



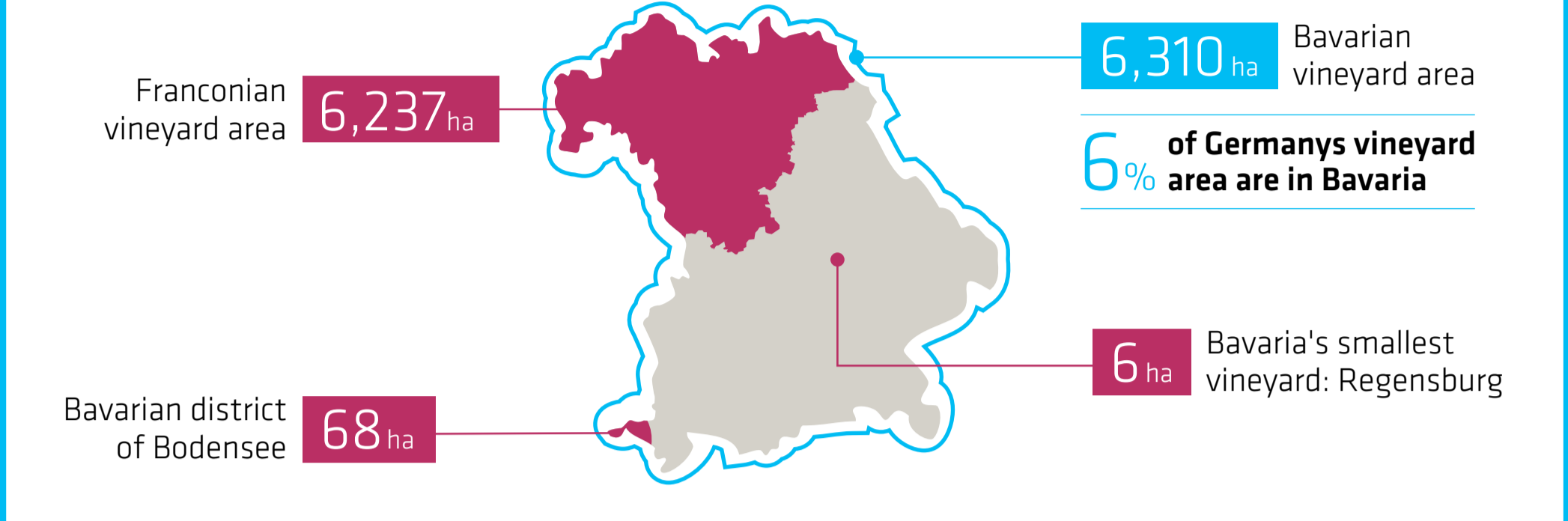
Bavarian Wine Culture



BAVARIAN WINE = FRANCONIAN WINE?



... 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

For best vintners and Franconian wine

"Best of Gold" = Seal of quality

FRANCONIAN WINE QUEEN

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