

For Diversity and Origin

Forty years after the wine scandal, Austrian wine once again stands at a turning point.

A generation of winemakers has regained trust in our small wine country over the past decades. With discipline, precision, and a contemporary, distinctive understanding of quality.

Austria's top wines enjoy international recognition. They are tasted, collected, and admired in Paris, New York, Tokyo, Hong Kong, or Montevideo.

Professionals and wine lovers around the world appreciate wines from Austria that succeed in expressing their origin in a distinctive and uncompromising way.

Within its own country, however, this development is met with reservation.

As soon as wine aspires to be more than an arbitrary beverage, it encounters diffuse criticism in Austria. Ambition is mistaken for elitism. Top quality for exaggeration.

International success awakens national resentments. Why be above average when average is enough?

This attitude marks the turning point in question. It is wrong. And it is dangerous.

For what would a wine country be without diversity? Without personal signatures? Without winemakers willing to explore boundaries — stylistically, artisanally, and culturally?

The great wine countries of Europe are not defined by uniformity. But by diversity. There is no reason why the same should not apply to Austria.

Between Eisenberg, Wachau, Weinviertel, and Südsteiermark, wines are being created today that could hardly be more different. Yet they share a common attitude: the determined, passionate search for origin and expression.

Some of these wines polarize. But that is not a flaw, rather a sign of character and individuality.

Cultural self-determination does not arise through uniformity, but through the ability to emphasize and endure differences. Diversity is not weakness, but strength.

The new wine law can, should, and must enshrine this strength of ours. As an expression of a new wine culture, grown over decades, that sets new standards.

Austria is a small wine country. That is precisely why it must think especially big. Let us begin today. Together, respectfully, open toward one another.

TU FELIX AUSTRIA...

where do
you go to,
my lovely?



armin tement
roland velich
andreas wickhoff