

HUNGARIAN
WINE SUMMIT

ALL STARS - THE WINEMAKING EXCELLENCE OF HUNGARY

| Dr. Gabriella Mészáros DipWSET
| András Horkay DipWSET



HUNGARIAN
WINE SUMMIT



 WINES OF HUNGARY

EXCELLENT CONDITIONS FOR VITICULTURE

WEATHER CONDITIONS

- annual rainfall: 500-800 mm per year
- long growing season: around 200 days

EXTREMELY VARIED TERRAIN AND SOIL CHARACTERISTICS

- volcanic
- limestone
- clay
- marl
- loess
- sedimentary

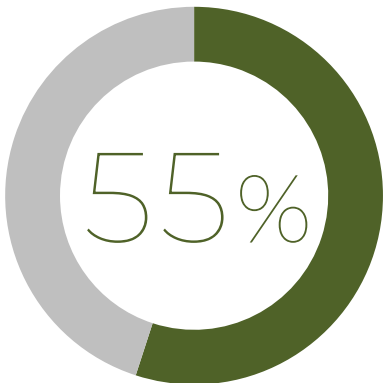


HUNGARY

LOCATION OF HUNGARY
Central-Europe, close to the northern limit of the wine belt

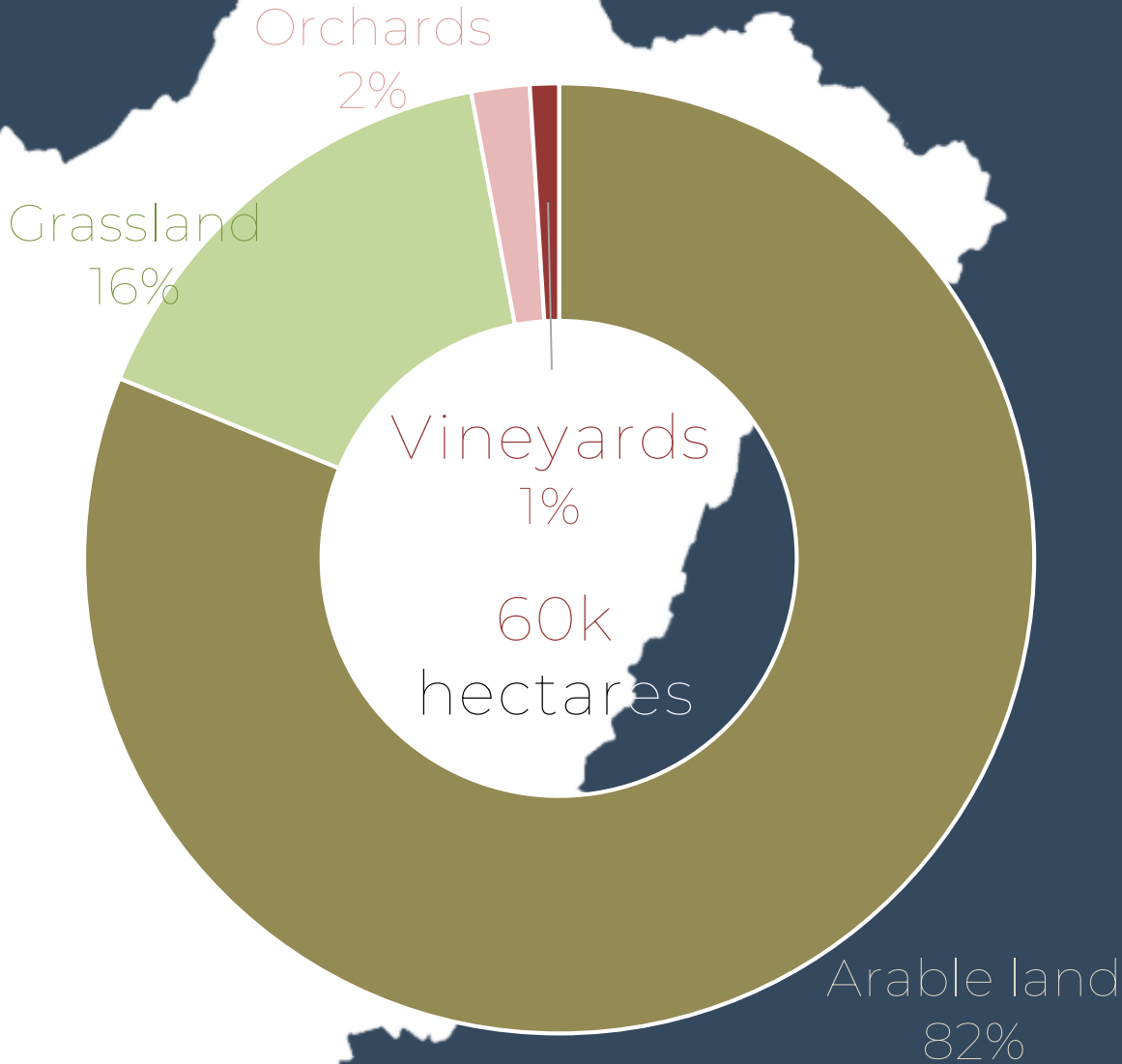


SUMMARISING DATA OF HUNGARIAN AGRICULTURE



Approx.
5,1M
hectares

The utilized agricultural area comprises a notable proportion of Hungary's total land area, placing it prominently among EU member states.



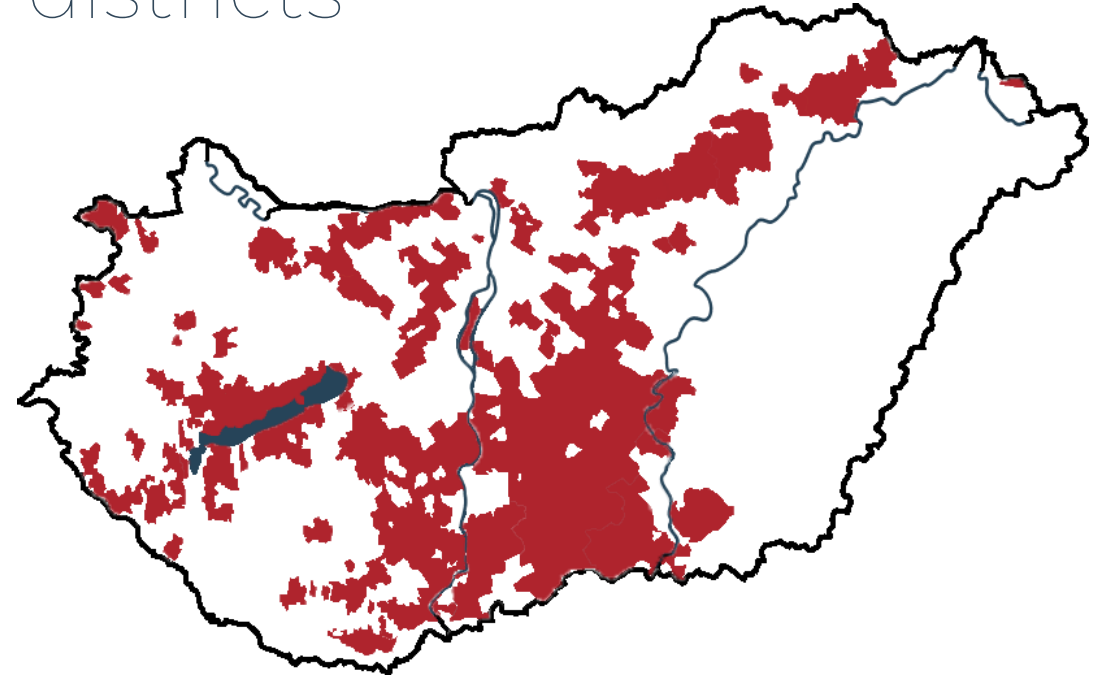
SUMMARISING DATA OF HUNGARIAN WINEMAKING

6 wine regions comprising 22 wine districts

59k
hectares



41 k hectares of white grapes
18 k hectares of red grapes



Total grapes harvested, approx.

414 000 tonnes

Wine production
2,9M hectoliters
in 2023



Largest wine districts
Kunság: 19 489 ha
Mátra: 5 955 ha
Eger: 5 472 ha
Tokaj: 5 143 ha

NUMBER OF ENTREPRENEURS IN THE WINE SECTOR

OVER 12 000 WINERIES IN HUNGARY

- Small scale producers (10 000 +): 0,2-0,3 ha area, family consuming, rare bottling
- Small family wineries (2000 +): 3-6 ha area, 200-300 hl production, tourists, bottled + bulk wine
- Classic family wineries, mid-scale firms: 15-50 ha area, 500-3000 hl production, strict yield control, quality determined, bottled wines, important persons, participants in festivals and exhibitions
- Large (10-12 wineries): 70% of the total Hungarian production, 100.000 hl/year, export wines, supermarket products, lower and middle segment

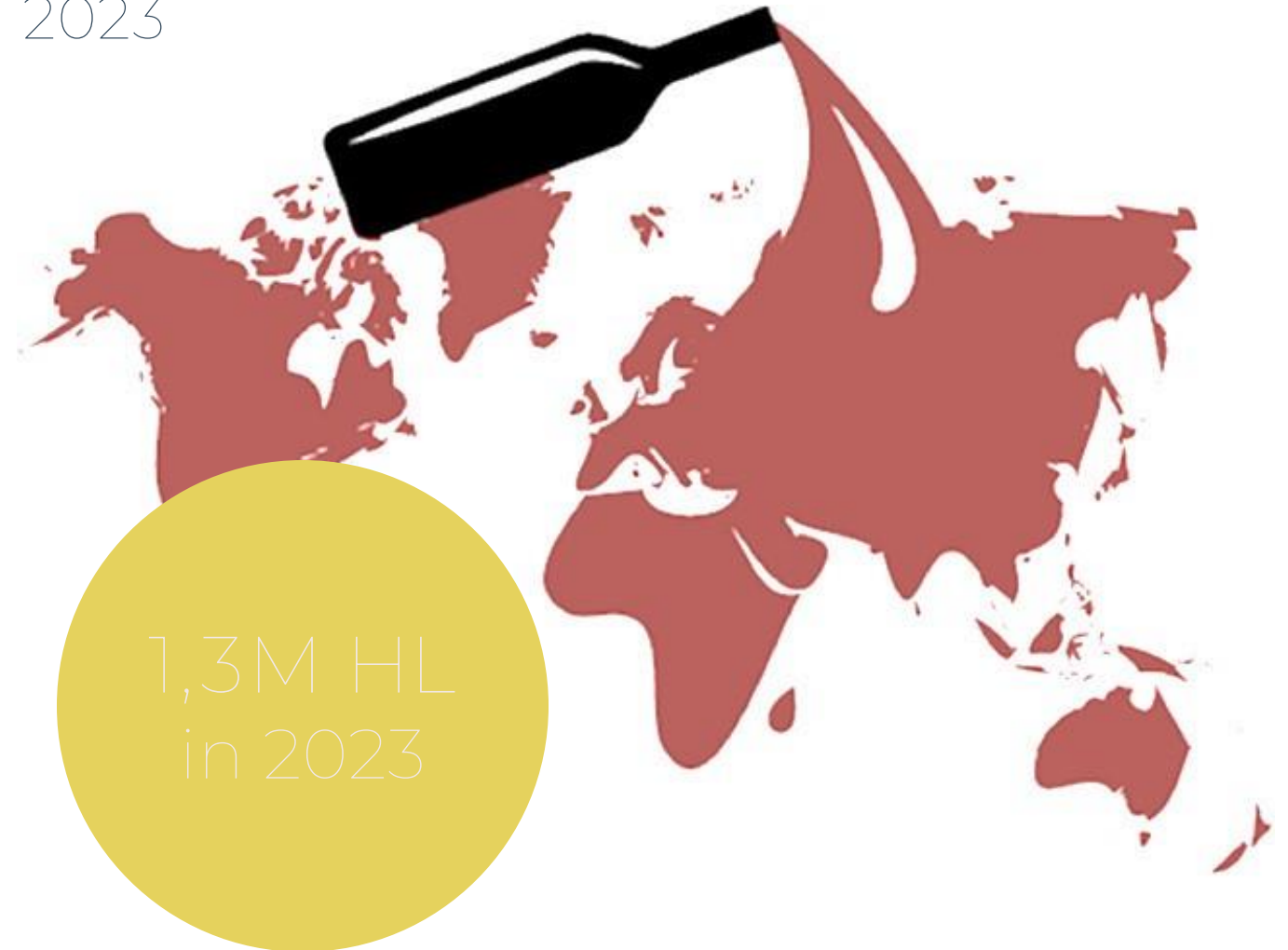


EXPORT DATA 2023

TOTAL EXPORT QUANTITY IN 2023
1,27M hl

TOP 10 EXPORT COUNTRIES:

- Slovakia
- Germany
- Czech Republic
- France
- United Kingdom
- Croatia
- Belgium
- Austria
- Spain
- Poland
- Sweden
- Finland



WINE CONSUMPTION IN HUNGARY

18,1 L PER CAPITA / YEAR



PROTECTION OF ORIGIN

Its role is to regulate the use of geographical indications.

Geographical indications represent traditions, producer communities, knowledge, specific product characteristics and quality levels.

Wine categories in Hungary

OEM = PDO
(Protected Designation of Origin)



FN = Products without geographical indication



OFJ = PGI
(Protected Geographical Indication)



MOST PLANTED FINE WINE GRAPE VARIETIES

WHITE GRAPES

Cserszegi Fűszeres (3 700ha)

Furmint (3 462 ha)

Olaszrizling (3 115 ha)

Irsai Olivér (2 614 ha)

Chardonnay (2 142 ha)

Szürkebarát (1 808 ha)

Hárslevelű (1 380ha)

Zöldveltelini (1 350 ha)

Muller Thurgau (1 090 ha)

Rajnai Rizling (1 088 ha)

Ottonel Muskotály (1 101 ha)

RED GRAPES

Kékfrankos (7 153 ha)

Cabernet S. (2 118ha)

Merlot (2 152 ha)

Cabernet F. (1 423 ha)

Zweigelt (1 208 ha)

Pinot noir (1 141 ha)

Portugieser (709 ha)

Blauburger (443 ha)

Syrah (361 ha)

Kadarka (243 ha)



ADDITIONAL LOCAL VARIETIES TO HIGHLIGHT

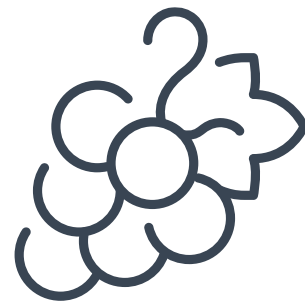


WHITE GRAPES

- Cirfandli
- Ezerjő
- Juhfark
- Kabar
- Kéknyelű
- Királyleányka
- Kövérszőlő
- Kövidinka
- Leányka
- Rózsakő
- Sárfehér
- Sárgamuskotály
- Zenit

RED GRAPES

- Portugieser
- Csókaszőlő
- Laska
- Purcsin
- Turán



Climate cool continental



- Occupying latitudes between 45.5 and 48.5 close to the northern limit of wine production at an average annual mean temperature of 10 C°, peaking at 11.4 C°. 185-200 days in Hungary
- Rainfall: cca. 500-700 mm
- Sunny hours/year: 2000-2200
- Consequently, the country has a relatively cool climate, and a growing season that is short compared to the that in Mediterranean.
- Soil: silica-enriched rhyolite and andesite, volcanic clast, zeolite, nyirok (a red erubase soil created by weathering volcanic rocks), and loess talus
- Vineyards typically occupy altitudes from 100 m to 300 m, generally regarded as the upper limit of profitable cultivation at this latitude.



TERROIRS in Hungary



Soil, rock, mineral, crystal...

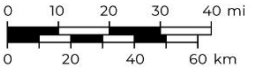
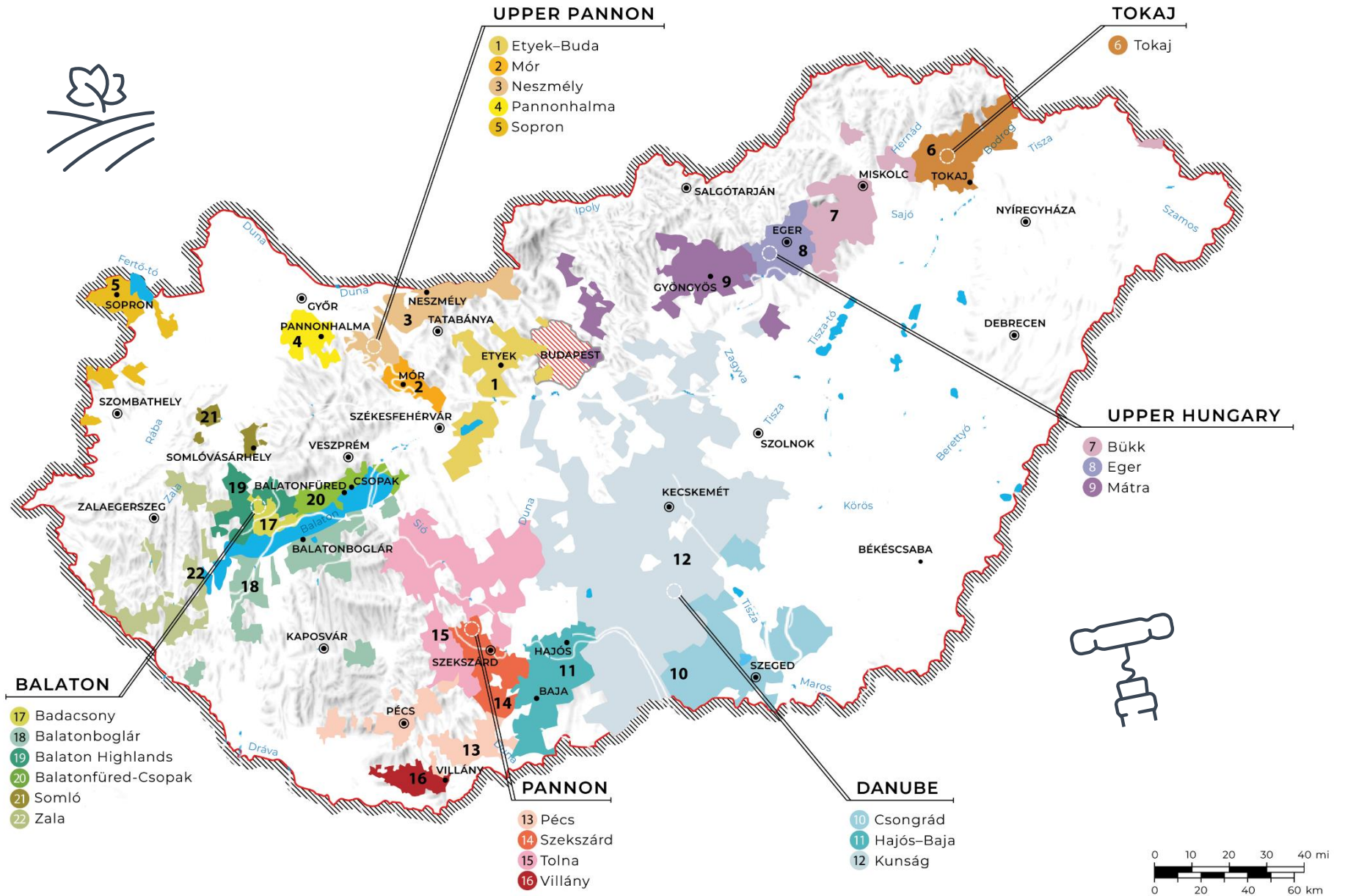
In addition to topsoil, the role of the subsoil is also very large, decisive in the case of grapes Hungary has relatively large volcanic soils, loess and clay soils



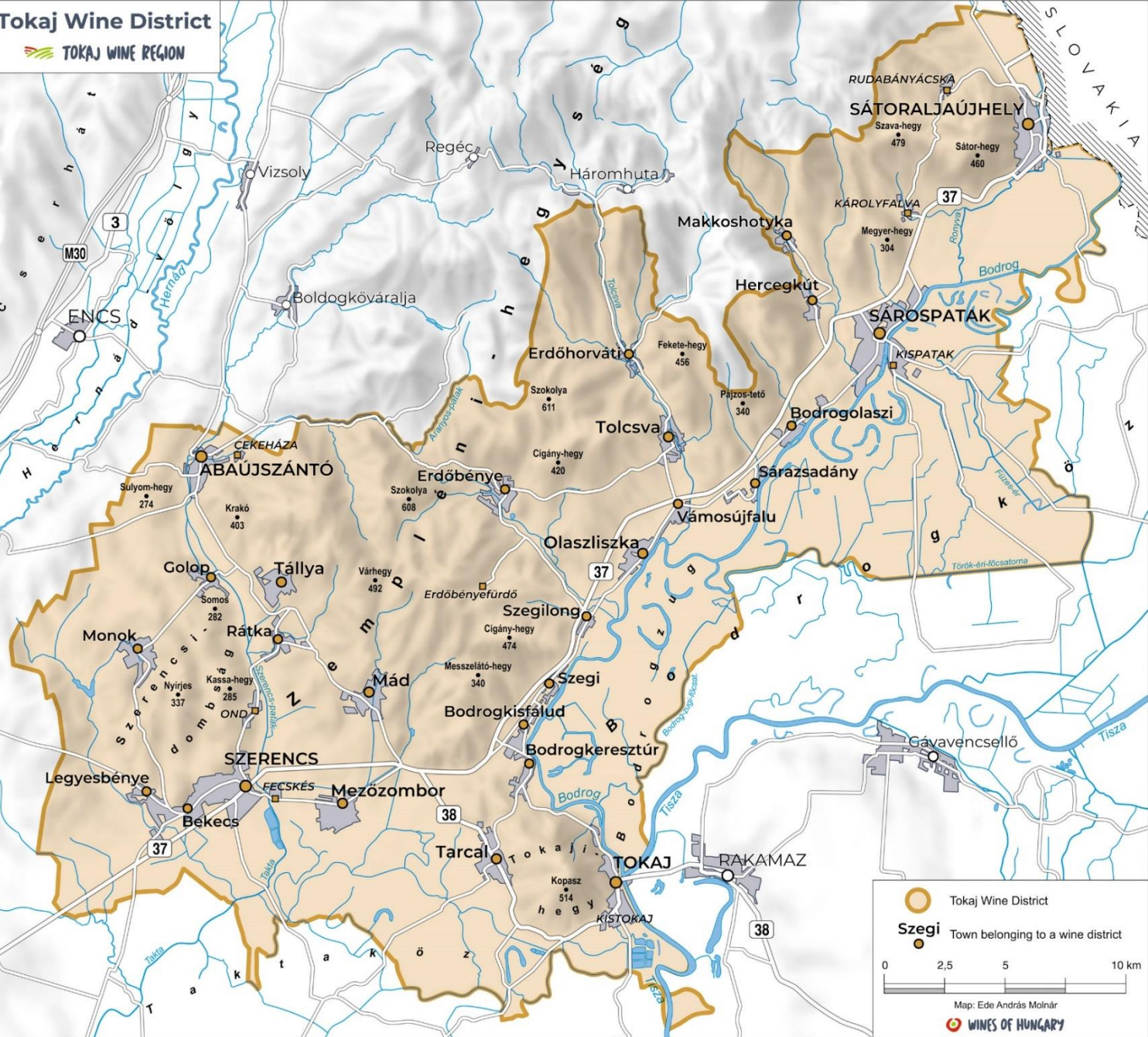
WINE REGIONS and Wine Districts

6 WINE REGIONS
22 WINE DISTRICTS

59000 HECTARS



Tokaj Wine District



VINEYARDS, WINES, HERITAGE
AND YOU

TOKAJ

Wine Region

Growing area
5 260
hectares



Location

- At the junction of the flat lowland and the volcanic Zemplén Mountains (Eperjes-Tokaji Mountains), which belong to the North Central Mountains
- The wine-growing region lies in the triangle between the Sátoraljaújhely Sátorhegy, the Sátorhegy of Abaúj-Szántó and the Kopasz Hill of Tokaj on the southern side of the Zempléni Mountains.
- The southern and eastern slopes of the inverted V-shaped mountain range protect the vineyards from the cold winds from the north, while at the same time making it easier for the vapour from the rivers and their floodplains to rise to the vineyards.
- The name of the wine-growing area comes from the ancient merchant city called Tokaj.



How Tokaj was born

- The most complicated wine region
- Volcanic activity cca. 15 M years ago
- Hot spring and geyser activity 13 M years ago
- Special mesoclimate – Tisza and Bodrog rivers
- Grape varieties
- Very unique soils in a great diversity



TOKAJ

GROWING AREA: 5 143 HA



- Volcanic terroir: more than 400 extinct volcanoes form the region.
- Typical volcanic subsoils include rhyolite, andesite, zeolite and its tufas.
- Continental climate and a distinct microclimate due to the presence of a large surface area and water surface of Tisza and Bodrog rivers
- Unique sweet wines, exquisite dry and sparkling wines
- 6 authorized varieties: Furmint, Hárslevelű, Sárgamuskotály, Zéta, Kövérszőlő and Kabar



Did you know... that the fossil imprint of the *vitis tokaiensis*, which is the ancestor of today's known grape varieties, was found in Tokaj, in the village of Erdőbénye?

TOKAJ

Varied bedrock and soils including:

- ANDESITE
- ZEOLITE
- DACITE
- RHYOLITE TUFF
- LOESS
- LYMPHATIC SOIL



Furmint



Origin:

Hungary, Tokaj

Has a parent-offspring relationship with gouais blanc



Climate:

Mostly is under continental or moderate continental climate



Soil:

Volcanic soil (include rhyolite, andesite, zeolite and its tufas), clay, loess, limestone



Characteristics:

Late ripening. Collects high sugar content and good acid structure – occurs high alcohol in a later harvest. Outstanding quality in all sort of wines (sparkling wine, dry and sweets)

Prone to rot and botrytis

Structure

High acidity, higher alcohol level with medium to full body

Palate : Aromatic



It has firm structure with the flavors of quince, pear, peach, grapefruit, orange, almond, honey and strong minerality,

Suitable for oak ageing but not necessary to age in oak. It has



TOKAJ WINE STYLES

DRY WINES

- Mainly varietal wines or typically Furmint based blends
- The three characteristic, iconic varieties are Furmint, Hárslevelű and Sárgamuskotály (Muscat Blanc)
- Fermented and aged in stainless steel or wood





SAUSKA WINERY MAGNUM BRUT NV TOKAJ

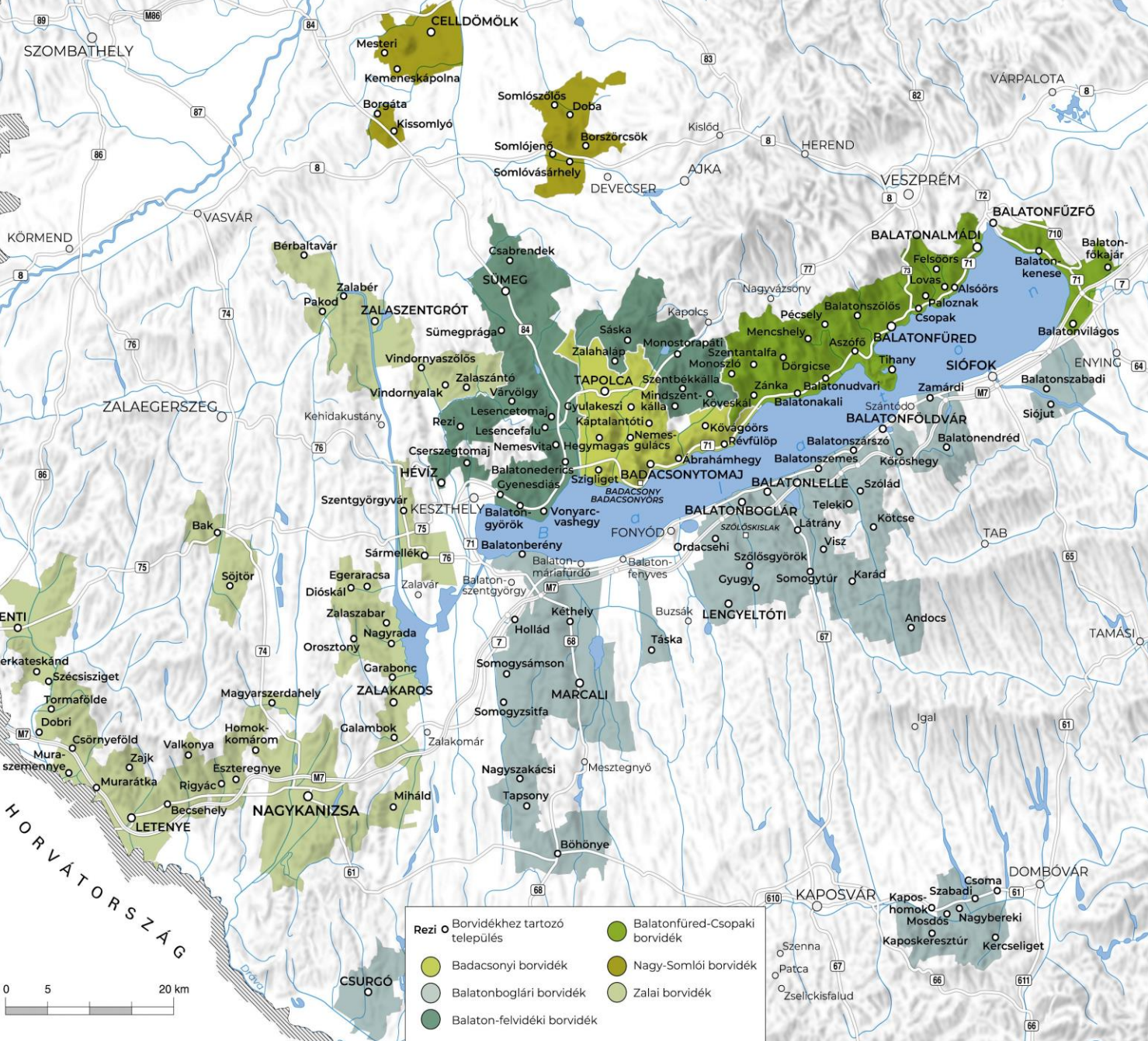




BALASSA WINE
SZENT TAMÁS 2021 FURMINT
SINGLE VINEYARD WINE







BALATON WINE REGION

Wine Districts:

- Badacsony
- Balatonboglár
- Balatonfüred-Csapak
- Balaton Highlands
- Somló
- Zala



BALATONFÜRED-CSOPAK

Wine District

Growing area
1 822 hectares

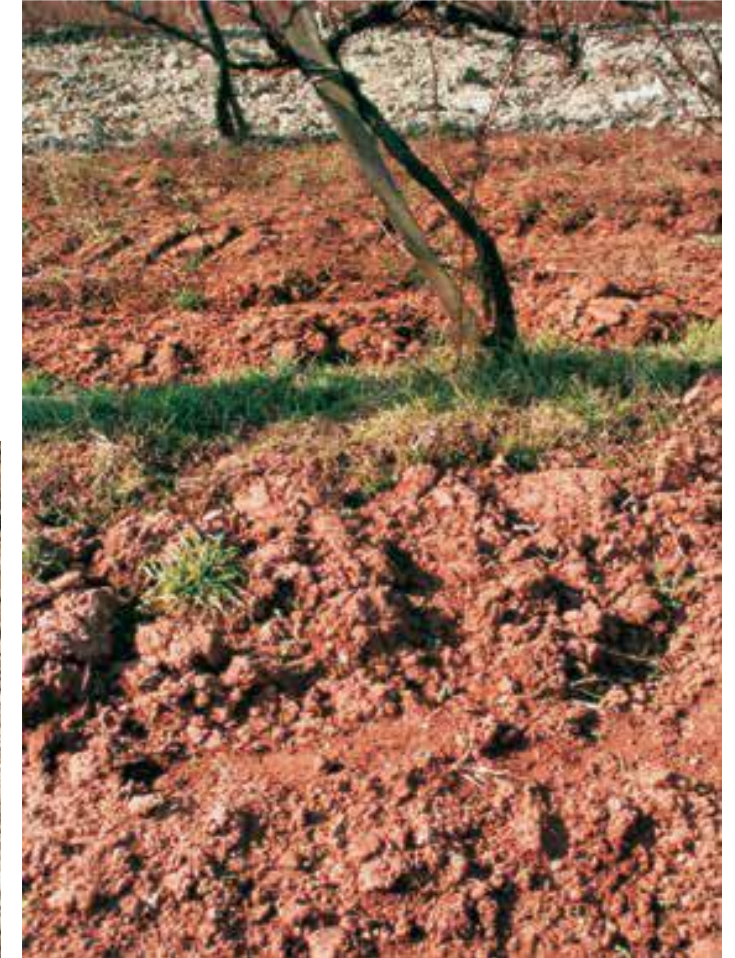
BALATONFÜRED-CSOPAK

Growing area: 1 822 HA

 BALATON WINE REGION



- Diverse soil – mainly brown forest soil on crystalline schist, red sandstone or loess
- The climate is continental, influenced by the proximity of Lake Balaton and the Bakony Mountains, and by the large forest strips bordering the plantations.
- Primarily a white wine producing region
- Csopak is also recognized as an individual PDO, producing exclusively Olaszrizling and Furmint
- Wine style: complexity, elegance, medium to full-bodied
- Typical varieties: Olaszrizling, Szürkebarát, Kékfrankos



Olaszrizling



Origin:
Italian origin presumed



Climate:
good adaptability mostly is
under continental or moderate
continental climate



Soil:
Limestone, volcanic soil, clay,
loess, red sandstone, good
adaptability



Characteristics:
Good frost-resistant, good
production levels can produce
well-balanced quality wine
even under lower sugar levels.
Prone to rot and botrytis.

Structure

Medium acidity with generally
medium alcohol and medium
body.

Palate

It has a well-balanced structure
with the flavors of apple, stone
fruits, white flowers, citrus
fruits and almonds.

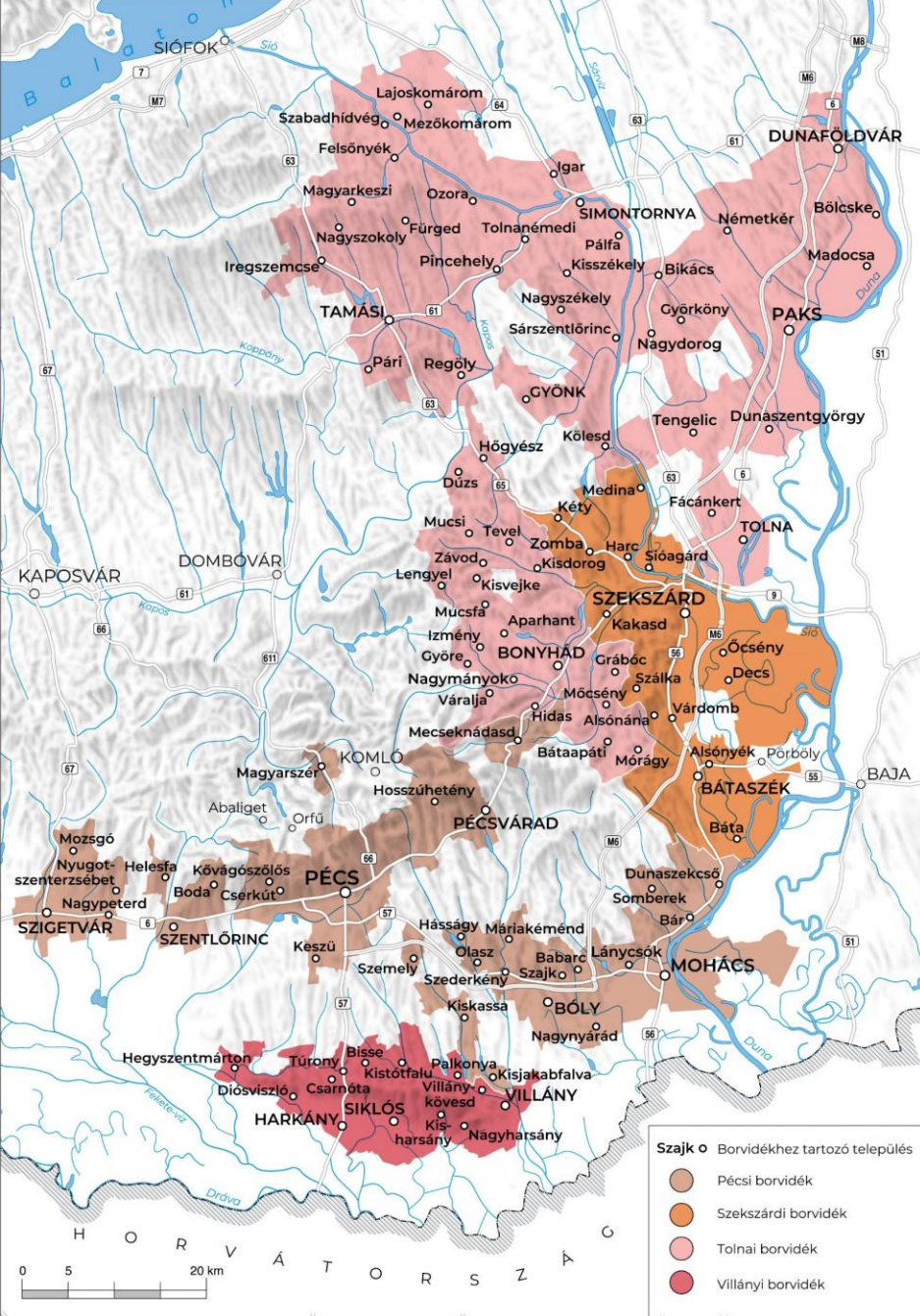
Suitable for oak ageing but not
necessary to age in oak. It has a
medium ageing potential.





FIGULA WINERY KÖVES 2022





PANNON WINE REGION

Wine Districts:

Szekszárd
Tolna
Pécs
Villány



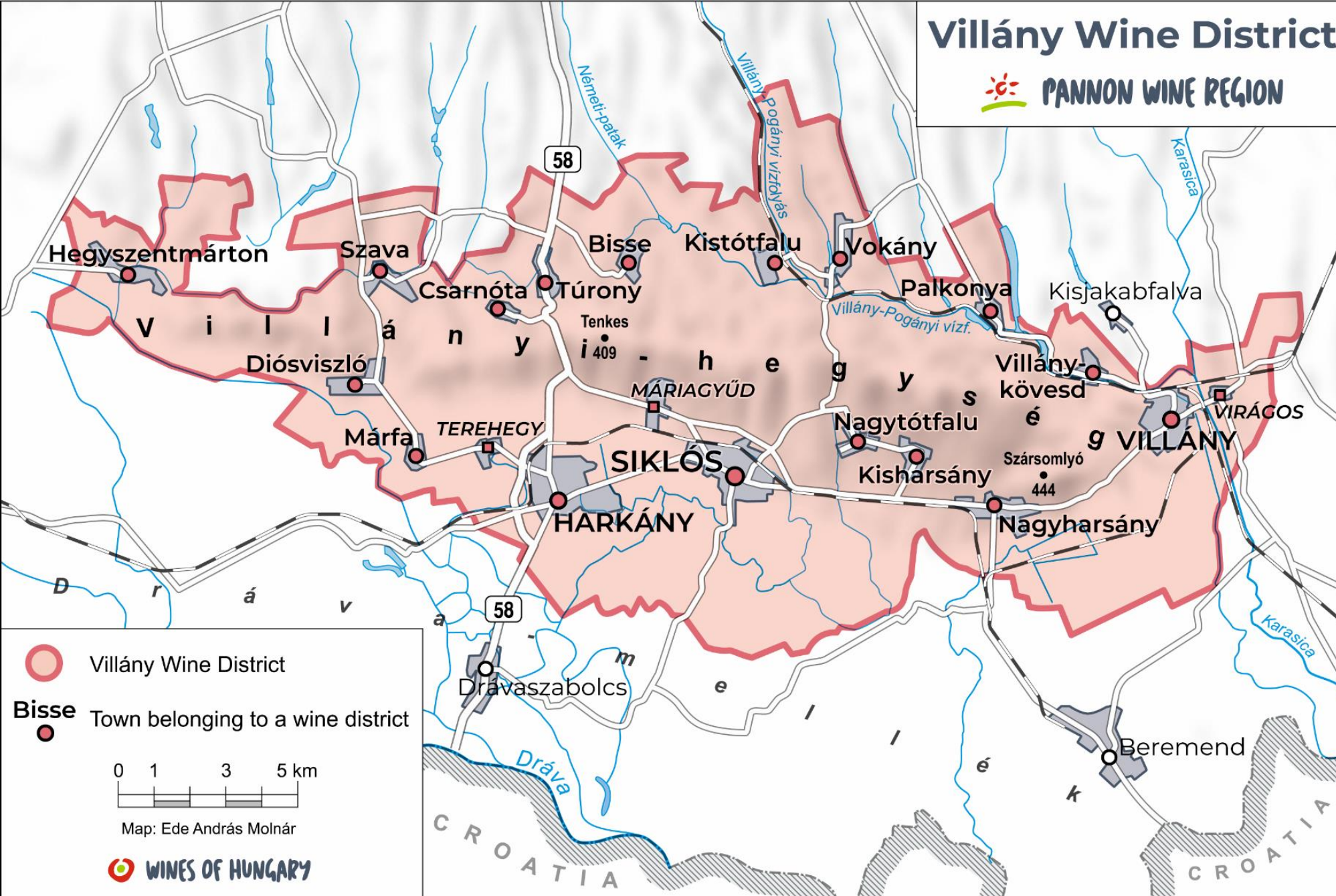
Villány Wine District



VILLÁNY

Wine District

Growing area
2 322 hectares



VILLÁNY

Growing area: 2
322 HA

- Soil: loess settled on limestone and red clay
- The southernmost wine district of Hungary with sub-Mediterranean climate
- Mostly red wines (white wines mainly in Siklós district)
- Two flagship wines of the district: Villányi Franc (100% Cab. Franc) and RedY (a light, blended red based on Portugieser)
- Recommendation of the Hungarian AIWS wine experts to discover: Villányi Franc



Cabernet Franc



Origin:

Basque land (Pais Vasco)
France



DNA profiling has shown that Cabernet Franc is a parent of Cabernet Sauvignon, Carmenerre and Merlot.

Climate:

good adaptability, mostly is under moderate maritime and moderate continental climate in Europe and under moderate mediterranean climate in the new world.



Soil:

Limestone, clay, loess, loam, alluvial with sandy soil.



Characteristics:

Late budding, mid-ripening, tough wood and small berries. Harvest time in Europe is around the end of September to mid-October. Prone to coulure.



Structure

Medium-high acidity with medium-high tannin with medium to high alcohol and medium to entire body.

Palate

It has charm and finesse combined with a versatile taste of red and black fruits, with nice spiciness and sometimes herbaceous flavours.

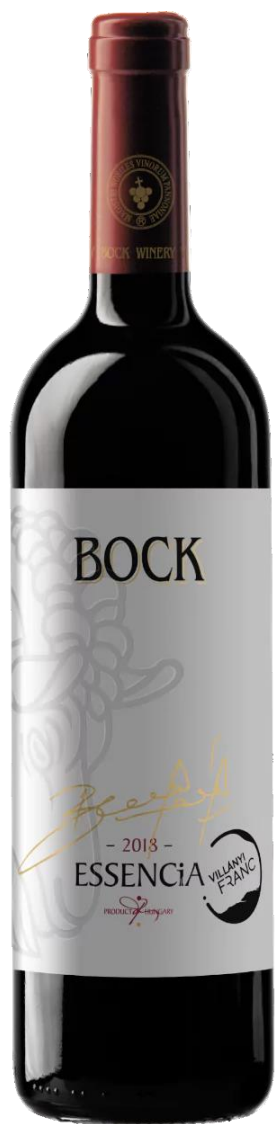
Suitable for oak ageing but not necessary to age in oak. Develops well in bottle.



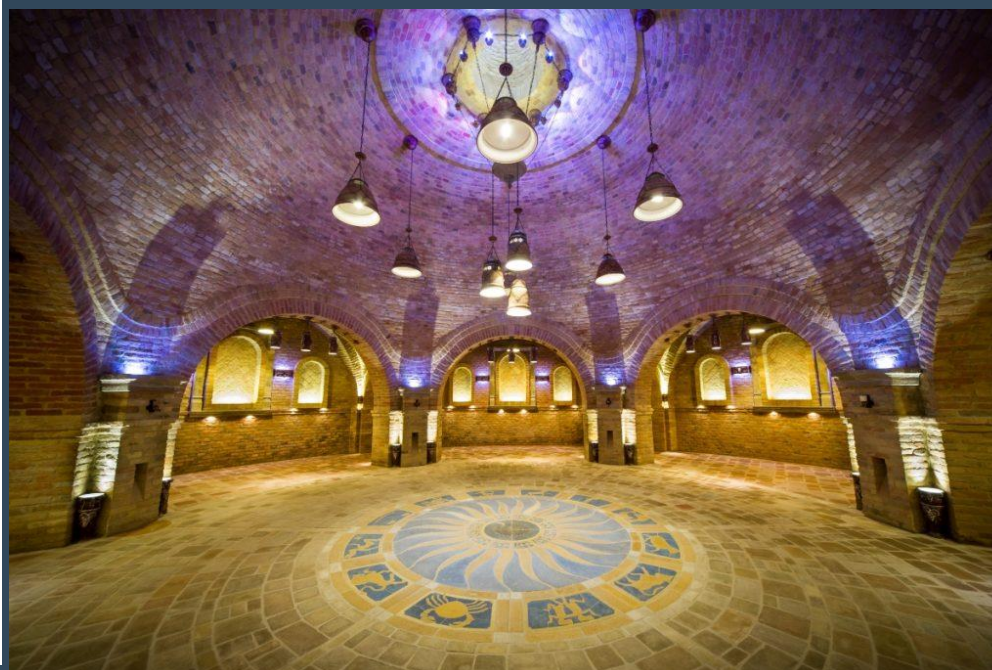
Villány Cabernet Franc Classification

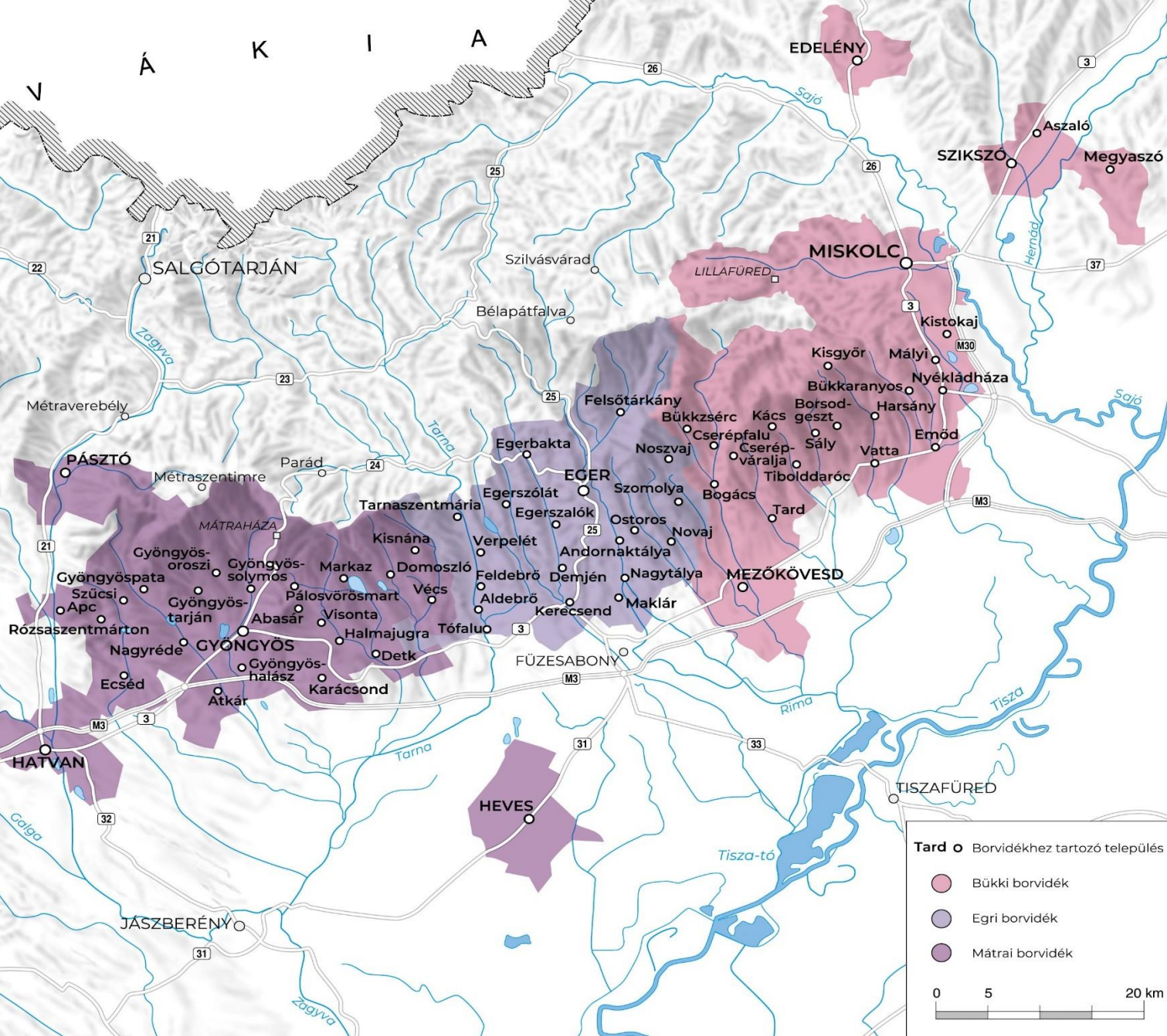
Classicus
Premium
Super premium





BOCK ESTATE ESSENCIA VILLÁNYI FRANC 2020





UPPER HUNGARY WINE REGION

UPPER HUNGARY WINE REGION

Wine Districts:

Mátra
Eger
Bükk

EGER

Growing area: 5 473 HA

- A volcanic wine district of Hungary with varied soil types: rhyolite tuff, limestone, dolomite and shale
- Continental climate, slightly cooler than the national average, the main moderating factor being the Bükk Mountains, on the southern slopes of which the wine region is situated.
- Best known for a red blend called Egri Bikavér (Bull's Blood of Eger) and its white counterpart, Egri Csillag (Star of Eger)

Did you know... there is a myth according to which Turkish besiegers believed that Hungarian defenders drank bull's blood during the 1552 siege of the Eger Castle?



Kékfrankos



Origin:

DNA profiling has shown that Kékfrankos is a natural cross between Gouais blanc (Weißer Heunisch; male parent) and Blaue Zimmettraube (female parent; the offspring of Blauer Gänzfüsser).



History:

Known more than 150 years and first documented in Vienna as Blaufränkisch in 1862



Climate:

Good adaptability is mostly under continental climate in CEE.



Soil:

Loess, clay, limestone, marl, loam, tuff, slate, schist, sandy soil.



Characteristics:

Its characteristics include good frost and drought resistance, and berries are not susceptible to rot but mildew. Highly site-specific.

Early budding, ripening, harvest time is around mid-September.

Yield: Should be restricted to have high-quality wine

Structure

Medium-high acidity with medium tannin, with medium alcohol and medium body.

Palate: intense, zesty flavors of red cherry, blueberries, and redcurrants. Wine has an appetizing, savory freshness. It has a moderate tannin level and fresh acidity.



Egri Bikavér Classification system

Classicus
Superior
Grand Superior

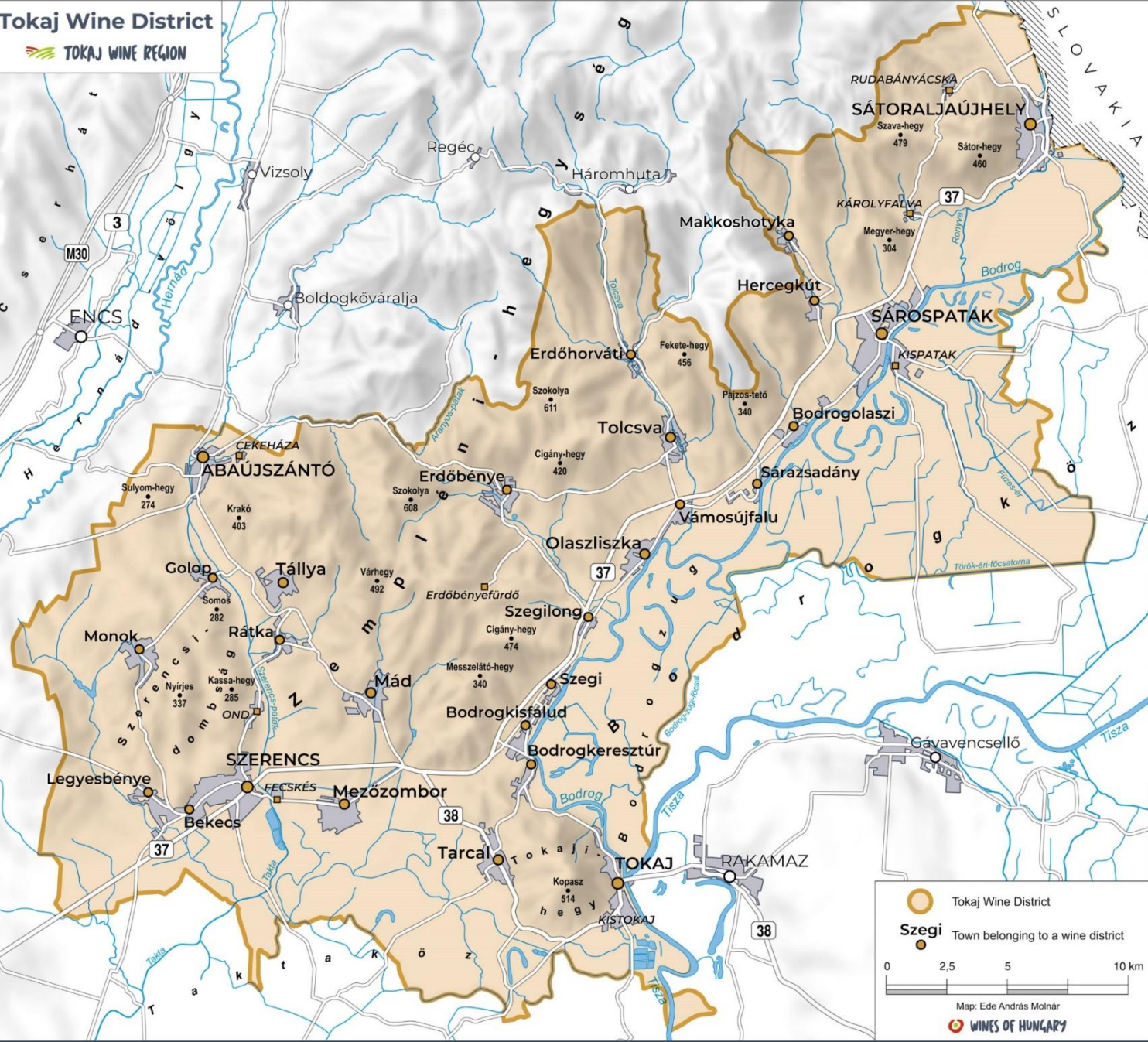




ST. ANDREA VINEYARD

AGAPÉ 2018





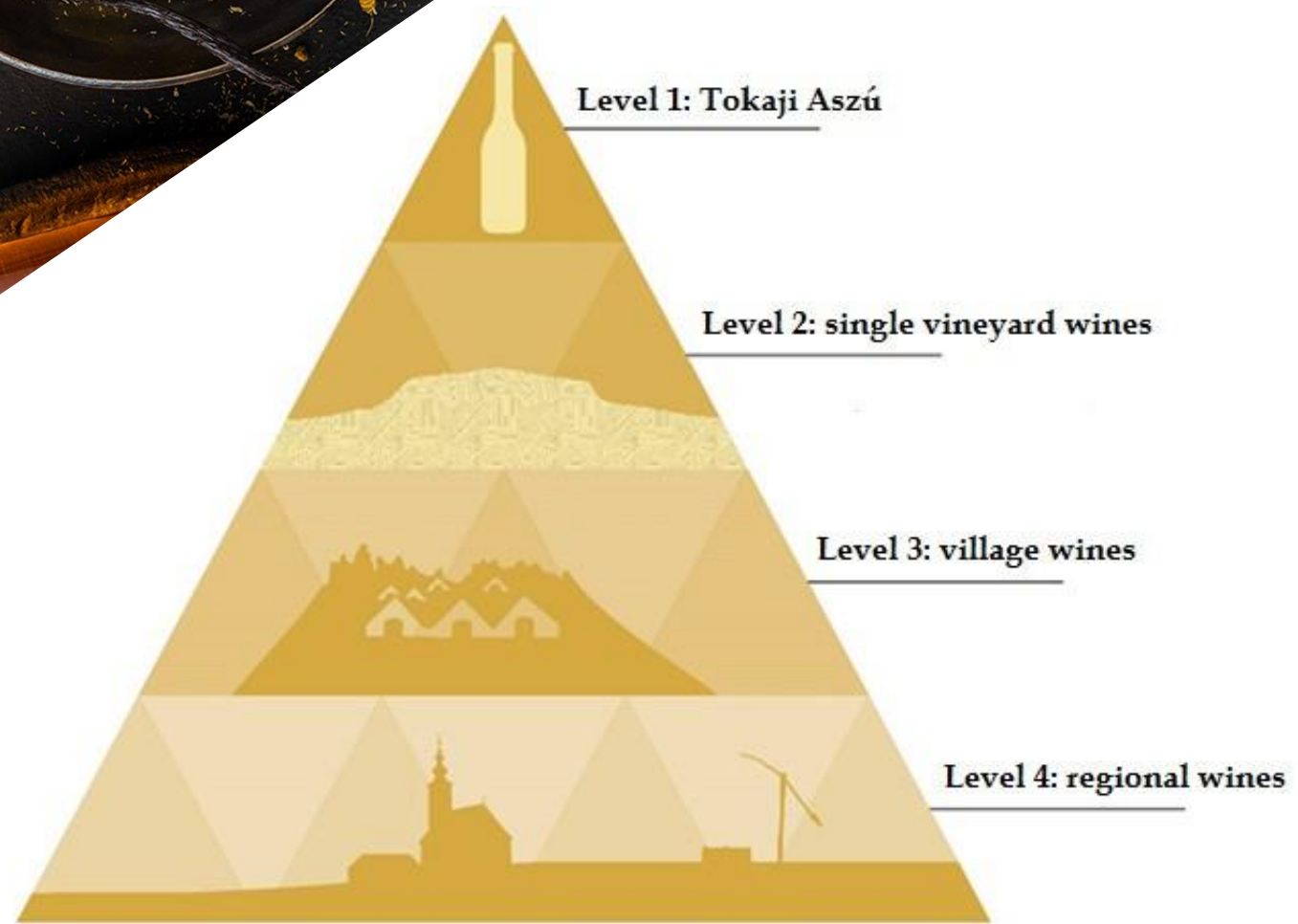
TOKAJ WINE REGION

TOKAJ Wine Region

Growing area 5 260 hectares



THE VALUE PYRAMID OF WINES OF HUNGARY



TOKAJ WINE STYLES

SWEET WINES

1. Reductive sweet wine:

- Édes (sweet) cuvées
- Effect of BOTRYTIS (NOBLE ROT)- concentrates minerality, acids and sugar

2. Fermented in stainless steel or oak barrels; aged in oak barrels:

- Szamorodni – general way of natural sweet wine making – bunch selection – one fermentation
- Handpicked berries one by one
- Aszú (5-6 Puttony = sugar concentration)

„Aszú” character is formed by the second fermentation using a base wine and selected aszú berries



5 INTERESTING FACTS ABOUT TOKAJI ASZÚ



1. Tokaj is the first appellation in the world to be codified by a royal decree: King Charles III declared the area a closed wine region in 1737.
2. Tokaj was designated a World Heritage Site in 2002.
3. Due to the unique microclimate of Tokaj-Hegyalja, the process of noble rot can occur practically every year.
4. Aszú can be made of one or more grape varieties. The botrytised berries are harvested by hand, one by one (in several harvesting rounds), resulting in the most expensive winemaking process in the world.
5. Recently, a new generation of Aszú wines has emerged: these wines are fresh, complex, and fruity, exhibiting a unique balance of acidity, minerality, alcohol, and residual sugar.



ROYAL TOKAJI WINERY
SZENT TAMÁS 6 PUTTONYOS ASZÚ 2017



THANK YOU FOR YOUR ATTENTION

DR. GABRIELLA MÉSZÁROS DIP WSET &
ANDRÁS HORKAY DIP WSET

