



INVITATION

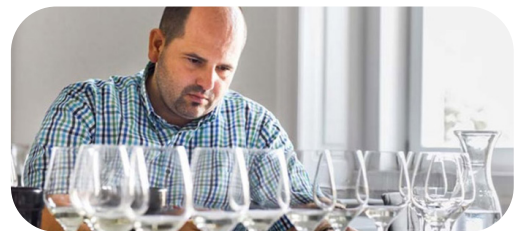
To a **master course**, an **online business development meeting** and a **wine tasting** combined under the **Hungarian Wine Business Program**

Discover the excellent quality Hungarian wine range online, guided by dipWSET Kristian Kielmayer and Sommelier Jakub Pribyl.

On 4 May 2021, Agricultural Marketing Center will organise an online wine promotion event in the Czech Republic, one of the key target countries of Hungarian wine export, in cooperation with the Czech-Hungarian Trade Chamber. The aim of the event is to facilitate the introduction of wines and wine producers that are already present on the Czech market and want to strengthen their business relations, and also of wineries that are looking to include the Czech wine market in their future export activity.

DATE OF THE EVENT: Tuesday, 4 May 2021, 10 a.m. – 12 noon

Hungarian wine regions and wine culture will be introduced through the presentation of **Kristian Kielmayer**: a dipWSET wine and spirit expert as well as an international wine academic and lecturer, born in Germany, with a degree in economics and winemaking. Currently, he teaches in domestic and foreign schools and works as a professional consultant.



The wines showcased during the event will be introduced by Sommelier **Jakub Pribyl**: a renowned Czech sommelier who will present the showcased Hungarian wines in the mother tongue of the participants. Jakub is a three-time winner of the Bohemia Sekt Trophée and semi-finalist of the 2017 European Championship. Currently, he manages his own business, Wine&Degu, and works as a consultant for a number of importers and retailers. He is an international wine judge as well.

The wine culture of Hungary is characterised by versatility, originality and uniqueness. The six wine regions of the country comprise 22 wine districts, all with different features of climate, topography, soil and history. Through the wine tasting, which will comprise six samples, 4 wine regions and 5 different wine districts of Hungary will be introduced through the wines characteristic of the specific production area:

- UPPER PANNONIA WINE REGION:**
Babarczi Pincészet (Babarczi Winery), Pannonhalma wine district – **Pannonhalmi Chardonnay 2019**
- PANNONIA WINE REGION:**
Gere Attila Pincészete (Gere Winery), Villány wine district – **"Ördögárok" Villányi Franc 2017**
Bock Pincészet (Bock Winery), Villány wine district – **Bock Ermitage, 2016**
Vesztergombi Borászat (Vesztergombi Winery), Szekszárd wine district – **Szt. László Bikavér, 2017**
- UPPER HUNGARY WINE REGION:**
St. Andrea Borászat (St. Andrea Vineyards and Winery), Eger wine district – **Hangács Cru Egri Bikavér Grand Superior, 2017**
- TOKAJ WINE REGION:**
Zsirai Pincészet (Zsirai Winery), Tokaj wine district – **Tokaj Sweet by Zsirai, 2018**

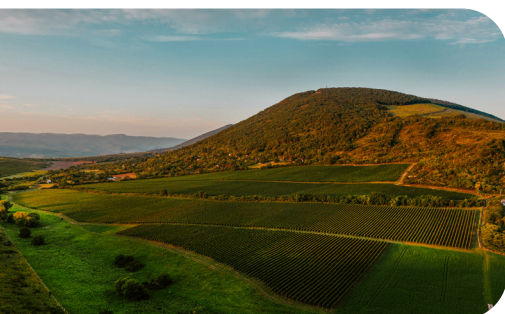
Wine regions to be introduced at the master course:

UPPER PANNONIA WINE REGION: The most important features that the wine districts belonging to this wine region have in common are the cooler climate and the range of dynamic wines, rich in acids. Due to the weather conditions, white grapes have a much stronger presence here than blue grapes. As yet, the impact of global warming cannot be felt too strongly in that region, so the acid structure of the wines still has plentiful reserves. That said, over the last ten years these wines have become discernibly more full-bodied and richer in alcohol. The batches remain of a tight character, but are also kinder and more indulgent. Pannonhalma has been offering impressive white and red wines to wine enthusiasts for years. The Upper Pannonia wine region will be introduced to the participants through Pannonhalmi Chardonnay 2019 of Babarcsi Winery.



TOKAJ WINE REGION: The first closed wine district of the world was formed in Tokaj-Hegyalja, which was awarded the title of World Heritage Site by the UNESCO in 2002. Its area is the same as that of the wine region. Grapes are grown here over 5,700 hectares. The iconic varieties of this wine district include Furmint, Hárslevelű and Sárgamuskotály. This wine district will be represented at the event by a sample of Tokaj Sweet by Zsirai, 2018, produced by Zsirai Winery.

PANNONIA WINE REGION: This part of the country, the areas south of Lake Balaton, grow more mature and balanced crops of blue grapes with softer acidity than the wine districts to the north. This region is home to full-bodied red wines with a thicker content of tannin, namely Cabernet Sauvignon, Cabernet Franc and Merlot, but also to grape varieties characteristic of Hungary, such as Blaufränkisch and Kadarka. The guests of the event will have the chance to discover the Pannonia region through the excellent wines of three local wineries: Gere Attila (Gere Winery), Villány wine district, "Ördögárok" Villányi Franc; Bock Pincészet (Bock Winery), Villány wine district, Bock Ermitage, 2016; Vesztergombi Borászat (Vesztergombi Winery), Szekszárd wine district, Szt. László Bikavér, 2017.



UPPER HUNGARY WINE REGION: A unique feature of the Upper Hungary wine region is that the plantations are generally located on high plateaus or gentle mountain slopes at an elevation of 200-300 m, and on the slopes of the Nagy-Eged mountain grapes are grown even at an elevation of 500 m. Accordingly, the climate of this wine region is influenced and protected from the incursion of winds by the North Hungarian Mountains. It is characterised by mountain soils, such as rhyolitic tuff, andesite, loess and brown earth types. The wine region boasts a colorful range of grape varieties, as it is an excellent production area for white as well as red wines. The applicants can discover this wine region by tasting a red wine of St. Andrea Winery in the Eger wine district, Hangács Cru Egri Bikavér Grand Superior from the year 2017.

We recommend this wine show to those professionals and specialised journalists involved in wine procurement and wine sales who are interested in Hungarian winemaking and see the potential in high quality Hungarian wines.

The participation in the master course is free but bound to registration. The lecture can be viewed by an unlimited number of participants, but only the first 30 participants shall be provided with a wine bundle delivered to the address given by them.

We are looking forward to your registration: just click the link below until 19 April 2021.

FURTHER INFORMATION ON THE PARTICIPATING WINERIES AND WINES AS WELL AS THE MASTER COURSE:

<https://czechia-2021.hunwinebusiness.com/>

This website will soon be available in Czech as well.

REGISTRATION:

<https://www.eventbrite.com/e/hungarian-wine-business-scheme-czech-republic-2021-tickets-149143473143>