

VIEVINUM

INTERNATIONAL WINE FESTIVAL

MAY 29 – 31, 2010

HOFBURG VIENNA

Sat | Sun 12 am – 7 pm
Sat | Sun 10 am – 12 pm professional visitors and press
Mon 11 am – 7 pm

www.vievinum.at



VIEVINUM THE SHOWCASE OF AUSTRIAN WINE CULTURE

The VieVinum is recognized as the summit for gastronomes, journalists, wine retailers and wine lovers alike. It demonstrates what happens on this small, but nevertheless vibrant market. Top winemakers from all over the world will present their current vinophile treasures, creating ideal opportunities to gather information and exchange experiences.

Special features of the VieVinum include a mix of established vintners and newcomers as well as numerous side events. Highly interesting tastings offered by Austria's and Germany's most important trade magazines will be among the available programmes. A particularly enticing event will be a tasting and discussion organized by the Institute of Masters of Wine

(IMW). This year's guest country, South Tyrol, will celebrate its first appearance at the VieVinum with a presentation of renowned vintners. Delicacies from Austria's culinary regions will be served in the gourmet lounge in front of the Hofburg.

The one-of-a-kind tasting experience will be supported by a professional management team providing perfect organization. Wines served at optimum temperatures in high-class stemware will meet the standard of the magnificent ambience at Vienna's Hofburg. Bread and water will be abundant to make wine tasting sessions relaxing.

GUEST COUNTRY SOUTH TYROL: MEDITERRANEAN-ALPINE WINE DIVERSITY

Over the past decades, South Tyrolean wine has experienced substantial appreciation. Italy's northernmost winegrowing region has repeatedly caused furore with its fresh and fragrant whites, especially White Burgundy, Sauvignon and Gewurztraminer, as well as its fruity and elegant reds, such as Vernatsch, Pinot Noir and Lagrein. South Tyrol will be represented at the VieVinum by ten vintners, who will offer their prize-awarded wines for tasting.

Winery Baron di Pauli
www.barondipauli.com, info@barondipauli.com

ERSTE + NEUE
www.erste-neue.it, info@erste-neue.it

Winery Kaltern
www.kellereikaltern.com, info@kellereikaltern.com

Winery H. Lentsch
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Winery Manincor
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Winery Klosterkellerei Muri-Gries
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Winery Nals Margreid
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Castel Sallegg
www.castelsallegg.it, info@castelsallegg.it

Winery Schreckbichl-Colterenzio
www.schreckbichl.it, info@colterenzio.com

Winery St. Michael Eppan
www.stmichael.it, kellerei@stmichael.it



ACCREDITATION

Pre-sale tickets are available for Euro 30.- instead of Euro 40.-
www.vievinum.at/tickets

Registration for the side events
rahmenprogramm@vievinum.com

VENUE: Hofburg Vienna, entrance Heldenplatz
DATE: Saturday, May 29 - Monday, May 31, 2010
OPENING HOURS: Sat & Sun 12 am – 7 pm, Mon 11 am – 7 pm
Sat & Sun 10 – 12 am, for professional visitors and the press.

ENTRANCE: day ticket Euro 40.-, complete event ticket Euro 70.-
Reduced entrance fee Euro 29.-
(vouchers for retailers, gastronomes and participants of event programmes)

CATALOG: the "VieVinum Directory" with all exhibitors and their wines as well as a detailed floor plan will be available for Euro 5.- at the ticket desk.

No admittance for young adults under 16!



We look forward to your – exclusively written – registration via email: rahmenprogramm@vievinum.com or fax: +43-1-5871293-20 until May 21 at the latest. The invoice will be sent to you by mail. Please transfer the respective amount to RLB NOE-WIEN AG, account no. 7035322, BLZ 32000. Please collect your tickets at the ticket desk "Rahmenprogramm" up to one hour prior to the event. Due to organizational reasons, no cancellation will be possible. You may, however, name a representative up to three days prior to the event. We are pleased to answer your questions by phone (+43-1-5871293). Participants of the event programme are entitled to a reduced entrance fee (Euro 29.- instead of Euro 40.-).

NAME/COMPANY

EVENT PROGRAMME

STREET/POSTAL CODE/CITY

TELEPHONE/FAX

E-MAIL/INTERNET

SIGNATURE

O I agree to receive future information from M.A.C. Hofmann.

13:00

Vinea Wachau PRESENTS:
THE TERROIR OF THE WACHAU



With the book “The Terroir of the Wachau”, vintner Toni Bodenstein, a profound expert of the Wachau wine landscape, wrote a standard work on the interaction of the different soils and geological formations as well as the expositions and microclimates. The author will present the book together with Philipp Blom, wine journalist in Paris, at the VieVinum. Aldo Sohm, sommelier world master from New York, will preside over a tasting of 25 wines from the most important Wachau single vineyards.

Kleiner Redoutensaal, Euro 60.- inclusive book. Limited participation, registration required under office@vinea-wachau.at

14:00

Vinaria PRESENTS:
GRÜNER VELTLINER – NOBLESSE OBLIGE



For quite some time, Austria’s main grape variety, Grüner Veltliner, has ranked among the great wines of the world. Besides its unmistakable, unique character and excellent ageing potential, it has another special characteristic: it thrives equally well on loess, clay and primary rock soils, producing top qualities in various expressions. Vinaria chief editor Peter Schleimer will guide us through eight famous Veltliner sites, offering a current and a matured vintage from each of them. He also looks forward to an exciting “terroir” discussion.

Schatzkammersaal, Euro 35.-.

17:00

wein.pur PRESENTS:
RIESLING FROM RHEINGAU



A tasting tour led by wein.pur chief editor, Alexander Magrutsch, will give you an understanding of the various zones, soils and wine styles of this world-famous Riesling-region. It will highlight dry and semi-dry Rieslings as well as “Premier Crus” from the best Riesling sites of the Rheingau. Rieslings grown on quartzite, slate, loess, clay and chalk soils promise a diversified tasting.

Schatzkammersaal, Euro 35.-.

SUNDAY, MAY 30

12:30

A La Carte PRESENTS:
PRESTIGE CUVÉES FROM AUSTRIA & THE CHAMPAGNE



This bubbly tasting will feature prestige and vintage champagnes from renowned producers and less well-known, ambitious houses. In addition, some of Austria’s best sparkling wines will be presented. Michael Pronay, champagne expert and A la Carte editor, will discuss whether the latter can compete on the highest level.

Schatzkammersaal, Euro 35.-.

14:00

Styrian Impressions PRESENT:
ORGANIC WINEGROWERS INTRODUCE THEMSELVES



From light Welschriesling and amphora wines to sulphur-free maturation and earth barrels. Five winegrowers have broken new ground in search of authentic expression and quality in the sense of pureness, sustainability and vivaciousness. The turn to organic viticulture resulted in a new understanding of vinification and a lasting change of the wine style. Styrian vintners Sepp Muster, Franz Strohmeier, Roland Tauss, Andreas Tscheppe, and Ewald Tscheppe/Winery Werlitsch, will discuss this trend on the basis of their wines.

Künstlerzimmer, free entrance. Registration: info@weingutmuster.com or 0676/9389141.

14:30

The Institute of Masters of Wine PRESENTS:
RIESLING – GLOBETROTTER OR TERROIR WINE?



The Institute of Masters of Wine (IMW) will go further into this question in a commented tasting of twelve exemplary representatives from the classic Riesling countries Austria, Germany and France (Alsace), as well as from the New World. The main subjects to be discussed will be the status, potential and origin-related characteristics of this grape variety. The event will be conducted by Josef Schuller MW, Chairman of the IMW. Participants of the top-class panel will be Monika Christmann, Geisenheim Research Center, Rowald Hepp, Schloss Vollrads, Bob Campbell MW, wine journalist from New Zealand, Arne Ronold MW, wine journalist from Norway, Willi Klinger, CEO of the Austrian Wine Marketing Organization GmbH, and Roman Horvath MW, CEO of Domäne Wachau. The event will be supported by the Austrian Wine Marketing Organization (AWMO).

Schatzkammersaal, Euro 35.-. This event will be held exclusively in English.

16:45

Vinum PRESENTS:
SAUVIGNON BLANC – TRI-STATE CHAMPIONSHIP



This year, the already traditional championship organized by the European wine magazine Vinum will be held between Austria, Germany and South Tyrol. The noble grape variety Sauvignon blanc will be at the centre of attention with seven wines each, from the 2008 and 2009 vintages. Team leaders will be Rudi Knoll (D), Walter Kutscher (A) and Christian Eder (South Tyrol). The visitors of VieVinum will have the opportunity to co-taste and listen to the judgement of the equally represented jury.

Schatzkammersaal, Euro 35.-

17:00

Bio on stage:
WINE ART MEETS CABARET



The Viennese cabaret artist, Alexander Sedivy, has become famous for his great repertoire as a voice imitator and has successfully conquered the stage. At VieVinum, he will offer a sample of his skills. He will assume the roles of famous personalities: Frank Stronach, Toni Polster, Otto Schenk and Arnold Schwarzenegger will try the wines of four attending organic winegrowers – Gut Oberstockstall/Kirchberg am Wagram, Winery Söllner/Gösing am Wagram, Winery Wimmer-Czerny/Fels am Wagram, Bernthaler + Bernthaler/Gols, - and he will challenge them to a verbal duel. Moderation: Christopher Hoffmann.

Künstlerzimmer, free entrance, no registration required.

MONDAY, MAY 31

12:30

Feinschmecker PRESENTS:
A GRAPEVINE NAMED DESIRE?



The cool middle-European climate perfectly suits the blue Burgundy variety. This is why Pinot noir is not only cultivated in Burgundy but also in selected niches of Austria, Germany and South Tyrol. Fruit, finesse, fancy – that’s what is expected from the wines. But how good are they really? Are they able to keep up with their French models? Is it even allowed to pose this question? Jens Priewe, wine author, FEINSCHMECKER columnist and Burgundy lover, will search for answers to these questions by way of top examples from Austria, Germany and South Tyrol.

Schatzkammersaal, Euro 40.-.

14:30

Falstaff PRESENTS:
TOP STICKIES FROM TWO SIDES



Lake Neusiedl separates the world of great sweet wines from Burgenland into two related, yet very diverse styles. This comparative tasting will bring Ruster Ausbruch and the great TBAs from the Seewinkel face to face with each other. Heidi Schröck, female vintner from Rust, and Gerhard Kracher, sweet winemaker from Illmitz, will present and discuss, together with Falstaff chief editor Peter Moser, excellent examples of the two sweet wine origins in the form of young and matured wines.

Schatzkammersaal, Euro 35.-.

INFORMATION



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