What is a *Heuriger*?

Oxford Dictionary: Heu/riger
Pronunciation: /ˈhɔɪrɪɡə/
Noun: (plural heurigen /gən/)
→ (in Austria) wine from the latest harvest
→ an Austrian establishment where wine from the latest harvest is served
Origin: Austrian German: literally 'this year's (wine)'.
Qualifying date for the first serving of the young wine: 11th of November (Martinmas)
[→ and also:] young (this year’s) potatoes

Overview

- The specific situation of Vienna
- Empirical study
- Data analysis
- Answers
- Discussion

A typical Heuriger
A specific situation

- A special fiscal status since 1784 (law of Joseph II)
- →low prices in *Heurigen* taverns
  - 0.25 l ‘G’spritzter’: €1.50 - €2.00
  - 1/8 l Gemischter Satz: €1.40
- 660 hectares of vineyards on Viennese hills
- 500 hectares of white wine (the rest red wine)
- Percentage of producers' wine sold exclusively in *Heurigen* taverns, end of the 80s: 95%
  - in 2010: 70%
- General per capita wine consumption in Austria:
  - 1980 - 35 l
  - 2010 - 31.8 l

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*Heurigen* districts in Vienna

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Main grape varieties of Viennese vineyards

- Blauer Burgunder 4%
- Zweigelt 8%
- Weißburgunder & Chardonnay 15%
- Grüner Veitliner 25%
- Riesling 14%
- restl. Weiβ 29%
- restl. Rot 7%
- Bluburger 2%

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Development of *Heurigen* taverns in Vienna

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of <em>Heurigen</em> taverns</th>
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</thead>
<tbody>
<tr>
<td>1960s</td>
<td>500</td>
</tr>
<tr>
<td>80s</td>
<td>250</td>
</tr>
<tr>
<td>2011</td>
<td>about 125</td>
</tr>
<tr>
<td>2020 (estimations)</td>
<td>70 or 80</td>
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</tbody>
</table>
Research questions

1) What are the challenges for wine growers and Heurigen tavern owners in the 21st century?

2) How can these challenges be met by traditional hosts/providers without losing authenticity?

Related research

- music of the Schrammel brothers (European cultural heritage) (Notley, 1997)
- Heurigen taverns as distribution channel for Viennese wine (Strobl, 2002)
- comparison of traditional Heurigen taverns in Grinzing and Heurigen style restaurants (Baumgartner, 2004)
- expectations of visitors in traditional Heurigen taverns in the Burgenland (Schiener, 2007)
- analysis of the traditional taverns' visitors and necessity of new measures (Beiglböck, 2007)
- social function (like British Pub, Bavarian Braustube, Italian Trattoria…) (Kopsitsch, 2008)
- the Heurigen as cultural assets in changing times (Bachmayer, 2012)

Empirical study

I. Semi-structured expert interviews
   → wine growers and owners of different types of wine taverns
   Agricultural Chamber of Vienna
   Vienna Tourist Board
   an Austrian wine specialist
   → November 2012 to May 2013
   → 1 to 3 hours
   → recorded and transcribed

II. Study of the websites
   - brochures
   - press articles...
   - the existing research literature

Semi-structured expert interviews
General interview guidelines (for expert interviews)

→ the current situation
→ new challenges for wine growers and *Heurigen* owners
→ changing lifestyle and consumer expectations
→ evolving purchasing contexts
→ new quality standards
→ innovative production and marketing concepts

Results: Swot analysis 1. Internal origin

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>Long history</td>
<td>Restricted opening times</td>
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<tr>
<td>Special fiscal status</td>
<td>High-calorie products</td>
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<tr>
<td>Social function</td>
<td>Limited food and wine offer</td>
</tr>
<tr>
<td>Family enterprise</td>
<td>Limited possibilities to expand</td>
</tr>
<tr>
<td>Location, furnishing, music</td>
<td>Seasonal employees</td>
</tr>
<tr>
<td>Cost-effectiveness</td>
<td>Wine knowledge of employees</td>
</tr>
<tr>
<td>Food offer</td>
<td></td>
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<tr>
<td>Wine quality</td>
<td></td>
</tr>
</tbody>
</table>

Results: Swot analysis 2. External origin

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on families and young consumers</td>
<td>Age of guests</td>
</tr>
<tr>
<td>Lighter, locally grown products, slow food, vegetarian food...</td>
<td>Stricter regulations</td>
</tr>
<tr>
<td>Sustainability claims</td>
<td>Reduced alcohol consumption</td>
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<tr>
<td>More stylish atmosphere</td>
<td>Problems of succession</td>
</tr>
<tr>
<td>Brand communities</td>
<td>Mass tourism</td>
</tr>
<tr>
<td>Events</td>
<td>Changing climate</td>
</tr>
<tr>
<td>Exportation</td>
<td></td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
</tr>
</tbody>
</table>

Data analysis about changing consumer behaviour

1. Search for higher quality and smaller quantity of wines
2. Changing food expectations (healthier, lighter, vegan, vegetarian, organic, ecological, slow food...)
3. Openness for rediscovered wines, new fabrication methods and innovative techniques
4. Evolving purchase places for bottled wine
5. New places of consumption with more stylish atmosphere (*vinothèques...*)
6. Ecological awareness, search for sustainability
   Awareness of *terroir* and preserved nature
1. Search for higher quality and smaller quantity of wines

2. Changing food expectations

3. Openness for rediscovered wines, new fabrication methods….

Smaller quantity, higher quality

Rudolf Steiner 1861-1925
4. Evolving purchasing places for bottled wine

5. New places of consumption

6. Sensitivity for terroir and preserved nature

Some answers:
2. Vie Vinum wine fair (for 9 years)

- 14 to 16 June 2014
- In Vienna's Imperial Palace
- 550 exhibitors
- Austria's biggest wine event
- **Austrian and international wines**
- Thematic wine tasting of the *Wiener Gemischter Satz DAC*
- **Slogan:** Wer einen Wiener Gemischten Satz DAC trinkt, trinkt mehr als einen Wein! Er trinkt einen Schluck „Wiener Leben“!
- This year's host country: **France**.


- a young, fresh and fruity wine
- urban and trendy
- gathering together people
- selected by an independent, qualified jury
- max. 2 wines per wine estate
- max. 12.5% alcohol
- special logo

Advertisement of the Agricultural Chamber for ‘Junger Wiener’

Initiatives of Image campaigns

- Collective communication and personal branding
- Reinforcement of the image of Vienna as THE capital of wine
- Increase of the authenticity of Viennese

Strategic Cooperations with
- the City of Vienna
- the Vienna Tourist Board
- the Agricultural Chamber of Vienna
- Slow Food International

At this very moment the sun is reflecting in a glass of Viennese wine. Why not yours?

Innovative production

- Modern growing and fabrication trends
- Rediscovery of the old Viennese blend *Wiener Gemischter Satz* (since 2013 also DAC = Districtus Austriae Controllatus) = slow food product

Changing consumption places

- Positioning of their wine in fine dining restaurants
- Association of traditional heritage and modern architecture (wine and design) for wine tasting and wine taverns

4. An identity between tradition and modernism

The logos of the 6 wine-growing estates
- Wieninger (Fritz and Leo Wieninger)
- Mayer am Pfarrplatz (Gerhard Lobner)
- Cobenzl (Thomas Podsednik)
- Christ (Rainer Christ)
- Edlmoser (Michael Edlmoser)
- Fuhrgassl-Huber (Thomas Huber)

Discussion

- A very specific study focusing on Viennese wine taverns.

*But:*
- Contribution to the academic body of knowledge
- Attempt to summarise the critical situation of the *Heurigen*
- Enhancement of the awareness of the gap between tradition and today’s reality within the food and wine sector
- *Novel insights applicable to all types of traditional gastronomical concepts throughout Europe*
- Suggestions for managerial implications to prevent the *Heurigensterben*
Further studies

- The study of consumers who haven't yet visited traditional wine taverns
- Tourists as *Heurigen* guests
- The results of measures of the *Wien Wein* group

Thank you for your attention!