WINE2WINE

Sharing Business Ideas

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#wine2wine
Hungarian Regional Wine Branding
Redefining the New Old World
Hungary

- Rubik’s cube
- Biro pen
- Puskas
- Goulash
- Communism
- The Danube
- Liszt

Wine?
Historically important
Tokaj
Somló
Naturally sweet wines
One of the first demarcated wine regions

Disaster
Phylloxera
Communism
Hungarian wine image
Late 20th century

• Cheap and cheerful Bull’s Blood
• Rustic reds
• Sweet Tokaj wine
Lack of direction from above
No effective Wines of Hungary

No big well-known region
Tokaj

Legacy of past
Focus on quantity not quality
Creating a quality wine image

Considerations

International varieties? No point in competing with established wine regions or the New World
Hungary has 22 wine regions, some with numerous permitted grapes
Lack of clear image

Indigenous varieties and styles
Outstanding terroir
Historic wine regions
Hungarian wine regions

Tokaj
Szekszard
Balaton
  • Balatonfüred-Csopak
  • Badacsony
  • Balaton-felvidék
  • Balatonboglár
  • Nagy-Somló
  • Zala
Eger
Villány
Tokaj
Tokaj

- New additional focus on dry white wines based on Furmint and Hárslevelű
- Mádi Kör
- Quality pyramid similar to Burgundy
- Creation of distinctive own bottle based on Aszú bottle
- Riedel glass
- Aszú – removal of 3 and 4 puttony categories
Tokaj Cellar
Szekszárd

- Focus on three key varieties/styles
  - Bikavér
  - Kékfrankos
  - Kadarka
- Tasting panel
- Regular tastings of each other’s wines
- Own bottle for these wines based on Burgundy bottle
- Fuxli/Siller as pilot
Szekszárd
BalatonBor

- Smaller regions around lake
- Less recognisable to modern consumers
- Focus on Olaszrizling (Riesling Italico)
- Development of quality pyramid
- BalatonBor, HegyBor, Dűlő
- Common marketing and image
- Same bottle, label and capsule
- Plans for red, rosé and sparkling
- Growing number of producers and volume
Badacsony
Csopak

- Csopak is Olaszrizling
- Csopak Codex
- Hungary’s best-functioning and strictest quality and origin control system
- Example of what will be highest level of Vinea Balaton (dűlő)
Csopak
Eger

- Face lift for Egri Bikavér – aka Bull’s Blood
- Tightening up of rules
- Construction of quality pyramid – Classic, Superior, Grand Superior
- Introduction of white partner – Egri Csillag
- Focus on blends, principally local varieties
Eger
Villány

- Big, reds, especially Bordeaux blends Cabernet Franc has found its natural home in Villány – Michael Broadbent
- Villányi Franc
- Entry-level wine designed to appeal to young generation – RedY
- Based on Portugieser, with other local Villány varieties
- Similar marketing style – common elements to label but own front label
Villány
Other regions following suit

Local varieties

Badacsony – Kéknyelű
• Annual tastings to identify style, own Rhine Riesling style bottle

Somló – Juhfark
• Historically important, flagship variety of region

Mór – Ezerjó
• Known for sweet style Aszú in past
Learning points

Keys to success

• Bottom-up, must involve all producers, big and small, no room for prima donnas
• Cooperation between producers, identification and maintenance of common style
• Focus on local specialities – terroir, grape variety, style
• Patience – long process
• Clearly identifiable for the consumer - style of region, clearly recognisable brand at various price points
• Acceptance that brand-building is difficult in quality wine, producers are generally too small for own recognisable brand
Sharing Business Ideas
Cooperation
Uniqueness
Recognisability
Reliability
Patience
Contatti

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Grazie per l’attenzione!