



WINES OF HUNGARY

PERSONALLY

HUNGARIAN TOURISM AGENCY

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7 REASONS TO DISCOVER WINES OF HUNGARY

1. **Uniquely diverse portfolio of wines:** from sparkling wines, through subtle, fruity rosés and crisp volcanic white wines, to full-bodied, hearty reds or matchless botrytised sweet wines
2. A bunch of exciting **autochthonous and local varieties** to discover: Furmint, Hárslevelű and Kékfrankos, just to name three of the most popular ones
3. **A personal touch with every glass of wine:** it is common that the winemaker presents the wines and the history of the estate, providing a truly memorable personal experience
4. Hungary is extremely **rich in volcanic wines** which are becoming more popular nowadays. Most significant are: Badacsony, Somló, Eger and Mátra, and of course on the volcanic soils of Tokaj
5. **Countless wine festivals** throughout the year: events related to wines and the most varied agricultural products are organised each month of the year
6. Most wine regions are still **undiscovered gems:** even the better-known regions such as Tokaj or Villány remain to be hidden treasures with few tourists and century-old man-made attractions
7. **Easy access:** the furthestmost wine region is only 2-2,5 hours by car from the capital, making it easy to combine a Budapest stay with a wine-focused journey to the country



THE CREATOR

THE HUNGARIAN WINEMAKER

He plays in the company of the earth, the sun and the vine, but he's the director, who, over the ages, has been transforming nature's gift into a new experience. So, our wines are unique, just like our winemakers, each has its own character. The inexhaustible wealth lies precisely in this diversity, without whose numerous individual flavours the world would be poorer.

Our wines are unique, just like our winemakers, each has its own character.



EXCELLENT CONDITIONS FOR VITICULTURE

Location of Hungary

- Central-Europe - close to the northern limit of the wine belt

Weather conditions

- annual rainfall: 500-900 mm per year
- long growing season: around 200 days

Extremely varied terrain and soil characteristics

- volcanic, limestone
- clay, marl
- loess, sedimentary...



SUMMARISING DATA OF HUNGARIAN WINEMAKING

Total area of vineyards

62 557 hectares in 2019

- 42813 hectares of white grapes,
- 19003 hectares of red grapes

Number of wine regions

6 wine regions divided by 22 wine districts

Largest wine districts

1. Kunság: 20 266 ha
2. Mátra: 6 217 ha
3. Tokaj: 5 460 ha
4. Eger: 5 651 ha

Wine production

2 725 616 hectoliters in 2019



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)
- **OFJ** = PGI (Protected Geographical Indication)
- **FN** = Products without geographical indication

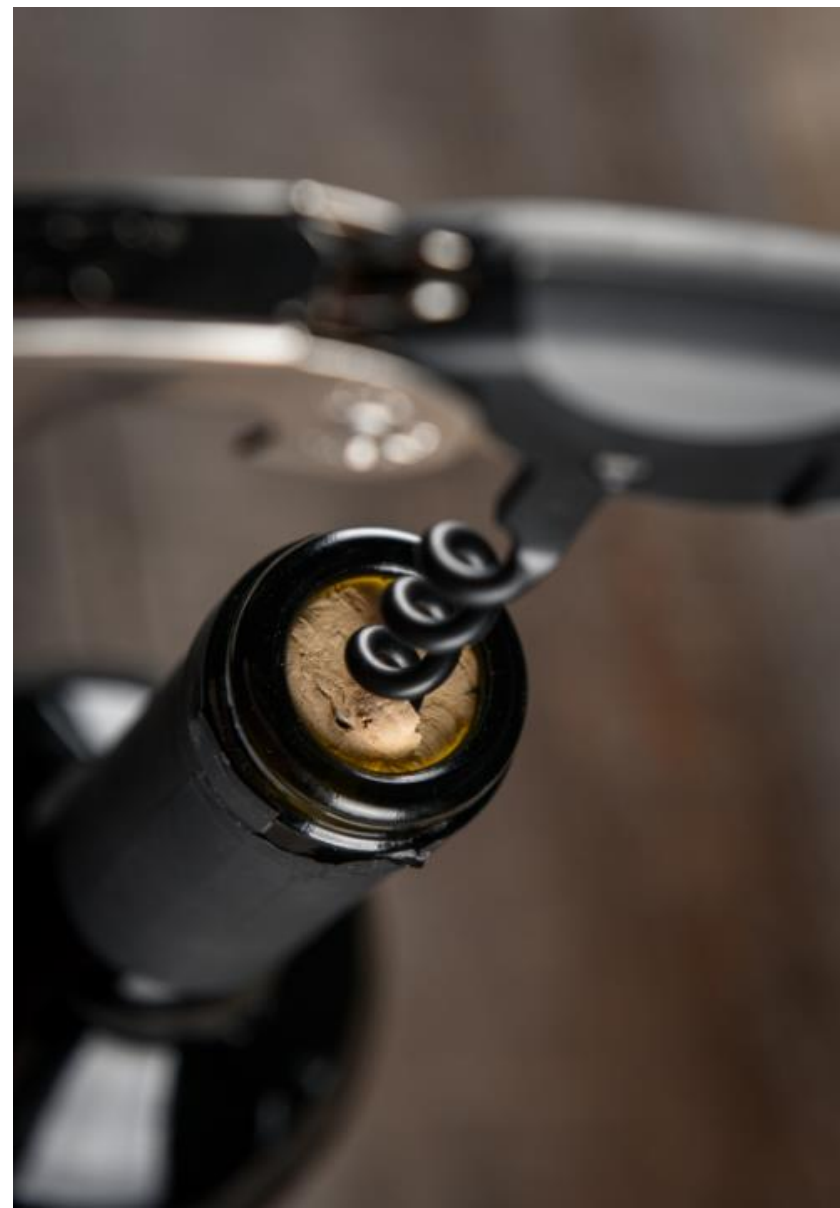
PROTECTION OF ORIGIN



- **Over 12 000 wineries** (before 1990: 30 state owned and 50 co-operatives)
- **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



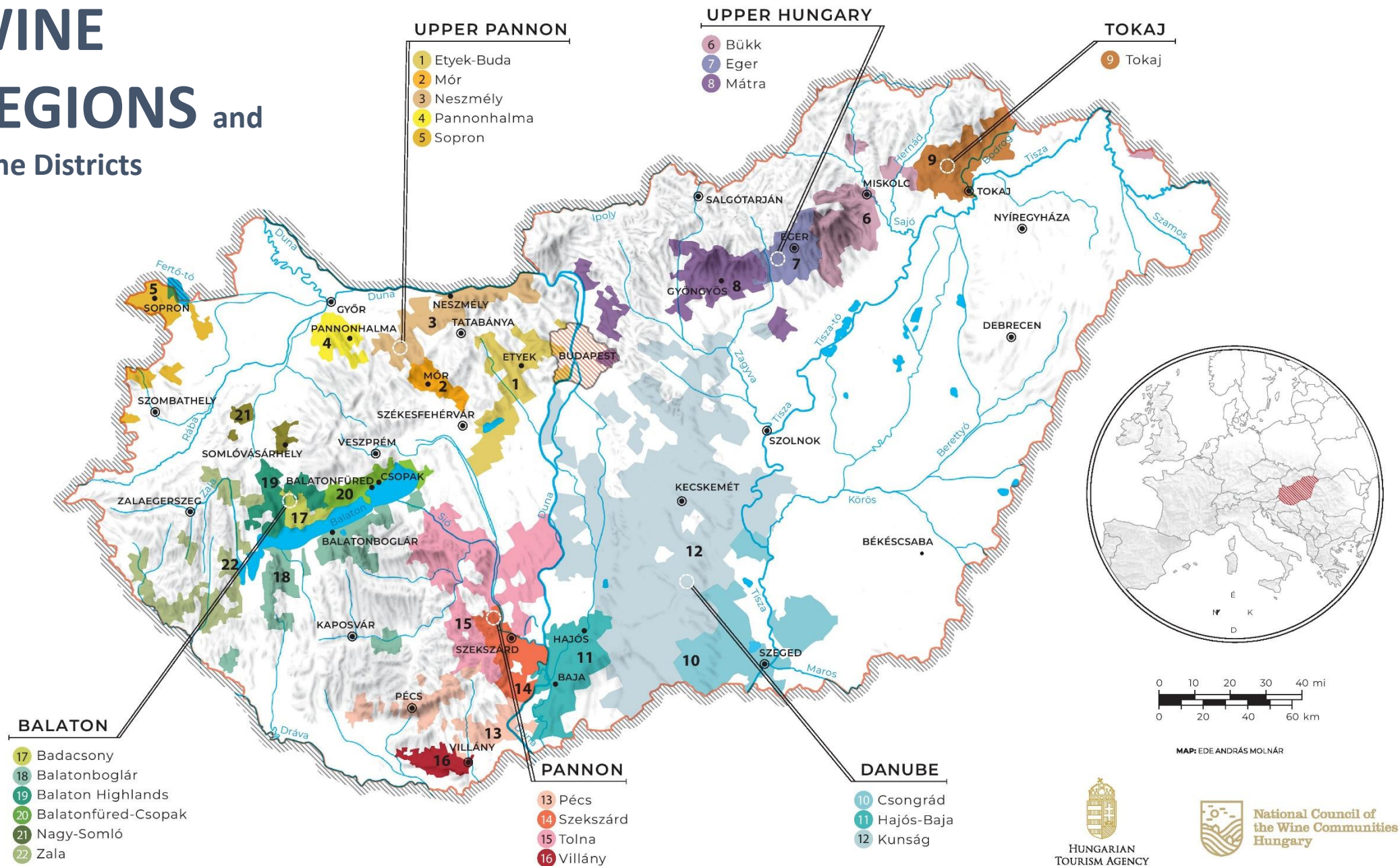
English	French	Italian	German	Hungarian
Red	Rouge	Rosso	Rot	VÖRÖS
Rosé	Rosé	Rosato	Rosé	ROZÉ
White	Blanc	Bianco	Weiss	FEHÉR
Dry	Sec	Secco	Trocken	SZÁRAZ
Medium-dry	Demi-sec	Abboccato	Halbtrocken	FÉL-SZÁRAZ
Medium-sweet	Moelleux	Amabile	Lieblich	FÉL-ÉDES
Sweet	Doux	Dolce	Süss	ÉDES





1. Koch, **Frisch Irsai Olivér 2020 – Danube**
2. Dobosi, **Háromszög Olaszrizling bio 2019 – Balaton**
3. Cseri, **VI. Sextus, Riesling Selection 2018 – Upper Pannon**
4. Eszterbauer, **Nagyapám Kadarka 2018 – Pannon**
5. Thummerer, **Egri Bikavér Superior 2016 – Upper Hungary**
6. Gere Tamás & Zsolt, **Villányi Franc 2016 – Pannon**
7. Royal Tokaji, **Tokaji Aszú 5 puttonyos 2016 – Tokaj**

WINE REGIONS and Wine Districts

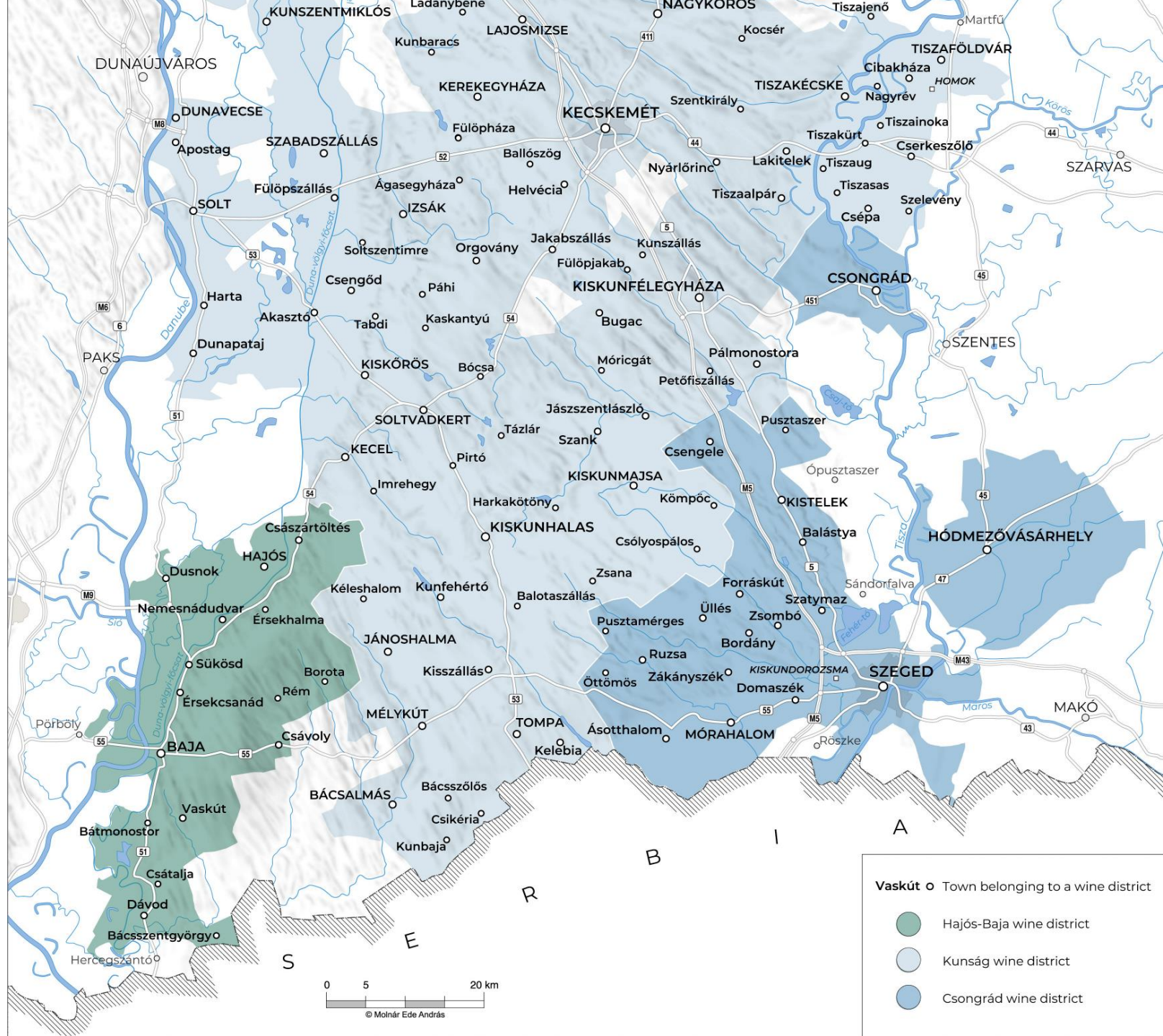




DANUBE WINE REGION

Wine Districts:

- Kunság
- Hajós – Baja
- Csongrád



HAJÓS-BAJA

GROWING AREA: 1 838 HA

- The soil is covered by loess mixed with sand.
- A mainly white and rosé wine producing region, although red wines are remarkable on loess soil.
- Significant varieties are Cserszegi Fűszeres, Kékfrankos, Cabernet Sauvignon and Kadarka.
- Recommendation of the Hungarian AIWS's to try: **Kadarka**

Did you know... that the village of Hajós is the largest continuous cellar district in Europe?



An authentic „cellar village”: Hajós

KUNSÁG

GROWING AREA: 20 266 HA

- The soil is sandy (with lime in many places).
- Remarkable varieties are Cserzei Fűszeres, Kadarka and Kékfrankos, but arany Sárfehér and Kövidinka are also worth to try.
- Wines produced here are usually light-bodied with fruity tastes and aromas.
- Recommendation of the Hungarian AIWS's to try: **Kövidinka**

Did you know... that the largest wine region of Hungary is located on the sandy soil of the Hungarian Great Plain, and most of the vines were planted in order to bend quicksand?



Sandy soil in the vineyards of Kunság

GROWING AREA: 951 HA

- The soil is mainly sand mixed with lime
- Light-bodied, easy-to drink rosé and white wines come from this region, usually with moderate acidity
- Typical varieties of this uprising wine region include Kékfrankos, Cserszegi Fűszeres and Irsai Olivér
- Recommendation of the Hungarian AIWS's to try: **Cserszegi Fűszeres**

Did you know... that Csongrád wine region is the warmest and sunniest area in the growing season in Hungary?

CSONGRÁD



Tisza, Hungary's second largest river



Koch, Premium Irsai Olivér 2020

– Danube – Hajós-Baja

**Tank fermented, fresh, fruit-driven wine
from a local crossing**

*Owens 150 hectares and produces 27 wines
and sells 800,000 bottles yearly.*

*In 2014, Csaba Koch, the owner and chief
winemaker earned the award of the Winery
of the Year.*

*Later, in 2019 he was the Wine Producer of
the Year in Hungary*

WHITE GRAPES

1. Bianca (5641 ha)
2. Cserszegi Fűszeres (4088 ha)
3. Furmint (3711 ha)
4. Olaszrizling (3516 ha)
5. Irsai Olivér (2278 ha)
6. Chardonnay (2220 ha)
7. Aletta (2067 ha)
8. Szürkebarát (1737 ha)
9. Hárslevelű (1524 ha)
10. Müller Thurgau (1345 ha)

BLACK GRAPES

1. Kékfrankos (7704 ha)
2. Cabernet S. (2416 ha)
3. Merlot (2147 ha)
4. Cabernet F. (1457 ha)
5. Zweigelt (1408 ha)
6. Pinot noir (1164 ha)
7. Portugieser (826 ha)
8. Blauburger (444 ha)
9. Kadarka (323 ha)
10. Syrah (280 ha)



Furmint

ADDITIONAL LOCAL VARIETIES TO HIGHLIGHT

WHITE GRAPES

Cirfandli
Ezerjő
Juhfark
Kabar
Kéknyelű
Királyleányka
KövérSZőlő
Kövidinka
Leányka
Rózsakő
Sárfehér
Zenit

RED GRAPES

Csókaszőlő
Néró
Turán



Csókaszőlő

EXPORT DATA

Total export quantity

1 107 918 hl (2019)

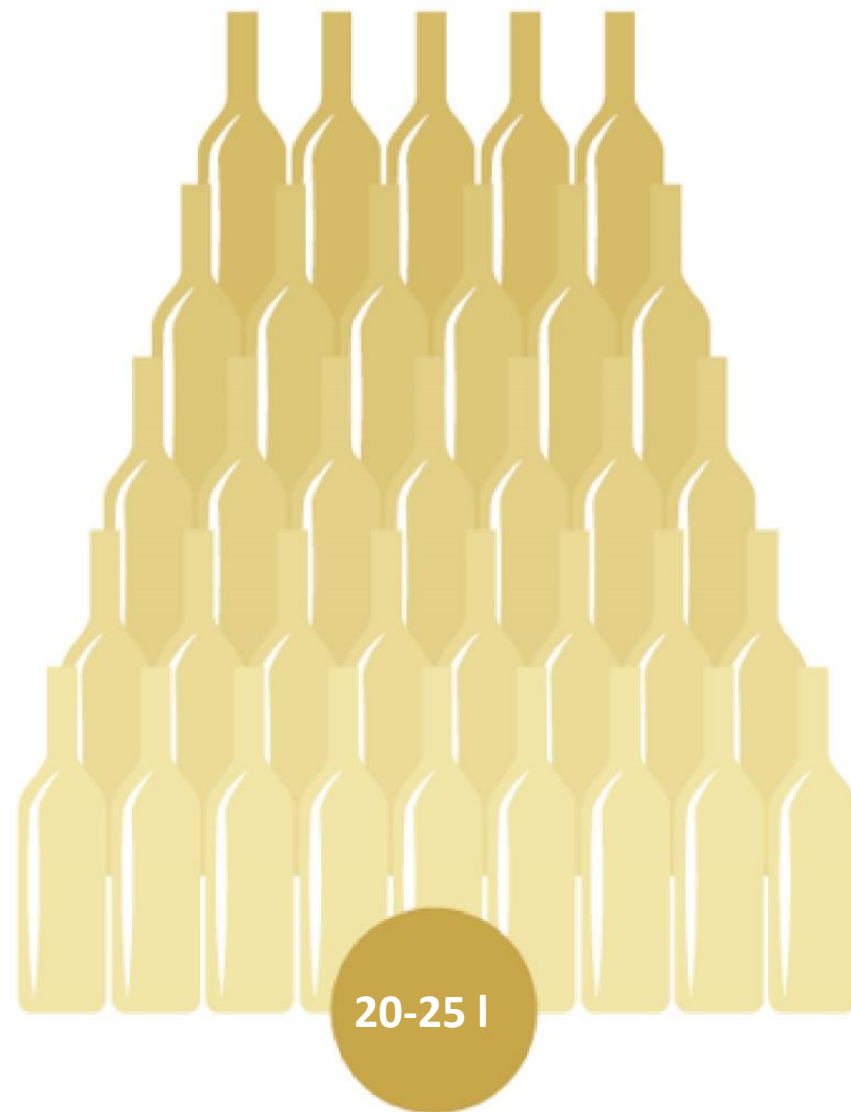
Top export countries by value (2019)

Slovakia
Germany
Czech Republic
United Kingdom
Poland



WINE CONSUMPTION IN HUNGARY

20-25 l per capita / year



HUNGARIAN COOPERAGE

- Hungarian wineries generally use Hungarian, French or American oak barrels.
- The largest, most significant companies are Kádár Hungary, European Coopers and Trust Hungary Corporation.
- The traditional center of cooperage in Hungary is the village of Erdőbénye (in the wine region of Tokaj).
- Due to their excellent quality Hungarian barrels are sought-after worldwide



PAIRING HUNGARIAN WINE WITH DISHES

Due to the unique diversity of terroirs and winemaking, each course of a meal can be paired with a Hungarian wine.

❖ A Hungarian méthode traditionnelle sparkling wine is a perfect choice before any meal.

❖ Among our most popular appetizers, duck and goose liver creations are best if combined with crisp white wines containing some residual sugar. These dishes also perfectly harmonize with Tokaji Aszú.

❖ Poultry and fish can be accompanied by a volcanic whites, but depending on the preparation they can also be paired with light fruity red or rosé wines, especially when they are made with paprika.

❖ Any course based on red meat or game can be made complete with a full-bodied, barrel-aged Hungarian red wine.

❖ Desserts are best to be consumed with late harvest and botrytised sweet wines.



- A dynamically developing sector of tourism in Hungary, also including visit of wine festivals which boost domestic tourism and help at the same time to reduce seasonality and geographical concentration
- Wine festivals can **ideally be combined with other fields of tourism** (e.g. active tourism, cultural tourism) and they can increase the complexity of the offered experiences in each region
- Unique features of Hungarian wine tourism include **tailor-made and personalised experiences as most Hungarian wineries are small, family run, boutique wineries**. Another advantage is easy accessibility of every region from the capital, Budapest
- The best examples for complex wine tourism experiences in Hungary can be found in **Villány, Balaton, Tokaj and Eger**



HUNGARIAN WINE FESTIVALS

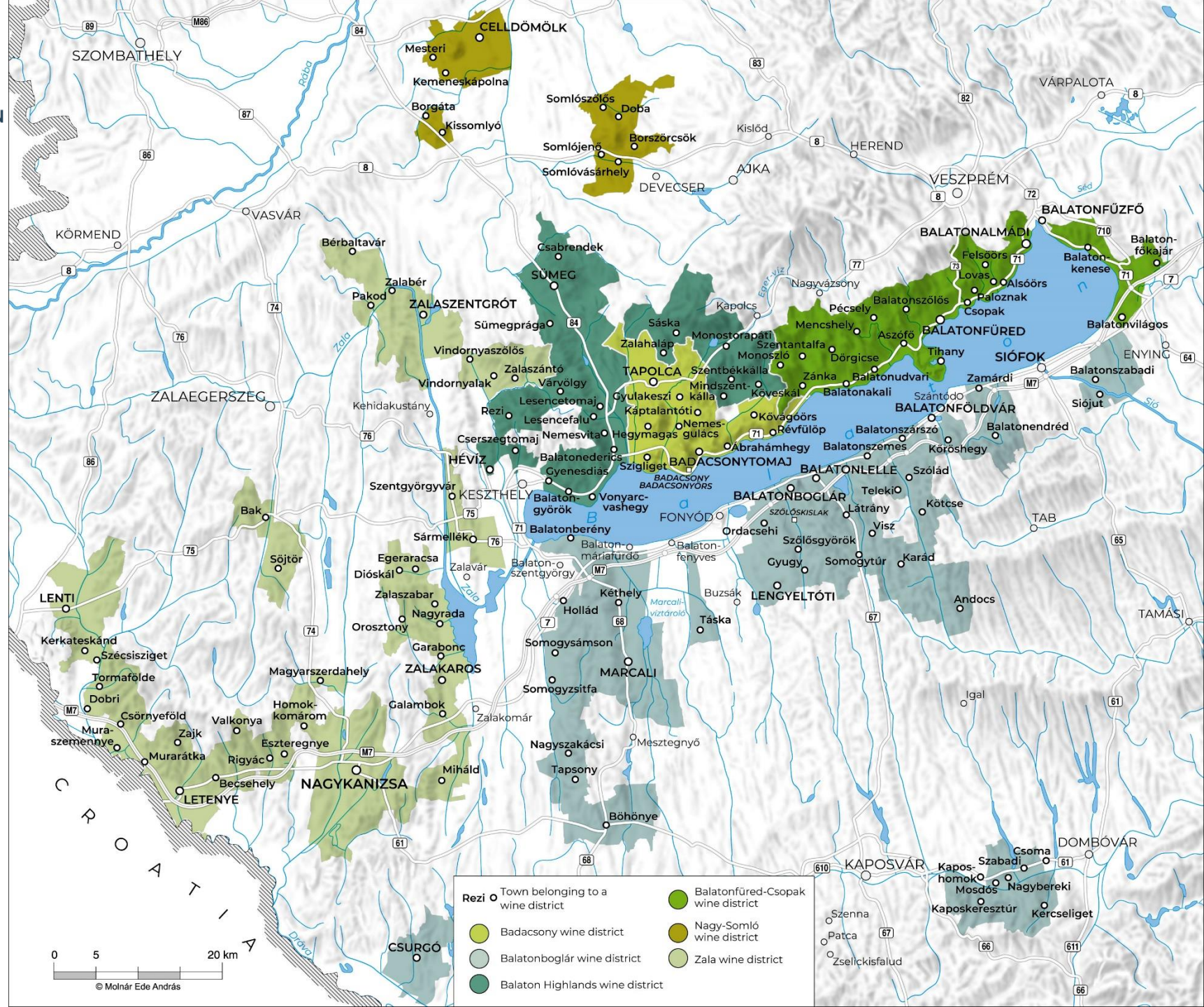
- There are more than **60 large wine festivals** throughout the country each year with thousands of visitors
- Most of the wine festivals are held in September and October, the harvest season in Hungary
- The largest and best known festival of the capital is **Budapest Wine Festival**



BALATON WINE REGION

Wine Districts:

- Badacsony
- Balatonboglár
- Balatonfüred – Csopak
- Balaton Highlands
- Nagy-Somló
- Zala



GROWING AREA: 511 HA

- The soil consists of volcanic basalt and tuff mixed with clay and marl
- Almost exclusively white varieties. Most important: Juhfark, Olaszrizling, Furmint, Hárslevelű
- Complexity and minerality of Somló wines can be compared with those from Tokaj
- Recommendation of the Hungarian AIWS's to try: **Juhfark**

Did you know... that the wine made of the region's best known variety Juhfark, was called the „wedding night wine”, as according to the legend it results the conception of a boy?



Mt. Somló, the smallest wine district of Hungary

BADACSONY

GROWING AREA: 1 329 HA

- Mainly white wines
- Volcanic hills and basalt soil – extinct volcanoes – ex. **Mt. Badacsony, Mt. St George**, etc.
- Recommendation of the Hungarian AIWS's to try: **Kéknyelű**

Did you know... that the 350-450 m high buttes of basalt in the Tapolca basin are called „witness mountains”, because they witnessed volcanic activity in times gone by?



Mount Badacsony, one of the most unique places of the region

GROWING AREA: 1 853 HA

- Diverse soil – mainly brown forest soil on crystalline schist, red sandstone, or loess.
- Primarily white wine producing region
- Recommendation of the Hungarian AIWS's to try: **Olaszrizling**
- Csopak is also recognized as an individual PDO, producing exclusively Olaszrizling and Furmint

Did you know... that Balatonfüredi Borhetek (Balatonfüred Wine Weeks), one of the largest wine festivals in Hungary is held on magnificent Tagore Promenade each summer?

BALATONFÜRED-CSOPAK



Lake Balaton from the terraces of Csopak

BALATON-FELVIDÉK (BALATON „HIGHLANDS”)

GROWING AREA: 751 HA

- On the East, the soil consists of basalt and tuff rocks; on the West, dolomite and marl are dominant.
- Recommendation of the Hungarian AIWS's to try: **Olaszrizling**
- Káli (or Kál) Basin is also recognized as an individual PDO

Did you know... that attracted by the region's unique atmosphere and the traditional landscape more and more urban people move to Balaton-felvidék to enjoy this calm and peaceful area far from the fizzy lakeshore?



Sunday Market in Káptalantóti

GROWING AREA: 710 HA

- Types of soil: loess, loam and forest soil
- Many thermal sources are located in this region (Lake Hévíz, which is one of the biggest thermal lakes in the world, is a top attraction)
- Predominantly white wines are produced in the region.
- Recommendation of the Hungarian AIWS's to try: **Tramini**

Did you know... the region is also well-known for hunting? You can find many guesthouses specialized to host hunters coming from everywhere in Hungary and abroad.



Lake Hévíz

BALATONBOGLÁR

GROWING AREA: 3 416 HA

- The dominant type of soil is loess with high lime content
- Besides the still wines there are also plenty of sparkling wines produced in this area (also traditional method)
- Recommendation of the Hungarian AIWS's to try: **blended red wines**

Did you know... that the water surface of lake Balaton multiplies the reflection of the sunlight and creates therefore a Mediterranean effect favorably influencing the microclimate of the wine region?



Globe Observatory at Balatonboglár



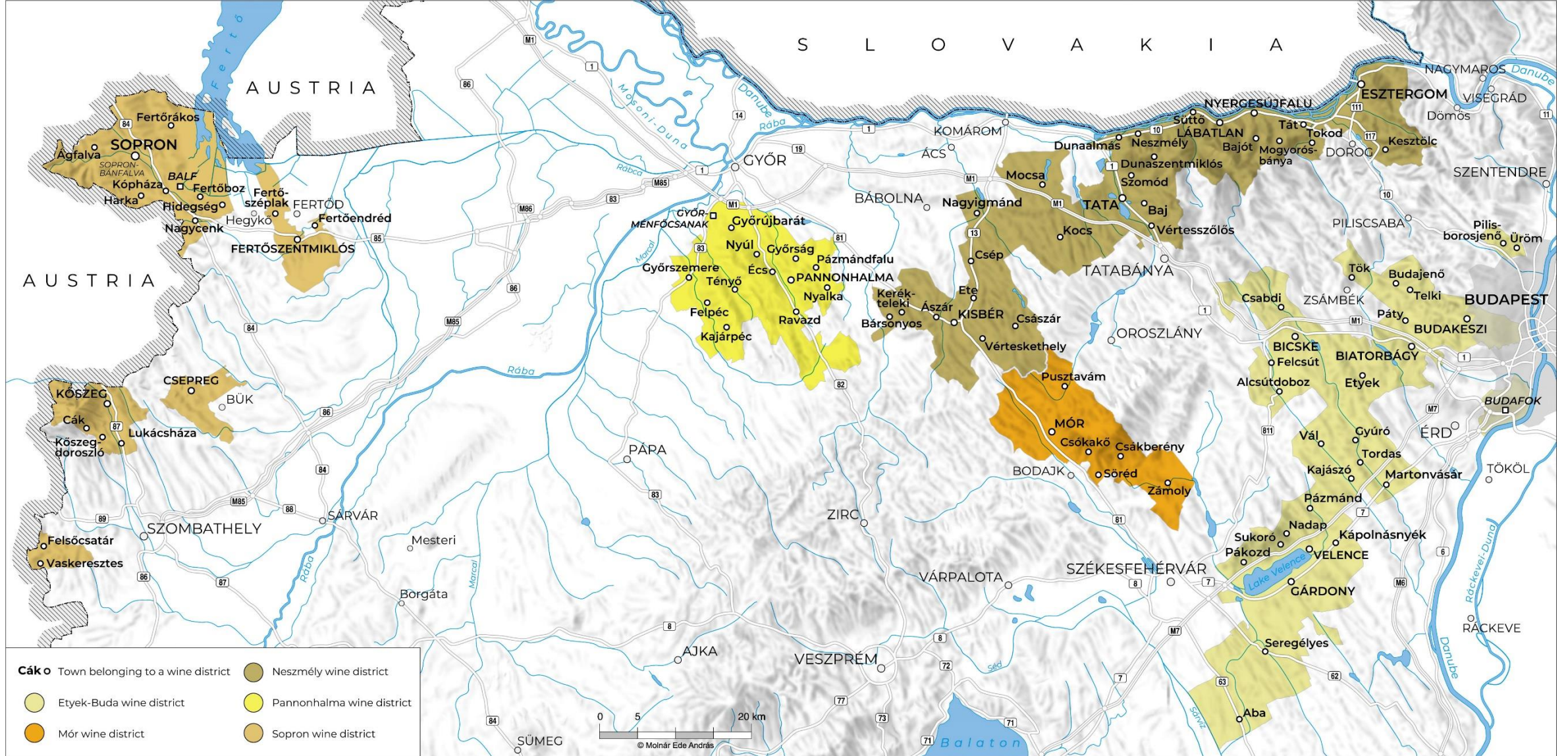
Dobosi, Háromszög Olaszrizling

bio 2019

Balaton – Balatonfüred-Csopak

Parcel selected, typical Olaszrizling.

The family has long winemaking traditions, but this winery was established in 1988. A real family business with bio philosophy on 25 hectares.



UPPER-PANNON WINE REGION

Wine Districts:
Etyek-Buda, Neszmély, Mór, Pannonhalma, Sopron

ETYEK-BUDA

GROWING AREA: 1 681 HA

- The soil is mainly loess and limestone with dolomite and granite at some places
- Mainly white wines are produced in this region, where the conditions are also ideal for making sparkling wines or elegant reds from pinot noir
- Recommendation of the Hungarian AIWS's to try: **traditional method sparkling wines**

Did you know... that Budafok was given the title „International city of wine and sparkling wine” in 1887 and that in 1920's from the 11 sparkling wineries 4 operated in Budafok?



Cellar rows of Etyek: only 30 minutes from Budapest

GROWING AREA: 961 HA

- Loess is covered by forest soil
- The region is renowned for its crispy white wines
- Although international varieties are grown in the highest proportion, indigenous whites as Irsai Olivér, Királyleányka, Hárslevelű or Juhfark receive increasing attention in this area
- Recommendation of the Hungarian AIWS's to try: **Irsai Olivér**

Did you know... that under the Basilica of Esztergom can be found a large renovated cellar and wine museum called Prímás Pince where all Hungarian wine regions are presented?



The wine district is embraced by the Danube

MÓR

GROWING AREA: 489 HA

- The dominant type of soil consists of loess and sand with forest soil
- It is a primarily white wine producing region
- Ezerjő is the most famous among the grape varieties, but Királyleányka and Zöld Veltelini also produce remarkable wines
- Recommendation of the Hungarian AIWS's to try: Ezerjő

Did you know... that although there is a saying in Hungarian that states „the wines of Mór are limy, those who drink it are wily”, the lime content of the wines is not higher than the average?



Ambient winery in Mór

GROWING AREA: 595 HA

- Its soil is a mixture of loess and sandstone
- The tradition of viticulture is intertwined with the history of the UNESCO heritage Abbey of Pannonhalma
- Remarkable varieties are Rajnai Rizling (Riesling), Olaszrizling and Pinot Noir
- Recommendation of the Hungarian AIWS's to try: **Rajnai Rizling**

Did you know... that the oldest written record of Hungarian viticulture is connected to the Abbey of Pannonhalma?

PANNONHALMA



Abbey of Pannonhalma, which is also a winery

SOPRON

GROWING AREA: 1 532 HA

- The soil of Sopron Mountains consists of crystalline gneiss and mica enriched with shale and limestone
- Traditionally reputed for its Kékfrankos, it produces great Zweigelt and Zöld Veltelini (Grüner Veltliner) wines
- Recommendation of the Hungarian AIWS's to try: **Kékfrankos**

Did you know... that the winemakers of Sopron were once called ponzichters? The name originates from the German word „Bohnenzüchter” which refers to the fact that the producers used to cultivate beans among the rows of vines. Bean is still a main ingredient in the region's gastronomy.



Sopron



Cseri, VI. Sextus, Riesling

Selection 2018

Upper-Pannon - Pannonhalma

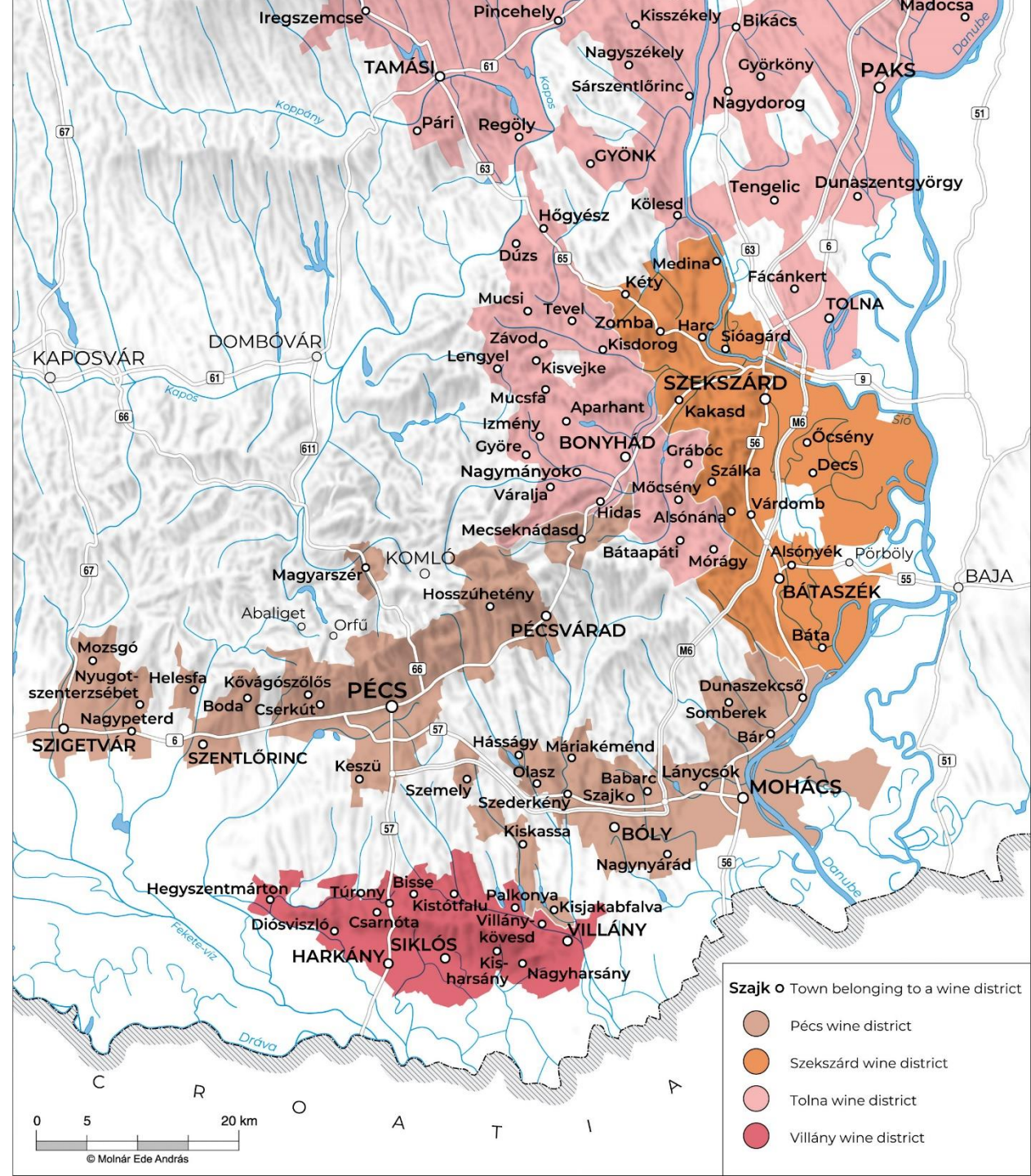
Whole bunch pressed, spontaneously fermented and matured in used barrels, on the lees for 10 months.

The winery was established in 2010 as a one man company by Norbert Cseri. The family cultivate 10 hectares. They are expert and fan of Riesling

PANNON WINE REGION

Wine Districts:

- Szekszárd
- Tolna
- Pécs
- Villány



SZEKSZÁRD

GROWING AREA: 2 216 HA

- Soil: **mainly loess** (always contains limestone in different proportions)
- Climate: continental with Mediterranean influence
- More than 80% red wine. Famous blend: **Szekszárdi Bikavér** (bull's blood)
- Recommendation of the Hungarian AIWS's to try: **Kékfrankos, Kadarka, Szekszárdi Bikavér**

Did you know... that in 2015 Szekszárd Palack (bottle) was created? The bottles are filled with the most significant wines of this region?



Szekszárd: open for wine tourism

GROWING AREA: 2 314 HA

- The soil is thickly covered with loess.
- The region gives light red wines with moderate tannin levels, white wines have fruity aromas and flavors.
- Recommendation of the Hungarian AIWS's to try: **blended red wines**

Did you know... that this hilly, diverse land is one of the less-known wine regions, where historical attractions like the cellar village of Györköny and the cellars of Bölcske are to be discovered?



Bátaapáti in Tolna County

GROWING AREA: 582 HA

- The region extends over the slopes of Mecsek Mountains, most typical is forest soil.
- The only Cirfandli producing region in the country, but besides this rare variety a range of international and local varieties can be found here.
- Recommendation of the Hungarian AIWS's to try: **Cirfandli**

Did you know... that in the vineyards of the Viticultural and Wine Research Institute of Pécs all varieties of the Carpathian Basin can be found, and that wines made of some very rare varieties can also be tasted?



Charming cellars in Boly (Pécs wine district)

GROWING AREA: 2 363 HA

- Soil: loess settled on limestone and red clay
- The southernmost wine region of Hungary - sub-Mediterranean climate
- Mostly red wines (White wines mainly in Siklós district). Two wines are to highlight: RedY (light, blended red based on Portugieser) and Villányi Franc (100% Cab. Franc)
- Recommendation of the Hungarian AIWS's to try: **Villányi Franc**

Did you know... that crocus is the trademark of the region's wines since 2006? Wines bearing this trademark can be classified into one of three categories: classicus, premium or super premium.



Villány: destination for wine festivals and events

Eszterbauer, Nagyapám Kadarka

2019

Pannon - Szekszárd

Fruity, very spicy, easy-drinking Kadarka

The history of the winemaker Eszterbauer family can be traced back from the archives of Szekszárd until 1746.

Today: 30 hectares



Gere Tamás & Zsolt,

Villányi Franc 2016

Pannon - Villány

**Complex, concentrated, typically warm
climate wine from the new star variety of
Villány.**

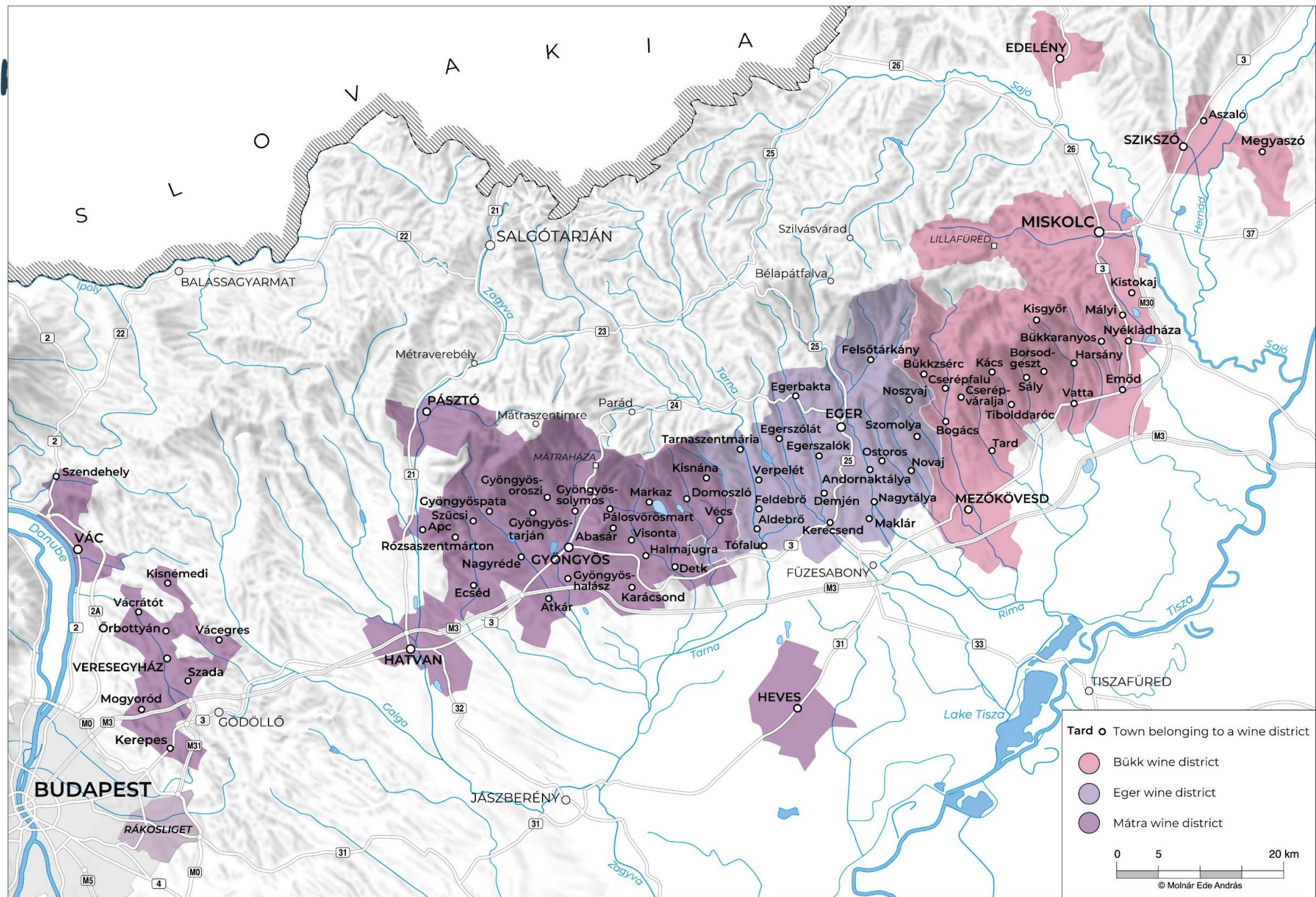
*The Gere Tamas brand was first introduced
25 years ago. Today 35 hectares*



UPPER-HUNGARY WINE REGION

Wine Districts:

- Mátra
- Eger
- Bükk



MÁTRA

GROWING AREA: 6 217 HA

- Diverse soil types: rhyolite tuff, clay, yellow soil, and marl
- A traditionally white wine producing region, but also boasting remarkable reds, especially Kékfrankos
- Recommendation of the Hungarian AIWS's to try: **Hárslevelű or blended white wines**

Did you know... that Kékestető (summit of Mátra mountain) is the peak of Hungary with its 1014 m altitude?



Vineyards lying in front of the Mátra Hills

GROWING AREA: 5 651 HA

- Another volcanic wine region of Hungary: varied soil types - rhyolite tuff, limestone, dolomite, shale
- Best known for a red blend: Egri Bikavér – Bull’s Blood of Eger and recently Egri Csillag (Star of Eger)
- Recommendation of the Hungarian AIWS’s to try: **Egri Bikavér**
- ***Did you know...** that given the fact that during the Turkish rule the region only produced white wine, the legend about the Turkish thinking that Hungarian castle guards drank bull’s blood during the 1552 siege of the Eger Castle is just a myth?*



„Bolyki Valley” in Eger, an inimitable event venue

GROWING AREA: 874 HA

- Lime and loess soil characterize this mostly white wine producing region.
- Some well-known producers has recently put great emphasis on Zweigelt but traditionally produce Kékfrankos and Leányka
- Recommendation of the Hungarian AIWS's to try: **Zweigelt**

Did you know...

... that there were more than 1500 wine cellars in the district of Avas in the town of Miskolc in the 18th century, and that the region already cultivated vine in the 14th century?



„Avasi Borongolás” wine festival in Miskolc

Thummerer, Egri Bikavér

Superior 2016

Upper Hungary - Eger

One of our iconic wine brand

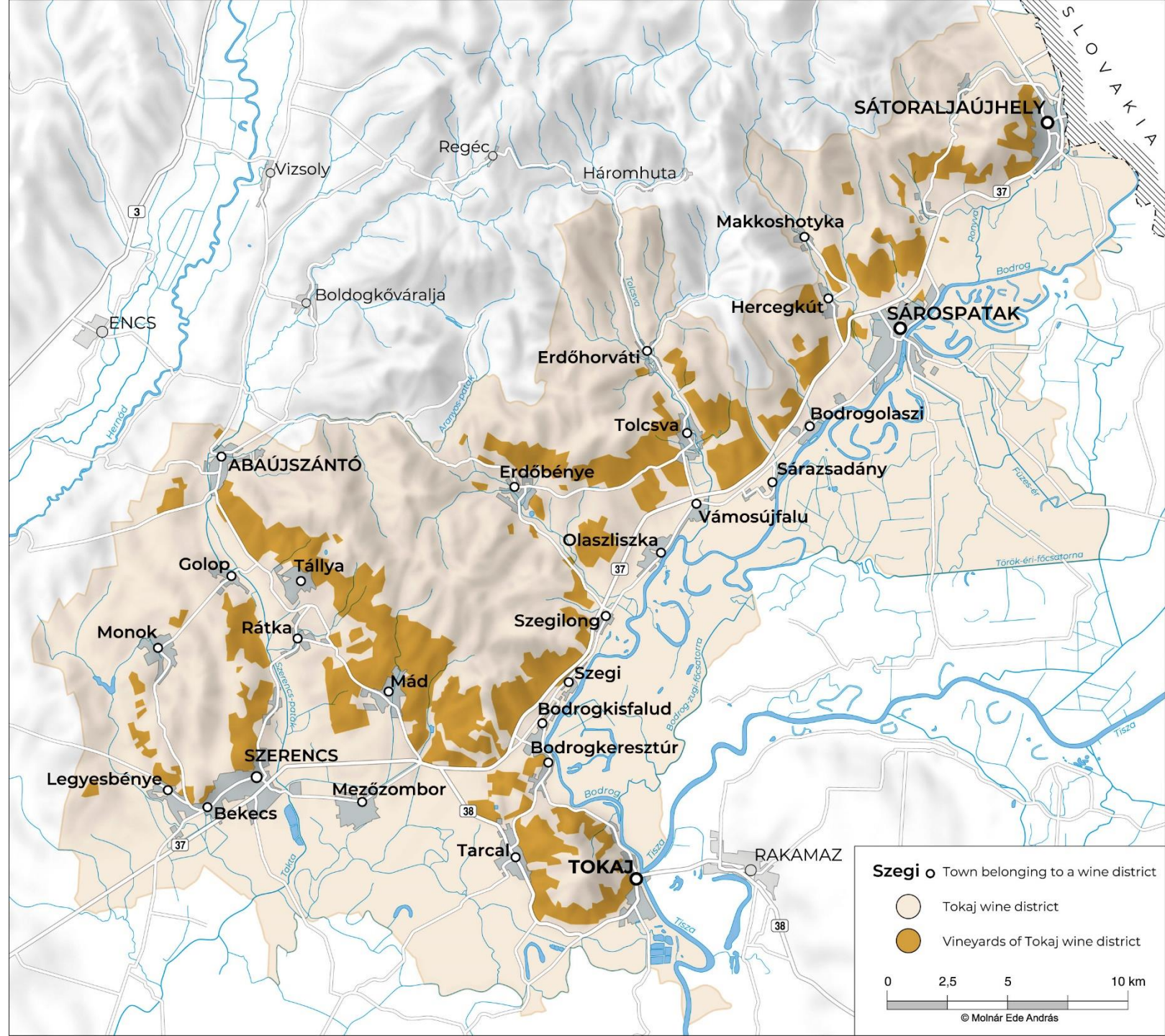
One of the biggest family-run winery in Eger, established in 1984. Area: 120 hectares. The founder, Vilmos Thummerer earned the award of the Winemaker of the Year in 1995.



TOKAJ

Wine Region

Growing area
5 460 hectares



GROWING AREA: 5 460 HA

- Volcanic terroir: more than 400 extinct volcanoes form the region.
- Typical volcanic subsoils include rhyolite, andesite and its tufas.
- Unique sweet wines, exquisite dry wines and sparklings
- 6 authorized varieties: Furmint, Hárslevelű, Sárgamuskotály, Zéta, Kövérszőlő, Kabar
- Recommendation of the Hungarian AIWS's to try: **Szamorodni**
- ***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-Hegyalja, Erdőbénye?*



TOKAJ



View on Mád from the top of Cru St Tamás

TOKAJ

ANDESITE

ZEOLITE

DACITE

RHYOLITE TUFF

LOESS

LYMPHATIC SOIL



An aerial photograph of a Tokaj vineyard. The image shows a dense grid of grapevines, each supported by a wooden stake. The vines are arranged in long, straight rows that curve slightly across the landscape. The ground between the rows is covered in a mix of green grass and brown, fallen leaves, suggesting an autumn or late summer setting. The lighting is warm, with long shadows cast across the rows, emphasizing the texture of the soil and the structure of the vines. The overall scene is a vast, organized agricultural landscape.

TOKAJ

2021. 12. 01.

TOKAJ WINE STYLES

DRY WINES

- Mainly varietal wines or typically Furmint based blends
- Fermented and aged in stainless steel or wood



TOKAJ WINE STYLES

SWEET WINES

1. Late harvest wines mostly fermented and aged in s. steel vats:

- Édes (sweet) cuvées or „**Késői szüretelésű**”

2. Fermented in s. steel vats or oak barrels and aged in oak barrels:

- **Szamorodni**
- **Aszú (5-6 puttonyos)**
3 years+ ageing

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



BOTRYTIS (NOBLE ROT)

Concentrates acids, sugar and
minerality



5 INTERESTING FACTS ABOUT TOKAJI ASZÚ

1. Tokaj is the **first appellation of the world codified by a royal decree**: King Charles III declared the area a closed wine region in 1737.
2. Tokaj has been declared 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. Botrytised berries are harvested by hand, one by one (in several harvesting rounds), resulting in **the most expensive winemaking process of the world**.
5. In the recent past a **new generation of aszú** has appeared: these are fresh, complex, fruity wines, which show a unique balance of acidity, minerality, alcohol and residual sugar





Royal Tokaji,

Tokaji Aszú 5 puttonyos 2016

Tokaj - Tokaj

**Award winner Tokaj Aszú, that can show the
potential of Tokaj**

Royal Tokaji was founded in 1990.

*Royal Tokaji is one of a select group to be
named in the World's Top 100 Wineries six
times by Wine & Spirits Magazine.*

*According to Drinks International, Royal
Tokaji is one of the Most Admired Wine Brand
in the World. 108 hectares*



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