



Press release
Vienna, March 2026

Georgia Calling: VieVinum proudly presents this year's special guest country

Take a deep dive with us into the ancient origins of wine! That's what VieVinum 2026 offers with this year's special guest Georgia, a land rich in vinous tradition like hardly any other. From 16-18 May 2026, some 25 Georgian estates will present their wines at Vienna's HOFBURG palace – wines whose vinification methods, grape varieties and characteristics are as mysterious as they are fascinating.

We are all familiar with the impressive images of the Greater Caucasus Range, where snow-capped peaks reach high into the heavens. Following their course eastward, one arrives in Kakheti, the largest and most famous of the nation's four winegrowing regions, which some even call the Napa Valley of (formerly Soviet) Georgia. Here, mountains protect the region from cold northerly air masses, while warm and moist atmospheric currents flow out of the west from the Black Sea. In Kakheti, one also encounters the so-called 'cinnamon-like' soils – sandy-calcareous loam with a prominent iron content. Overall, 80 per cent of Georgia is mountainous; climate conditions range widely from high alpine to subtropical to desert-like. Of their approximately 525 indigenous grape varieties, some 45 are of major importance. Best-known are the white Rkatsiteli, Kakhuri Mtsvane and Kisi, as well as the red Saperavi.

Qvevri and Orange Wine

As early as eight thousand years ago, wine was being made in clay vessels in Georgia. The traditional aging process in these amphorae, known as *qvevri*, has survived throughout the millennia. It has inspired winemakers around the globe and triggered the orange- and natural wine boom of our time. Georgian winegrowers also benefited from this and began to further establish their wines – in a sense, the original version – on the international stage. As a crowning achievement, the 'Qvevri method' was declared an 'Intangible Cultural Heritage' by UNESCO in 2013.

During VieVinum, the wineries of our special guest country, Georgia, can be found in the *Rittersaal*, and on Sunday 17 May, there will be a rare opportunity to learn about the Georgian winegrowers' perspective on amber wine at the School of Wine.

Countdown to the School of Wine & Online Tickets

The School of Wine programme will be available online shortly. Tickets are now available online. Trade visitors can purchase a discounted ticket upon accreditation.



Hotel Bookings

The announcement of Vienna as the host city for the Grand Final of the Eurovision Song Contest (ESC) on 16 May 2026 has resulted in a sharp increase in hotel demand in the Austrian capital. Fortunately, as predicted by tourism organisations, rooms are now gradually becoming available again. It is therefore advisable to check the various booking platforms regularly and, of course, to contact hotels directly.

VieVinum 2026 Facts

Location: HOFBURG Vienna, Heldenplatz entrance

Dates: Saturday, May 16 through Monday, May 18, 2026

Opening Hours:

- Saturday to Monday from 1 p.m. to 6 p.m.
- Trade professionals & Press: Sat. to Mon. from 9 a.m. to 6 p.m.

Admission:

- Online ticket: € 75 at www.vievinum.at/tickets
- Trade visitors upon accreditation: € 55 at vievinum.com/tickets/trade-visitor

www.vievinum.at

Press Accreditation

Accreditation for trade media representatives is available at Dagmar Gross, dagmar@grosswerk.com. Required documentation includes written accreditation (letter from the editor-in-chief or by-line mention in the publication's masthead for a wine-related article published within the past six months)

Contact

Tina Patronovits | M.A.C. Hoffmann & Co. GmbH
+43 1 587 12 93 - 11 | t.patronovits@mac-hoffmann.com
www.mac-hoffmann.com

Press contact

Dagmar Gross | Agentur grosswerk
+43 1 236 26 64 | werk@grosswerk.com | www.grosswerk.com