



P R E S S K I T
2017





A G E N D A

THE 14TH A.S.I. CONTEST OF THE “BEST SOMMELIER OF EUROPE” IS COMING TO VIENNA!	Seite 1
THE AUSTRIAN CANDIDATE	Seite 3
THE SOMMELIER UNION AUSTRIA (SUA)	Seite 4
THE ASSOCIATION DE LA SOMMELLERIE INTERNATIONALE (A.S.I.)	Seite 6
PHILOSOFY OF THE A.S.I.	Seite 7
PREVIOUS COMPETITION CHAMPIONS	Seite 8
REPRESENTATIVES OF THE A.S.I.	Seite 9
SPONSORS OF THE A.S.I.	Seite 9
CONTACTS	Seite 10



THE 14TH A.S.I. CONTEST OF THE “BEST SOMMELIER OF EUROPE” IS COMING TO VIENNA!

It is 19 years ago that Austria hosted its last International Sommelier Competition and now the Austrian Sommelier Union will be host to yet another high level event. The best Sommeliers of Europe will be in Vienna from the 8th until the 13th May 2017 competing for the title of „Best Sommelier of Europe“! Tickets are available for visitors who wish to join the program.

38 European, and 3 African nations, will compete in the contest. Sommelier delegations from all 59 member countries of the A.S.I. (Association de la Sommellerie Internationale) will also be expected in Vienna! They are all coming to bear witness to the skills of the candidates from the various countries, to network and enjoy the atmosphere with international colleges. The Austria Sommelier Union, under the direction of President Annemarie Foidl, are aiming to present the best that the “Winelands of Austria” have to offer.

Here to are visitors welcome

While the competition runs through the day with the competition contestants at the Parkhotel Schönbrunn, the additional guests will find themselves on wine tours exploring the surrounding wine-growing areas in Austria. Highlights include Lower Austria, with stops in Melk on the vineyard tour on the Danube River, Top Level Masterclasses (Campus) at the winemakers in Kamptal and Kremstal and a dinner in Stift Klosterneuburg. Burgenland will be represented, with stops at Castle Esterhazy and the St. Martins Therme & Lodge. Matching regional wine tastings will accompany the trips. Vienna is also the center of attention for one day, including wandering in the vineyards, masterclass tastings with regional combining themes and a visit to the famous Heurigen (A tavern in Eastern Austria, where a local winemaker serves his new wine...).

A rare Chance

The World and European Sommelier Championships only takes place every three years. The World Championship was last hosted in Vienna at the VieVinum 1998. This shows what an honor it is to re-host such a large international competition again. A separate examination committee of A.S.I. is coordinating the competition and thus guarantees uniform standards for all member countries. The 9th May 2017, at the Park Hotel Schönbrunn competition location, is where the 41 candidates will go into start position! The following day is the



semifinal in Castle Esterhazy with the remaining best 15 finalists. During this round, the other participants will join the program as spectators. The grand Final, with the top 3 candidates, takes place at the Park Hotel Schönbrunn on the 11th May 2017

Address Location:

Parkhotel Schönbrunn: Hietzinger Hauptstraße 10-14, 1130 Wien

Registration for the visitor program:

<https://secure.ruefa.at/forms/sommeliere-em-2017/>

Find us on Facebook:

www.facebook.com/sommelierunion.austria

#ASIBestSomm

#SommelierEM2017

#MSE2017



THE AUSTRIAN CANDIDATE

Austria's sommelier honour will be defended by the certified Diplom-Sommelier Suvad Zlatic from Tyrol. In the Fall of 2014, he captured the “Best Sommelier of Austria” title after competing amongst nearly 20 other contestants in a publicly held competition. Since then, Zlatic has participated in numerous other European competitions. In addition, he earned the Sake Sommelier, Master Sommelier Advanced diplomas and the Ambassadeur du Champagne 2015/16, and was awarded the title "VINEUS Sommelier of the Year" for 2016. Last year, Suvad Zlatic participated as the Austrian candidate in the highly rigorous World's Best Sommelier Competition in Argentina, taking a very impressive 16th place amongst the total of 59 candidates. The native Bosnian came to Austria in 1993 and now lives with his family in Landeck. He works as Maître d'hôtel at the Geiger Posthotel in Serfaus, where he also receives from his employers, the hoteliers Barbara and Florian Geiger, unwavering support for his dedication and commitment.



THE SOMMELIER UNION AUSTRIA (SUA)

The Sommelier Union Austria was founded in 1998 (as the Sommelierverband Österreich) on the occasion of the World's Best Sommelier Contest in Vienna. The SUA is an umbrella organisation for all sommeliers in Austria and is comprised mainly of the individual state sommelier associations. Annemarie Foidl, a native of Tyrol, has been president of the SUA since 2008 and represents its interests both nationally and internationally.

www.sommelierunion.at

The main objectives of the Sommelier Union Austria are:

- ❖ To promote sommeliers in Austria
- ❖ To strengthen the professional image of the sommelier with the public, reflecting a highly qualified, service-oriented and sales conscious employee in the gastronomy sector
- ❖ To help ensure that all sommeliers in Austria are available as knowledgeable and helpful contact partners

Listed here are the current presidents of the state associations:

- ❖ Reinhold Baumschlager
President of the Sommeliers Association of Upper Austria (OSOV)
www.ooe-sommelierverein.at
- ❖ Josef Bitzinger
President of the Sommeliers Association of Vienna (WSOV)
www.wsov.at
- ❖ Sabine Fließner-Just
President of the Sommeliers Association of Styria (StSOV)
www.stsov.at
- ❖ Willi Hirsch
President of the Sommeliers Association of Vorarlberg (VSOV)
www.vsov.at
- ❖ Martina Illek
President of the Sommeliers Association of Lower Austria (NSOV)
www.sommelier.co.at
- ❖ Stefan Lamster-Haubenwallner
President of the Sommeliers Association of Burgenland (BSOV)
www.bsov.net
- ❖ Dörte Steiner
President of the Sommeliers Association of Salzburg (SSOV)
www.ssov.at
- ❖ Norbert Waldnig
President of the Sommeliers Association of Tyrol (TSOV)
www.tsov.at



THE A.S.I.

The Association de la Sommellerie Internationale (A.S.I.) has set itself the task of constructing this necessary continuous training program, which in the form of courses, books and regularly updated training material - available on this web site - will supply the framework for the continuous updating of information indispensable in a profession which must constantly adapt to the ceaseless evolution in techniques and tastes.

A.S.I., a non-profit making organization, was founded in Reims (France) on the 3th - 4th June 1969, and has the following aims:

- ❖ To bring together the national sommellerie associations (just one member association per country) and to promote their founding where they do not yet exist
- ❖ To co-ordinate actions aimed at developing and advancing the profession by various means (training courses, etc.)
- ❖ To enhance the sommelier's profession as well as educating the consumer
- ❖ To defend the ethics of the profession
- ❖ A.S.I. participates in all events related to wine, spirits and other drinks, and is able to take any action directly or indirectly aimed at its objectives defined above

The A.S.I. legal headquarters are located in Paris (France) and is administered by the member country holding the presidency for a three-year period. The Council comprises of the President, a General Secretary, helped by an assistant Secretary, a Treasurer and an assistant Treasurer, as well as the Presidents of each national member association or their elected representatives.



PHILOSOFY OF THE ASSOCIATION DE LA SOMMELLERIE INTERNATIONALE (A.S.I.)

The responsibilities of a modern sommelier are today seen as going far beyond merely serving wines. As well as a complete knowledge of this field, and an indispensable gift for human relationships, he/she must also display a considerable understanding of purchase and stocks management. A good sommelier is today also associated with the marketing of the business.

While knowledge of wines and spirits can be acquired in specialist schools (such as Oenology Institutes) and the foundations of the trade in specialist institutions (hostelry schools, etc), there is no other means of acquiring the necessary experience other than informally throughout one's career. This situation makes obvious the need for continuous training in the real sense of the word, which would consolidate scattered personal experiences by means of a rational approach.

PREVIOUS COMPETITION CHAMPIONS:

Best Sommelier of Europe

Year	Place	Winner	Nationality	
1988	Reims, France	Serge Dubs	France	Ruinart Trophy
1990	Reims, France	Mikael Söderström	Sweden	Ruinart Trophy
1992	Reims, France	Bernd Kreis	Germany	Ruinart Trophy
1994	Reims, France	Eric Beaumard	France	Ruinart Trophy
1996	Reims, France	Gerard Basset	United Kingdom	Ruinart Trophy
1998	Reims, France	Eric Duret	France	Ruinart Trophy
2000	Reims, France	Franck Thomas	France	Ruinart Trophy
2002	Reims, France	Enrico Bernardo	Italy	Ruinart Trophy
2004	Reims, France	Andreas Larsson	Sweden	Ruinart Trophy
2006	Paris, France	Robert Lie	Norway	Ruinart Trophy
2008	Sofia, Bulgaria	Isa Bal	Turkey	
2010	Strasbourg, France	Paolo Basso	Switzerland	
2013	Sanremo, Italy	Arvid Rosengren	Sweden	

Best Sommelier of the World

Year	Place	Winner	Nationality
1995	Tokyo, Japan	Shinya Tasaki	Japan
1998	Vienna, Austria	Markus del Monego	Germany
2000	Montreal Quebec, Canada	Olivier Poussier	France
2004	Athens, Greece	Enrico Bernardo	Italy
2007	Rhodes, Greece	Andreas Larsson	Sweden
2010	Santiago, Chile	Gerard Basset	United Kingdom
2013	Tokyo, Japan	Paolo Basso	Switzerland
2016	Mendoza, Argentina	Jon Arvid Rosengren	Sweden

REPRESENTATIVES OF THE A.S.I.

- ❖ Shinya Tasaki, President of the A.S.I. and Best Sommelier of the World 1995
- ❖ Gerard Basset, Director of the Sommeliers Contests Committee – SCC und Best Sommelier of the World 2013
- ❖ Michèle Aström Chantôme, coordinator of the SCC und Secretary-General
- ❖ Saiko Tamura Soga, Vize Secretary-General

Members of SCC:

- ❖ Paolo Basso, Best Sommelier of the World 2010
- ❖ Serge Dubs, Best Sommelier of the World 1989
- ❖ Eric Duret, Best Sommelier of Europe 1998
- ❖ Ricardo Grellet, President of the Sommeliers Association of Chile
- ❖ Andreas Larsson, Best Sommelier of the World 2007
- ❖ Markus del Monego Best Sommelier of the World 1998
- ❖ Jean-Pascal Paubert, in charge of logistics
- ❖ Andrés Rosberg, President of the Association of Sommeliers of Argentina

SPONSORS OF THE A.S.I.

- ❖ Vinexpo, www.vinexpo.com
- ❖ Wines of Portugal, www.winesofportugal.com
- ❖ Chef&Sommelier, www.chefsommelier.com
- ❖ Austrian Wine, www.austrianwine.com
- ❖ Suntory, www.suntory.com
- ❖ Sommeliers International, www.sommeliers-international.com
- ❖ San Pellegrino, www.sanpellegrino.com
- ❖ Moët & Chandon, www.moet.com
- ❖ Vins d'Alsace, www.vinsalsace.com



CONTACTS

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