PROWEIN 2023 - DÜSSELDORF

# © WINES OF HUNGARY

# **WINES OF HUNGARY**

Hungary has been present at ProWein in Düsseldorf for many years and we are proud to introduce 34 Hungarian wine producers on the national stand this year. You will have the opportunity to meet new, family owned wineries alongside big names of the industry, all sharing common characteristics: focus on quality and the will to express the best Hungarian terroirs through their wines.

Masterclasses and workshops facilitated by renowned wine experts will introduce the amazing variety the country has to offer, including indigenous varieties, and acquaint visitors with lesser known regions and hidden gems.

Be sure not to miss the chill-out evening party on the 20th of March, 2023, from 18:00 awaiting weary guests with a truly refreshing atmosphere.

SEE YOU PERSONALLY AT HALL 12 STAND D20 www.hungaryatprowein.com





## **WINES OF HUNGARY**

## BALASSA WINERY TOKAJ

**OWNER, WINEMAKER:** István Balassa

**AREA UNDER VINE:** 14 ha

NUMBER OF BOTTLES PRODUCED: 30 000 bottles

YEAR OF FOUNDATION: 2007

VINEYARDS: Tokaj wine region

MAIN VARIETIES: Furmint, Hárslevelű, Riesling

WINE TYPE: Sparkling Wine, White, Tokaji Aszú, Dry, Sweet

It all started with 0.8 hectares in the Mézes-mály vineyard. And from then on, creativity, a thirst for knowledge, defiance and pride has been spinning the counter. You don't even notice and you're already owning 5 hectares... The last 16 years have been a time of building the estate, of gaining experience. The next years will be spent polishing and shaping the estate. The goal is invariably striving for the best. And that's the only goal. That's what started it, that's what lstván Balassa staked the last 20 years on, and will stake the next 20 on. The amazing conditions offered by the wine region, the hundreds of terroirs, the wonderful world of Botrytis, all add up to the incredibly complex MATRIX called Tokaj-Hegyalja.

#### **CONTACT DETAILS:**

Website: www.balassabor.hu Contact: lstván Balassa E-mail: istvan@balassabor.hu Telephone: +36 30 331 7227 Languages spoken: English



Owner, Winemaker: István Balassa

## BARTA WINERY

OWNER: Károly Barta

**ESTATE MANAGER:** Vivien Ujvári

WINEMAKER: Vivien Ujvári

**AREA UNDER VINE:** 13.5 ha

NUMBER OF BOTTLES PRODUCED: 20 000 bottles

YEAR OF FOUNDATION: 2003

VINEYARDS: Öreg Király, Kővágó [village of Mád, Tokaj region]

MAIN VARIETIES: Furmint, Hárslevelű, Sárgamuskotály

WINE TYPE:

Sparkling Wine, White, Tokaji Aszú, Dry, Sweet, Extra Dry

Based in the village of Mád, Tokaj region, Barta is a leading family-run winery that strives to preserve for future generations their two historical First Growth vineyards, Öreg Király and Kővágő, which have been cultivated organically since their replanting in 2004, 2005 and 2017. Similar principles are followed in the winemaking, as well, including minimum intervention, maximum cleanliness and the use of organic methods. Barta wines are unique and unrepeatable, expressing the specificities of the grape varieties, the vintage and the terroir, as well as the individual character of those involved in making them.

#### **CONTACT DETAILS:**

Website: www.bartapince.com/en Contact: Maria Antoanett Crab E-mail: export@bartapince.com Telephone: +36 70 269 1286 Languages spoken: English, Hungarian



Winemaker: Vivien Ujvári **Owners and winemakers:** Anna Barta and Károly Barta

## BB-CHAPEL HILL BALATON

**OWNER:** member of Henkell Freixenet Group

#### WINEMAKER: Bence Kácsor

AREA UNDER VINE: contracted vineyards 1000 hectares

NUMBER OF BOTTLES PRODUCED: 8 – 10 million bottles / year

YEAR OF FOUNDATION: 1956

VINEYARDS: Balatonboglár wine region and the south part of the lake Balaton

#### MAIN VARIETIES:

Muscat Ottonel, Irsai Olivér, Chardonnay, Sauvignon Blanc, Pinot Grigio, Kékfrankos, Merlot, Zweigelt

WINE TYPE: Sparkling Wine, White, Rosé, Red, Dry, Sweet

Chapel Hill wines and sparkling wines are produced by BB Winery, which was founded in 1956 and has since become the leading wine producer of the Balatonboglár wine region. This region is one of the most spectacular landscapes on the south coast of Lake Balaton. The slightly sandy, volcanic soil on the hillsides is ideal for growing grapes. The energy of the sunlight reflected from the surface of the lake ensures the excellent quality of the grapes. Our winery has long-term contracts with the local wine-growers and buys grapes from over 1000 hectares.

#### **CONTACT DETAILS:**

Website: www.bb.hu Contact: Mr. Zoltán Bálo E-mail: zoltan.balo@torley.hu Telephone: +36 1 4242 600 Languages spoken: English, German



Winemaker: Bence Kácsor

## BODROG BORMŰHELY TOKAJ

**OWNER:** Krisztian Farkas & Janos Hajdú

**ESTATE MANAGER:** Krisztian Farkas

WINEMAKER: Krisztian Farkas & Janos Hajdú

**AREA UNDER VINE:** 7,5 ha

NUMBER OF BOTTLES PRODUCED: 20 000 - 30 000 bottles

YEAR OF FOUNDATION: 2007

VINEYARDS: Lapis, Halas, Várhegy, Nagyka

MAIN VARIETIES: Furmint, Hárslevelű

WINE TYPE: Sparkling Wine, Tokaji Aszú, Dry, Sweet

The estate is located near the town of Tokaj, in Bodrogkisfalud. The family of János Hajdu has been involved in farming grapes and making wine for generations. Krisztián Farkas comes from the capital, but he spent most of his adult life in the wine business. Based on their shared passion and friendship, they started to build a joint estate in 2007. In the beginning it was a "garage winery" with just 1 ha of vineyards, since then they have grown organically and expanded steadily and after more than 15 years of work they now have a newly built estate centre, 7.5 ha of vineyards and produce 20-30.000 bottles of premium wines annually.

#### **CONTACT DETAILS:**

Website: www.bodrogbormuhely.hu Contact: Krisztian Farkas E-mail: farkas.krisztian@bodrogbormuhely.hu Telephone: +36 70 3668 740 Languages spoken: English



Owner, Winemaker: Krisztián Farkas

## CARPINUS WINERY TOKAJ

**OWNER, WINEMAKER:** Edit Bai, István Bai

**AREA UNDER VINE:** 12 ha, Tokaj

NUMBER OF BOTTLES PRODUCED: 85 000 bottles

YEAR OF FOUNDATION: 2013

#### VINEYARDS:

Gyertyános, Lapis, Budaházy, Poklos, Veresek, Dereszla, Kakasok, Kassi

MAIN VARIETIES: Furmint, Hárslevelű, Sauvignon Blanc

WINE TYPE: Sparkling Wine, White, Tokaji Aszú, Dry, Sweet

This is a winery that strives to be a leading light in Tokaj with top quality work, sustainable operation, family cooperation and also hope to carve out a stable position in the global wine market. The winery's products showcase the natural assets and varieties of the varied terroirs of the Tokaj Wine Region. They strive to cultivate their vineyards using environmentally friendly technologies. The wines are fresh, elegant and appealing.

#### **CONTACT DETAILS:**

Website: www.carpinuswinery.com Contact: Eszter Bainé Varkoly E-mail: carpinus@carpinuswinery.com Telephone: +36 30 826 0918 Languages spoken: English



**Owner, Winemaker:** Edit Bai, István Bai

## GRÓF DEGENFELD WINE ESTATE AND CASTLE HOTEL\*\*\*\*

OWNER: Countess Marie von Degenfeld, Dr. Thomas Lindner

WINEMAKER: Balázs Sulyok

**AREA UNDER VINE:** 35 ha

NUMBER OF BOTTLES PRODUCED: 150 000 bottles

YEAR OF FOUNDATION: 1996

#### **VINEYARDS:**

Historical vineyard sites in Tarcal, Mezőzombor and Mád. 35 ha surface area, 100% in certified organic cultivation.

#### **MAIN VARIETIES:**

Furmint, Hárslevelű, Muscat Blanc

#### WINE TYPE:

White, Tokaji Aszú, Dry, Sweet, Late Harvest, Szamorodni, Champagne method Sparkling Wine

In 1994 the Count Degenfeld family successfully revived its wine estate in the Tokaj wine region following their over 150-year-old tradition. The winemaking philosophy has always included the love of nature, respect for traditions and all this combined with the modern technology. The Gróf Degenfeld Wine Estate produces varietal wines to showcase the leading grape varieties of the region – Furmint, Hárslevelű and Muscat Blanc – and also sweet Tokaj wine specialities including the famous Aszú wines.

#### **CONTACT DETAILS:**

Website: www.grofdegenfeld.com Contact: Máté Tóth E-mail: degenfeld@degenfeld.hu Telephone: +36 70 316 7528 Languages spoken: English, German, French, Hungarian



Owner: Countess Marie von Degenfeld, Dr. Thomas Lindner

## DERESZLA WINERY TOKAJ

**OWNER, WINEMAKER:** Hungarian investor, Bai Edit

AREA UNDER VINE: 40 ha own and 100 ha integrated

NUMBER OF BOTTLES PRODUCED: 800 000 bottles

Winemaker: Dereszla's team

## YEAR OF FOUNDATION:

VINEYARDS: Henye, Lapis, Teleki, Poklos

MAIN VARIETIES: Furmint, Hárslevelű, Sárgamuskotály, Kabar

#### WINE TYPE:

#### Sparkling, Dry, Semi-dry, Semi-sweet, Late harvest, Szamorodni, Aszú, Eszencia

Dereszla has its 40 hectare own vineyard and they produce wines from another integrated 100 hectares – which are situated in 25 vineyards classified as first growth. The differen types of soil of the different vineyards are crucial in creating the complexity of Dereszla wines.

Chateau Dereszla has a wide portfolio from dry Furmint through sparkling wines, late harvest and 'szamorodni style' wines to the most wellknown aszú wines and 'eszencia'. Chateau Dereszla wines are exported to more than 30 countries. Check out these wines which have impressive media coverage and market recognition.

In 2015 The Henye Winery opened as part of Dereszla Group. This nwe winery is the producer of all dry and sparkling wines. As makers of award-winning dry and sweet Tokaj. Dereszla considers superb quality a top priority and a token of honouring the Tokaj name.

#### **CONTACT DETAILS:**

Website: www.dereszla.com Contact: Gábor Weiner E-mail: dereszla@dereszla.com Telephone: +36 30 337 0276 Languages spoken: English, German, French

## DUBICZ WINERY & VINEYARD UPPER HUNGARY

**OWNER:** Dunai family

WINEMAKER: Tamás Barta

**AREA OF VINARD:** 114 ha

NUMBER OF BOTTLES PRODUCED: 500 000 bottles

YEAR OF FOUNDATION: 1906

VINEYARDS: Sárhegy, Csepje, Magdalak, Városé, Ilonatelep

#### MAIN VARIETIES:

Irsai Olivér, Olaszrizling, Kékfrankos, Sauvignon Blanc, Muscat Ottonel, Pinot Gris, Chardonnay, Cabernet Franc

#### Wine Type:

Sparkling Wine, White, Rose, Red, Dry

Dubicz Winery and Vineyards can proudly look back on a 115 year old history and owns 114 hectares of vineyards planted mainly with white varieties. Combining the excellent conditions of the Matra Wine Region with local tradition and the latest technology Dubicz Winery offers refreshing, aromatic and light whites representing excellent value for money but also more structured, full-bodied wines fermented and aged in barrels.

#### **CONTACT DETAILS:**

Website: www.dubicz.hu Contact: Bernadett Dunai E-mail: info@dubicz.hu Telephone: +36 30 480 8579 Languages spoken: English



Owner, Winemaker: Bernadett Dunai

## FEIND WINERY BALATON

**OWNER:** Zoltán Feind

WINEMAKER: Maxime Belrepavre

**AREA UNDER VINE:** 150 ha

#### NUMBER OF BOTTLES PRODUCED:

1,3 m bottles, 200 thousand unit of pouches and bag in boxes (1.5l, 3l and 5l)

YEAR OF FOUNDATION: 1995

**VINEYARDS:** Balatonfőkajár, Balatonvilágos, Balatonaliga

#### MAIN VARIETIES:

Olaszrizling, Rajnai Rizling, Cserszegi Fűszeres, Irsai Olivér, Zenit, Kékfrankos, Chardonnay, Sauvignon Blanc, Cabernet Franc, Cabernet Sauvignon, Merlot, Pinot Noir, Syrah

#### WINE TYPE:

White, Rosé, Red, Dry

The winery was founded by Lajos Feind in 1995 and today they farm 150 hectares of vineyards in the Balatonfüred-Csopak wine region. In 2019, Lajos Feind entrusted the management of the winery to his son Zoltán Feind, which coincided with the beginning of the construction works of a 2,000 m2 winery in Balatonfőkajár. Today, everything from the grape processing, to the presses, to the bottling plant, is all in one location, even the newly built champagne production line. The winery works with 20 different grape varieties on 150 hectares, so there is a wide range of selection. The main focus of the winery is on fragrant white wines and rosés, but they also make a lot of quality red wines.

#### CONTACT DETAILS:

Website: www.feind.hu Contact: Árpád Szabó E-mail: info@feind.hu Telephone: +36 30 865 8772 Languages spoken: English



Owner: Zoltán Feind

## **FISCHER WINERY** BALATON

**OWNER. WINEMAKER:** Alfred Fischer

**AREA UNDER VINE:** 80 ha

NUMBER OF BOTTLES PRODUCED: 500 000 bottles

YEAR OF FOUNDATION: 1996

**VINEYARDS:** Szent György-hegy, Kővágóörs, Lesencetomaj

#### MAIN VARIETIES:

Zweigelt, Syrah, Merlot, Cabernet Franc, Pinot Noir, Sauvignon Blanc, Chardonnay, Pinot Blanc, Szürkebarát

WINE TYPE: White, Red, Dry, Rosé

The Fischer Winery is located between seven volcanic mountains. The estate produces exceptional wines cultivating 9 varieties on 80 hectares. The first 15 hectares were planted in 2002 by the Fischer family. Right from the start, the focus was on the production of high-quality wines. This can only be guaranteed through low yields. Therefore, 6500 vines were planted per hectare to harvest a yield of about 1-1.5 kg per vine. This results in extremely dense wines. In combination with the volcanic red earth, the wines produced are enormously rich in minerals.

This is also the reason why white wines also have great storage potential and often and only provide optimal drinking pleasure - due to the variety - only after 2-3 years.

#### **CONTACT DETAILS:**

Website: www.fischer-badacsony.hu Contact: Magdolna Vajda E-mail: info@fischer-badacsony.hu Telephone: +36 30 86 77 003 Languages spoken: German



**Fischer Winerv** 

## FÜLEKY TOKAJ ESTATE

OWNER: owner: Péter Lovas WINEMAKERS: György Brezovcsik & Gergő Filep ESTATE MANAGER: Hajnalka Szabő

**AREA UNDER VINE:** 17,2 ha

NUMBER OF BOTTLES PRODUCED: 35 000 bottles

YEAR OF FOUNDATION: 1998

#### **VINEYARDS:**

Tokaj: Teleki | Mád: Úrágya, Király, Veresek | Bodrogkeresztúr: Sajgó | Tarcal: Vinnai, Bakonyi, Dobai, Mestervölgy | Szegi: Somos

MAIN VARIETIES: Furmint, Hárslevelű, Muskotály, Kabar

WINE TYPE: White, Tokaji Aszú, Dry, Sweet

Füleky Tokaj Estate is a modern artisan winery in Bodrogkeresztúr, a village at the foot of Tokaj Hill and on the bank of River Bodrog. Bodrogkeresztúr is not only a village of the Tokaj wine region but a world famous place of pilgrimage and also a favourite nesting place for storks. One of Füleky's wine brands has actually been named after a local stork, called Fülöp. The income generated from the sales goes to support the creation of stork nest stands and electric insulation to protect birds.

The beautifully renovated and restored 18th-century Baroque Füleky Mansion and the award-winning presshouse are popular tourist destinations.

The Füleky estate wine, the single-vineyard, the late harvest and the aszú wines are all characterized by balance and elegance.

#### **CONTACT DETAILS:**

Website: www.fuleky-tokaj.hu Contact: Hajnalka Szabó E-mail: sales@fuleky-tokaj.hu Telephone: +36 209 716 783 Languages spoken: French, English



Estate Manager: Hajnalka Szabó Vineyard Manager and Winemaking Consultant: György Brezovcsik

## FINE WINES ASSOCIATION OF HUNGARY UPPER PANNON UPPER HUNGARY PANNON

NUMBER OF BOTTLES PRODUCED:

Etyeki Kúria: 300.000 bottles Tóth Ferenc Winery: 150.000 bottles Vida Péter Szekszárd: 120.000 bottles

YEAR OF FOUNDATION:

FWA was founded in 2020

VINEYARDS: Etyek-Buda, Sopron, Eger and Szekszárd

#### MAIN VARIETIES:

Kékfrankos, Kadarka, Zenit, Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot

WINE TYPE: Sparkling Wine, White, Rosé, Dry Red

Representing four different wine regions the members of the Fine Wines Association (FWA) are leading wineries in their local communities. Each represents the typical wine style of its corresponding wine region and together they cover a wide range of Hungarian wines in one comprehensive assortment. Their shared values are based on being small or medium sized estates, their family centered attitude, their respect for local traditions of viticulture and winemaking, in harmony with a relentless spirit of innovation. The FWA will be represented by three members: Etyeki Kúria Winery, Tóth Ferenc Winery and Vida Péter, Szekszárd.

#### **CONTACT DETAILS:**

Website: issuu.com/fwahungary/docs/fwahungary\_digital\_brochure\_eng Contact / Telephone: Fine Wines Association: fwa.hungary@gmail.com Georgina Szava – Etyeki Kúria: +36 30 952 0750, export@etyekikuria.com Éva Barta – Tóth Ferenc Winery: +36 20 988 6161, export@tothferencpinceszet.hu Peter Vida – Vida Péter, Szekszárd: +36 20 426 7696, peter@vidaborbirtok.hu Languages spoken: English, German



Vince Nagy | Commercial Director Georgina Szava | Export Manager **Tóth Ferenc Winery** Katalin Tóth | Owner Éva Barta | Export Manager **Tokaj Hétszőlő** Tamás Oroszlán | Commercial Director **Vida Péter, Szekszárd** Peter Vida | Owner & Export Manager

Etveki Kúria

## GARAMVÁRI BALATON

**OWNER:** Vencel Garamvári

#### AREA UNDER VINE: 85 ha

#### NUMBER OF BOTTLES PRODUCED:

600 000 bottles of wine; 100 000 bottles of méthode traditionnelle sparkling wine

YEAR OF FOUNDATION: 1993

#### **VINEYARDS:**

Sinai-tető, Hosszú-dűlő, Kokashegy, Rózsapuszta, Kishegy, Botne-dűlő, Magyal-dűlö

#### **MAIN VARIETIES:**

Chardonnay, Sauvignon Blanc, Irsai Oliver, Cserszegi Fűszeres, Furmint, Muskotály, Merlot, Cabernet Sauvignon, Cabernet Franc, Pinot Noir, Syrah, Kadarka

#### WINE TYPE:

White, Red, Sparkling Wine, Dry, Rosé

The winery farms 85 hectares of vineyards at the southern shore of Lake Balaton. The region provides excellent conditions to produce fresh, elegant and stylish white wines and also complex, well-balanced reds. The sparkling wine cellar with more than 100 years of history is carved in limestone and is ideal for crafting "méthode traditionnelle" sparkling wines. The estate has won several awards over the years including "Winery of the Year" and "Winemaker of the Year".

#### **CONTACT DETAILS:**

Website: www.garamvari.com Contact: Miklós Gáspár E-mail: m.gaspar@garamvari.hu Telephone: +36 30 956 9025 Languages spoken: English, German



Chief winemaker: Péter Baranyai

## GIZELLA WINERY TOKAJ

#### **AREA UNDER VINE:**

18 ha **Tokaj Wine Region**: Tarcal, Mád, Bodrogkeresztúr

NUMBER OF BOTTLES PRODUCED: 30 000 bottles

YEAR OF FOUNDATION: 2005

#### VINEYARDS:

Szil-völgy, Barát, Deák, Bige, Lestár, Bajusz, Dobai, Kastély, Medve, Szent Tamás, Bomboly

#### **MAIN VARIETIES:**

Furmint, Hárslevelű, Yellow Muscat

#### WINE TYPE:

White, Tokaji Aszú, Dry, Sweet

The Tokaj wine region – being a world heritage site since 2002 – is one of the most multi-diversified volcanic soil based wine-growing area. Founded by my grandparents, the Gizella Cellar is headquartered in the city of Tokaj. Currently I'm engaged in producing wines from 11 different vineyards in the region, all of them feature exceptional conditions for wine making and offer a real challenge of bottling the harvest each year. I make an estate wine, additional single vineyard selections and natural dessert wines with limited series. By exploiting the unique characteristics of the single vineyard sites, all of my wines have distinctive attributes which reflect the outstandingly complex terroir. A highlighted project of mine is to reconstruct and promote the well known vineyard of Tokaj called Szil-völgy. Written records firstly mentioned this site in 1612 and it has been classified as a first class vineyard ever since.

#### **CONTACT DETAILS:**

Website: www.gizellapince.hu Contact: Mr. László Szilágyi E-Mail: laszlo.szilagyi@Gizellapince.hu Telephone: +36 20 233 3212 Languages Spoken: English, Hungarian



Owner, Winemaker: László Szilágyi



**AREA UNDER VINE:** 13 ha

WINEMAKER: Csanád Mészár

NUMBER OF BOTTLES PRODUCED: 50 000 bottles

YEAR OF FOUNDATION: 2012

VINEYARDS: Ciróka, Kútpatka, Királyhegy, Megyer

MAIN VARIETIES: Furmint, Hárslevelű, Sárgamuskotály (Muscat Lunel)

WINE TYPE: White, Dry, Sweet, Late harvest, Szamorodni, Aszú

The Harsányi Winery is located in the north-eastern Tokaj foothills, where surrounded by four main hills there is a 20-hectare south-facing valley that acts as a natural amphitheatre. The surrounding forest acts as a natural air conditioner, providing a constant flow of cool air, essential for achieving optimal ripeness and acidity. Organic farming was introduced in the vineyards in 2020 and we continue to look for new sustainable solutions. We believe in the link between the terroir and Furmint, and in innovative technologies that help to express the varietal characteristics.

#### **CONTACT DETAILS:**

Website: www.harsanyipinceszet.hu/en Contact: David Nagy E-mail: nagy.david@harsanyipinceszet.hu Telephone: +36 70 442 6146 Languages spoken: English



**Owner:** Gábor Harsányi

## HOLDVÖLGY TOKAJ

OWNER: Pascal Demkó

WINEMAKER: Bianka Jákób

AREA UNDER VINE: 28 ha

NUMBER OF BOTTLES PRODUCED: 60 000 - 70 000 bottles

YEAR OF FOUNDATION: 2006

VINEYARDS: Holdvölgy, Nyulászó, Becsek, Dorgó-tető, Király, Kakasok, Úrágya

MAIN VARIETIES: Furmint, Hárslevelű, Sárgamuskotály, Zéta, Kabar, Kövérszőlő

#### WINE TYPE: Sparkling Wine, White, Tokaii Aszú, Drv. Sweet

HOLDVÖLGY produces consistently high quality, terroir-driven dry and sweet white wines. The winery is based in Hungary's emblematic Tokaj wine region, with vineyards in the historic Premier Crus of the Mád Basin. With a solid foundation, the winery focuses on exploiting the unique qualities of the Mád terroir.

The estate's dedication to quality and expertise results in outstanding, award-winning wines that are appreciated and prized by connoisseurs and experts worldwide.

#### **CONTACT DETAILS:**

Website: www.holdvolgy.com Contact: Natália Demkó E-mail: export@holdvolgy.com Telephone: +36 20 806 6811 Languages Spoken: English, French



## HOMOLA PALOZNAK BALATON

OWNER: Szabolcs Homola

**ESTATE MANAGER, WINEMAKER:** Attila Homonna

**AREA UNDER VINE:** 15 ha

#### NUMBER OF BOTTLES PRODUCED: 120 000-150 000 bottles

YEAR OF FOUNDATION: 2009

#### **VINEYARDS:**

Gölye-mál (Alsóörs), Lapi dűlő (Tihany), Sáfránkert (Paloznak), Hajnóczy dűlő (Paloznak)

#### **MAIN VARIETIES:**

Olaszrizling, Rajnai Rizling, Furmint, Tramini, Chardonnay, Sauvignon Blanc, Kékfrankos, Syrah, Cabernet Franc

#### WINE TYPE:

White, Rosé, Red, Dry, Brut Nature, Brut

Throughout its 15 year old history Homola Winery has been striving to bring out the best from its exciting vineyards and create something lasting. The winery is situated in one of the best locations of the Balaton region in Hungary, with 15 hectares of vineyards.

In line the wine region's traditions, the main grape variety is Olaszrizling, with special focus on Kékfrankos and Sauvignon Blanc. The top wines of the winery are also made from these varieties, in the form of barrel or vineyard selections.

#### **CONTACT DETAILS:**

Website: www.homolapinceszet.hu Contact: Zsombor Gál E-mail: sales@homolapinceszet.hu Telephone: +36 20 410 7427 Languages spoken: English, French, German



Owner, Managing director: Szabolcs Homola

## KVASZINGER WINERY TOKAJ

**AREA UNDER VINE:** 10,5 ha

NUMBER OF BOTTLES PRODUCED: 40 000 bottles

YEAR OF FOUNDATION: 2013

MAIN VARIETIES: Furmint, Hárslevelű, Sárga muskotály

WINE TYPE: White, Tokaji Aszú, Dry, Sweet



Owner, Winemaker: László Kvaszinger

The Kvaszinger Family has been growing grapes for several generations in Tokaj-Hegyalja. Today three varieties, Furmint, Hárslevelű and Sárgamuskotály are cultivated on 8,5 hectares. Under the management of László Kvaszinger annual production has reached 40.000 bottles in 2018. The winery produces two product lines. The basic items (Tokaj Dry, Sárgamuskotály, Tokaj Sweet) are reductive wines made in stainless steel tanks. These are easy to understand wines for everyday consumption with a fruit-driven, easy drinking profile. The other product category is made up of premium quality wines aimed at the sophisticated wine lover.

#### **CONTACT DETAILS:**

Website: www.kvaszinger.hu Contact: László Kvaszinger E-mail: info@kvaszinger.hu Telephone: +36 20 291 7186 Languages spoken: English, German

## LAJVER WINERY PANNON

GENERAL MANAGER: András Schlotter VINEYARD MANAGER: Attila Nagy WINEMAKER: Rebeka Vida

AREA UNDER VINE: 26 ha

**NUMBER OF BOTTLES PRODUCED:** 400 000 bottles / year

YEAR OF FOUNDATION: 2011/2012

VINEYARDS: Pince-hegy and Almás

#### **MAIN VARIETIES:**

Riesling, Olaszrizling, Chardonnay, Sauvignon Blanc, Cserszegi Fűszeres, Kadarka, Kékfrankos, Pinot Noir, Merlot, Cabernet Franc, Syrah, Cabernet Sauvignon

#### WINE TYPE:

White, Rosé, Red - dry

The Lajver Winery owns a total of 26 hectares of vineyards planted on terraces. With strict yield control they produce high quality wines. 12 different grape varieties are grown, out of which seven are red. Along with the most popular international varieties, they also work with native Hungarian varieties such as Kékfrankos (Blaufränkisch), Kadarka, Cserszegi fűszeres and Olaszrizling. Initially, Lajver was an investment winery, with the goal of creating a modern, efficient plant that would meet the latest technological demands. The winery reflects the perfect balance between modern technology and traditional winemaking. The main building of the winery can be rented for events, conferences and to host weddings, company or family events with a capacity of up to 100 people.

#### **CONTACT DETAILS:**

Website: www.lajverwine.com Contact: Timea Toth E-mail: timea.toth@lajverwine.com Telephone: +36 20 326 0163 Languages spoken: English, German



Viticulturist: Attila Nagy Winemaker: Rebeka Vida Managing director: András Schlotter

## MÁD MOSER TOKAJ

#### **OWNER:**

Lenz M. Moser, Rita Takaro BRAND MANAGER: Rita Takaro WINEMAKER: Lenz M. Moser, Gábor Urbán

**AREA UNDER VINE:** 21 ha

NUMBER OF BOTTLES PRODUCED: 55 000 bottles

YEAR OF FOUNDATION: 2022

VINEYARDS: Király, Szt. Tamás, Nyúlászó

MAIN VARIETIES: Furmint

WINE TYPE: White, Dry



Brand manager, General manager of MA'D MOSER: Rita Takaro DipWSET Global wine expert: Lenz M. Moser General Manager of Mad Wine Winery: Karoly Kovács Winemaker of Mad Wine Winery: Gabor Urban

MA'D MOSER is a new wine from the Tokaj region, by the partners Mad Wine (in Mád/Tokaj wine region), Lenz Moser whose Family is 15 generations in the Austrian wine industry and Rita Takaro DipWSET first generation wine professionals. The goal is to create an exciting new interpretation of dry Furmint from one of the world's great – yet forgotten – wine regions to the national and international markets. The two stars of this project are MM5 and M55 Tokaj Furmint dry wines from the vintage 2021. Both wines represent freshness and complexity with their unique character.

#### **CONTACT DETAILS:**

Website: www.madmoser.com Contact: Rita Takaro DipWSET E-mail: rita@madmoser.com Telephone: +43 65 0803 7620 Languages spoken: English, German, Hungarian

## PANNONHALMA ARCHABBEY

**UPPER PANNON** 

#### **OWNER:**

Hungarian Benedictine Congregation Pannonhalma Archabbey, MKB Bank

AREA UNDER VINE: 50 ha

ion nk Winemaker: Zsolt Gábor Liptai

## NUMBER OF BOTTLES PRODUCED: 400 000 bottles

YEAR OF FOUNDATION: 2002

VINEYARDS: Széldomb, Babszökő, Tavaszó, Packalló

MAIN VARIETIES: Riesling, Welshriesling, Gewürztraminer, Sauvignon Blanc, Chardonnay, Viognier, Pinot Noir, Merlot, Cabernet Franc

WINE TYPE: White, Rosé, Red, Dry

At the time of building their monastery, the Benedictine monks having settled on the Sacred Hill of Pannonia in 996 also revived the viticulture of the area originally introduced in the region by the Romans. 50 years after the confiscations following World War II, the Pannonhalma Archabbey and the MKB Bank returned to this tradition by creating new vineyards and a winery. Two-thirds of the newly planted vineyards are devoted to white varieties (mainly Riesling) and one-third to reds (especially Pinot Noir). The cellar technology fits the composition of varieties and is based on gravitational material movement.

#### **CONTACT DETAILS:**

Website: www.apatsagipinceszet.hu Contact: Tamás Illés E-mail: itx@osb.hu Telephone: +36 30 742 7303 Languages spoken: English, German, French, Hungarian



WINEMAKER: Attila Krimin

**AREA UNDER VINE:** 22 ha

NUMBER OF BOTTLES PRODUCED: 150-200 000 bottles

YEAR OF FOUNDATION: 2000

VINEYARDS: Tolcsva, Kincsem, Rány, Budaházi, Zsadány slopes

MAIN VARIETIES: Furmint, Hárslevelű, Yellow Muscat, Zéta

WINE TYPE: White, Tokaji Aszú, Dry, Sweet

Pannon Tokaj Ltd. owns and farms 22 hectares. 3 traditional white grape varieties are grown in the vineyards. The wines are sold in all European countries, and also in Asia, Australia, Africa, Canada and the Caribbean Islands. The storage capacitiy of temperature controlled stainless steel tanks is currently 155 000 litres. The bottling capacity is approximately 3 million bottles per year.

#### **CONTACT DETAILS:**

Website: www.pannontokaj.hu Contact: László Nyári E-mail: nyari@pannontokaj.hu Telephone: +36 70 338 8000 Languages spoken: English, German

Owner: László Nyári Winemaker: Attila Krimin

## PATRICIUS TOKAJ TOKAJ

OWNER: Kékessy family

MANAGING DIRECTOR: Péter Molnár PhD

**AREA UNDER VINE:** 68,5 ha

NUMBER OF BOTTLES PRODUCED: 300 000 bottles

YEAR OF FOUNDATION: 2000

VINEYARDS: Szárhegy, Czigány, Lapis, Várhegy, Sajgó, Teleki

MAIN VARIETIES: Furmint, Hárslevelű, Sárga muskotály, Zéta, Kövérszőlő

WINE TYPE: Sparkling Wine, White, Tokaji Aszú, Dry, Sweet

Patricius Winery is a modern winery in the Tokaj wine region, Hungary established in 2000. The vineyards are cultivated in the outstanding terroirs of the wine region, growing the traditional varieties of Tokaj. The vineyards are cultivated with strict yield control, the grapes are processed gently using a gravity flow system. The winery offers dry, late harvest and aszú wines. Over the years their wines were awarded more than 70 international gold and platinum medals at the most important wine competitions in the world. In 2016 Patricius received the "Hungarian Winery of the Year" prize.

#### **CONTACT DETAILS:**

Website: www.patricius.hu Contact: Péter Molnár PhD E-mail: info@patricius.hu Telephone: +36 47 396 001 Languages spoken: English



Managing director: Péter Molnár PhD

### PFNEISZL WINE ESTATE UPPER PANNON

OWNER: Pfneisl family

**ESTATE MANAGER:** Birgit & Katrin Pfneisl

AREA UNDER VINE: 13 ha

NUMBER OF BOTTLES PRODUCED: 30-50 000 bottles

YEAR OF FOUNDATION: 1993

VINEYARDS: Kräftner, Warmer Infried

#### **MAIN VARIETIES:**

Kékfrankos, Zefír, Merlot, Cabernet Sauvignon, Shiraz, Sangiovese, Malbec, Zinfandel, Sangiovese

WINE TYPE:

White, Rosé, Red, Dry

Some winemakers' children are content to create their own wine, but that is not the case with the young Pfneiszl sisters. Birgit and Katrin established their own winery which is located along the south bank of Lake Neusiedl, in the wine growing region of Sopron.

#### **CONTACT DETAILS:**

Website: www.pfneiszl.hu Contact: Birgit Pfneisl E-mail: wine@pfneiszl-vineyards.com Telephone: +36 30 560 0736 Languages spoken: Hungarian, English, German



Winer, winemaker: Katrin & Birgit Pfneisl

## ROYAL TOKAJI TOKAJ

OWNER: Damon de Laszlo

WINEMAKER: Máté Varga

AREA UNDER VINE: more than 100 ha

NUMBER OF BOTTLES PRODUCED: 100-500 000 bottles/year

YEAR OF FOUNDATION: 1990

#### **VINEYARDS:**

MÁD: Szent Tamás, Nyulászó, Betsek, Birsalmás vineyards Tarcal: Mézes Mály vineyard

MAIN VARIETIES: Furmint, Hárslevelű, Sárga muskotály

WINE TYPE: White, Tokaji Aszú, Dry, Sweet

Royal Tokaji was founded in 1990 with the aim of bringing the wines of Tokaji back to international fame. We are at the forefront of Tokaji's renaissance. Royal Tokaji is one of a selected group to be named in the World's Top 100 Wineries many times by Wine & Spirits Magazine. According to Drinks International, Royal Tokaji is one of the Most Admired Wine Brands in the World. Our wines are to be found in the cellars of some of the most discerning collectors and on the lists of the most fêted restaurants.

#### **CONTACT DETAILS:**

Website: www.royal-tokaji.com Contact: Gyöngyi Haupt E-mail: haupt@royal-tokaji.hu Telephone: +36 70 621 6820 Languages spoken: English



Vinery Director: Zoltán Kovács

## TOKAJ-HÉTSZŐLŐ ORGANIC VINEYARD TOKAJ

OWNER: Raphael Reybier

**AREA UNDER VINE:** 55 ha

NUMBER OF BOTTLES PRODUCED: 150 000 bottles

YEAR OF FOUNDATION: 1991

VINEYARDS: Hétszőlő, Nagyszőlő, Kis-Garai, Lencsés

MAIN VARIETIES: Furmint, Muskotály, Hárslevelű

WINE TYPE: White, Tokaji Aszú, Dry, Sweet



Commercial director: Tamás Oroszlán Owner: Raphael Reybier Ceneral manager & chief winemaker: Gergely Makai

The Tokaj-Hétszőlő Organic Vineyards are situated on the southern slopes of Mount Tokaj, in Tokaj town. The domain works only with their own, handpicked, organic grapes on 55 hectares. In 1502, the Garai family assembled seven parcels of vine parcels which became the Hétszőlő Estate. Later, it was acquired by Gáspár Károli (translator of the Bible), followed by Gábor Bethlen, Prince of Transylvania, the Rákóczi family, and finally the royal Habsburg family. In 1991, the estate underwent a renaissance and was enriched with the Rákóczi Cellar and the Rákóczi-Dessewffy Castle. In 2009, Michel Reybier became the new owner of this historic winery, which became the brother of Cos d'Estournel in Bordeaux.

#### **CONTACT DETAILS:**

Website: www.tokajhetszolo.hu Contact: Tamás Oroszlán E-mail: oroszlan.t@hetszolo.hu Telephone: +36 30 351 8001 Languages spoken: English, German, French

## TORNAI WINERY BALATON

WINEMAKER: Zoltán Csonka

**AREA UNDER VINE:** 70 ha

NUMBER OF BOTTLES PRODUCED: 350 000 bottles

**YEAR OF FOUNDATION:** 1946

VINEYARDS: Grófi, Aranyhegy, Szent Ilona, Apátsági

#### **MAIN VARIETIES:**

Juhfark, Olaszrizling, Hárslevelű, Sauvignon Blanc, Zenit, Szürkebarát, Furmint, Irsai Olivér, Tramini, Zeusz

WINE TYPE: White, Dry

Somló, with its wines and atmosphere, is a unique place throughout the world. Thanks to the special volcanic soil, the climate and the indigenous grape varieties, wines produced here cannot be reproduced anywhere else. Tornai Winery is the oldest continuously operating family estate on Somló Hill. Endre Tornai started with 0,7 hectare in 1946, today we have 65 hectares, our wines are offered in several European and American Michelin-starred restaurants, and every year they bring some gold medals from the big world competitions. We have been given London's International Wine Challenge Trophy Award, the highest recognition of the world's most rigorously judged wine competition, four times since 2015.

#### **CONTACT DETAILS:**

Website: www.tornaipince.hu Contact: Péter Gajdics E-mail: pgajdics@tornaipince.hu Telephone: +36 70 477 37 83 Languages spoken: German, French, English



**Owner:** Tamás Tornai

## TÖRLEY UPPER PANNON

CHIEF EXECUTIVE OFFICER: Kornél Müller

AREA UNDER VINE: 1000 ha

NUMBER OF BOTTLES PRODUCED: 34 000 000 bottles

YEAR OF FOUNDATION: 1882

VINEYARDS: Etyek-Buda wine region and Tokaj wine region

#### **MAIN VARIETIES:**

Chardonnay, Pinot Noir, Zöldveltelini, Riesling, Olaszrizling, Irsai Olivér, Zenit, Sauvignon Blanc, Furmint etc.

#### WINE TYPE:

White, Sparkling Wine Dry, Sweet, Rosé

Founded 140 years ago, Törley has a long history, as well as a promising future that beckons. The high quality, well-devised product range has allowed Törley to become the undisputed leader on the Hungarian sparkling wine market. As owners of almost 1000 ha of vineyards in the Etyek region, Törley has the greatest source of grapes for its products.

#### **CONTACT DETAILS:**

Website: www.torley.hu Contact: Zoltán Bálo E-mail: zoltan.balo@torley.hu Telephone: +36 30 947 4544 Languages spoken: English, German



Chief winemaker: Zoltán Kukola

## TR WINES TOKAJ TOKAJ

OWNER: Anikó Kada, Pál Szamosújvári

ESTATE MANAGER: Dénes Uliczki

AREA UNDER VINE: 4.5 ha

NUMBER OF BOTTLES PRODUCED: 5000 - 7000 bottles

YEAR OF FOUNDATION: 2013

VINEYARDS: Palota vineyard Tállya village, Szent Tamás vineyard Mád

MAIN VARIETIES: Furmint, Hárslevelű

WINE TYPE: Sparkling Wine, White, Tokaji Aszú, Dry, Sweet

Since 2013, the TR team has been cultivating 3.5 hectares of 15-40 year old vines organically in the Tokaj Wine Region. From 2020, they have the EU organic certification for both viticulture and winemaking. They strive to create and maintain biodiversity in the environment. Their wines follow the style of the great dry white wines that revitalised the Tokaj Region. All their wines are from a single vineyard, the historical Palota vineyard in the village of Tállya. They are characterised by a youthful verve and a lighter touch. Being a volcanic area, the Palota vineyard lends fine minerality to the wines and its exposure favours the right acid-sugar balance. In 2022 they increased their estate with 1 hectare at the emblematic Szent Tamás vineyard in Mád, reaching 4.5 hectares altogether.

#### **CONTACT DETAILS:**

Website: trwines.hu Contact: Anikó Kada E-mail: info@trwines.hu Telephone: +36 70 581 0180 Languages spoken: English, Spanish, Portuguese



Estate Manager: Dénes Uliczki Owner: Pál Szamosujvari Owner, Sales & Marketing: Anikó Kada

## TÜZKÖ ESTATE PANNON

OWNER: Marchesi Antinori

WINEMAKER: Cecilia Simon

**AREA UNDER VINE:** 180 ha

NUMBER OF BOTTLES PRODUCED: 400 000 bottles

YEAR OF FOUNDATION: 1991

VINEYARDS: Bátaapáti, Mőcsény, Mórágy

#### **MAIN VARIETIES:**

Kékfrankos, Merlot, Cabernet Franc, Szürkebarát, Tramini, Rajnai Rizling, Chardonnay, Zöldveltelini

#### WINE TYPE:

White, Rosé, Red, Dry

Tűzkő Estate is one of the oldest wineries in Hungary. It was founded in the 18th century by a French noble family. After the political changes in the country, the Antinori and Mazzei families from Tuscany acquired the property and brought it back to light.

Tűzkő Estate is located in a special sweet spot of this region, where the annual temperature is 2 degrees lower than the average of the area, thanks to the hills and forests. Here, white wines are at their best, beautiful, mineral and rich in flavour. This is the perfect terroir for producing lively, aromatic whites and elegant reds.

#### **CONTACT DETAILS:**

Website: www.tuzkobirtok.hu Contact: Giulia Bernini E-mail: giulia.bernini@antinori.it Telephone: +39 34 7617 8340 Languages spoken: Hungarian, English, German, Italian



Managing Director: Árpád Dr. Erdélyi

## VILLA SANDAHL BALATON

#### **OWNER:** Christer and Thord Sandahl with their families

ESTATE MANAGER, WINEMAKER: Zsolt Palkó

**AREA UNDER VINE:** 10 ha

NUMBER OF BOTTLES PRODUCED: 10 000 bottles

YEAR OF FOUNDATION: 2004

VINEYARDS: Genezis, Earl Ridge, Bishop Garden, Bishop Backyard, Gemstone, and Solitude

MAIN VARIETIES: Rajnai Rizling (Riesling)

WINE TYPE: White, Dry

Villa Sandahl was founded in Badacsony in 2004 by two Swedish brothers and their families. The winery and the vineyards are located on the highest volcanic hill on the northern shore of Lake Balaton, Badacsony Hill. The exceptional microclimate of Lake Balaton, the special terroir and the Alsatian winemaking technology and philosophy combine to create a unique and inimitable wine style. From the beginning, Villa Sandahl has focused on producing wines of excellent quality, and today it is one of the best Riesling producers in Hungary.

#### **CONTACT DETAILS:**

Website: www.villasandahl.hu Contact: Crab Mária Antoanett E-mail: maria.crab@borett.com Telephone: +36 70 269 1286 Languages spoken: English



Owners: Christer Sandahl and his wife, Gunnel Sandahl

## **ZSIRAI WINERY** TOKAJ

OWNER: Kata and Petra Zsirai

CSO: Máté Csanaky

**AREA UNDER VINE:** 19 ha

NUMBER OF BOTTLES PRODUCED: 30 000-35 000 bottles

YEAR OF FOUNDATION: 2005

VINEYARDS: Szent Tamás, Betsek, Középhegy

MAIN VARIETIES: Furmint, Hárslevelű

WINE TYPE: White, Dry, Sweet, Tokaji Aszú

The Zsirai Winery was established by Csaba Zsirai in 2005. After his tragically early death in 2011 his daughters, Petra and Kata took over to fulfil his dream. Love of nature and respect for tradition are the main principles of the winery. Working in three emblematic Hungarian wine regions (Tokaj, Somló, Villány) and cultivating indigenous varieties, their goal can only be putting Hungary back on the map of the wine world.

#### **CONTACT DETAILS:**

Website: www.zsiraiwinery.com Contact: Máté Csanaky E-mail: csanaky.mate@zsiraipinceszet.hu Telephone: +36 30 378 5313 Languages spoken: English



**Owner, winemaker:** Kata and Petra Zsirai

## VESZPRÉM-BALATON 2023 EUROPEAN CAPITAL OF CULTURE BALATON

The title of European Capital of Culture was created more than 30 years ago at the initiative of Greek actress and then Minister of Culture Melina Mercouri. The ECoC has been one of the most important events in EU cultural policy ever since.

The title is awarded annually by the EU's Directorate-General for Education, Youth, Sport and Culture (DG-EAC) to highlight the cultural richness of its Member States. The aim is to increase the sense of belonging to a common cultural space, and thus enhance European citizens' understanding of each other.

Veszprém was awarded the designation for the year of 2023 back in December 2018. The application process involved municipal and regional institutions, cultural actors and civil organisations.

Veszprém-Balaton 2023 Zrt. is responsible for the preparation and coordination, as well as the planning, organisation and implementation of project development, international cooperation and cultural-artistic activities.

The Veszprém-Balaton 2023 European Capital of Culture programme organises its events around three horizontal principles: sustainability, accessibility and child-friendly programme development.

Together with Veszprém, almost 120 municipalities in the region have organised many successful events and initiatives since 2020 leading up to the official launch.

#### FOR CONSTANTLY UPDATED INFORMATION:

Apps: Android or iOS Website: English and German Facebook Instagram YouTube

#### **MEDIA INFORMATION:**

Mihály Müller, Chief Press Officer - VEB2023 ECoC Telephone: +36 30 551 7937 E-mail: mihaly.muller@veszprembalaton2023.hu Daniel Swartz, International Communication Manager - VEB2023 ECoC Telephone: +36 30 828 5325 E-mail: daniel.swartz@veszprembalaton2023.hu





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## **PROGRAMS OF WINES OF HUNGARY**

#### **SUNDAY, 19TH MARCH**

#### **Special characters – Wines of place**

Kristian Kielmayer 13:00 – 13:45 | Wines of Hungary stand @Hall 12, D20 | language: English

Discover the unique and special wines of the Hungarian wine regions! Whether you're looking for a local, little-known grape variety, a famed international variety from a lesser-known region, or an exciting Hungarian wine style, you'll find them all in this masterclass. There are six wines to taste arranged in pairs: Irsai Olivér is a Hungarian crossing and it comes in tandem with a Királyleányka, another wine with a lush, fruity character, they are followed by two elsegant Rieslings from two different Hungarian wine regions, and then two important varieties from the Balaton wine region, an Olaszrizling and an indigenous grape variety, Juhfark. As a bonus, the flight is rounded off with a Szekszárd Bikavér.

#### The unique terroir of Tokaj – ProWein Forum

Elizabeth Gabay MW & Caroline Gilby MW 16:00 – 17:00 | Forum Halle 13 II @Hall 13, F80 | language: English

The world's first closed wine region was established in Tokaj-Hegyalja, and UNESCO awarded the region the title of World Heritage Site in 2002. The richness of its unique characteristics, the cooperation of nature, the vine and the winemaker, is what gives the wines of Tokaj to the Hungarian people and the world. There are only six authorised grape varieties: Furmint, Hárslevelű, Muscat Blanc, Zeta, Kövérszőlő and Kabar. These are used to produce a wide variety of local wines, from sparkling wines, through fresh, light estate wines, to serious dry single- vineyard wines, to unique wine styles such as Szamorodni and Aszú.

#### The Hungarian water of life – Pálinka

Kristian Kielmayer DipWSET 16:00 – 16:45 | Wines of Hungary stand @Hall 12, D20 | language: English

Pálinka is the protected designation for 100% fruit-based Hungarian distillates. It is a spirit that has been important throughout the history of the country. In contrast with some other fruit distillates, pálinka is not allowed to be sweetened, not even to round out the flavour profile. Hence it is pure in every sense! During the masterclass, we will explore the story behind this fascinating beverage, the people, the diversity and the beauty of its place of origin. Join us to discover this unique beverage from the heart of the "fruit-belt".

#### Liquid Gold – Tokaj Pop-Up Tasting I.

#### Kristian Kielmayer DipWSET 17:15 – 17:45 | Wines of Hungary stand @Hall 12, D20 | language: English

We offer a quick overview of the present of this legendary Hungarian wine region through four wines. We start with the most modern Tokaj wine, a dry single-vineyard Tokaj Furmint. This is followed by a late-harvest sweet wine, one of the most popular sweet Tokaj wines with its inviting, fruity aromas and zesty acidity. Then comes a Tokaj Aszú, which has deservedly earned itself a unique position in the field of premium sweet wines. We conclude with a Tokaj Eszencia, a wine unlike any other: it's the free-run juice of hand-picked botrytised grapes, a heavenly honey-like nectar with minimal alcohol.

#### **MONDAY, 20TH MARCH**

#### A Modern, Juicy and Crispy Red: Kékfrankos

Pasi Ketolainen MW & András Horkay DipWSET 11:00 – 11:45 | Wines of Hungary stand @Hall 12, D20 | language: English

With the latest developments in culinary culture, lighter, fruit forward, refreshing red wines are coming to the fore. Hungary's most widely planted blue grape variety is Kékfrankos, and winemakers love to work with this variety in practically every wine region where red wines are made. Although there are countless styles as a result, the wines share an elegant acidity and expressive fruit aromas. The masterclass offers you the chance to get acquainted with both younger and older, more mature Kékfrankos wines, as well as two blends based on this grape variety: Eger Bikavér and Szekszárd Bikavér.

#### Are you ready to discover the Villány Wine Region?

Peter McCombie MW & András Horkay DipWSET 13:00 – 13:45 | Wines of Hungary stand @Hall 12, D20 | language: English

Villány is Hungary's best known red wine region, where the major international grape variety, Cabernet Franc has found its natural habitat, as well as a local Portugieser variety. Peter McCombie MW & András Horkay DipWSET will be guiding you through the region and introducing you to two sides of the Villány region. Firstly, you will be given the opportunity to take a closer look into the local brand, REDy. Villányi REDy is a light, youthful, bistro style, Portugieser based blended red wines of the region. Produced by the young and young-at-heart winemakers of Villány. Easy choice for the everyday red wine lovers. Secondly, you will have the chance to taste the Villányi Franc, the prestigious Premium brand of the region. A unique look at Cabernet Franc through the lens of the Villány Wine Region.

#### The most exclusive sweet wine – Tokaj Aszú

#### Elizabeth Gabay MW 15:00 – 15:45 | Wines of Hungary stand @Hall 12, D20 | language: English

Tokaj aszú is known throughout the wine world for its amazing quality and unique winemaking method. It is the most expensive wine to produce, requiring a combination of the volcanic soil of Tokaj, its unique microclimate, botrytis and laborious hand harvesting. It is a wine that can not be produced every year, furthermore, the batch sizes are not large, so it is a truly exclusive opportunity to have access to the best bottlings. The masterclass will offer participants the chance to taste 5 and 6-puttonyos aszús from both recent and older vintages.

#### Liquid Gold – Tokaj Pop-Up Tasting II.

#### Caroline Gilby MW 17:00 – 17:30 | Wines of Hungary stand @Hall 12, D20 | language: English

We offer a quick overview of the present of this legendary Hungarian wine region through four wines. We start with the most modern Tokaj wine, a dry single-vineyard Tokaj Furmint. This is followed by a late-harvest sweet wine, one of the most popular sweet Tokaj wines with its inviting, fruity aromas and zesty acidity. Then comes a Tokaj Aszú, which has deservedly earned itself a unique position in the field of premium sweet wines. We conclude with a Tokaj Eszencia, a wine unlike any other: it's the free-run juice of hand-picked botrytised grapes, a heavenly honey-like nectar with minimal alcohol.

#### **TUESDAY, 21ST MARCH**

#### The evolution of Tokaj dry

Rose Murray Brown MW 11:00 – 11:45 | Wines of Hungary stand @Hall 12, D20 | language: English

The last decades have seen a revolution in the Tokaj wine region, which for centuries was known exclusively for its high quality sweet wines. The 2000s marked a turning point with the birth of the first reference wines without residual sugar. These wines proved that the local terroir, with its volcanic soils, unique climate, distinctive vineyard characters and local varieties, could be expressed in a new, modern way through dry wines. Our masterclass aims to shed light on the two most important local grape varieties, Furmint and Hárslevelű.

#### **Sparkling Furmint – A New Quest**

#### Gabriella Mészáros DipWSET 13:00 – 13:45 | Wines of Hungary stand @Hall 12, D20 | language: English

Everyone agrees that sparkling wine is one of the most dynamic product categories in the world of wine today. In an era when bubblies are becoming the favourite of an ever increasing number of consumers and winemakers around the world, it is particularly important to produce authentic, one-of-a-kind bottles. In Hungary, the practice of making méthode traditionelle sparkling wine is spreading, and more and more winemakers are finding Furmint the right variety to build upon. During the masterclass, we will explore how far Hungarian winemakers have got by showcasing six sparkling wines made exclusively from or based on Furmint.

#### Liquid Gold – Tokaj Pop-Up Tasting III.

Gabriella Mészáros DipWSET 14:30 – 15:00 | Wines of Hungary stand @Hall 12, D20 | language: English

We offer a quick overview of the present of this legendary Hungarian wine region through four wines. We start with the most modern Tokaj wine, a dry single-vineyard Tokaj Furmint. This is followed by a late-harvest sweet wine, one of the most popular sweet Tokaj wines with its inviting, fruity aromas and zesty acidity. Then comes a Tokaj Aszú, which has deservedly earned itself a unique position in the field of premium sweet wines. We conclude with a Tokaj Eszencia, a wine unlike any other: it's the free-run juice of hand-picked botrytised grapes, a heavenly honey-like nectar with minimal alcohol.

WINES OF HUNGARY

#### **OUR FACILITATORS**



#### Elizabeth Gabay | MASTER OF WINE

Elizabeth Gabay MW has worked in wine since 1986(!), representing vineyards in southern France, Italy, and Burgundy in the UK market. She first visited Hungary – Tokaj – in 1993. Ms. Gabay became a Master of Wine in 1998 and moved to France in 2002 increasing her focus on writing, teaching, and consulting. She has worked increasingly with the wines of Hungary and writing and lecturing on them since 2008.

#### Peter McCombie | MASTER OF WINE

Peter McCombie is a Master of Wine, based in London. A Co-Chairman of the International Wine Challenge, the world's best wine competition, he also judges wine globally. A respected commentator and speaker, he also consults across the industry and on wine for HORECA. He has a deep knowledge and love for the wines of Italy, Spain and Portugal (not to mention his homeland of New Zealand) and regarding Hungary, for Villány and the Cabernet Franc.





#### András Horkay | Dip WSET

András Horkay is the Co-founder and director of the Central European Wine Institute (CEWI) which offers WSET wine education courses. He is a WSET graduate and a WSET certified wine lecturer. He's been promoting Hungarian wines and wine regions both at home and abroad since 2010. He fulfilled the position of the Chairman of the National Wine Expert Comission between 2013-2018, starting from 2016 he acts as an advisor for the Villány wine region. In 2019 he was awarded the Par Excellence Lecturer title by the Hungarian Sommelier Association.



#### Caroline Gilby | MASTER OF WINE

Dr Caroline Gilby MW is a widely published wine writer, award-winning author and consultant specialising in the wines of Central and Eastern Europe. She is regional chair covering Hungary at Decanter World Wine Awards and in 2018 she became the first foreigner to be awarded the title of "Friend of Hungarian Winemakers". She is also a member of the Confrérie de Tokaj.

#### Gabriella Mészáros | Dip WSET

Originally a lawyer Gabriella Mészáros was the first Hungarian to receive a diploma at WSET. She has been closely following the developments of the Hungarian wine scene since the 1990s. Her tasting notes and observations were made widely available through the publication of 16 editions of Borkalauz which were all edited by her. She was the founder of Hungary's first wine school and for almost 30 years one of its preeminent lecturers. For the last twenty years she has been the chairperson of the annual wine selection program of the Ministry of Foreign Trade and Foreign Relations.





#### Kristian Kielmayer | Dip WSET

Kristian has degrees in economics and eonlogy. He is a Weinakademiker, Wine & Spirit Education Trust Diploma (Dip WSET) holder and certified sommelier by the Court of Master Sommeliers. Co-author of various publications (e.g. Wines of Hungary Terroirs and Varieties), educator and examiner for Borkollégium in Hungary, as well as the Austrian Wine Academy. He is a member of the National Wine Expert Commission in Hungary since 2013, a well-known national & international wine & spirit judge and colourful communicator. His focus areas within the wine & spirit world are communication, sensory evaluation and education with hands on experience across various regions. He is also a certified coffee geek.



#### Pasi Ketolainen | MASTER OF WINE

Pasi Ketolainen MW holds a BSc in hospitality management and an MBA. After a career as a sommelier and completing his WSET Diploma in 2003, he worked in sales and product management positions at various wine importers in Finland. Pasi has partner and board member experience and has consulted in an advisory role on strategy, customer relationship management and start-up company development. He has also represented Finland in blind tasting competitions. As well as speaking four languages, lecturing on wine, and conducting educational tastings, Pasi judges at wine competitions and in 2019 started as the commercial director at Viinitie Oy.

#### Rose Murray Brown | MASTER OF WINE

Rose Murray Brown is one of only 414 Masters of Wine worldwide - and one of only 149 female MW's in the world. She offers corporate wine events and wine courses across Scotland in Edinburgh, Glasgow and St Andrews. Rose trained with Sotheby's International where she worked for 12 years as a wine and spirit specialist based in London and France. Now living in Scotland, Rose is Scotland's leading award-winning drinks journalist. She also writes for international specialist trade and consumer magazines and broadcasts regularly on radio. Rose travels regularly in the wine world as an international wine judge at wine competitions. Rose is a highly experienced lecturer and speaker. She hosts a large programme of consumer wine courses, wine masterclasses, exclusive hosted wine tours abroad and corporate entertainment events. Rose is a certified wine educator. She is a member of the Institute of Masters of Wine, Association of Wine Educators and Circle of Wine Writers.





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