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Press Release

Inaugural “Riesling Day” at Vinexpo in Bordeaux

The German Wine Institute (DWI) will be presenting a representative selection of German wines to industry experts at the Vinexpo in Bordeaux (18 - 21 June 2017). Wines from 12 German producers will be highlighted at the joint stand hosted by the German Ministry of Food and Agriculture (BMEL) and at other trade fair events. The staff at the DWI's tasting booth in hall 1 (Stand BD 308) will be offering pours of Germany's finest throughout the trade fair. There is one important change in store at this year's Vinexpo: on 20 June the spotlight will fall entirely on one variety — with Riesling selected as the star of the day.

In honor of the occasion, the DWI will be providing a “Riesling picnic” on 20 June at the trade fair's open air grounds next to the lake. Guests will be invited to try wines from Generation Riesling winegrowers together with classical German fare — a lovely break from the hub-bub of the day. The DWI will also be holding a master class on “Perfectly Riesling - Treasures of German Wine.” The event for 100 selected industry visitors is co-organized by the BMEL. The evening event, dubbed “The Blend,” is also being sponsored by DWI. Over 1,800 industry visitors are expected to visit a bar stocked with white wines from Generation Riesling winegrowers.

“Naturally we'll be building on the spotlight of ‘Riesling Day’ to draw the world's attention to the outstanding quality of Riesling from Germany's winegrowing regions,” explains DWI Managing Director Monika Reule. “It's an excellent chance once again to burnish our contacts with international players from retail, gastronomy and the media.”

The DWI will offer various specialized seminars on each day of the trade fair. "License to Sparkle - German Premium Sekt," "Germany's Got Talent: Generation Riesling," "Germany's Dream Team: Riesling & Spätburgunder (Pinot Noir)" and "Riesling, Icewine & Co. – Beware Fruit Bombs" are just a few of the fascinating topics that will be explored by Master of Wine Romana Echensperger. Each busy trade fair day will wrap up with the popular "Happy Hour" series, featuring wine and snacks in the lounge of the joint stand.

Vinexpo in Bordeaux is one of the most important international trade fairs for the wine industry. Participation by German winegrowers has been organized and financed since 1989 by the German Ministry of Food and Agriculture (BMEL). The DWI will be on hand to provide its wine expertise to international guests and to run supplemental events at the stand.

Wines of Germany at Vinexpo in hall 1 stand BD308