



WEINVIERTEL^{DAC} ANNUAL REPORT

THE WEINVIERTEL^{DAC}
YEAR 2018

weinvierteldac.at/en

AUSTRIAN WINE 

WINEⁱⁿMODERATION^{eu}
Art de Vivre

Weinviertel – a EU protected designation of origin for Austrian quality wine

FOREWORD

PROFESSIONALS

AND **INFLUENCERS**

The year 2018 was a challenge in many respects. First and foremost, the weather was very capricious throughout the country. Humans and nature had to cope with high temperatures and lack of rain. There were also developments in Austria's protected designations of origin (DAC). Three DAC regions in Steiermark (Styria) and the Rosalia DAC in Burgenland joined Austria's family of DACs. Austria now has 13 protected designations of origin, each with its own specific regulations and permitted grape varieties. This poses each wine-growing region the challenge of achieving consumer awareness for its specific identity and wines. **Weinviertel DAC** communicates a clear message with a simple two-level system and only one grape variety. **Weinviertel is Grüner Veltliner!** This strong leitmotif is now communicated yet more persuasively and is integrated in all campaigns and activities.

Our success in communication enhances our deep commitment to further increasing awareness of the high quality and value of Weinviertel wines not only on the domestic market, but also among international wine professionals.

We successfully launched our yearly series of Weinviertel DAC-presentations in spring 2018. The Weinviertel held a master class at the VieVinum national wine fair in June. Our commentator Willi Balanjuk (Wine Editor of A la Carte magazine) led a blind tasting pitting Weinviertel DAC Reserve wines against international classics. The tasting was fully booked and results from the **expert audience** revealed that Weinviertel DAC Reserve wines do indeed live up to their promise of top quality in the international premium wine segment.

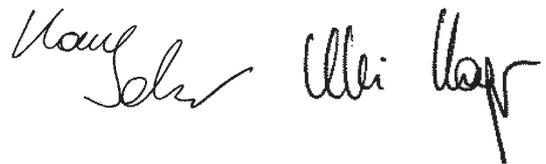
This result was confirmed again this year in Hamburg. Around 100 Weinviertel wines at the Weinviertel Sensorium convinced and enthused numerous trade **professionals**. We also organized several specialized tours to the Weinviertel for restaurateurs and sommeliers. The feedback from participants was very positive and as a result, many more Weinviertel wines have become positioned on wine lists at top restaurants in neighbouring countries.

Another one of our goals in 2018 was to gain more new, young consumers within Austria. We analysed our remarkable success with **influencers** in our social media channels from the previous year and were able to build on that. The videos and postings from two blogger trips in spring and autumn bought many thousands of clicks in new target consumer groups where we seek awareness for Weinviertel DAC.

While we eagerly worked toward raising awareness of our wines, the Weinviertel vintners applied their experience and skill to producing a marvellous vintage 2018. This vintage highlights just how important professional marketing for Weinviertel wine is. A **new record** is superb incentive to fervidly pursue the course on which we have embarked: we broke the magical ceiling of **5 million Weinviertel DAC bottle capsules** in mid-December, once again achieving an ambitious goal!

We wish you pleasant reading with our annual report,

Hans Setzer and Ulli Hager





RESPONSIBILITIES, GOALS AND STRATEGIES

The Regional Wine Committee Weinviertel acts as an umbrella organisation for Weinviertel wine and Weinviertel producers. The main objective is to raise the image and recognition of the Weinviertel within Austria and abroad. The medium and long-term goal is to position the Weinviertel as a modern, innovative wine-growing region with authentic character based on traditional values. The region's diversity and the differing producer structures all find place under the generic brand.

The central element of the Regional Wine Committee Weinviertel's marketing strategy is "origin before grape variety". The interchangeability of wine is prevented and the inimitable identity enhanced by placing emphasis on origin. Clear positioning of a unique identity is thus achieved in the international wine industry.

GOALS

- increase awareness of the Weinviertel
- increase added value
- increase presence of Weinviertel wines on restaurant wine lists
- focus on quality and origin

Promotion activities for Weinviertel wine continues to focus primarily on the strong domestic market and our most important international wine market, Germany. Our target groups are wine consumers, professionals and experts, as well as young people who are just beginning to learn about wine. This is intended to introduce future consumers to wine as a quality product early and to teach responsible wine consumption practises and attitudes.

Due to their immediate geographical proximity to Austria and their very positive economic developments, the neighbouring countries Czech Republic, Poland and Slovakia are also included in our efforts. Activities primarily concentrate on the specialized trade, restaurants and the press in the capital cities of these countries.

MEASURES

- presentations and tastings
- seminars and masterclasses in the main markets
- PR measures in German restaurants
- information trips to the Weinviertel
- participation in trade fairs and exhibitions
- information and close contact with experts
- strategic cooperations
- increased use of social media channels
- establishment of new tasting and presentation formats, to reach new target groups

FUNDING

The budget of the Regional Wine Committee Weinviertel is financed through the Weinviertel Regional budget from the Austrian Wine Marketing Board, marketing contributions and participation fees from our vintners, as well as entrance fees, sale of advertising materials and cooperation contributions. The Regional Wine Committee Weinviertel takes advantage of sales incentives from the EU to gain foothold in the internal market.

*Tremendous success for Weinviertel DAC!
Sales of Weinviertel DAC wines increased
by 7 % in 2018 and broke the 5 million ceiling
for the first time with 5,284,000 bottles.*



STRATEGIC COOPERATIONS

SOMMELIERUNION AUSTRIA



Sommeliers are an important link between a wine producer and its wines with restaurant guests. Wine is likewise a perfect accompaniment with fine cuisine. Because the Regional Wine Committee Weinviertel recognises the importance of this partnership, it has been a sponsor of the Sommelierunion Austria and its regional branches for many years.

WEINAKADEMIE ÖSTERREICH



The Weinakademie Österreich (Austrian Wine Academy) in Rust is one of the internationally most highly reputed wine education institutions. The Weinviertel supports the Wine Academy with lectures, tastings, wine excursions to the Weinviertel. The Weinviertel Bursary is a prestigious annual scholarship for top international students at the Austrian Wine Academy. Scholarships were awarded to five students in 2018.

WINE IN MODERATION (WIM)



Wine in Moderation is an initiative of the European wine industry. It promotes moderate and responsible consumption of wine. The Regional Wine Committee Weinviertel has been an "Associate" of this international organization since 2015 and applies its principles to all activities, in particular in wine education.

WÄLDAR WIN & LECHER FESTWEIN

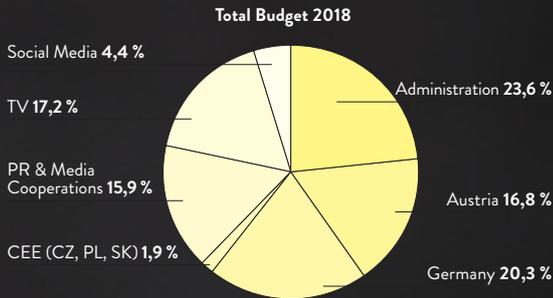


A successful cooperation with PROBUS, the vintner initiative of Generali and the Weinviertel Wine Route, has led to the introduction of the "Wäldar Win" and the "Lecher Festwein". The goal of the cooperation and the founding concept of PROBUS is to bring people that are enthusiastic about Weinviertel wines together to create new and sustainable wine projects.

WEINVIERTEL TOURISM



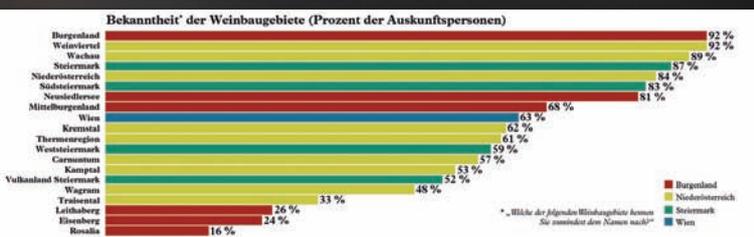
Coordinated communication activities and a joint presence at all tastings, in the print media, and in public relations measures ensures a continuous increase in awareness of the Weinviertel region.



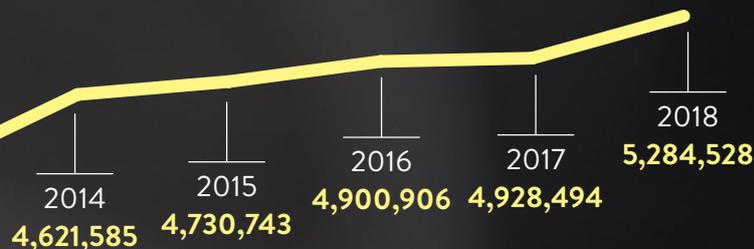
WEINVIERTEL SECOND PLACE IN PUBLIC AWARENESS

The Austrian Wine Marketing Board conducted an image analysis together with the market research organisation Marketmind in November 2018. The goal was to document the awareness of the country's various wine regions among the Austrian public. 1,500 people between the ages of 18 and 65 were surveyed.

The final analysis was drawn from the survey of familiarity, spontaneous associations and several other aspects. The evaluation of the results shows that among those surveyed, Burgenland and Weinviertel are the most well-known wine regions. Furthermore, Weinviertel and Wachau were the two regions most strongly associated with tradition.



Awareness wine regions among the Austrian public source: AWMB 2019



COMMUNICATION

Brand communication and advertising are among the most important tasks of the Regional Wine Committee Weinviertel. A balanced mix of all communication instruments is essential for comprehensive and continuous distribution of current information to the target groups (press, retail, hospitality, vintners). It is also necessary to persistently adapt to new conditions and

developments in the world of communication. Public relations and print campaigns continue to remain among the most important marketing tools. The importance of TV and videos as well as social media channels has increased rapidly. Following this trend, the Regional Wine Committee Weinviertel strengthened its media strategy in this direction.

PUBLIC RELATIONS

Ongoing reporting is essential in public relations work. Press conferences and press releases on important topics and events are just as much a part of this as are the continuous support and maintenance of contacts with journalists and opinion leaders. Several press releases were issued in 2018. In June, a “Press Crawl” in Munich kicked off the campaign “Weinviertel in deinem Viertel” (Weinviertel in your Quarter) with opinion leaders from print and online media.

A la Carte magazine, Wirtshausführer, Art of Summer magazine, look! magazine, Zeitraum, Prost, Meiningers Weinwirtschaft, Swallow magazine, and others.

TV COMMERCIALS & CINEMA

Two broadcasting contributions to the TV magazine “Land & Leute” on ORF 2 and three broadcasting contributions to “Vivat Vinum” on ORF III skilfully promoted the Weinviertel.

PRINT MEDIA

Numerous media cooperations with daily newspapers and trade magazines guarantee the media presence in the print sector and create close relationships with media partners. Advertisements and advertorials were tailored to specific topics and published in the following media at different times.

The concise and captivating Weinviertel DAC TV ad makes a tremendous contribution to increasing awareness. The ad was broadcasted from the end of February to the beginning of April on ten high-circulation TV stations throughout Austria. This makes the Weinviertel the only wine-growing region in Austria to employ TV advertising.

Daily newspapers: Der Standard, Die Presse, Kurier, Kronen Zeitung, Salzburger Nachrichten, Vorarlberger Nachrichten, Tiroler Tageszeitung, Oberösterreichische Nachrichten.

Trade journals, gastronomy and lifestyle magazines: Falstaff, Falstaff Weinguide, Falstaff Ultimate Wine Guide Austria,

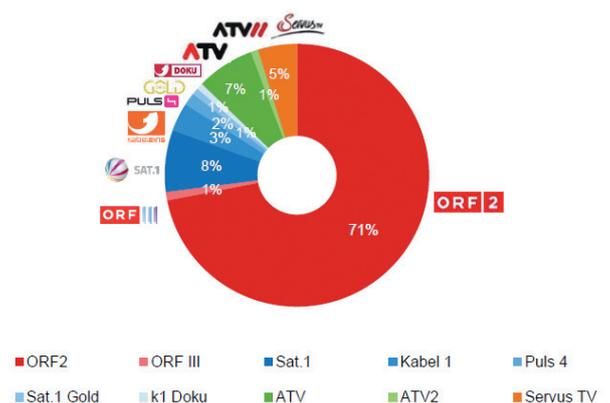
Simultaneous to TV advertising, the Weinviertel DAC ad also appeared in 20 selected cinemas throughout Austria. The ad also appeared in the cinema at the Olympic Lake in Munich in June in the preliminary to the main films to support the Munich hospitality campaign “Weinviertel in deinem Viertel”.



TV Channel and Timeslot Mix for 2018

~72 % in the most efficient and most popular channel ORF. Strong focus on pre-prime & prime time

Source: Media Plus





ONLINE

Online marketing has become a standard part of every marketing activity mix. The virtual world moves at a fast pace; online networks and trends change rapidly. The Weinviertel Regional Wine Committee takes this development into account in its online strategy and focusses increasingly on social media and influencer marketing. Our Facebook reports and boosts of articles on Facebook and Instagram increase in frequency. These efforts reach a different, younger target group seeking content that is designed differently than traditional media. We act consciously according to the motto; “the right content for the right target group”.

WEBSITE

www.weinvierteldac.at

A website is the business card of a company. We provide detailed information about Weinviertel wine as well as numerous news, press releases and event teasers on www.weinvierteldac.at. 78,159 page views were counted in the year 2018.



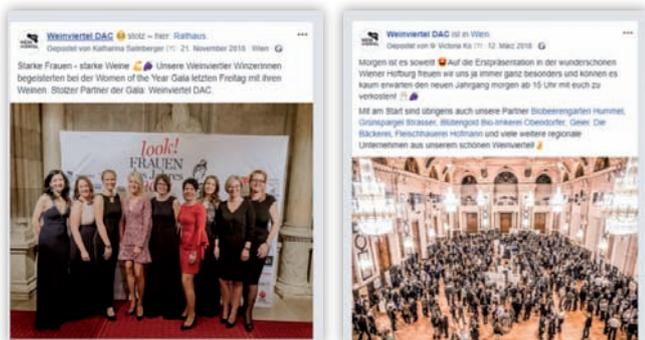
SOCIAL MEDIA

Social media are online social relationship networks. They do not commit themselves to specific topics or users, but instead seek to address as broad a spectrum of users as possible. These digital media are always to be seen in combination, not only one platform is used, but many are networked with each other. The Regional Wine Committee Weinviertel uses Facebook, Instagram and YouTube to provide pictures, videos and interesting information about the Weinviertel and its wines to a new target group.

FACEBOOK

www.facebook.com/weinvierteldac

The number of fans of the Weinviertel DAC Facebook page rose to 4,886 in 2018. 115 entries, around three per week,



put a spotlight on the Weinviertel in a quick and modern manner. Reports about achievements of Weinviertel wine producers as well as event announcements and stories about Weinviertel wine were posted.

The largest group of Weinviertel DAC fans are the 25-34 year olds and the 35-44 year olds. This demonstrates that the Regional Wine Committee Weinviertel indeed reaches the desired target group with its specially aligned content. It also shows that Facebook fans want to be informed about events and stories about Weinviertel wine as these topics perform particularly well. Of course, beautiful landscape photos are also very popular.

FACEBOOK REPORT BY WIRTSCHAUSFÜHRER

In the framework of this past year's Weinviertel DAC premier presentation in Vienna, Klaus Egle, publisher of the Wirtshausführer guide, posted an extensive photo report of the presentation on the Wirtshausführer's Facebook page. The culinary and wine enthusiastic audience of the guide was reached effectively.

Number of people reached:	15,550
Clicks on posts:	2,205
Interactions:	740

INFLUENCER CAMPAIGNS

In addition to the existing social media channels, a new form of brand communication has developed in recent years: influencer marketing. Convincing multipliers, who are also consumers themselves, are being recruited as advertising media for brands. The decisive factor is the number of followers that an influencer reaches with his or her stories on their blog. Because these influencers are role models for their followers, in the ideal case they inspire their followers to act. The aim of the influencer campaigns is to generate new wine-affine Weinviertel DAC followers and to enhance the image of the Weinviertel DAC brand among a younger target group (18-35 years).

Two influencer campaigns were carried out in 2018. On the occasion of the **Weinviertel Wine Tour**, blogger “whoismocca” visited the wine tour in Hohenruppersdorf and created contributions and a video, which she posted in her network. In October, the Weinviertel Regional Wine Committee organised the **“Weinviertel Girls Boot Camp”**. Because it was a first-time visit to the Weinviertel for nearly all participants, a sensorium with the theme wine and food was created. The ten bloggers visited a Weinviertel winery, where they bottled Weinviertel DAC themselves, labelled it and prepared regional dishes at a local restaurant. All bloggers created Instagram stories and postings for their networks.

Bloggers: chris_overthetop, Stefanie Goldmarie, Leo and other stories, Giveherglitter, Miss Getaway, The Ladies, Kamiempire, Sophiehearts, Piecesofmara, Berries and Passion.



INSTAGRAM

#weinvierteldac

www.instagram.com/weinvierteldac

Stories are told with pictures on Instagram. The motto here is: a picture says more than 1,000 words. Emotion is the magic word. Almost 50 contributions were posted on the Instagram account of Weinviertel DAC in 2018. 1,521 subscribers enjoyed a new atmospheric and impressive picture of the Weinviertel every week.

The age and gender distribution of the audience reached is similar to Facebook: 51 % male, primarily 25-34 year-olds followed by the 35-44 year-olds. The performance of the contributions was very good and postings will be further increased in the coming year.

YOUTUBE

www.youtube.com/THEWEINVIERTELDAC

Our short videos on our YouTube channel show the Weinviertel from its most beautiful side. The linking of videos with Instagram and Facebook creates additional content for our social media platforms.



ACTIVITIES IN AUSTRIA

WEINVIERTEL DAC PRESENTATIONS

They are the highlight and at the same time the prelude to the annual Weinviertel DAC pageant of events and activities. In 2018, four presentations took place in four cities – a record number of more than 5,900 visitors was recorded in Austria.

Linz – Design Center, 28 February 2018

Vienna – Hofburg Vienna, 13 March 2018

Götzis – Cultural Stage AmBach, 10 April 2018

Salzburg – Amadeus Airport Terminal 2, 11 April 2018

In perfect symbiotic partnership, Weinviertel Tourism accompanied us throughout the tour in Austria and on to Munich to present the region to the public. In Austria, numerous cooperation partners such as the Käsestrasse Bregenzwald and various producers of gourmet products from the Weinviertel participated in the presentations. The vintners of Mittelburgenland accompanied us in friendly cooperation in Salzburg and Götzis.

Regional Wine Committee Weinviertel Chairman Hans Setzer, State Councillor Petra Bohuslav, Lower Austria Marketing Managing Director Christoph Madl, Regional Wine Committee Weinviertel Managing Director Ulli Hager and Weinviertel Tourism Managing Director Hannes Weitschacher celebrate the outstanding 2017 vintage of Weinviertel DAC.



LOOK! WOMEN OF THE YEAR AWARDS

The “look! Women of the Year Awards Gala” took place for the 2nd time in cooperation with look! magazine in the city hall. Ten women winemakers from the Weinviertel were featured in November. In the run-up to the event, advertisements and an advertorial article about Weinviertel DAC wines were published.



Weinviertel wines were exclusively set out on all festival tables for the 800 VIPs to taste and enjoy during the gala. In her function as Marketing Chairman of the Regional Wine Committee Weinviertel, Kerstin Schüller handed the “Honorary Prize for Lifetime Achievement” to Erika Pluhar.



The Weinviertel winemakers Kerstin Schüller (Pillersdorf), here with Ulli Hager of the Regional Wine Committee Weinviertel, Doris Sutter (Hohenwarth), Nina Holzmann (Bad Pirawarth), Viktoria Schödl (Loidesthal), publisher Uschi Pöttler-Fellner, actress Hilde Dalik, Uli Setzer (Hohenwarth), Monika Neustifter (Poysdorf), Anita Schwarzböck (Hagenbrunn) and Birgit Schmidt (Hagenbrunn) provided a glamorous appearance of Weinviertel wine.

VIEVINUM

Every two years, the Austrian wine elite gathers in the Vienna Hofburg for Austria's largest wine fair. More than 1,000 international opinion leaders from the wine trade, wine media and restaurants attended the Austrian Wine Marketing Exhibition at the invitation of the Austrian Wine Marketing Board. 70 exhibitors from the Weinviertel presented their top wines from 9 to 11 June.

At the start of the fair on Sunday, the Regional Wine Committee Weinviertel invited visitors to an exciting comparative tasting of Weinviertel DAC Reserve wines and international classics of wine world such as wines from Piedmont, Chablis and Meursault. Willi Balanjuk from A la Carte magazine and Hans Setzer, Chairman of the Regional Wine Committee Weinviertel, led the tasting. The outstanding quality and the interesting comparisons were very well received by participating national and international wine professionals.



EXCURSIONS TO THE WEINVIERTEL FOR PROFESSIONALS

“He who takes a journey can tell a tale.” Following this motto, a total of around 80 international journalists, sommeliers, restaurateurs and experts participated in excursions to the Weinviertel to learn about the wines, the producers, the region and current developments. Exciting conversations and tastings inspired participants.

- Patrick Hemminger (Süddeutsche Zeitung, Vinum Magazine)
- Harald Scholl (Vinum Magazine, Slow Food Magazine)
- Ilka Lindemann (Meininger's wine tours)

- WSET Diploma Student Trip – 20 international students of the Austrian Wine Academy
- Culinary pre-trip in preparation for VieVinum – 20 restaurateurs from Poland, 26 from Slovakia
- Merchants and sommeliers – 10 guests from Hamburg

Lectures given:

- Students of the International Study Program, USA
- Tasters for the Norwegian Monopoly
- Viticulture Days in the Weinviertel

ACTIVITIES IN GERMANY

Germany is the one of the most important wine export markets in the world and the most important one for Austria. Germany is thus logically a focus market of the Regional Wine Committee Weinviertel. This market is serviced with numerous and diverse activities. Most events are held in Munich, the city with the highest purchasing power. The federal capital Berlin represents the image hub of the country and Hamburg is regarded as an innovative hotspot.



MUNICH GRÜNER GOES UNDERGROUND

Ten young Weinviertel winemakers served wine to a flamboyant party public to the beat of DJ-music in “Le Pavillon” in Munich’s city centre on 29 November. This high-profile event was highlighted in the media, thus raising awareness and popularity of Weinviertel wine.

MUNICH VIKTUALIEN & WINE

The market festival “Viktualien & Wine” took place for the second time at the famous Viktualien Market from 27 to 30 June. Together with the regions Burgenland, Pfalz and Franken, wines were presented in “wine hut” booths in cooperation with wine merchants and caterers. Numerous booths offered selected wines to pair with various wine region culinary specialties. This festival is the closing event of the campaign “Weinviertel in deinem Viertel” (Weinviertel in your Quarter).

MUNICH WEINVIERTEL DAC PRESENTATION

For the eighth time, 65 Weinviertel producers presented their wines in the trendy TonHalle in Munich. In the highly popular “Wine.Walks”, interested guests followed sommeliers on specialised guided tours through the tasting. A high number of wine professionals, but also a significantly younger audience was welcomed.

GASTRONOMY CAMPAIGN, MUNICH WEINVIERTEL IN DEINEM VIERTEL

By-the-glass wine sales of Weinviertel wines in the Munich gastronomy is supported by the extensive cross-media campaign “Weinviertel in deinem Viertel” (Weinviertel in your Quarter). For four weeks, 16 restaurants and 30 wine merchants put the spotlight on wines from the Weinviertel. Numerous advertisements on various online platforms and selected city magazines, newspapers and Facebook postings drew attentions to the campaign. The promotion was launched with a “Press Crawl” visiting four participating restaurants. The grand finale this year was once again the market festival “Viktualien and Wine”.

BERLIN MERCHANT TASTING

Berlin is known as the hotspot of top German sommeliers. A tasting for wine merchants and sommeliers was organized in the “Kalkscheune” in Berlin city centre to support listings for Weinviertel wines in the hospitality trade. A brief seminar for professionals led by Mathias Brandweiner of Restaurant Le Faubourg, Austrian native and leading sommelier, provided the perfect initiation for to Weinviertel DAC. A walk-around tasting of wines from 17 Weinviertel vintners and Wine.Walks with the wine expert Felix Bodmann followed.





HAMBURG WEINVIERTLER CLASS ACT – THE SENSORIUM

New markets require new presentation formats. With the Sensorium in Hamburg, the Weinviertel presented a new concept, designed exclusively for the trade. Over 100 wines were organized according to various themes and presented in the trendy restaurant “Catch of the Day” at the Kaispeicher. In addition to the wine bars, visitors could experience wine with all their senses. The idea was to show how external influences change the perception of wine. Gerhard Retter moderated the blind tasting “Weinviertel DAC Reserve Wines in International Comparison”, while Rhakshan Zhouleh headed the programme “Food & Wine Pairing”. Retter and Zhouleh, two high-profile sommeliers in Germany, proved to be very competent ambassadors for the Weinviertel. The enthusiasm of the approximately 70 participating wine merchants and sommeliers confirmed that the new concept was a tremendous success. Nearly all visitors to the event chose to spend several hours intensifying their knowledge and experience with Weinviertel wines.



ACTIVITIES IN NEIGHBOURING COUNTRIES

SLOVAKIA BRATISLAVA PRESENTATION

Thirty Weinviertel vintners joined together with several vintners from Burgenland and Weinviertel Tourism in Radisson Blu Carlton Hotel in Bratislava. 800 wine enthusiasts and wine professionals enjoyed the broad assortment of wines available to taste from Austria.

POLAND MASTER CLASS KRAKOW

There are currently exciting developments in hospitality and wine trade in Krakow. Supplying the market with information and training for professionals is essential in ensuring that Weinviertel wines secure positions on restaurant wine lists. 28 sommeliers, wine merchants and journalists participated in this year’s master class “Weinviertel Updates and Developments” in Hotel Pod Róża.



WEINVIERTEL SUCCESSES



THREE SALON CHAMPIONS AND SIX LOWER AUSTRIA STATE CHAMPIONS FROM THE WEINVIERTEL

At Austria's most competitive national championship, SALON Austria Wine, three Weinviertel vintners achieved first places for wines in their respective categories. The categories won were "Grüner Veltliner classic",

"Zweigelt" and "Burgundian varieties classic". At the Lower Austria State Championship, Weinviertel vintners achieved first place in six of 17 categories, completing another chapter in the Weinviertel wine success story.

These are the three **SALON Austria Wine 2018 Champions** from the Weinviertel:

Winery	Wine	Category
Weingut Puhr, Obermarkersdorf	Weinviertel DAC 2017 Grüner Veltliner "Ladenbau"	Grüner Veltliner classic
Weingut 10er Vock, Hohenruppersdorf	Chardonnay Klassik 2017	Burgundian varieties classic
Weingut Humer, Maissau	Blauer Zweigelt Reserve 2016	Zweigelt



Franz Vock, Ulli Hager, Erik Puhr,
President of Austrian Viticulture
Johannes Schmuckenschlager,
Wine Queen Julia I, Viktoria Puhr,
Michael Humer and AWMB
Director Willi Klinger



These six Weinviertel wineries are the 2018 **State Champions** of Lower Austria:

Winery	Wine	Category
Winzerhof Familie Eminger, Obersulz	Welschriesling 2017	Welschriesling
Weingut Andreas Urban, Wullersdorf	Sauvignon Blanc 2016	Sauvignon Blanc
Weinbau Judith und Werner Pölz, Unterretzbach	Neuburger 2017	Diverse white
Weingut Bannert, Obermarkersdorf	Blauer Zweigelt Reserve Rosenhügel 2015	Zweigelt Reserve
Weingut Christoph Berger, Röschitz	Weißburgunder Tradition 2017	Pinot Blanc
Weingut Ruttenstock, 3743 Röschitz	Chardonnay 2017	Wines over 9 g/l residual sugar



The winners of the Lower Austria State Championship

WEINVIERTEL^{DAC} TEAM



Hans Setzer
Chairman
Regional Wine Committee Weinviertel



Ulrike Hager
Managing Director



Bianca Lutz
Projects and Graphics



Joachim Lutz
Administration



Julia Steinwender
Communication

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Photos: © Regional Wine Committee Weinviertel

**WEIN
VIERTEL**  **THE GENUINE
GRÜNER VELTLINER**