



WINES OF HUNGARY

PERSONALLY



WINES OF HUNGARY PERSONALLY

THE CREATOR: THE HUNGARIAN WINEMAKER

Our greatest value is the person who decides, year after year, when and how much to prune, what to blend, where and what to plant. This work cannot be done by the vine, nor the sun, nor the earth, even they are not capable of figuring it out. Thus, the greatest value for Hungarian wine, someone who knows all this, is 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. 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.**



PERSONAL CHOICE

MORE THAN A HUNDRED GRAPE VARIETIES
AND JUST AS MANY TYPES OF SOILS

The extraordinary value of Hungarian wine lies in its diversity. Hungary's winemaking is extremely rich in grape varieties, terroirs and winemaking practices, even in global terms. This wealth is complemented by the wine-maker's vision of his grapes and wines, which enables him to create wines with the most varied of taste experiences. Discover your favourite wine region, producer and wine style! Your personal choice is based on a palette which is constantly renewing itself, where you will find every style from sparkling wine to naturally sweet wine and volcanic white wines to full-bodied reds.

**Discover your favourite
wine region, producer
and wine style!**



PERSONAL EXPERIENCE

TASTING WINE WHERE IT'S CREATED
IS THE MOST EXCITING

Hungarian wine's varied terroirs each have their own individual message to relay, and their true depth can only be experienced during a visit to the wine region. In Hungary, you can find intimate family cellars, impressive wineries, breath-taking wine terraces in the middle of the vineyards and cosy estates built of natural stone. Wherever you are, wine-tasting will be accompanied by anecdotes and conversation. Get to know the wine people in person, experience the tranquillity of the vineyards and enjoy thematic tastings, vineyard tours or effervescent wine festivals.

**Our terroirs each have
their own individual
message to relay.**



CARPATHIAN BASIN, HUNGARY

Northern latitude 45° to 49°

6 wine regions – 22 wine districts

65,000 hectares of wine grapes

2.9 million hectolitres of wine produced

Most important white grape varieties:

Cserszegi Fűszeres, Olaszrizling, Furmint, Chardonnay, Irsai Olivér, Szürkebarát, Hárslevelű, Zöldveltelini, Ottonel Muskotály, Rajnai Rizling, Sauvignon Blanc, Királyleányka, Sárgamuskotály, Traminer, Leányka

Most important black grape varieties:

Kékfrankos, Cabernet Sauvignon, Merlot, Zweigelt, Cabernet Franc, Pinot Noir, Portugieser, Blauburger, Kadarka, Syrah, Turán

6+1 REASONS TO DISCOVER HUNGARIAN WINE

I. DIVERSE LANDSCAPES WAITING TO BE DISCOVERED

The Upper Pannon wine region, comprising five small wine districts, is located in extremely diverse landscapes, where the mountain ranges and hills embodying the diverse terroirs are home to different styles and varieties just waiting to be discovered, like Ezerjő from Mór and Kékfrankos from Sopron.

II. LEGENDS PAST AND PRESENT

The Upper Hungary wine region is not only home to ancient legends, such as that of Egri Bikavér, but also to many gripping modern tales. The region also boasts the highest vineyard area in Hungary, with volcanic soils in many places.

III. VOLCANIC WINES

The country's best-known volcanic wine region is Tokaj, the source of volcanic wines representing a distinct style. Tokaj was the first demarcated wine region in the world. Its typical varieties are Furmint, Hárslevelű and Sárgamuskotály.

IV. WEALTH OF STYLES

The Danube wine region is characterised by diversity and variety in terms of both grape varieties and wine styles. The Great Plain is an excellent production area for numerous characteristic varieties, such as Irsai Olivér, Cserszegi Fűszeres and Kadarka.

V. FESTIVALS AND WINE EVENTS

The Pannon wine region is home to many unforgettable wine festivals connected to vines and wines. There are plenty of activities and sights here both during the festival season and at other times too. This wine region is also home to renowned Cabernet Franc from Villány as well as Kékfrankos and Kadarka from Szekszárd.

VI. INTRIGUING INDIGENOUS GRAPE VARIETIES

There are numerous indigenous varieties, both well-known and waiting to be discovered, in the six wine districts surrounding Lake Balaton. These include Furmint, Kéknyelű and Juhfark, which offer enticing diversity along with traditional varieties such as Olaszrizling and Kékfrankos.

+ THE TOKAJI ASZÚ

One of Hungary's most special wines, Tokaji Aszú, ranks among the world's most renowned naturally sweet wines. Tokaji Aszú offers the perfect balance between sugar, acidity and minerality, while its complexity of flavour always ensures there is something to discover.

