



WINE MARKETING ACTIVITY 2019

HUNGARIAN TOURISM AGENCY

WINE MARKETING KEY PROJECTS 2019

- Creation of the “**Wines of Hungary – Personally**” brand
- Wines of Hungary publications, wine maps and merchandising tools
- Launch of the official site of Hungarian wine and wine tourism: bor.hu
- Participation at ProWein Düsseldorf and ProWine Asia wine and spirits fairs
- La Cité du Vin Wine Tourism Centre (Bordeaux): launch of a three-year collaboration with introductory masterclasses
- Wine education presentations for Tourinform office colleagues in six regions in Hungary
- Chinese Master of Wine study tour in nine wine districts in the country
- Domestic press study tours (to Neszmély and Pannonhalma)
- Organisation of photo shoots (wine regions, wine-food pairings, wine tourism, grape varieties, viticulture and oenological work processes, winemakers’ portraits, cooperage and Tokaji Aszú)
- Advertisements, supplements and reports in Hungarian and international media





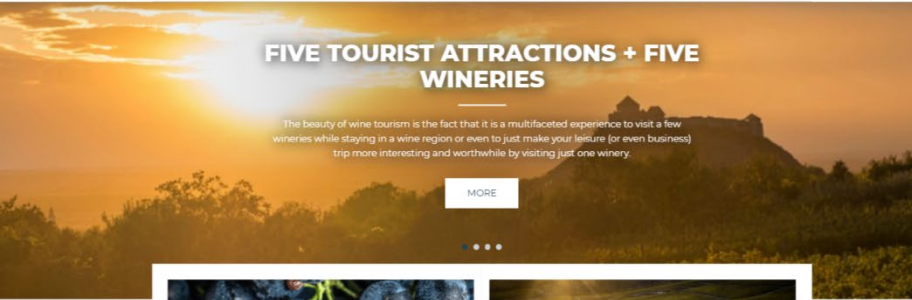
I. CREATION OF THE HUNGARIAN WINE BRAND

- The new Hungarian wine brand debuted at the Wine Law and Wine Marketing Conference on 1 March 2019.
- Its aim is to unify and strengthen the communication of Hungarian wines.
- The central element of the community brand is the person: the winemaker who has an unquestionably important role as the creator of the product and the consumer whose personal choices and experiences as a wine tourist are put in focus.
- It was important for the message to show an authentic and realistic picture of Hungarian wine and for all Hungarian winemakers and wine regions to identify themselves through the message.
- Partner bodies: ***National Council of the Wine Communities, Ministry of Agriculture, Agricultural Marketing Centre, Ministry of Foreign Affairs and Trade, Hungarian Hotel & Restaurant Association, Pannon Academy of Gastronomy Association, Hungarian Bocuse d'Or Academy Association.***

II. **BOR.HU: THE OFFICIAL SITE OF HUNGARIAN WINE AND WINE TOURISM**

Its main roles as a central platform:

- Presenting Hungarian wine regions and wine districts, grape and wine varieties produced in the country, our wine culture and the history of the Hungarian wine through fresh content written by the most renowned Hungarian wine experts.
- Creating a fresh image of wine region landscapes, vineyards, historical wine cellars, the everyday life of wineries, the most important grape varieties and gastronomic connections.
- Providing a winery directory, which gives every Hungarian winery the opportunity to create a profile page, including a search engine, helping both consumers/wine merchants and potential wine tourists to find the most appropriate partners.
- Providing dynamic content, such as trend reports, events, news and interviews.
- Presentation templates, statistics, online publications and maps.



FIVE TOURIST ATTRACTIONS + FIVE WINERIES

The beauty of wine tourism is the fact that it is a multifaceted experience to visit a few wineries while staying in a wine region or even to just make your leisure (or even business) trip more interesting and worthwhile by visiting just one winery.

MORE



HUNGARIAN WINE

Discover our grape varieties, wine styles and the history of wine production in Hungary.



WINE REGIONS & WINE DISTRICTS

Discover the most common grape varieties and wines of the different regions of Hungary.

WINEMAKERS AND WINERIES

What makes the Hungarian wine culture and wine tourism so special and diverse are the winemakers themselves.



Find your favourite Hungarian winery, personalise your wine tour with the help of our winery directory

Wine regions, wine districts Name of the winery

+ Advanced search



LAJVER BORBIRTOK

Wine district: Szekszárd

- Year of establishment: 2011
- Vineyard area: 26 ha
- Number of bottles produced: 200000



INTRODUCTION

Our winery has at its disposal 26 hectares of our own vineyard plantation, the density of the vines alongside their limited harvests ensure the high quality of our wines. Our territory can be horizontally divided into four long strips of land, and vertically into nine terraces. These exceptional characteristics have successfully provided ideal conditions for the greatest variety of grape. A difference of several degrees in temperature can be measured between the terraces at the top and bottom of the Lajver valley stream in all seasons of the year, and the subsoil water shows similar variation. The north-to-south valley serves as a natural wind channel, airing the plantation foliage and bunches of grapes, thus aiding everyday environment-conscious viticulture work. This diversity makes it possible for all twelve of our varieties of grape to feel at home here.

WINE TYPES

+ WHITE WINES

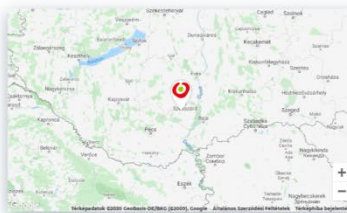
+ RED WINES

+ ROSÉ WINES

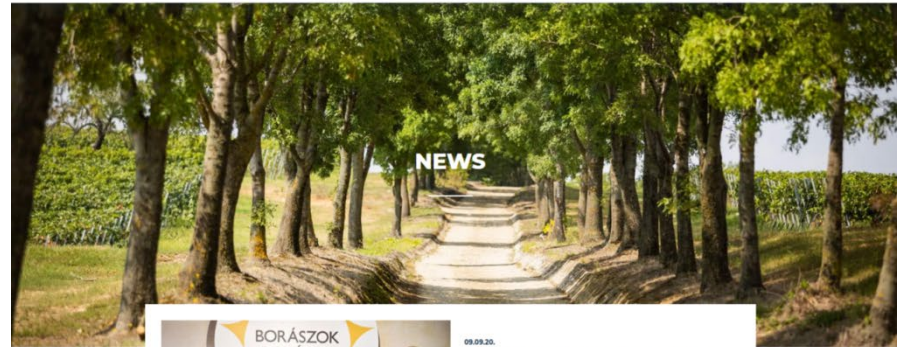
+ SPARKLING WINES

SERVICES

- Cellar tour
- Vineyard tour
- Jeep
- Accommodation/Event venue
- Wine tasting
- Cold dishes
- Credit card payment
- Private parking
- Technically accessible for tourists with reduced mobility
- WiFi



GALLERY



NEWS



09.09.20. WINEMAKER OF THE WINEMAKERS AWARD 2020
The list of the fifty best Hungarian winemakers was announced at the Wine Conference on 6 March. These fifty, the best of 2020, held the professional tasting the next day as part of the Winemaker of the Winemakers Tasting Circle...

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03.09.20. DISCUSSION ON BIODYNAMIC WINE PRODUCTION
Villány's first biodynamic winery, Wassmann Organic and Biodynamic Wines, can now also be found on www.winesofhungary.hu. In our latest winemaker report, we talk to the owners of the winery, Susann Hanauer and Ralf Wassmann, in...

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02.09.20. "WE NEED TO BUILD A COMMUNITY" - INTERVIEW WITH GYÖRGY LŐRINCZ
You run a winery nearly 45 hectares in size, you produce 250,000 bottles of wine, you have vineyards in Egerszalók, Egerszólát and Eger, and you are also the head of a four-child family. Before we get into the history of the...

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MORE NEWS



31.08.20. PORTRAIT OF A COOPER: INTERVIEW WITH C...



31.08.20. ANOTHER FIVE TOURIST ATTRACTIONS + FIV...



31.07.20. "THE WINERY DIRECTORY IS YOUR FRIEND"

MORE NEWS



III. WORKSHOP AND MEETINGS



IV. WINE ROADSHOW

- The main goal of the roadshow (with six stops across the country) was the introduction of the brand **Wines of Hungary – Personally**, launched in 2019.
- The brand concept and image elements were presented to market players by the designer and brand creator Géza Ipacs.
- Winemakers had the chance to communicate the challenges of the wine region at a roundtable session at every stop on the roadshow.

V. TOURINFORM EDUCATION

- Tourinform office employees from the wine regions of Hungary and involved in wine tourism had the chance to take part in the project (free attendance).
- The one-day training course, combined with tastings, covered the basics of wine knowledge, giving participants the opportunity to familiarise themselves with the most important grape varieties and wine styles of their wine region and other wine regions in the country, as well as a detailed overview of wine tourism destinations and the region's potential.
- The course aims to provide Tourinform staff with general knowledge, marking the beginning of effective cooperation between Tourinform offices and wine tourism entrepreneurs in the region.



MAGYAR
NEMZETISÉG



VI. PARTICIPATION AT EXHIBITIONS AND EVENTS



PROWEIN DÜSSELDORF: MANAGEMENT OF THE HUNGARIAN NATIONAL STAND

- The Hungarian Tourism Agency coordinated the production of a national stand at the most important wine fair in Europe, ProWein Düsseldorf, enabling 39 Hungarian wineries to take part.
- The new Hungarian wine brand debuted at the ProWein Düsseldorf exhibition.
- Nine masterclasses about Hungarian wines took place, held by internationally renowned representatives of the wine industry, including Tim Atkin, Master of Wine.
- In addition to the wine tasting, the audience got acquainted with typical Hungarian ingredients and dishes, while between the seminars an acoustic duo from Budapest created an atmosphere evoking a relaxed, welcoming wine bar.



WINES OF HUNGARY

PERSONALLY

Caroline Gilly MW
Wine & Milk
Wine & Milk

WINE & MILK
WINE & MILK

MAY BLANC
MAY ROUGE

MINSK SPARKLING WINES FACTORY

**PROWINE ASIA –
HONGKONG:
HUNGARIAN
NATIONAL STAND
WITH SIX WINERIES**

- Four Tokaj wineries and two Villány wineries were represented on the 42 sq.m Hungarian stand on the South-Asian leg of ProWine World fairs.
- Masters of Wine Sarah Heller and Debra Meiburg held masterclasses on Hungarian wines.
- Participation in the exhibition contributed greatly to increasing the prestige of Hungarian wines in Asia.

NATIONAL AGRICULTURE AND FOOD EXHIBITION AND FAIR (OMÉK)

- MTÜ organised wine education activities promoting Hungarian wine tourism, under the brand “Wines of Hungary – Personally” at Hungary's largest food industry exhibition.
- Lectures were given to visitors to OMÉK by sommeliers, who gave an introduction to wine tasting and added a lot of useful information on our wine regions as tourism destinations.
- Our wine regions were promoted with continuous wine tasting between the performances.
- In the spirit of promoting Hungarian wine tourism, the creators of the stand also set up a photo corner reminiscent of the atmosphere of a wine region, where previously submitted publications of the wineries were placed. Completed pictures could be taken home by visitors.

LA CITÉ DU VIN: INTRODUCTION OF HUNGARIAN WINES IN BORDEAUX

- The agreement signed between HTA and La Cité du Vin, the world's largest organisation dedicated to the presentation and preservation of wine culture, provides an opportunity to present Hungarian wines at the Bordeaux Visitor Centre between 2019 and 2021.
- Eight wines awarded a silver or gold medal at the National Wine Competition were brought to the centre and offered to visitors.
- The presentation of Hungarian wines took place on 19 December 2019, in the context of two consecutive lectures in French.



PARTICIPATION AT OTHER EXHIBITIONS AND EVENTS

- BOCUSE D'OR 2019 / LYON – built stand, wine and food tastings, participation and a brochure
- BOR.ZENE.ZALA / ZALASZABAR – organisation of a wine-themed photo exhibition, participation in person and with brochures
- BUDAPEST WINE FESTIVAL / BUDAPEST – promotional appearances, publication with brochures
- DIVINO TASTE FORUM FOR BULGARIAN WINES / SOFIA – conference presentation, brochures
- LIQUID GOLD PREMIER – participation with brochures, and a Wines of Hungary spot
- GASTRONOMICS / SAN SEBASTIAN - built stand, wine and food tastings, Hungarian wine lectures, participation with brochures
- NATIONAL GEOGRAPHIC TRAVELLER FOOD & DRINK OF THE WORLD / LONDON – built stand, wine and food tastings, brochures
- SPARKLING JUNE (GUIDES FOR HUNGARIAN WINE) / BUDAPEST – Hungarian wine lectures, participation with brochures
- SVÉT 11.0 / RÁCALMÁS – lectures, participation with brochures
- TURIZMUS SUMMIT / BUDAPEST – Top 10 wine – Top 10 food tasting, participation with brochures
- VINCE BUDAPEST / BUDAPEST – Wines of Hungary spot, participation with brochures
- VINITALY / VERONA – stand graphic, participation with brochures
- WEBWINEWRITING AWARD / MÓR – participation with brochures
- WINE PRAGUE / PRÁGA – stand graphic, participation with brochures



VII. MEDIA COVERAGE WITH WINES OF HUNGARY CONTENT

Print media	Online media
American Way magazine Borigo Lufthansa in-flight magazine Magyar Konyha (Hungarian Cuisine) magazine Monocle magazine National Geographic Traveller – Food supplement Pécsi Borozó magazine Terra Benedicta album TTV Europe Magazine Vendéglátás (Hospitality) Magazine VinCE Magazine	boraszportal.hu haszonagrar.hu ihatobb.hu kisalfold.hu magyarhirlap.hu pecsiborozo.hu sobors.hu szeretunkutazni.hu travelo.hu travelzoo.com turizmus.com turizmusonline.hu utisugo.hu vinoport.hu wineartculture.hu

VIII. WINE DISTRICT STUDY TOURS



CHINESE MASTER OF WINE STUDY TOUR

- Between 29 March and 6 April 2019, Fongyee Walker, the only Master of Wine expert at that time in mainland China, visited the Hungarian wine regions.
- During the study tour, Fongyee Walker was accompanied by her husband, Edward Ragg (now also MW), with whom they co-founded the Dragon Phoenix Chinese Wine School. They were also accompanied by one of the school's instructors, a cameraman and Xie Ling, a well-known Chinese gastro-blogger.
- The study trip lasted nine days, during which time the group, accompanied by a guide, visited nine wine districts in Hungary: Tokaj, Eger, Etyek-Buda, Szekszárd, Villány, Balatonboglár, Badacsony, Somló and Pannonhalma. During the event, guests visited a total of 18 wineries, where they took part in wine tastings, wine dinners and vineyard tours.
- The aim of the study tour was to increase the prestige of Hungarian wines in the Chinese markets through experts with millions of followers on social media, and to present Hungarian topics in more detail on the curriculum of the Chinese wine school.



"HUNGARIAN WINE DISTRICTS REBORN" – DOMESTIC PRESS STUDY TOURS

- On 12 September 2019, HTA's wine marketing department launched a series of study tours entitled "Reborn Wine Districts", with a first stop for the press to visit the Neszmély wine district. The aim of the initiative is to reawaken awareness of the lesser-known wine regions and promote the wine tourism offer of some forgotten wine areas in the country.
- On 13 November 2019, for the second stage of the study tour series, members of the press visited the Pannonhalma wine district.
- In addition to the major wine media, the tours were attended by a number of tourism and lifestyle journalists.
- A total of 13 locations were presented during the two study tours, including wineries, restaurants and cultural attractions.
- A total of 26 main press representatives took part in the study trips and 17 domestic tourism articles appeared in the press as a result of the campaign.

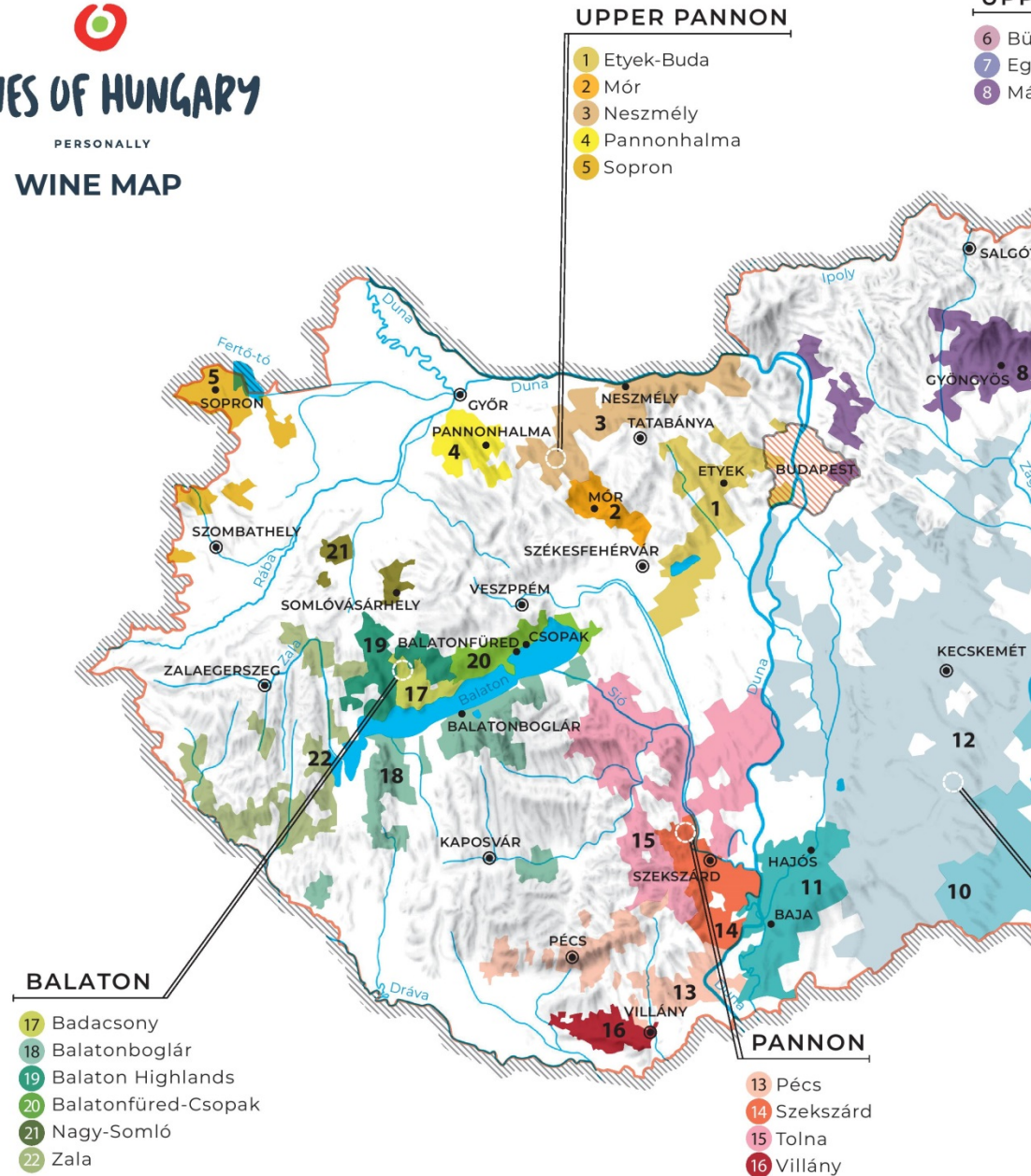


MAGYAR
BÚR
SZEMÉLYESEN

IX. PUBLICATIONS AND FOLDABLE WINE MAPS

- A 94-page premium brochure with the graphic elements of the Hungarian wine brand was published in Hungarian, English and French.
- The brochure features fresh images and presents the wine regions of Hungary, its typical wines, grape varieties and typical wine-food pairings, as well as themed articles on wine tourism topics.
- A folding leaflet containing a map of the wine regions and wine districts was also published, initially printed in Hungarian, English, French and German.
- In 2019, the publications and maps were distributed by MTÜ and its partner organisations at domestic and international events, exhibitions and tastings, and were also distributed to the Hungarian Tourinform network.

WINES OF HUNGARY
PERSONALLY
WINE MAP



X. MERCHANDISING TOOLS

- Merchandising tools with the new brand were created for the events organised by MTÜ in 2019.
- Merchandising portfolio items produced in 2019:
 - ✓ pens
 - ✓ pin badges
 - ✓ white and black t-shirts
 - ✓ sommelier aprons
 - ✓ dropstops
 - ✓ paper bags
 - ✓ corkscrews
 - ✓ roll-up banners and press walls
 - ✓ wine gift box and Tokaj Aszú gift boxes
 - ✓ event installations

info  bor.hu