

WEINRIEDER

Asian wine experts enthusiastic about WEINRIEDER



Keith Goldston (Court of Master Sommeliers Americas), Bernhard Rieder, Tommy Lam (Organizer from the China National Sommelier Challenge) Andreas Roseberg (President of the argentinian Sommelier association)

Weinrieder-Junior Bernhard Rieder, the youngster of the Weinrieder company, is still overawed by his presentation tour to Shanghai. At the largest drinks trade fair in Asia for importers and merchants, the China Sommeliers Winechallenge tested 220 of the best wines submitted by exhibitors in a blind tasting. Samples came from international wine producers in Australia, Spain, France, Italy, Chile, South Africa and Germany. A hury of the best sommeliers in the world awarded three gold medals to Weinrieder, and honoured it as the best of the 150 international wine estates participating. Chinas reigning champion sommelier, Yang Lu, wrote into the guest book, after having tasted the entire range: „It was my pleasure to taste your wines, really well made and delicious“.

The Asian region appears to be the most interesting wine market of the future. High-priced wines are mainly consumed in top-rated restaurants, but large volumes of many thousands of brands are also on offer in special wine shops. Top-quality Grüner Veltliner – made in the typical Austrian style – are considered to be something very special, and are very popular as partners with Asian cuisine. Bernhard Rieder sees excellent opportunities for private producers on this enormous market. He is convinced: „The small volumes available mean the wines on offer are seen as something special, as a rarity, and are valued all the more highly“. Following his presentation in Shanghai, Rieder is busy receiving congratulations, and replying to queries from around the world. Weinrieder sees the opening of the Asian region as a tremendous adventure. „This challenge is essential in order to promote the international position of the wine estate“ says Friedrich Rieder.