



INVITATION

To a **masterclass**, a **business development meeting** and a **wine tasting** at **Hotel Kempinski Vilnius** organized under the aegis of the **Hungarian Wine Business Program**.

Discover the excellence of Hungary's wines with the guidance of Dr. Arūnas Starkus, the Founder of Sommelier School of Lithuania and Mr. Arminas Darasevičius, the President of the Lithuanian Sommelier Association.

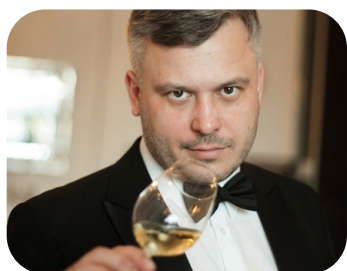
On 16 June 2021, Hungary's Agricultural Marketing Centre will organise a wine promotion event in Vilnius, Lithuania, in cooperation with the Embassy of Hungary in Vilnius. The aim of the event is to help to strengthen the business relations of wine producers already present on the Lithuanian market and also to facilitate the introduction of wineries and their wines wanting to expand their export activity into the Lithuanian wine market.

DATE OF THE EVENT: Wednesday, 16 June, 10 a.m. – 12.30 p.m. EEST

VENUE OF THE EVENT: Grand Hotel Kempinski Vilnius - Universiteto g. 14, Vilnius 01122, Lithuania

Hungarian wine regions and wine culture will be introduced during the tasting through the presentation of Dr. Arūnas Starkus and Mr. Arminas Darasevičius.

Dr. Arūnas Starkus is the editor-in-chief of „Vyno Žurnalas“, the founder of Sommelier School of Lithuania, „Vyno Klubas“, and also the organizer of the exhibition „Vyno Dienos“ and last but not least, of the Wine+Dessert competition.



Mr. Arminas Darasevičius is the President of the Lithuanian Sommelier Association and is a 5 times winner of „The Best Sommelier of Lithuania“ title. Mr. Darasevičius is also the Co-owner of Rise, Somme, Dine restaurants and furthermore, a TV personality.

The wine culture of Hungary is characterised by versatility, originality and uniqueness. The six wine regions of the country comprise of 22 wine districts, all with different features in terms of climate, topography, soil and history. The wine tasting will introduce 7 different wine districts in 4 Hungarian wine regions through eighteen samples which express the respective characteristics of their production areas:

UPPER HUNGARY WINE REGION:

Gallay Pince (Gallay Winery), Bükk wine district – Gallay Rosé 2020, Gallay Genus 2018

Bolyki Pincészet (Bolyki Winery), Eger wine district – Egri Csillag 2020, Bolyki és Bolyki Egri Bikavér Superior 2017

Tóth Ferenc Pincészete (Tóth Ferenc Winery), Eger wine district – Tóth Ferenc Leányka 2020, Tóth Ferenc Egri Bikavér Superior 2017

UPPER PANNON WINE REGION:

Cseri Pincészet (Cseri Winery), Pannonhalma wine district – Pannonhalmi Irsai Olivér 2020, Pannonhalmi Helianthus Cuvée 2020

Steigler Pince (Steigler Winery), Sopron wine district – Premium Zöld Veltelini 2019, Kaméleon Vörös Cuvée 2019

PANNON WINE REGION:

Bodri Pincészet (Bodri Winery), Szekszárd wine district – Szekszárdi „CAB” Cabernet Sauvignon 2019, Szekszárdi Bikavér „Tradíció” 2019

Günzer Borászat (Günzer Winery), Villány wine district – Lezser Vörös 2019, Cabernet Sauvignon 2018

TOKAJ WINE REGION:

Harsányi Pincészet (Harsányi Winery), Tokaj wine district – Hízelgő 2018, Círóka 2018

Tokaj-Hétszőlő Szőlőbirtok (Tokaj-Hétszőlő Winery), Tokaj wine district – Furmint Selection Bio 2017, Aszú 5 Puttonyos 2008

Wine regions to be introduced at the master course:

UPPER HUNGARY WINE REGION: A unique feature of the Upper Hungary wine region is that the plantations are generally located on high plateaus or gentle mountain slopes at elevations of 200-300 m, and on the slopes of the Nagy-Eged mountain grapes are grown even higher at 500 m. Accordingly, the climate of this wine region is influenced and protected from the incursion of winds by the North Hungarian Mountains. It is characterised by mountain soils, such as rhyolitic tuff, andesite, loess and brown earth types. The wine region boasts a colourful range of grape varieties, and it is an excellent production area for white as well as red wines. Guests can discover this wine region by tasting six types of special wines from here.

UPPER PANNON WINE REGION: The most important features that the wine districts belonging to this wine region have in common are the cooler climate and the range of dynamic wines, rich in acids. Due to the weather conditions, white grapes have a much stronger presence here than black grapes. As yet, the impact of global warming cannot be felt too strongly in that region, so the acid structure of the wines still has plentiful reserves. That said, over the last ten years these wines have become discernibly more full-bodied and richer in alcohol. The tight character is still there, but the wines becoming kinder and more indulgent. Pannonhalma has been offering impressive white and red wines to wine enthusiasts for years. The Upper Pannonia wine region will be introduced to the participants through four samples of Cseri Winery and Steigler Winery.

PANNON WINE REGION: The black grapes grown in this part of the country, the areas south of Lake Balaton, show a riper, more balanced profile with softer acidity than in the wine districts to the north. The region is home to full-bodied red wines with more abundant tannins, e.g. Cabernet Sauvignon, Cabernet Franc and Merlot, but also to grape varieties characteristic of Hungary, such as Kékfrankos and Kadarka. The guests of the event will have the chance to discover the Pannonia region through the excellent wines of two local wineries: Bodri Winery and Günzer Winery.

TOKAJ WINE REGION: The first closed wine district of the world was formed in Tokaj- Hegyalja, the region was awarded the title of World Heritage Site by the UNESCO in 2002. Its area is the same as that of the wine region. Grapes are grown here over 5,700 hectares. The most important varieties of this wine district include Furmint, Hárslevelű and Sárgamuskotály. The wine district will be represented at the event by Harsányi Winery and Tokaj-Hétszőlő Winery.



We recommend this event to those professionals and specialised journalists involved in wine procurement and wine sales who are interested in Hungarian wine culture and see the potential in high quality Hungarian wines.

FURTHER INFORMATION ON THE PARTICIPATING WINERIES AND WINES AS WELL AS THE MASTERCLASS:
lithuania.hunwinebusiness.com

REGISTRATION:

www.eventbrite.com/e/hungarian-wine-business-scheme-lithuania-2021-tickets-156856159997

BE AWARE OF THE LITHUANIANS' CURRENT OFFICIAL COVID-19 REGULATION!

