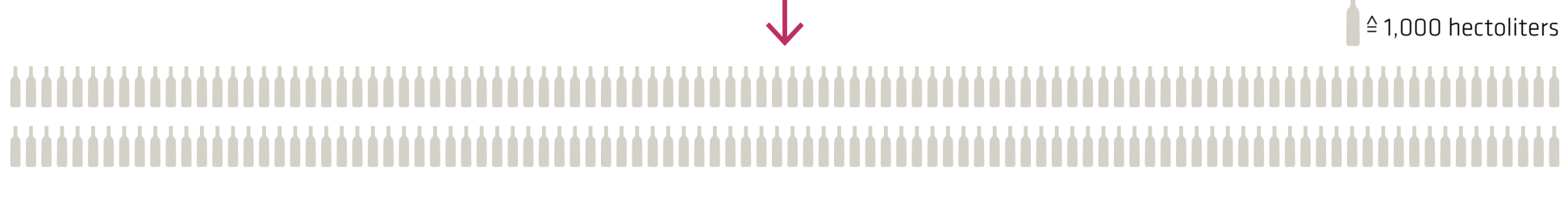




Bavarian Wine Culture

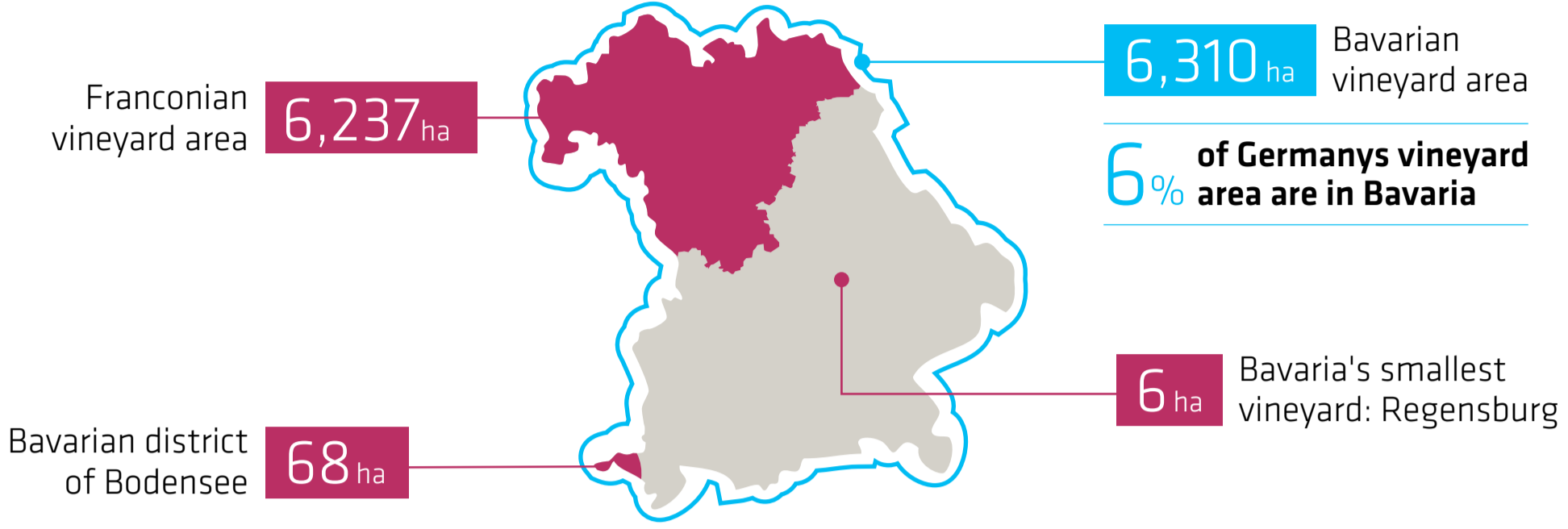


BAVARIAN WINE = FRANCONIAN WINE?



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:

	1st place:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production
	MÜLLER-THURGAU	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%

BAVARIA'S RED WINE PRODUCTION:

	1st place:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production
	DOMINA	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		
Uncomplicated, fruity, fresh and fun	Special wines get sealed by the Franconian winegrowers' association with "New Franconia"	Poured in white Bocksbeutel and Bordeaux bottle
CLASSIC FRANCONIA		
Ideal accompaniment to a meal	Special wines get sealed by the Franconian winegrowers' association with gold, silver and bronze medals	Poured in green Bocksbeutel
GREAT FRANCONIA		
Selection of best wines: Silvaner, Riesling, Burgunder and sweet wines	Special wines get sealed by the Franconian winegrowers' association with the "Best of Gold"-Award	Poured in Bocksbeutel or Burgunder bottle

Source: Frankenwein aktuell

BAVARIA'S WINE ELITE

FRANCONIAN WINE OSCAR	FRANCONIAN WINE QUEEN
For best vintners and Franconian wine "Best of Gold" = Seal of quality	Representative of the wine region of Franconia for one year More than 400 appointments national & international

Source: Bavaria Tourism Marketing; Frankenwein Aktuell

HOW TO SOUND LIKE A BAVARIAN WINE EXPERT

FRANCONIAN WINES ARE FAMOUS FOR BEING HIGH IN MINERAL CONTENT AND ITS TANGY AROMA

- Franconian dry (unofficial term)
- Sweet

Source: BR; Frankenwein aktuell

www.invest-in-bavaria.com