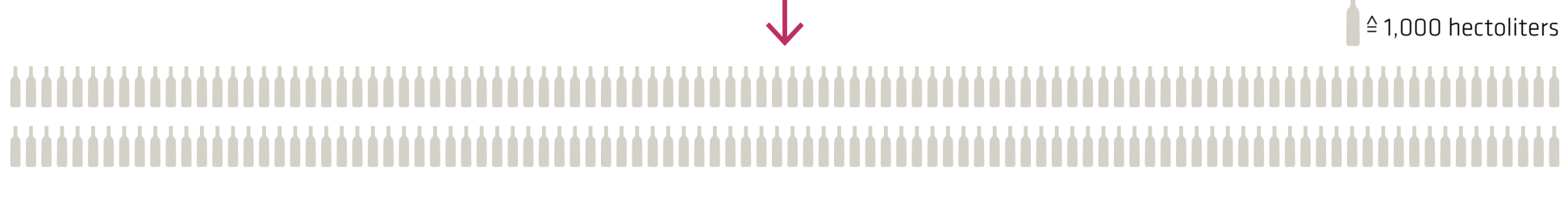




# Bavarian Wine Culture

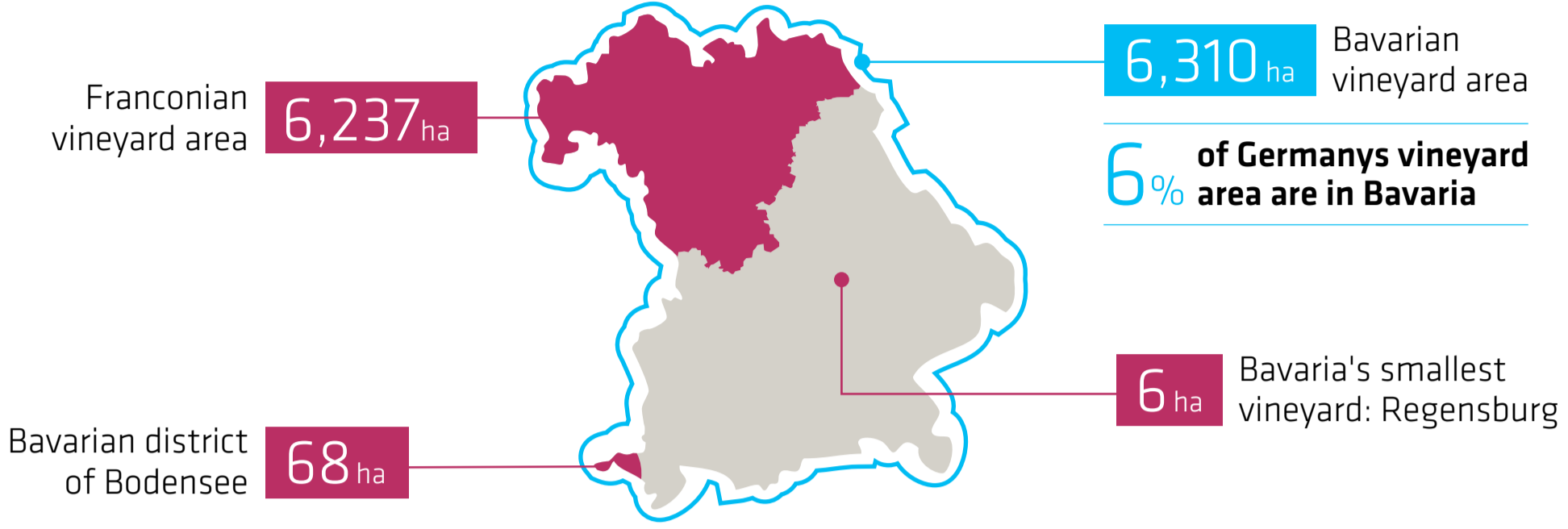


## BAVARIAN WINE = FRANCONIAN WINE?



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:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production	
				1st place:
<p>81.2%</p>	12,736 ha	1,661 ha	→ 13%	
	4,977 ha	1,435 ha	→ 29%	
	1,732 ha	737 ha	→ 43%	
BAVARIA'S RED WINE PRODUCTION:	Growing area in Germany	Growing area in Bavaria	Percentage of overall German production	
				1st place: DOMINA
				380 ha
<p>18.8%</p>	11,784 ha	258 ha	→ 2%	
	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

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**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

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**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](http://www.invest-in-bavaria.com)