



A fresh breeze for Viennese wine & gourmet agency

Sylvia Petz, head of a communications agency specialising in wine, enjoyment and sustainability, is pleased to welcome a new top-class team member. Stephanie Artner, who recently returned from the USA and Canada, brings with her an extensive international know-how and industry network. An enrichment not only for the winemaking community.

Vienna, 30 November 2021

For fifteen years, Vorarlberg-born Stephanie Artner lived in North America, where she joined Lufthansa in New York in 2007 and subsequently held positions at the UN and the Austrian Trade Commission (ATC). At the ATC, she gained comprehensive experience managing wine marketing campaigns and tasting events for the Austrian Wine Marketing Board and simultaneously built up an impressive network with the US trade and sommelier community. From 2017 to July 2021, she was a senior manager at Somm360, an educational sommelier platform in Montreal. This fall she relocated back to Vienna where she joins Sylvia Petz as a cooperation partner now. Together with her, she designs events with international sommeliers for European winemakers. "I am very happy about my new colleague," says Sylvia Petz. "A partnership in the agency is in the planning stage, it's just more fun with two!" Stephanie Artner also comments: "Sylvia's professionalism, her focus on sustainability and coherent exclusive client base have always impressed me. It's nice to be part of it now." On the website sylvia-petz.at, she writes a regular column about her experience in the international wine industry; to kick things off, renowned sommeliers take a look at European cool climate wines.

Enjoyable catalogue of services. Communication, positioning and consulting for a sustainable wine & food world are the main services of the Agency Sylvia Petz, complemented by green event organisation. In recent years, the agency has been able to position itself strongly with sustainability topics and the positioning of wineries; communication & trade fair workshops are also part of the offer. For generational handovers at the winery, Sylvia Petz cooperates with the "Übergabeprofis", www.uebergabeprofis.at. Since 2013, Sylvia Petz has been licensed to certify events with the Austrian Eco-label as Green Events and Green Meetings. With Stephanie Artner there is now also a sommelier focus.



Important references. The biodynamic winegrowers' group respekt-BIODYN with 26 members in Austria, Germany, Italy and Hungary. The Hardegg estate, the Austrian Federal Forests and the Hink Lebensmittelmanufaktur. The wineries Angerhof Tschida, Anton Bauer, Ebner-Ebenauer, Dürnberg, Josef Fritz, Loimer, Moric, Primus, Thiery-Weber and many others.

Sylvia Petz | Agency for organised enjoyment. Since September 2019 under this label, founded in 2009 under the name havel & petz as a communication agency for the wine & gourmet industry. Since 2013 Sylvia Petz is licensed with the Austrian Eco-label for Green Events. Her consulting services in the areas of communication, events, organisational development and sustainability help to strengthen her clients' businesses economically and lead them stably into the future.

Attached are printable photos © Florian Smetana. Please note the photo credits, reprint free of charge if mentioned. We thank you for your reporting and even more for sending us a pdf.

Sylvia Petz | Agency for organized enjoyment

Office: Gumpendorfer Strasse 16/8, 1060 Vienna, Austria

Tel. +43 1 905 34 38

Email: office@sylvia-petz.at

www.sylvia-petz.at, www.uebergabeprofis.at

Head offices:

Sylvia Petz e.U., Karl-Schwed-Gasse 39/3, 1230 Vienna, Austria

More information about Stephanie

www.sylvia-petz.at/stephanie

Further inquiry:

Sylvia Petz | Agentur für organisierten Genuss

Gumpendorfer Strasse 16/8, 1060 Vienna, www.sylvia-petz.at

Email: sp@sylvia-petz.at, Tel. +43 699 1100 8040, skype [sylvia.petz](https://www.skype.com/name/sylvia.petz)