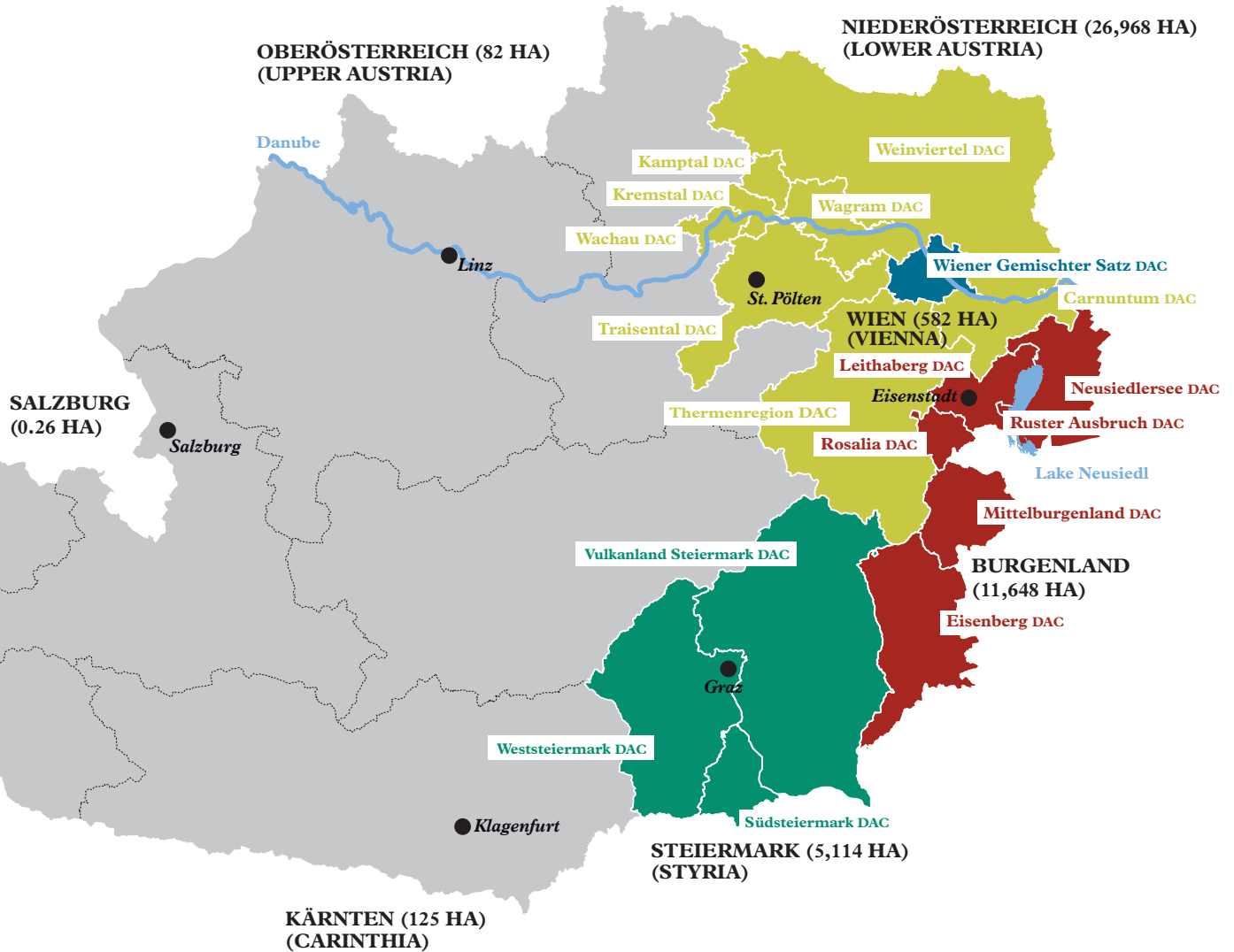
Grapes must be harvested within a single federal state. Any Sekt production method is permitted. Min. of 9 months maturation on the lees for bottle fermentation or 6 months for *méthode Charmat*.



The individual categories encompass additional quality assurance standards, such as vineyard cultivation methods, harvesting conditions, dumping heights, gentle pressing techniques and yield rates.



WINE-GROWING REGIONS





 **WINE**_{in}MODERATION

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AUSTRIAN WINE



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