



## **ProWein 2006 : German Riesling wine on a continued path of success**

### **German winegrowers expect increased demand at ProWein 2006**

German winegrowers have a reason to smile. Despite the difficult economic situation, the German wine market showed some positive developments in 2005. Demand from overseas grew by 12 percent, and sales to other European countries showed an increase of six percent compared to the same period last year. More and more, German wine is becoming an important ingredient of international consumption culture. The current 2005 vintage positions German winegrowers to score even more points with the international audience at ProWein 2006, International Trade Fair Wines and Spirits. Round about 2,800 exhibitors from 44 countries will presenting their products from 26-28 march in Düsseldorf, Germany.

All in all, Germany's contingent includes 650 exhibitors from 13 growing regions who present their products on a display area of 16,000 m<sup>2</sup>. At the shared stand of the "VDP. The *Prädikat* Wine Estates" in hall 4, 114 wine estates will be represented, including renowned companies such as Dr. Heger / Baden, Rudolf Fürst and Horst Sauer from Franconia, Toni Jost-Hahnenhof / Middle Rhine, Fritz Haag / Moselle, Dr. Loosen / Moselle, Sankt Urbans-Hof / Moselle, Emrich-Schönleber / Nahe, Bassermann-Jordan / Palatinate, Ökonomierat Rebholz / Palatinate, Knipser / Palatinate, Robert Weil / Rheingau, Gunderloch / Rhine-Hesse, Schloss Proschwitz / Saxony and Graf Adelman / Württemberg.

## **International Riesling Renaissance**

The uncontested figurehead of the German wine scene is the Riesling, which maintains its lead with a solid 20% share of the total growth area (approximately 102,000 hectares) not only in the national vine variety roster. "Riesling is no longer just a trend," Philipp Wittmann of the Wittmann Wine Estate in Westhofen / Rhine-Hesse explains, "Riesling has established itself among the top wines." And this is true all over the world. Jochen Becker-Köhn of the Wine Estate Robert Weil / Rheingau, expects an initial push for increasing international demand for German Rieslings on the US market. "For years, German Wine Estates have been listed there with the top cuisine providers. This builds image and creates a buzz for the entire German wine industry that must not be underestimated."

## **2005 Vintage: A Coveted Product**

Steffen Christmann, Acting President of the VDP Palatinate and the winegrowers from Gimmeldingen thinks that particularly the Scandinavian and the Benelux countries represent interesting future markets, and, according to Christmann, also Spain and Italy are showing growing interest in German wines. Worries about possible shortages of the top Riesling qualities of the 2005 vintage are expressed more and more. This is due to the fact that the German winegrowers suffered harvest losses between ten and forty percent in 2005. On the other hand, this vintage offers quality across all levels - from the simple, refreshing estate wines via delicate *Kabinett* qualities and juicy, elegant late harvests to sophisticated, sweet specialty selections. German quality wine producers focus increasingly on production of the "grand crus" that define the German top wines in the dry end.

However, the new German wave is not exclusively dry, in addition to the Rheingau cru vineyards and the grand crus, the smooth, acetous wines and those with rest sugar content are climbing in the esteem of the consumers. It's a slow but steady climb, as Oliver Haag of the Moselle Wine Estate Fritz Haag in Brauneberg confirms. Relatively light in alcohol content – often around eight percent by volume – yet full-flavoured, the Rieslings with rest sugar are extremely trendy in the USA and the Asian region. And they don't only go with spicy food. Due to the variety of German wines, the desire for an easygoing, tasty and agreeable wine can easily be fulfilled. The

product range offered by Germany Wine Estates at ProWein 2006  
reflects this diversity.

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