



**LANDSCAPES,
WINES,
LEGENDS
AND YOU**



WINES OF HUNGARY

PERSONALLY

When people think about Hungary, it's often its unique thermal baths, rich architectural heritage or popular natural sights, like Lake Hévíz or Lake Balaton, that come to mind. However, Hungary also possesses another treasure, which, until recently, has only been discovered by a few: Hungarian wine.

The key assets in Hungary's wine culture are its globally distinctive environment (Tokaj sits on top of a hundred extinct volcanos), a spectacular architectural heritage (historical wine cellars and fermentation chambers), and last but not least, the people, the winemakers to whom we owe for the many faces of Hungarian wine.

The diversity of Hungary's wine regions and their wines is entirely unique in the realm of wine: the climate, grape varieties and varied soils all transport us to a wholly different world in each of the six major Hungarian wine-producing areas. This diversity is crowned by Tokaji Aszú, which is considered the noblest among naturally sweet wines, and no other wine is made like it in the world. Hungarian wines boast an ever-changing palette, with options ranging from sparkling to naturally sweet wines, and volcanic white wines to full-bodied reds, allowing us to rediscover Hungarian wine again and again.

Wine tasting is a subjective experience to a certain extent, influenced by many factors, ranging from one's mood to the shape of the wine glass. One of the most important yet often overlooked considerations is to taste the wine where it is made – this can amplify the experience of tasting even the most complex wine. By visiting local wine regions, one becomes part of another world. By getting to know local winemakers, talking about wine and understanding the countryside, travel becomes unique and unforgettable – and personal to the individual.

HUNGARIAN WINE

IN NUMBERS



OVER 1,000 YEARS
OF WINE CULTURE



32,000 PRODUCERS AND
AS MANY PERSONALITIES



6 WINE REGIONS /
22 WINE DISTRICTS



65,000 HECTARES
OF WINE GRAPES



270 MILLION LITRES
OF WINE PRODUCED
ANNUALLY

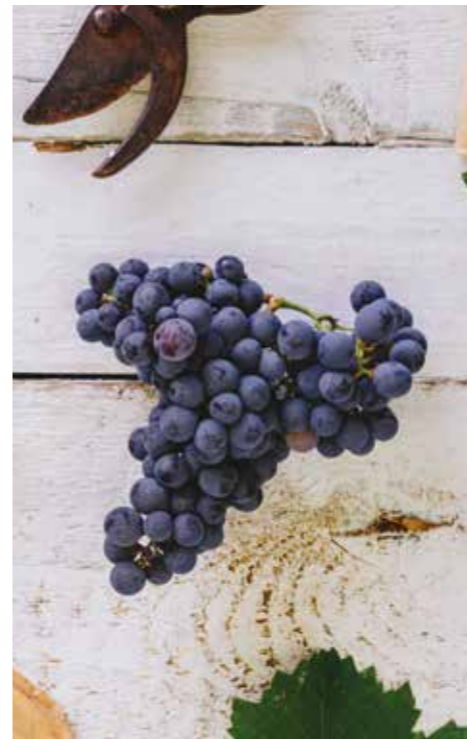


70% WHITE GRAPES /
30% BLACK GRAPES



CHARACTERISTIC WHITE WINES:

ASZÚ, CIRFANDLI, CSERSZEGI
FÜSZERES, EZERJÓ, FURMINT, IRSAI
OLIVÉR, JUHFARK, HÁRSLEVELŰ,
KÉKNYELŰ, KIRÁLYLEÁNYKA,
KÖVIDINKA, LEÁNYKA,
OLASZRIZLING, RAJNAI RIZLING,
SÁRGAMUSKOTÁLY, SZAMORODNI,
SZÜRKEBARÁT, TRAMINI AND MANY
EXCITING WHITE BLENDS



CHARACTERISTIC RED WINES:

BIKAVÉR, BLAUBURGER, CABERNET
FRANC, CABERNET SAUVIGNON,
KADARKA, KÉKFRANKOS, MERLOT,
PINOT NOIR, PORTUGIESER, SYRAH,
TURÁN, ZWEIGELT AND MANY
EXCITING RED BLENDS



CHARACTERISTIC SOIL TYPES:

VOLCANIC ROCKS, ANDESITE, BASALT,
RHYOLITE, VOLCANIC TUFF, ANDESITE
TUFF, RHYOLITE TUFF, LIMESTONE,
CLAY, LOESS, MARL, ADOBE, SCHIST,
SANDSTONE, RED SANDSTONE,
DOLOMITE, GNEISS, MICA, SAND,
GRANITE, RED CLAY, RENDZINA,
LIMESTONE SAND AND CAMBISOL



TOP5

WINE EXPERIENCES

1. CELLAR VISITS AND WINE TASTING

A personal meeting with the winemaker or the representative of the winery, who can guide visitors through the exciting stories of a generation of wine-makers, a grape variety, a wine style or even a complete wine region.



2. VINEYARD TOURS

A tour of the vineyard on foot, but also by bike, or in the case of quite a few wineries, in a jeep, can be an exciting part of a winery visit. Spending time outdoors, among the vines, and getting to know the diverse soil types, and the way the often-mentioned “terroir” affects the wine being made, can all be understood.



3. WINE DINNERS, WINE PICNICS

When tasted alone, wines provide a clear and understandable picture of an individual grape variety or a blend, while paired with food, they open up entirely new dimensions in the spectrum of flavours. At a wine dinner or wine picnic, knowledge of the local gastronomy, through the dishes created to complement the wines, can be acquired.



4. ON-SITE ACCOMMODATION

Following an unforgettable wine tasting session, staying and spending a night at the estate is really convenient. There's a reason why many organise their itineraries in such a way that the winery to be visited at the end of the day also offers accommodation, so that even the person generously taking on the role of the designated driver can finally enjoy the wine.



5. EVEN FOR THE WHOLE FAMILY

It's difficult to even list the plethora of services Hungarian wineries offer. For those accompanied by their children, many wineries offer grape must, homemade syrups and kids' meals for their underage visitors, while the adults drink wine. In other places, play areas for the little ones help to cater for all needs. With careful planning and preparation, wine tours offering an experience for all age groups can be enjoyed.



10 ICONIC HUNGARIAN WINES

IN HUNGARY, WINE IS PRODUCED FROM 65,000 HECTARES AND 223 GRAPE VARIETIES. THIS DIVERSITY MAKES IT EASY FOR EVERYONE TO FIND A FAVOURITE, BUT IT COULD ALSO MAKE IT MORE DIFFICULT TO CHOOSE WHEN YOU'RE NOT FAMILIAR WITH THE VARIETIES AND WINE STYLES THAT HAVE BECOME ICONS IN THEIR RESPECTIVE WINE REGIONS. THE LIST BELOW CAN GUIDE YOU:

ASZÚ

Aszú, or Tokaji Aszú, is one of the most sublime sweet wines of all, and is greatly valued by leading wine experts. During the winemaking process, individually handpicked grapes are added to the base wine, which triggers re-fermentation. The result of the most expensive winemaking procedure in the world is a naturally sweet wine with an intense colour, aromas and flavours.

FIND IT HERE: THE TOKAJ WINE REGION

BIKAVÉR

Hungarian winemakers can only produce Bikavér in Szekszárd or Eger, from specific varieties. The blend is usually based on Kékfrankos, with the rest coming from mainly international varieties, plus a little spicy Kadarka (mainly in Szekszárd, though increasingly in Eger now too). Various styles exist, but in general, it has a defined character and its spicy and fruity notes make it an excellent wine for pairing with food, but enjoyed just by itself, it's also a great wine for conversations.

FIND IT HERE: THE EGER AND SZEKSZÁRD WINE DISTRICTS

CSERSZEGI FŰSZERES

Cserszegi Fűszeres is a young, locally-crossed grape variety, the popularity of which is continually increasing as winemakers unlock the variety's finest features. The floral, fragrant, light and fresh Cserszegi Fűszeres wine is many people's favourite, from early spring to late autumn. This grape variety is especially rich in aromatic Muscat notes and exudes exhilarating flavours.

FIND IT HERE: THE KUNSÁG, HAJÓS-BAJA AND MÁTRA WINE DISTRICTS

FURMINT

Owing to the versatility of Furmint, it has become one of the favourite varieties of both Hungary and the international wine world. Wines ranging from dry white wine to Aszú, with its markedly high residual sugar, are made from this indigenous grape variety. The dry, single-vineyard Furmint are considered the most well-known Hungarian white wines for their mineral nature, lovely acidity and rich flavours.

FIND IT HERE: THE TOKAJ AND NAGY-SOMLÓ WINE DISTRICTS

JUHFARK

Juhfark is an autochthonous grape variety in Hungary that's grown in modest quantities, but it yields wines that really reward exploring. Most Juhfarks come from volcanic terroir, therefore elegant minerality can be felt besides their lean, tense acidity.

FIND IT HERE: THE NAGY-SOMLÓ, BALATONFÜRED-CSOPAK AND ETEK-BUDA WINE DISTRICTS

KADARKA

Kadarka is one of the most exciting grape varieties in Hungary, which, while not of local origin (it was brought to the Carpathian Basin by the Rascians), is now considered a local variety. Kadarka wines of light colour, distinctively elegant aromas and low tannins are making it onto the wine lists of restaurants and wine bars in an ever-growing number – and not by chance: fruity Kadarka wines with notes of red berries pair brilliantly with many dishes, as well as offering a great experience when consumed alone.

FIND IT HERE: THE KUNSÁG, SZEKSZÁRD AND EGER WINE DISTRICTS

KÉKFRANKOS

Kékfrankos is one of the most popular and most widely-planted grape varieties in Hungary. It is a diverse, high-quality variety, and wines made from it can show many faces. In general, it can be said that wines made from Kékfrankos range from light rosés to concentrated barrel-aged reds that go with food, and it has a place in the glasses of wine lovers all year round.

FIND IT HERE: THE SOPRON, SZEKSZÁRD AND MÁTRA WINE DISTRICTS

KÉKNYELŰ

Kéknyelű can only really be found in Badacsony. It's an ancient variety of Hungarian origin, whose name derives from its blueish petioles. Kéknyelű is a designated Hungarikum and is on a quest to conquer with its restrained fruitiness, spiciness and leanness. Discovering its unique flavours is a bucket list-worthy experience for most when visiting Badacsony.

FIND IT HERE: THE BADACSONY WINE DISTRICT

OLASZRIZLING

Olaszrizling is one of the most beloved and most typical grape varieties in the country, and is therefore produced in many styles. Olaszrizling wines made in a light style are the perfect companions to grilled food, vegetables and salads, while the barrel-aged, fuller-bodied ones offer a complex experience even with the most sophisticated of dishes.

FIND IT HERE: THE BALATONFÜRED-CSOPAK, BADACSONY AND THE BALATON HIGHLANDS WINE DISTRICTS

SZAMORODNI

This is a characteristic wine speciality of Tokaj. It's made from both regular grapes and those afflicted with noble rot, which are harvested and vinified together. Dry Szamorodni takes us to a completely different dimension compared to the sweet Szamorodni, which contains a significant level of residual sugar, like Aszú. What they have in common is a full-bodied, oily texture and a concentrated taste.

FIND IT HERE: THE TOKAJ WINE REGION

THE LAND OF

WINE FESTIVALS

HUNGARY'S GASTRONOMY AND WINE FESTIVALS ARE GROWING IN NUMBER BY THE YEAR, AND FOODIE VISITORS CAN LOOK FORWARD TO EVENTS BOTH IN THE CAPITAL AND ALL OVER THE COUNTRY, ALL YEAR ROUND.



Hungary is especially fond of events and activities based around traditional Hungarian food, meat, cheese, vegetables and fruits, including wine, beer and pálinka festivals, as well as events dedicated to the typical local dishes and speciality drinks of each region and town.

They include: the Debrecziner Gourmet Sausage Festival in Debrecen; the Csaba Sausage Festival, which has been held every year in Békéscsaba for 20 years; the Szeged International Tisza Fish Festival, where everything is about fish and the local fish soup; the Szeged Wine Festival, where the wines and styles of all the country's wine regions can be tasted; the Orfű Wild Garlic Festival, which focuses on wild garlic and the food made from it; the Balatonfüred Wine Weeks, which offer the best of the Balatonfüred-Csupak Wine District; the Tihany Garda Festival; the Szigliget Süllő Festival; the Győr Wine Days; and many others.

Events are usually accompanied by cultural entertainment, art programmes, handicraft fairs and music productions that add further colour to the festival experience.

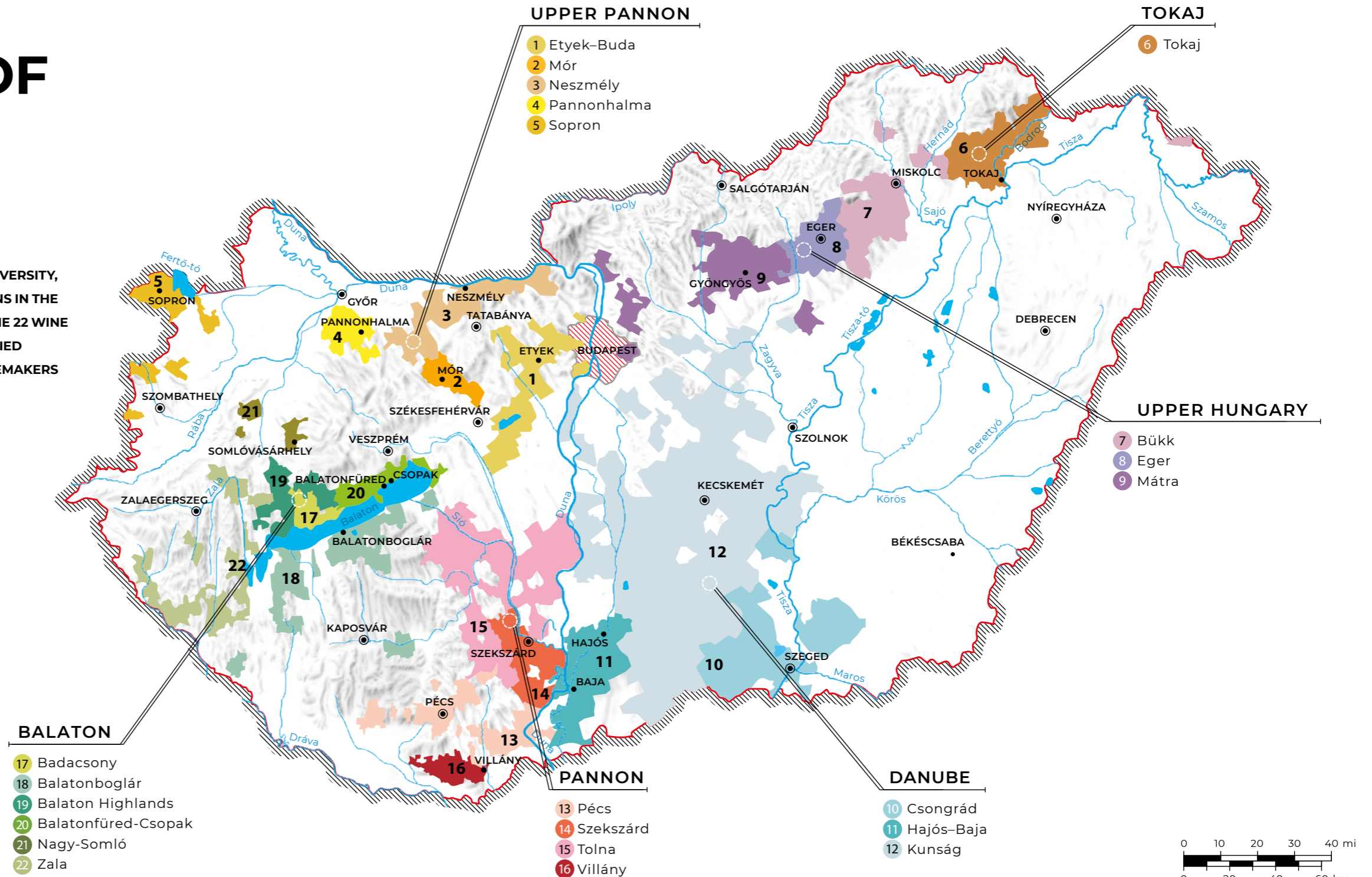
The Budapest Wine Festival, the Budafok Wine Festival, the Szeged Wine Festival and the Egri Bikavér Festival are popular among foreigners and are regarded as some of the key **wine festivals**. Events attracting the largest visitor numbers also include the Etyek Picnic, held four times annually, but it's also worth mentioning: Rosalia; the Avas Wine Festival (Avasi Borangolás) held in Miskolc; and the Bor, Mámor, Bénye festival in the Tokaj wine region.

Events that provide an opportunity for winemakers to introduce themselves to the trade and the connoisseur audience form a separate category. Here, visitors can deepen their knowledge in **thematic workshops and tastings**: the most popular ones are the Winelovers, Borjour and VinCE Budapest events.

Last but not least, the really sporty types can combine their passion for running and wine at the Badacsony Vineyard Run, the Half Marathon of the Szekszárd Wine District, the Vineyard Run in Palkonya or the Rosé-Marathon in Villány.

WINE MAP OF HUNGARY

HUNGARIAN WINE CULTURE IS CHARACTERISED BY DIVERSITY, ORIGINALITY AND UNIQUENESS. THE SIX WINE REGIONS IN THE COUNTRY, INCLUDING THE DIVERSE WINE STYLES OF THE 22 WINE DISTRICTS, TELL NUMEROUS STORIES, PERSONIFIED AND RECOUNTED MOST AUTHENTICALLY BY THE WINEMAKERS THEMSELVES.





UPPER HUNGARY WINE REGION

MOUNTAINS, WINES, HISTORY
AND YOU



BÜKK | EGER | MÁTRA

BÜKK, EGER AND MÁTRA WINE DISTRICTS

AT THE TOP OF THE COUNTRY

A place where the view is dominated by the Mátra and Bükk mountain ranges and one can gaze down from the highest peak in the country, to where one of our ancestors' most successful battles against the Turks took place; where the Magic Tower serves up a fascinating vista of the present-day life of the city of Eger; where the burbling Szinva stream

flows swiftly and thermal springs sprout up naturally from the ground; where active recreation pursuits are on offer all year round with ski resorts in winter and fishing lakes in summer; where vineyards are at the highest altitude in the country, surrounded by neat, small villages – that beautiful area is the Upper Hungary Wine Region.

ELEGANCE IN WHITE AND RED

For a long time, the Mátra Wine District was considered to be all about aromatic white wines. This is only partly true today, as recent experiences have shown that both more serious white wines and elegant, deep reds are also made here. Usually wines from the vineyards of the Bükk are characterised by vibrant acidity, fresh fruitiness and youthful vigour; while those from Eger are more versatile with several varieties and styles. There is no doubt that the iconic and traditional wine

style of the region is the famous *Egri Bikavér* cuvée (also known as Eger Bull's Blood), while its white counterpart, *Egri Csillag* (*Eger Star*), is rather young and was established relatively recently, only in 2011. The majority of local winemakers believe that the essence of the Upper Hungary Wine Region can be expressed by these two blends; therefore, the future of this wine region is based mainly on these wine styles.





TOKAJ WINE REGION

VINEYARDS, WINES, HERITAGE
AND YOU



TOKAJ

TOKAJ WINE REGION

LAND OF NECTAR DROPS

A place where the River Bodrog runs into the River Tisza, and the watery world of the floodplain area promises exciting adventures; where the rising sun paints the morning mist pink and a boat gliding on the water fades away into the twilight; where nine million years ago (now extinct) volcanoes created such diverse rocks that up to 35 different layers of soil can be found in a single plot; where the love of grapes and wine passes down from father to son; where ru-

ins of synagogues are protected by villages, and grand rabbis are buried; where the ancient castles still keep secrets, and the old-established cellars evoke memories of great wines; where the unique natural sweet wine, which the whole world knows simply as “Tokaji”, is a mutual treasure to all people – this 5,700 hectares of land, the most famous wine-growing area of Hungary, is the Tokaj Wine Region.

TOKAJ: A WONDER OF NATURE

It's hard to talk about the region and Tokaj wines without getting emotional. This area is not simply a wine region to us, but it's rather a part of our national identity. The first written record of vineyards in Tokaj dates back to 1252. Tokaj is still a demarcated wine district, where the two most important grape varieties out of the six permitted are *Furmint* and *Hárslevelű*. Since the early 2000s, these two varieties have also been used to make high-quality, full-bodied dry wines here, which faithfully reflect the distinctive taste of the volcanic terroir. Our world-famous





DANUBE WINE REGION

FLAVOURS, WINES, CELLAR ROWS
AND YOU



CSONGRÁD | HAJÓS-BAJA | KUNSÁG



CSONGRÁD, HAJÓS-BAJA AND KUNSÁG WINE DISTRICTS

WHERE THE EARTH MEETS THE SKY

A place where the horizon stretches from the River Danube to the River Tisza; where even a mound looks almost like a mountain; where hot air hangs in summer and ice cracks in winter; where wild horses once roamed free like the wind and local people travelled in ox-drawn carts; where the sand dunes are blown by breezes like in an African desert;

where lakes are the habitat of otters and bee-eaters live in loess walls; where notable representatives of Hungarian literature like Sándor Petőfi, Ferenc Móra or Gyula Juhász were born; where the sun ripens grapes on more than 24,000 hectares, the largest area under vine in Hungary – this beautiful place is the Danube Wine Region.

THE BEAUTY OF WINES MADE FROM THE SAND

Our largest wine region is a special one in many ways. This region has the highest number of sunshine hours in the country, while the roots of the vines usually burrow down into sand here, except for in Hajós, where they dig down into loess. The sand really helped to increase the prestige of the region during the phylloxera pandemic of the 19th century, as the louse was unable to survive in the sand, so the vineyards became less im-

pacted here, compared to other areas. Wines in the region are usually made for the short-term and not for long maturation – they are lighter, softer and have lower alcohol than those from the hilly areas. Should it be white, rosé or red, feel free to open a bottle on a mid-week evening, as it would be an excellent, refreshing drink. However, it does not mean that premium category wines are not made from the sand.





PANNON WINE REGION

VALLEYS, WINES, SUNSHINE
AND YOU



PÉCS | SZEKSZÁRD | TOLNA | VILLÁNY

VILLÁNY, PÉCS, SZEKSZÁRD AND TOLNA WINE DISTRICTS

WHERE ART AND WINE GO HAND IN HAND

A place where almond trees are the first to bloom in the country, in the early spring; where hikers can get lost easily in the hills planted with vines; where one can paddle by several wine districts on a single canoe trip on the River Danube; where the colour of mourning is traditionally white in the villages

of Ormánság; where a whole village with its iconic restaurants and wineries is dedicated to showcasing the local gastronomy; where there are annual jamborees for artists and the public in summer – this 7,800 hectare area is the Pannon Wine Region.

THE WORLD OF MEDITERRANEAN WINES

The rich and spicy wines of the Pécs Wine District are remarkably charming, but due to their low acidity, it's best to drink them within a few years. The traditional white variety of the area is *Cirfandli*, which originally served as a base for both dry and sweet wines. Szekszárd is the home of southern-style, rich red wines, its flagships are *Kékfrankos*, *Kadarka* and *Szekszárdi Bikavér* (Bull's Blood

from Szekszárd). The Tolna Wine District is the coolest area in the region and wines from here always get attention with their elegance and fruitiness. Villány is the home of 'big game' – cellars conceal full-bodied red wines that are especially intended for long ageing. Local winemakers favour *Cabernet Franc*, but for an evening chat they usually open a bottle of fresh, fruity *Portugieser*.





BALATON WINE REGION

VIBRANCE, WINES, SAILS
AND YOU



BADACSONY | BALATONBOGLÁR | BALATON HIGHLANDS | BALATONFÜRED-CSOPAK
NAGY-SOMLÓ | ZALA

BADACSONY, BALATONBOGLÁR, BALATON HIGHLANDS, BALATONFÜRED-CSOPAK, NAGY-SOMLÓ AND ZALA WINE DISTRICTS

WHERE COLOURS MAGICALLY COME TO LIFE

A place where the emerald green water of Lake Balaton is painted by sunlight, and the thousand-times seen, yet still amazing mesas gently line the lakeside like a pearl necklace; where Somló Hill dominates the landscape near the slopes of the Bakony Mountains like God's forgotten hat; where Kis-Balaton, a huge wetland habitat with a unique waterfowl population, still keeps

the secrets of the old fisherman, Uncle Matula, from the popular youth novel; where enchanting sounding villages such as Vindornyaszőlős, Csörnyeföld or Garabonc are hidden among the small hills; where the sun ripens grapes on more than 9,000 hectares – this scenic area with rich history and natural beauty is the Balaton Wine Region.

THE REALM OF UNIQUE WINES

The Balaton Wine Region is home to several ancient and unique Hungarian grape varieties, among them *Kéknyelű* is found exclusively in Badacsony, while Somló Hill is also the true home of *Juhfark*. A Balaton wine is

light, playful or even robust and thought-provoking, indeed, it can be bone-dry or lush with floral or pleasantly spicy notes, or even explosively fruity, sweet or tart, in fact, sometimes salty as well, depending on the terroir.





UPPER PANNON WINE REGION

FAITH, WINES, CULTURE
AND YOU



ETYEK-BUDA | NESZMÉLY | MÓR | PANNONHALMA | SOPRON



ETYEK-BUDA, NESZMÉLY, MÓR, PANNONHALMA AND SOPRON WINE DISTRICTS

EMBRACED BY MOUNTAINS AND WATER

A place where the silver ribbon of the dignified River Danube weaves its way through the countryside; where we can wave to our Austrian friends from the top of Írott-kő, the highest peak of Transdanubia; where the tiny rippling waves of Lake Fertő tenderly reflect the sunshine; where the view is dominated by two impressive buildings – the Archabbey of Pannonhalma with its thousand-year history in the west, and the Esztergom Basilica in

the east; where you can literally touch history as you hop from castle to castle; where the astonishing bodies of water can be discovered by canoe or kayak; where you can walk for miles in underground cellar passages exploring the memories of Hungarian sparkling wine; where the sun ripens grapes on more than 5,500 hectares – this diverse and exciting landscape with its amazing heritage is the Upper Pannon Wine Region.

REFRESHING BUBBLES, COOL WHITES, ELEGANT REDS

The Sopron Wine District was once exclusively associated with white grapes, however by today, two-thirds of the plantings are of black grapes, and primarily of *Kékfrankos*, which has become the flagship of the wine district. The area around Pannonhalma has retained its white wine focus, and its wines have substance due to the endowment of the terroir and reward long ageing. Both in the past and more recently, the emblematic grape variety of the Mór Wine District has been *Ezerjő*. As a reward of the work of young winemakers, a

new style has been introduced, and the Mór Wine District is regaining its former popularity. The climate of the Neszmély Wine District is mainly favourable for white grape varieties, and the slopes of the Gerecse Mountains and gentle hills along the River Danube have been planted with *Irsai Olivér*, *Chardonnay* and *Szürkebarát*. A cool mesoclimate and calcareous soil make Etyek the source of sparkling wine, but *Chardonnay*, *Sauvignon Blanc* and *Pinot Noir* grown here also end up in remarkable still wines.



WINE AND GASTRONOMY

10 TIPS FOR FOOD AND WINE PAIRING

1) EASY LIGHT PAIRINGS

Straightforward, light, dry white and red wines are the easiest to pair with food, because there is no strong element in the chosen wine to overpower the food.

2) FRIED OR ROASTED? IT MATTERS!

If the ingredients undergo only slight intervention, such as braising, steaming or similar methods of cooking, they will harmonise well with lighter-bodied wines. If grilled, seared or roasted, robust wines

do justice to the dish, since additional flavour notes join the composition during preparation. If fried, a lighter wine with good acidity is the appropriate choice, because during frying, the fat content of the food will increase.

3) COLD PLATTER, REFRESHING WINE

Dishes served cold or cold platters call for lighter wines, which can also be chilled. A white or rosé, or even a fruity red wine can be ideal.



4) A SPICY DISH, A WINE WITH CHARACTER

The more pronounced the flavours the dish has, the more intense wines work well with it. Always look for a concentrated wine to pair with the most powerful flavours.

5) A BALANCE OF ACIDITY

For sour flavours – such as lemon, vinegar, tomatoes, etc. – the acidity of the wine must be in balance with the acidity of the food, so choose a wine with high acidity.

6) SWEET SWEETNESS

When we eat dessert, the wine must be sweeter than the dessert, because the sweet sensation makes the wine feel drier. Dark chocolate is an exception as it also goes well with full-bodied, tannin-rich red wines.

7) SAUCE & WINE

If we add a fruity or sweet sauce to a neutral dish, the fruitiness of the wine must be in harmony with the taste of the sauce.



8) MATURE & SMOKY

Smoky flavours demand a wine with real pronounced character, one that can handle the intensity of the smokiness. Even a small amount of residual sugar can work well with such dishes.

9) A BALANCE OF BODIES

Full-bodied, great red wines go well with rich and heavy meals. This might be heavier venison or roast beef.

10) ASZÚ ♥ FATS

Dense, sweet wines with pronounced acidity go well with fatty food. A classic example of this is Tokaji Aszú paired with goose or duck liver seared in its own fat.



DIFFERENT WAYS

TO ENJOY WINE

HUNGARIANS HAVE TRADITIONALLY HAD A SPECIAL RELATIONSHIP WITH HUNGARIAN WINE. THE GLORY OF WINE HAS INSPIRED MANY WRITERS AND POETS AND APPEARS IN A WIDE ARRAY OF LITERARY WORKS.

We Hungarians are proud of our centuries-old wine culture, a prime example of which is the fact that even the National Anthem contains lines mentioning wine, namely "Tokaj nectar". This appreciation of wine means it's only natural that in Hungary, Tokaji Aszú, for example, must appear on the festive table. However, it doesn't mean that bottles and glasses should only be brought out on special occasions. Wine also appears in a social context, at community events and during friendly conversations or festivals, and a number of alternative options abound for imbibing wine.

Spritzer (or *fröccs* in Hungarian) is a casual accompaniment to intimate social gatherings. This bubbly refreshment, which is a mixture of soda water and wine in various ratios, is essentially considered a national drink in Hungary. Rosé spritzer is very popular at festivals, concerts and entertainment venues these days, and there are already many flavoured versions, but the basis of the spritzer is traditionally dry white wine. Besides the classic spritzer, also called *nagyfröccs* (2 dl wine and 1 dl soda water), there are many other ratios and names, from *viceházmester* to *Krúdy spritzer*, offering endless variations. Considering that we Hungarians drink the most spritzer in the world, bars and restaurants have started to bring this ingeniously simple drink and its many variations back to their menus. It's vibrantly exciting thanks to the wine and refreshing because of the soda water, just as perfect as an aperitif or a digestif.

Just as a cold, refreshing spritzer feels really good on a hot summer's day, in the winter snow, walking around the wooden stalls of Christmas markets, there is nothing more heart-warming than a cup of mulled wine (*forralt bor* in Hungarian) with its spicy aromas. Mulled wine can be made from red, white or even rosé, flavoured with cinnamon, cloves and honey, and is an essential part of the winter season. With the onset of cool weather, in addition to the festive markets, almost every bar or cafe offers mulled wine on the drinks menu.

FRÖCCS THESAURUS

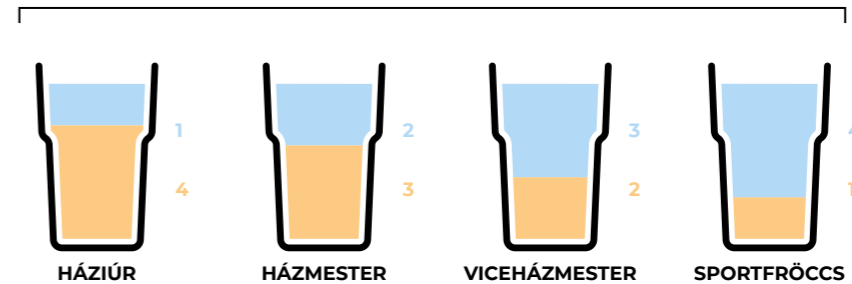
(FRÖCCS IN HUNGARIAN MEANS SPRITZER)

💧 SZÓDA (CARBONATED WATER) 🍷 BOR (WINE)

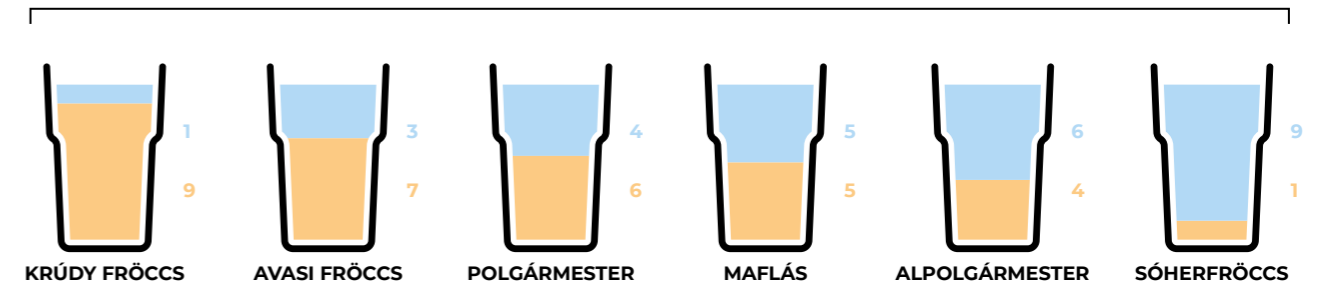
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5 DECILITER



1 LITER





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