



# Bavarian Wine Culture

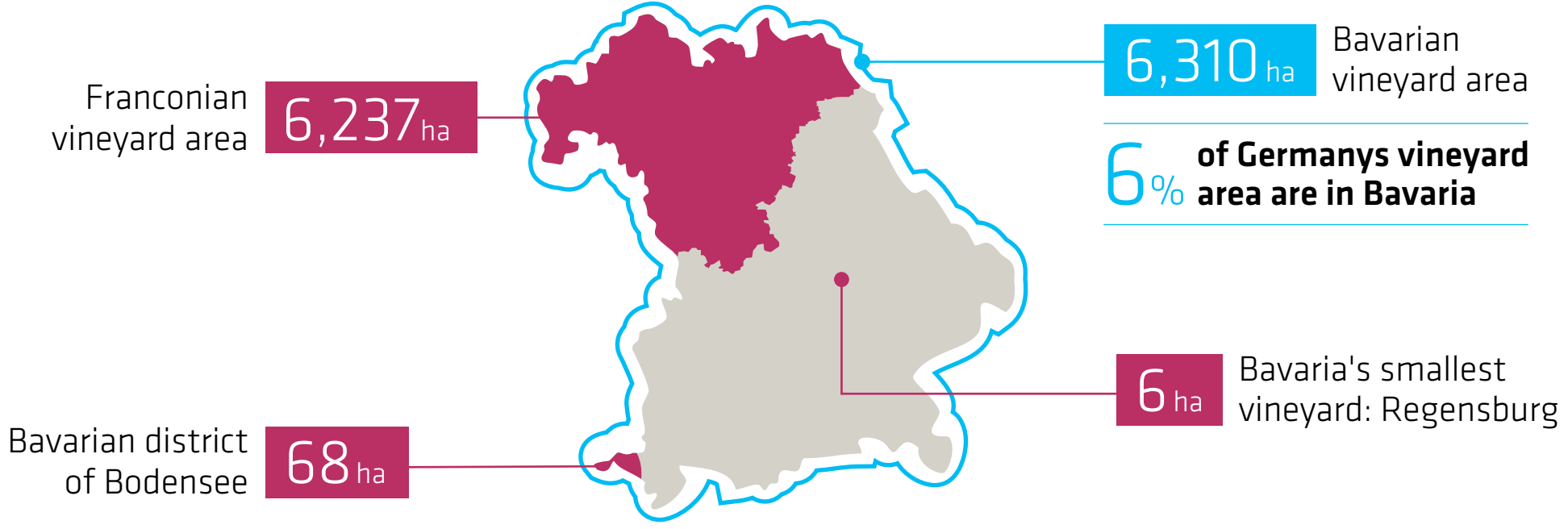


## BAVARIAN WINE = FRANCONIAN WINE?



EVERY YEAR AN AVERAGE OF 400,000 HL WINE ARE PRODUCED IN BAVARIA. TIME TO GET TO KNOW BAVARIA'S DIFFERENT ...

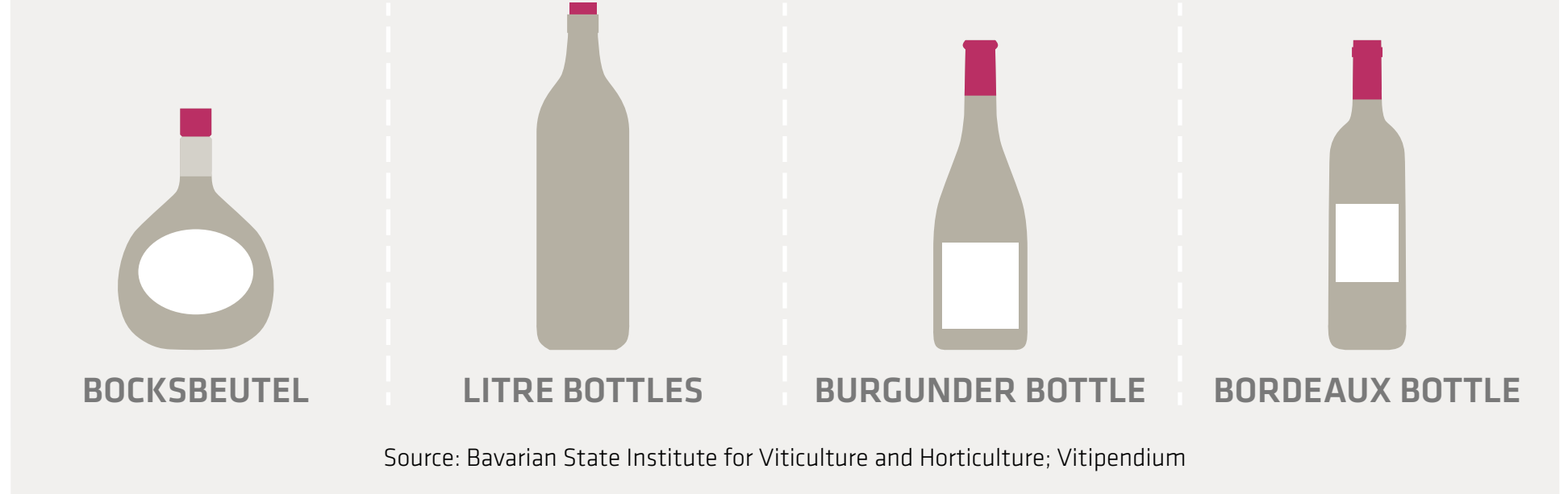
### ... wine growing areas



### ... most grown wines

BAVARIA'S WHITE WINE PRODUCTION:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production	
				1st place:
<p>81.2%</p>	12,736 ha	1,661 ha	→ 13%	
	2nd place: Silvaner	4,977 ha	1,435 ha	→ 29%
	3rd place: Bacchus	1,732 ha	737 ha	→ 43%
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BAVARIA'S RED WINE PRODUCTION:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production	
				1st place:
<p>18.8%</p>	380 ha	331 ha	→ 87%	
	2nd place: Spätburgunder	11,784 ha	258 ha	→ 2%
	3rd place: Schwarzriesling	2,058 ha	77 ha	→ 4%

### ... ..wine bottle shapes



## FRANCONIAN PYRAMID OF QUALITY

FRANCONIA IS FAMOUS FOR ITS WINE DIVERSITY, A CLEAR STRUCTURE MAKES IT EASIER TO FIND YOUR FAVOURITE

NEW FRANCONIA		
<p>Uncomplicated, fruity, fresh and fun</p>	<p>Special wines get sealed by the Franconian winegrowers' association with "New Franconia"</p>	<p>Poured in white Bocksbeutel and Bordeaux bottle</p>
CLASSIC FRANCONIA		
<p>Ideal accompaniment to a meal</p>	<p>Special wines get sealed by the Franconian winegrowers' association with gold, silver and bronze medals</p>	<p>Poured in green Bocksbeutel</p>
GREAT FRANCONIA		
<p>Selection of best wines: Silvaner, Riesling, Burgunder and sweet wines</p>	<p>Special wines get sealed by the Franconian winegrowers' association with the "Best of Gold"-Award</p>	<p>Poured in Bocksbeutel or Burgunder bottle</p>

Source: Frankenwein aktuell

## BAVARIA'S WINE ELITE

<p><b>FRANCONIAN WINE OSCAR</b></p> <p>For best vintners and Franconian wine</p> <p>"Best of Gold" = Seal of quality</p>		<p><b>FRANCONIAN WINE QUEEN</b></p> <p>Representative of the wine region of Franconia for one year</p> <p>More than 400 appointments national &amp; international</p>
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Source: Bavaria Tourism Marketing; Frankenwein Aktuell

## HOW TO SOUND LIKE A BAVARIAN WINE EXPERT

<p><b>FRANCONIAN WINES ARE FAMOUS FOR BEING HIGH IN MINERAL CONTENT AND ITS TANGY AROMA</b></p>	<p>• Franconian dry (unofficial term)</p> <p>• Sweet</p>
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Source: BR; Frankenwein aktuell

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)