

**EIGHT NATIONS - ONE VARIETY**  
**VIEVINUM 16.-18. MAY 2026**

**United Nations** of Blaufränkisch /  
Burgund Mare / Frankovka /  
Kékfrankos / Lemberger /  
Modra Frankinja

**WHY ?**

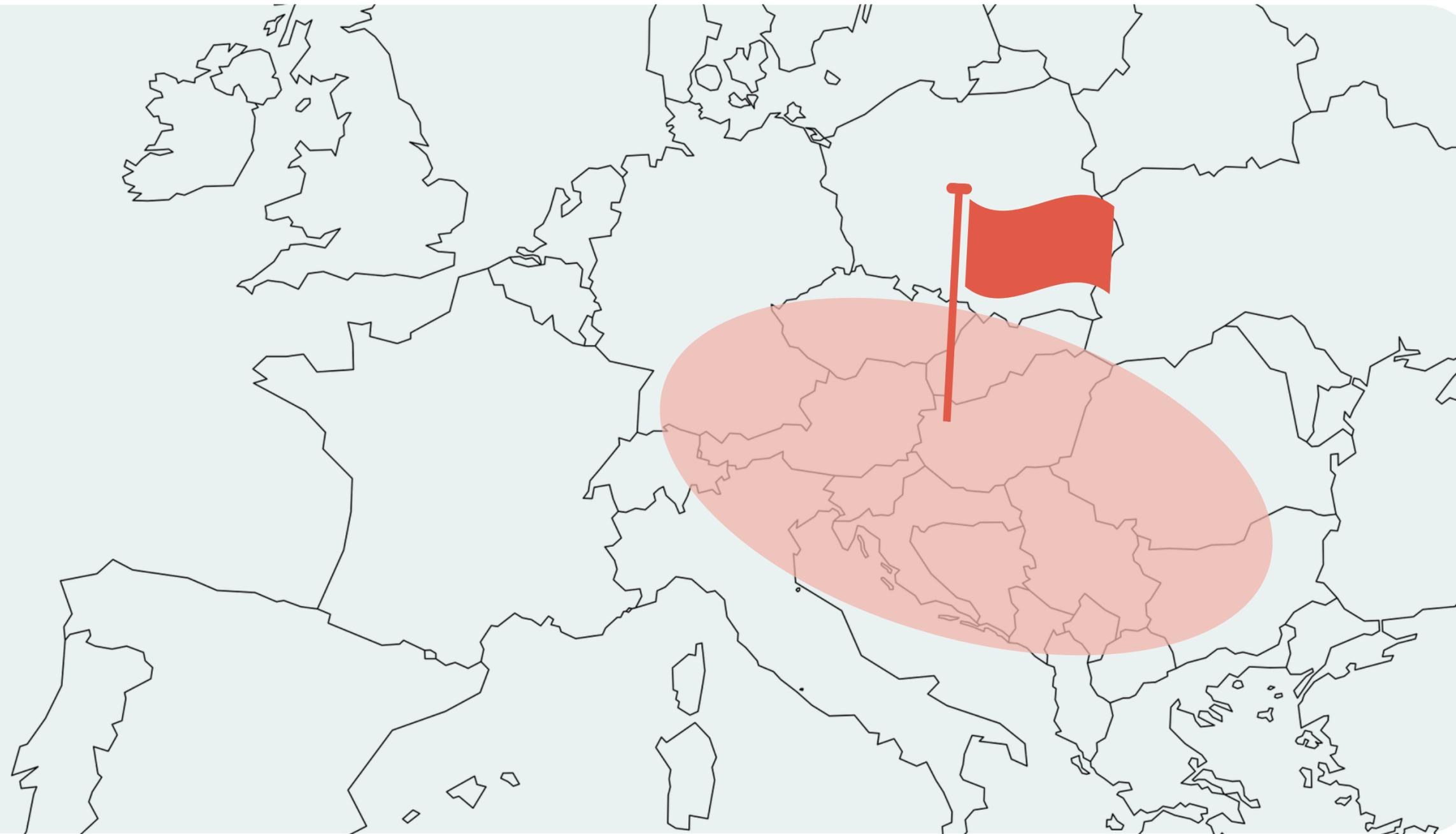


# ***STRONGER UNITED.***

## **VISIBILITY & AWARENESS**

### **GIVING BLAUFRÄNKISCH THE INTERNATIONAL STAGE IT DESERVES**

- Positioning Central Europe's key red variety.
- From regional relevance to international awareness.
- Increasing sales by increasing reach.



United Nations of Blaufränkisch / Frankovka / Kékfrankos / Lemberger / Modra Frankinja / Burgund Mare

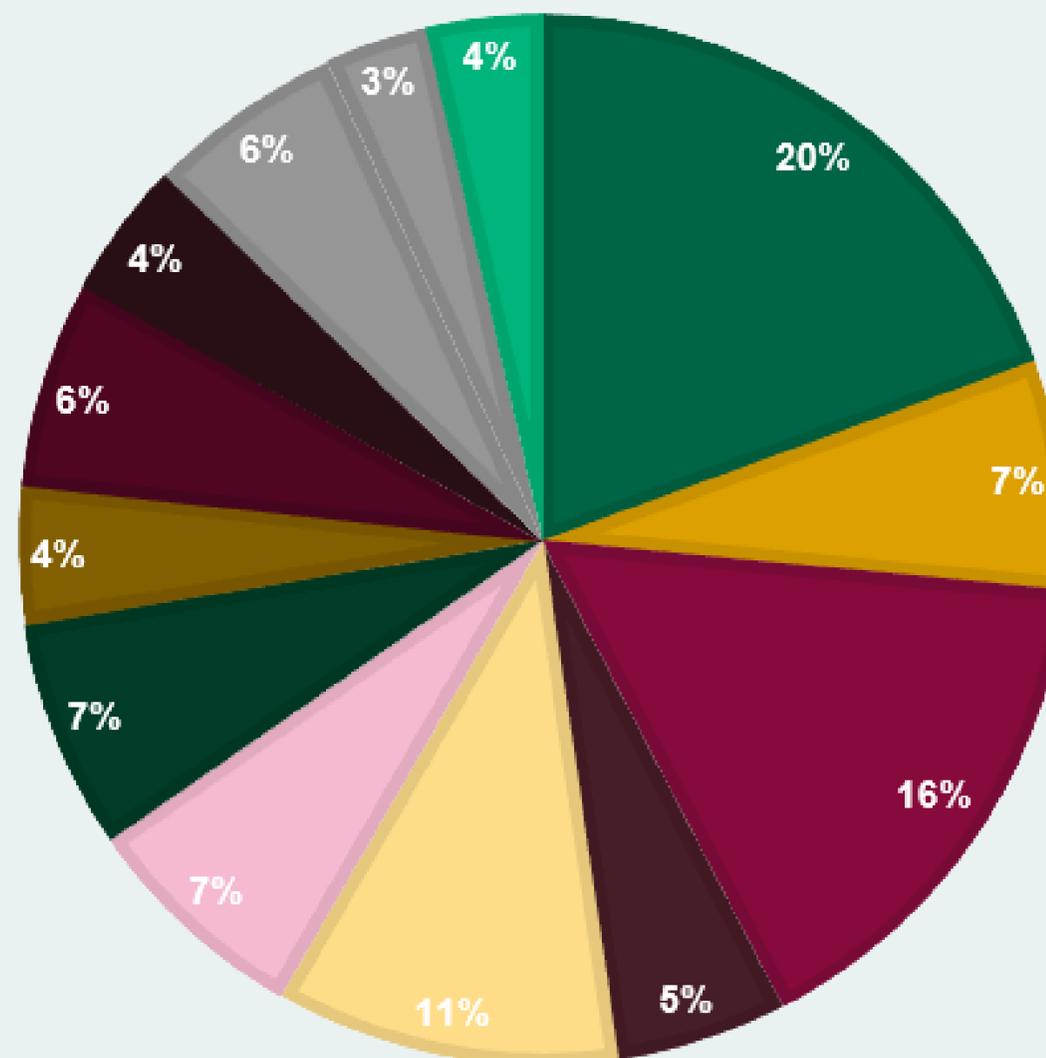
# STRONGER UNITED.

## VIEVINUM - THE PLACE TO BE

THE GLOBAL PLATFORM IN THE HEART OF EUROPE - WHERE NETWORKING CREATES IMPACT

- High concentration of international trade professionals, with large focus on emerging markets that crave new insights.
- viewinum: 16.000 visitors from 58 nations

ÖWM Outgoing invitations



- Deutschland
- Schweiz (LI)
- USA
- BENELUX
- Skandinavien
- Kanada
- UK (IR)
- China & HK
- Japan
- Central Europe
- Asia-Pacific
- Weitere EU
- EU Drittländer

# STRONGER UNITED.

## GROWING MOMENTUM

### A GRAPE VARIETY MADE FOR THE FUTURE

- Fresher, cooler-climate styles increasingly in focus.
- Demand for elegance & moderate alcohol
- Blaufränkisch fits current and future market trends naturally.



**The Buyer**  
https://www.the-buyer.net › wine  
**Peter Dean on chilled Austrian red wines – a new kind of cool**  
14.08.2025 — Peter Dean examines the trend, looks in detail at how Austrian red wines chill and selects a range of cool wines that have been tried and tested ...

**timothygallant.com**  
https://www.timothygallant.com › ...  
**Emerging Wine Regions and Trending Grape Varieties**  
06.07.2025 — Climate change, investment, and shifting tastes are redrawing the wine map and portfolio. Below, we explore rapidly growing wine-producing areas ...

**Wanderlust Wine**  
https://wanderlustwine.co.uk › ...  
**Why is Chilled Red Wine a Trend Now?**  
Our insight on the chilled red trend, why it is actually a very established way of serving red wines and which red wines should be chilled!

**Wanderlust Wine**  
https://wanderlustwine.co.uk › fi...  
**Five Wine Trends to Watch in 2025 | Blog**  
Key trends in 2025 · Sustainable vineyards, eco-packaging, and climate-smart winemaking. · Growth of low- and no-alcohol wines in the mindful drinking trend.

**Vogue**  
https://www.vogue.com › article  
**Inside the Rise and Rise of Chilled Red Wine**  
27.09.2024 — A quick explainer: chilled reds is an umbrella term for red wine varietals that served at cellar or fridge temperature. Many reds are ...

# ***STRONGER UNITED.***

## **PROVEN FORMAT & MEDIA IMPACT**

### **PROVEN SUCCESS IN 2024**

- Enormous frequency at the stand
- Active tastings by trade journalists and wine experts
- Strong editorial and merchant interest
- Media visibility through focused, story-driven presentations



# MEDIA OUTPUT 2024

Media value: € 349.000

Frankfurter Allgemeine

KALK & KEGEL

Vinum  
MAGAZIN FÜR WEINKULTUR

falstaff

the  
drinks  
business

A LA CARTE

vinaria

*Kmečki glas*

DER WINZER  
+ ÖSTERREICHISCHER WEINBAUVERBAND

WEINWIRTSCHAFT

VinArena

VINOPORT.hu  
BORMAGAZIN IGÉNYESEN

Forbes

GOURMETWELTEN  
Das Genussportal

primorske novice

[LINK](#)

**WINE+PARTNERS**

 **Czech Republic:**  
WINE Degustation  
Vino z Moravy & z Čech

 **Germany:**  
Vinum  
Falstaff  
Fine  
Meininger

 **Slovakia:**  
Slovak Wine Association  
WINE Degustation  
vinari.sk

 **Croatia:**  
Vinopedia.hr  
Decanter Croatia

 **Romania:**  
Revista Vinului  
vinul.ru

 **Austria**  
Gault&Millau  
Kalk&Kege  
Vinaria  
Wein.plus

# Media targets for 2026

## INTERNATIONAL:

DrinksBusiness  
Forbes  
Falstaff  
Decanter  
VINUM  
The Wine Hill Journal ...

 **Slovenia:**  
Slovenian Wine Guide  
winesofslovenia.com  
Kmeckiglas.com

 **Hungary:**  
Vinoport  
WineLovers Magazine  
Borászati Lapok  
Magyar Borok