



WINES OF HUNGARY PERSONALLY



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PERSONALLY



CARPATHIAN BASIN

BETWEEN 45° AND 49° DEGREES OF NORTHERN LATITUDE

2,500 HOURS OF SUNSHINE PER YEAR

70% WHITE WINE GRAPES / 30% RED WINE GRAPES

6 WINE REGIONS / 22 WINE DISTRICTS

65,000 HECTARES OF VINEYARDS PLANTED WITH WINE GRAPES

2.9 MILLION HECTOLITRES OF WINE PRODUCED

200-DAY-LONG GRAPE GROWING SEASON

MOST IMPORTANT WHITE GRAPE VARIETIES:

CSERSZEGI FŰSZERES, OLASZRIZLING, FURMINT, CHARDONNAY, IRSAI OLIVÉR,
SZÜRKEBARÁT, HÁRSLEVELŰ, ZÖLDVELTELINI, OTTONEL MUSKOTÁLY, RAJNAI RIZLING,
SAUVIGNON BLANC, KIRÁLYLEÁNYKA, SÁRGAMUSKOTÁLY, TRAMINI, LEÁNYKA,
EZERJÓ, JUHFARK

MOST IMPORTANT RED GRAPE VARIETIES:

KÉKFRANKOS, CABERNET SAUVIGNON, MERLOT, ZWEIGELT, CABERNET FRANC, PINOT NOIR,
PORTUGIESER, BLAUBURGER, KADARKA, SYRAH, TURÁN

TYPICAL SOILS:

VOLCANIC ROCKS, ANDESITE, BASALT, RHYOLITE, VOLCANIC TUFF, ANDESITE TUFF,
RHYOLITE TUFF, LIMESTONE, CLAY, LOESS, MARL, LOAM, CRYSTALLINE SLATE, SANDSTONE,
RED SANDSTONE, DOLOMITE, GNEISS, MICA-SCHIST, SAND, GRANITE, RED CLAY, RENDZINA,
CALCAREOUS SAND, BROWN FOREST SOIL

45,000 PRODUCERS AND NO LESS REAL PERSONALITIES





PERSONALLY

AUTHOR: GÉZA IPACS PHOTO: LÓRINC SZENDEFF

PERSONALLY

HUNGARIAN WINE = HUNGARIAN WINEMAKER

Every country has different qualities and traditions which in turn create the values we call human culture. Wine is an integral part of this culture and has given pleasure and work to successive generations for thousands of years. We have been producing wine in Hungary for over a thousand years. We have special varieties such as Furmint or Juhfark. We have unique volcanic areas like Tokaj or Somló. We have excellent wines with distinguished pasts, such as Aszú or Bikavér. Here, at the northern latitude of the Carpathian Basin between 45 and 49 degrees, we still think it is our greatest value that we have to decide every year when and how much to prune, what we should blend and with what, where and what we should 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 gifts into a new experience. So, our wines are personally like our winemakers, each is different. The inexhaustible wealth lies precisely in this diversity, without whose numerous individual flavours the world be poorer.

**THUS, THE GREATEST VALUE FOR
HUNGARIAN WINE, SOMEONE WHO KNOWS ALL THIS,
IS THE HUNGARIAN WINEMAKER.**



PERSONALLY

AUTHOR: GABRIELLA MÉSZÁROS PHOTO: ÁRPÁD PINTÉR

HUNGARIAN WINE

A BRIEF HISTORY OF HUNGARIAN WINE

SUSTAINABLE GRAPE PRODUCTION AND WINEMAKING HAVE BEEN AROUND FOR CENTURIES IN THE CARPATHIAN BASIN. ARCHEOLOGICAL FINDINGS RELATING TO THE FIRST VINES AND WINES IN THE COUNTRY DATE BACK TO THE FIRST CENTURY BC AND TO THE CELTS WHO FOUND PARTICULARLY FAVOURABLE CONDITIONS FOR THE FURTHER DEVELOPMENT OF THEIR VINE CULTURE IN THE BALATON HIGHLANDS AND THE SREM REGIONS.



HUNGARIAN WINE – A BRIEF HISTORY OF HUNGARIAN WINE

The Roman Empire also expanded as far as the Carpathian Basin, bringing with it further flourishing of viticulture. The success of winemaking is proven by the fact that the wines from the border province of Pannonia, today's Transdanubia, became serious competitors to Italian wines. Therefore, in 92 AD, Emperor Domitian banned the production of wine in the territory of Hungary and ordered the vines to be grubbed up. Their replanting is linked to the name of a subsequent Roman Emperor, Marcus Aurelius Probus, who, in 282 AD, ordered that the slopes of Mons Almus (Tarczal and Olaszhegy in Hungary, today's Croatian name is Fruska Gora) in Srem be planted with vines.

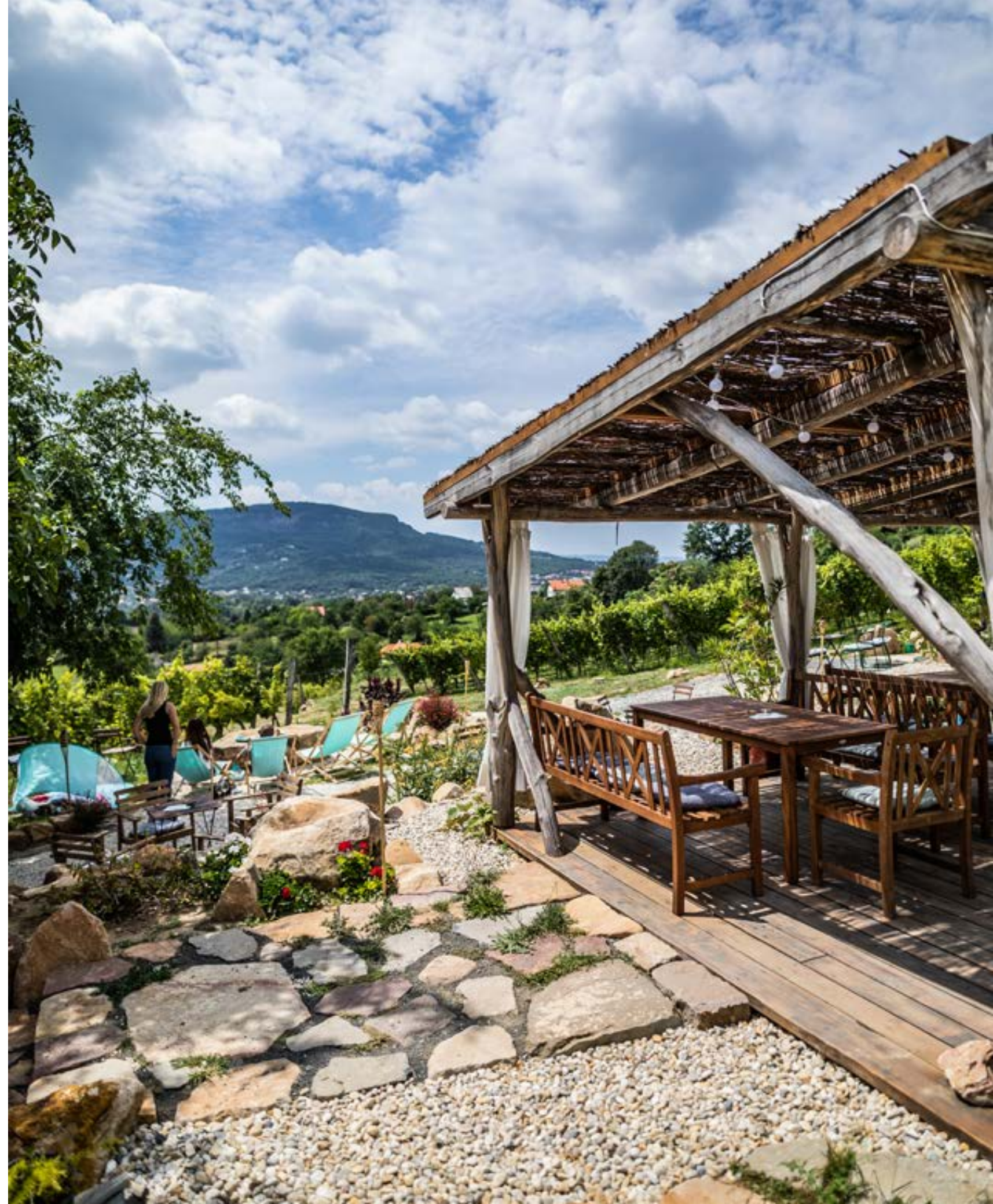
The area and importance of wine production increased significantly with the Hungarian conquest and then the conversion to Christianity.

A multifaceted wealth of winemaking knowledge had accumulated in the Carpathian Basin by this time. Winemaking here already nourished by the Roman culture was complemented by the traditions of the ancient, inner Asian and Caucasian lands brought by the Hungarians. This culture was further influenced by the spread of the Benedictine and the later settlement of the teaching orders. The settlers from Italy, Burgundy, Anjou and the Rhine Valley also added their knowledge and tastes. Besides the unique climate and varied soil conditions, this treasure trove of traditions is an important factor in what makes Hungarian wines special.

The first commune or promontory mention of vineyards was in 1271. Proceedings relating to the origin of wines, and especially the Buda City Law, which dates back to 1244, bears witness to

THE AREA AND IMPORTANCE OF WINE PRODUCTION INCREASED SIGNIFICANTLY WITH THE HUNGARIAN CONQUEST AND THEN THE CONVERSION TO CHRISTIANITY.





HUNGARIAN WINE – A BRIEF HISTORY OF HUNGARIAN WINE

well-established vineyard order and wine law practices. It was an ancient tradition that in the vineyard “there should be a law relating to vines for all vineyard owners whether they be noble or mighty or even serfs”.

After the medieval efflorescence, the one and half centuries under the Turkish thralldom made a serious dent in Hungarian wine production. It was only during the Austro-Hungarian Monarchy (1867-1918) that wine production gained new momentum, with new markets also opening up for Hungarian wines. From the 1870s, the disaster of phylloxera, which decimated Europe's vineyards, did not spare the Carpathian Basin either. By the beginning of the twentieth century, the majority of the vineyards had been lost. The solution was the propagation of noble European canes grafted onto American rootstocks. The refoundation of domestic breeding and grape and wine culture can be linked to the name of Zsigmond Teleki

in Villány. The primary objective of large-scale agriculture was to achieve as great a quantity as possible, leading to a decline in quality.

The change in regime and the legal and economic regulation which came with membership of the European Union also encourages producers to make continuous improvements. Hungary is now also part of the uniform European system. Hugh Johnson, one of the world's most respected wine writers, mentions Hungary alongside France and Germany as a depository of European winemaking traditions in many of his works.

Besides the world's most famous sweet Tokaji, light, fruity wines, full-bodied dry white wines, Kadarka with its pleasant acidity or Cabernet Franc with great longevity all make their home in this region. Our wonderful traditional method sparkling wine is also increasingly finding its way into the glasses of discerning domestic and foreign consumers.

THE REFOUNDATION OF DOMESTIC BREEDING AND GRAPE AND WINE CULTURE CAN BE LINKED TO THE NAME OF ZSIGMOND TELEKI IN VILLÁNY.



PERSONALLY

AUTHOR: ZSOMBOR GÁL PHOTO: PÉTER ZELNIK

THE HUNGARIAN WINE

VALUE PYRAMID

THE CROWN: TOKAJI ASZÚ

The top of the Hungarian wine value pyramid is a product which is considered a model in its own category. Tokaji Aszú is one of the most famous and prestigious naturally sweet wines in the world and is clearly related to Hungary. It has traditions going back around 450 years and is characterised by its unique natural and technological qualities; it is also associated with the world's first origin protection system. Hungarian wine marketing communication strategy for Tokaji Aszú focusses primarily on foreign markets; the aim is to strengthen the country's tourism image, attractiveness and the branding of Hungary.

The other three levels in the quality pyramid are not based on the excellence of the wines themselves, but

on the inherent complexity of the individual products. Following this line of reasoning, an appropriate methodology on an international level is the three-level division of terroir in each region, which is also easy to communicate. The interpretation of terroir includes the main factors influencing the quality of the wine: the production site including micro-, meso- and macroclimate, grape variety and technology. The purpose of this triple articulation is to create wines with identities at the level of vineyards, settlements and regions. Their geographical position results in them becoming differentiated and unique. The structure may be dynamic, so that it is constantly changing and developing, but the foundation remains unchanged.

VINEYARD-SELECTED WINES

The vineyards in this group are those which have been tested by producers over the years, have acquired unquestionable legitimacy and produce characteristic wines of outstanding

quality. These vineyards are considered unique by various producers who strive to reduce yields and produce grapes with the highest possible concentration.

VILLAGE WINES

These settlements, hills and demarcated geographical units have a distinct mesoclimate that differentiates them from the other parts of the

region. These wines represent good value for money and stable, reliable quality as well as a unified style and appearance.

REGIONAL WINES

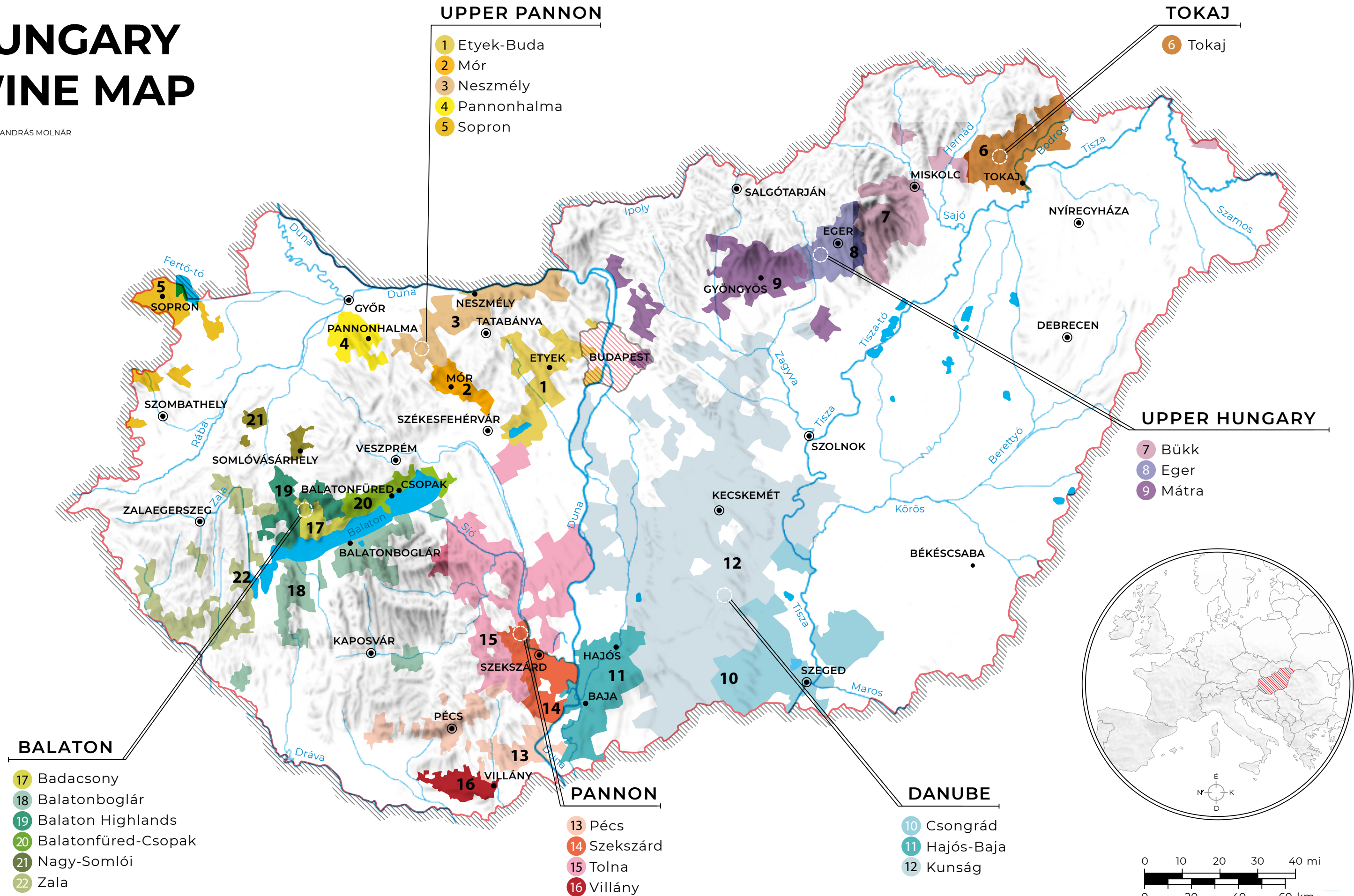
The base of the pyramid is formed by uniform wines in the regional style available in large quantities and

appropriate quality, which can provide consumers with the same quality from different parts of the region.



HUNGARY WINE MAP

MAP: EDE ANDRÁS MOLNÁR



AUTHOR: GABRIELLA MÉSZÁROS, DÓRA ZELENA
PHOTO: LÓRINC SZENDEFF, ÁRPÁD PINTÉR

OUR WINE REGIONS

AND THEIR CHARACTERISTIC WINES

HUNGARY'S WINE CULTURE IS CHARACTERISED BY DIVERSITY, ORIGINALITY AND UNIQUENESS. THE DIVERSE WINE STYLES OF THE COUNTRY'S 6 WINE REGIONS, WHICH COMPRISE 22 WINE DISTRICTS, TELL A LOT OF STORIES, WHICH ARE THEMSELVES PERSONIFIED AND PASSED ON FAITHFULLY BY THE WINEMAKERS THEMSELVES.



UPPER HUNGARY WINE REGION MÁTRA, EGER AND BÜKK

Unique to the Upper Hungary wine region is the fact that vineyards are usually found on a 200-300-metre-high plateau or on hillside slopes, whereas vines are cultivated at 500 metres on the side of the Nagy-Eged hill. The climate of the wine region is therefore influenced by the Northern Mountain Range, which protects against invasive winds. It is characterised by mountainous soils like volcanic rhyolite tuff, andesite, loess and brown forest soils.

Heading north-east from Budapest, the Mátra wine district is located to the south of the Mátra Mountains. The vineyards on the hillside slopes protected to the north were already producing significant amounts of wine in the Middle Ages. The vineyards on the southern slopes of the Mátra are also an unbeatable place to linger thanks to the panorama, as Hungary's highest mountain range is

also the highest wine district in Hungary. And don't pass up the chance for some wine tasting either as the nutrient-rich soils and plentiful sunshine give rise to delightful, fresh, fruity, soft wines. The following white varieties produce particularly good wines here: Olaszrizling, Leányka, Muscat Ottonel, Pinot Gris, Sauvignon Blanc and Chardonnay.

Continuing eastward from the Mátra, one and a half hours from Budapest, we arrive in the Eger wine district. It's impossible to get bored in the region, as not only do they have wonderful wines and culinary options, the city's cultural tradition, built heritage and natural beauty offer numerous experiences. There are also 400-year-old cellars in the wine district, the most interesting of which is the bishop's cellar system. You can explore the labyrinthic cellar on a guided tour; it's almost a city beneath the city. According to legend, the defenders of Eger castle

THE MOUNTAINOUS REGIONS OF MÁTRA AND BÜKK, THE HIGHEST WINE-PRODUCING AREAS IN HUNGARY FORM A COMMON WINE REGION WITH 13,000 HECTARES.



UPPER HUNGARY WINE REGION MÁTRA, EGER AND BÜKK

had their courage bolstered by the local red wine at the time of the Turkish expansion. The region's iconic wine is Egri Bikavér, which has to be produced from at least three grape varieties, the most important of which is currently Kékfrankos along with black international grape varieties. Egri Csillag, an easy-drinking, fruity white wine, is a blend of local varieties constructed along similar lines. The best cellars in the area today can be found in Eger and the surrounding towns and villages. However, if you only have one day to discover the local wines, you should visit the Szépasszony-völgy (Valley of the Beautiful Lady) which is undergoing constant renewal. This is a real meeting point for wine, with many premium producers present here. If you'd like to get closer to nature, you should make up a pilgrimage up the Nagy-Eged Hill, where some of Europe's highest vineyards can be found. The Bükk wine district's vines are cultivated between Eger and Miskolc on mountain slopes in

Bükkalja. Bükkalja is located on the southern slopes of the mountain range and is also known as the skirt of the mountain. Situated on a hill and a plateau, it is a square area protected from the wind that provides a more moderate climate for the vines.

Bükk wines are characterised by light freshness, lively acidity and richness of flavour and aroma, which is credited to the so-called "nyirok" soil. The red wines are light with vibrant acidity and age for a couple of months in oak barrels. The whites are typically fruity with aromas and flavours of apple, plum and citrus fruit. Bükkalja's cellars are typically carved into huge rhyolite tuff stone, which is where the wines were stored. A special feature of the cellars is that they were often decorated with folk motifs by the stone masons. The vast majority of the vines cultivated here are for the production of white wine: Olaszrizling, Leányka, Chardonnay and Csereszegi Fűszeres. Red wine is made from Kékfrankos and Turán.

**THIS COMPRISES THREE WINE DISTRICTS, BÜKK, EGER AND MÁTRA,
WITH A WIDE RANGE OF GRAPE VARIETIES: FROM LEÁNYKA THROUGH
CABERNET SAUVIGNON TO TRAMINER.**



TOKAJ WINE REGION

The wine region is comprised of Tokaj and the surrounding 26 settlements. Its natural boundaries are Sátor Hill, Kopasz Hill, the Tisza and the Bodrog. It is classified as a separate wine region thanks to its great uniqueness, including its local climate conducive to botrytisation due to the protection of the Zemplén Hills or the wet, swampy areas formed by the rivers.

The vineyards are located on extremely colourful bedrock of volcanic origin at an altitude of 100-300 metres above sea level.

Tradition has it that Louis XV called the Aszú wine from Tokaj-Hegyalja the wine of kings and the king of wines, but Mozart and Goethe were also professedly great devotees. Therefore, you should definitely not end your journey until you have tasted a glass of Furmint or even Aszú in the unique atmosphere of hundreds-of-years-old cellars as you listen to the stories of a winemaker in Tokaj, Mád or Erdőbénye. We can happily call Tokaji Aszú, one of the world's most unique sweet wines, a miracle of nature! The formation of noble rot, aided by autumn mists, is indispensable for botrytisation. However, autumn sunshine is also an important factor, enabling the berries to shrivel and concentrating the sugar and other valuable substances which give the wine its unique character. During the harvest, these valuable aszú berries are collected separately and

then the appropriate proportion is macerated in must or base wine from the same vintage. After pressing and fermentation, Aszú wine with its unique palate of flavours is born after several years of ageing. The area has preserved its identity for centuries. Here we should also consider its unique, rich geological heritage, the diversity of its rocks and soils, its specific geographical location, the embrace of hundreds of previously active independent volcanoes, its favourable microclimate, its vineyard estates and the uniqueness of the settlements' cellar systems. Their combined effect resulted in Tokaj wine becoming world famous, particularly Tokaji Aszú, although extremely powerful dry wines are also increasingly gaining ground. Tokaj's two main varieties are Furmint and Hárslevelű but wines are also made from Sárgamuskotály, Kabar, Zéta and Kövérszőlő.

Besides winemaking, there is also a considerable tradition of cooperage in Tokaj. The sessile oak growing in the Zemplén Hills is an excellent material for making barrels and "Zemplén oak" has long been appreciated in the international wine world. Erdőbénye, the "Valley of the Coopers", excels at nurturing and preserving the craft. The wine region was admitted to the UNESCO World Heritage List in 2002 under the name of historical wine region of Tokaj-Hegyalja.

THE WORLD'S FIRST DEMARCATED WINE REGION WAS ESTABLISHED IN TOKAJ-HEGYALA. THIS WAS DESIGNATED AS A WORLD HERITAGE SITE BY UNESCO IN 2002. THE DISTRICT'S AREA IS THE SAME AS THE WINE REGION, WITH VINES BEING CULTIVATED OVER 5,700 HECTARES. ITS CHARACTERISTIC VARIETIES ARE FURMINT, HÁRSLEVELŰ AND SÁRGA-MUSKOTÁLY (MUSCAT BLANC À PETITS GRAINS).



DANUBE WINE REGION CSONGRÁD, HAJÓS-BAJA AND KUNSÁG

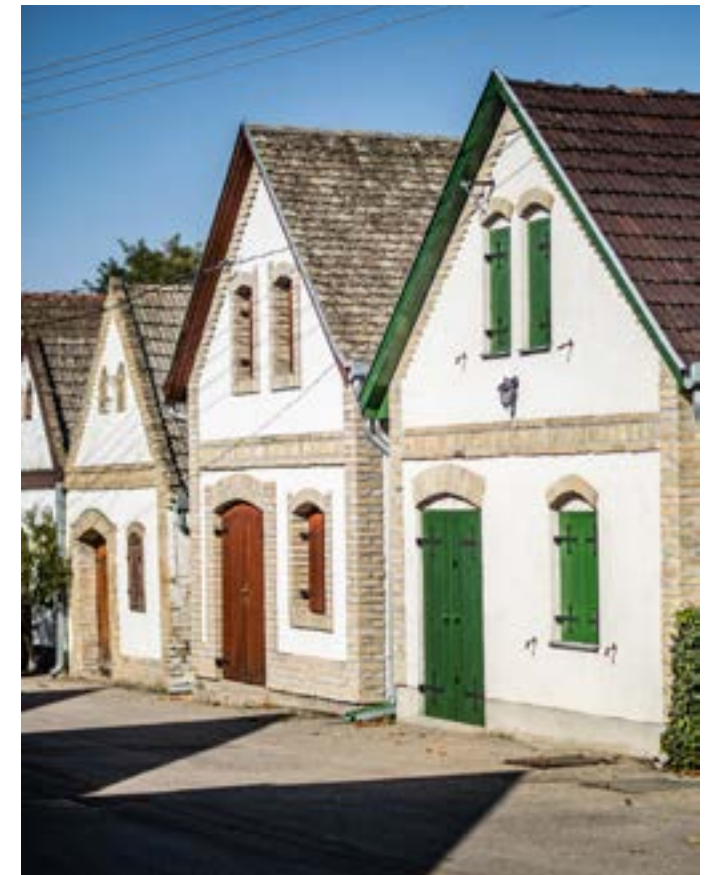
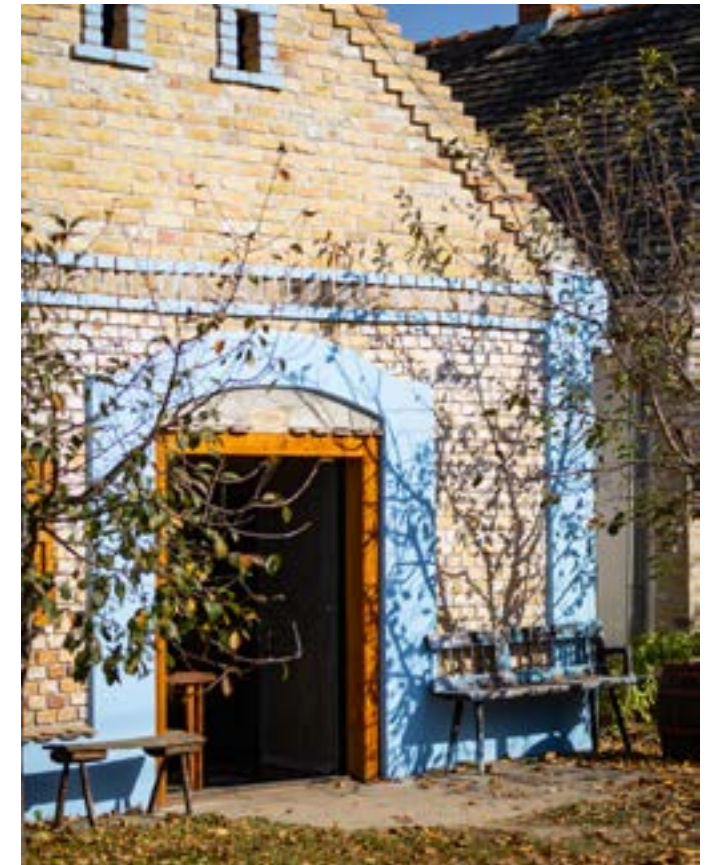
The connected lowland areas with their characteristic Great Plain soils are bordered by the Danube and the Tisza and are known for their light wines with soft acidity. The weather here is basically continental, but the heat fluctuates due to the flat terrain and the quartz soil: the summers are hot and cold winters are often followed by spring frosts. Although the dominant soil is limestone sand, mainly derived from sediment from the rivers, primarily the Danube, there is also brown forest soil, black earth (chernozem), and pratal and alluvial soil to a lesser extent.

The Csongrád and Kunság wine districts lie in the hottest and sunniest part of the country. Riesling, Kövidinka, Kékfrankos and Zweigelt

are typically cultivated on the alluvial and sandy soils. The wines from the Great Plains have softer acidity than those originating from hillier regions. Nowadays, really food friendly wines are produced here in a fruity, easy-to-drink style.

Although not the best-known wine district, the Hajós-Baja wine district is still special. Its territory stretches along the Danube. It is situated on the western edge of the Great Plain, yet it lies in a higher area of the Danube floodplain. The grapes bask in plenty of sunshine in the beautifully sloping vineyards. The wine district's villages with their wealth of visitors should not be missed on any trip, especially Hungary's largest cellar village, Hajós, where 1,200 small press houses line its orderly streets.

HUNGARY'S LARGEST GRAPE AND WINE-PRODUCING AREA COMPRISES A TOTAL OF 24,000 HECTARES AND CONTAINS THREE WINE DISTRICTS - CSONGRÁD, HAJÓS-BAJA AND KUNSÁG. THEIR TYPICAL VARIETIES ARE CSERSZEGI FŰSZERES, EZERJÓ AND MÜLLER-THURGAU, ALTHOUGH YOU CAN ALSO FIND KADARKA HERE.



PANNON WINE REGION VILLÁNY AND PÉCS, SZEKSZÁRD AND TOLNA

The region is located in a continuous hilly area, the Mecsek and the Villány Hills, and is characterised by plentiful sunshine and a strongly Mediterranean mesoclimate. It boasts diverse soils including the limestone blocks of the Mecsek as well as the loess and loam parts of Villány and the clay hillsides.

The sunny region is typically home to Mediterranean-style wines. Of the four wine districts, Villány is considered the main production area for these types of wines. The dominance of red wine varieties is thanks to the Serbs who brought Kadarka with them while fleeing from the Turks. In the 18th century, the Swabians who settled here introduced Portugieser, which is still the dominant variety in the region. Villány played a pioneering role in the rebirth of Hungarian winemaking following phylloxera. Hungary's first complete system for protection of origin was also developed in Villány. The symbol for Villány's wines of protected origin is the crocus, which symbolises the protection and trust of its wines. Nowadays, the wine district is playing special attention to Cabernet Franc, which has gained great popularity since the 1990s and is the basis of the finest wines. Wines made from 100% Cabernet Franc have also been given the protected origin name Villányi

Franc. At the same time, the image of Portugieser (previously Kékoportó) is also being rejuvenated. Villányi RedY, aimed at the younger generation, is made from the variety. Visitors to the wine district should take in the characteristic three-storey cellar village of Villánykövesd, whose cellar rows with their colourful doors is one of the most scenic monuments in the country. Visitors can taste the wines made here and gain some insight into the current stages of winemaking too. Neighbouring Palkonya is home to 53 press houses with both small and medium-sized family wineries, which are protected as monuments of folk architecture, hosting visitors to the village.

The wine district of Pécs lies between Szekszárd and Villány in lovely countryside on the southern slopes of the Mecsek and the gentle hills around Mohács. You can travel the length of the region and its cellars on the Pécs-Mecsek wine route from Szigetvár to Óbánya. The most well-known wine of one of the country's smallest wine districts is Pécsi Cifandli. This grape variety is only cultivated here in Hungary. What makes it special is that it can produce dry, sweet, light or full-bodied wine. The city is an unmissable destination for anyone interested in culture. There

THE 7,800-HECTARE PANNON WINE REGION BORDERED BY THE DANUBE AND DRAVA AND THE BALATON CONSISTS OF FOUR WINE DISTRICTS – PÉCS, SZEKSZÁRD, VILLÁNY AND TOLNA.



PANNON WINE REGION VILLÁNY AND PÉCS, SZEKSZÁRD AND TOLNA

are also three monuments here which feature on the UNESCO World Heritage list: the ancient Christian tombs of Pécs from the 4th century, the Ancient Christian Mausoleum and the 1,600-year-old tombs of the Cella Septichora Visitors' Centre. As well as Pécs, it's undoubtedly worth stopping along the way in the Szekszárd wine district. Interestingly, according to the Wine Act, only Szekszárd and Eger are entitled to use the name Bikavér. Its backbone is Kékfrankos, with another important element being Kadarka. The district's most eminent wines are Szekszárdi Bikavér, Kékfrankos and Kadarka. Some fruity rosés and siller wines with good acidity are also produced. The soils are characterised mainly by loess, more precisely, sand and sediment deposited here by the Pannonian Sea. Its climate is almost Mediterranean, characterised by hot summers, coupled with excellent water and heat retention in the area, enabling the region to produce wines of outstanding quality. Szekszárd is setting a good example in terms of winemaker cooperation, since they began to work together very early to create the Szekszárd style. The result of the winemakers' common work is the Szekszárd bottle, which can only be used for the region's main varieties. The younger generation of winemakers is also particularly active, thus guaranteeing the dynamic

development of the wine district, the activity of the winemaking community and the continuity of high-quality winemaking in the long term.

The wine district of Tolna, situated next to the Szekszárd wine district, is now beginning to revitalise itself from its somewhat forgotten state and to revive and renovate its wonderful wine cellars, so wine tourists have also begun to rediscover this wine district in the south of the country. Tolna's vineyards are mostly found on gentle, favourable, south-facing slopes, protected hillsides and in the foothills. The most important rock in the wine district from which its soils are formed is loess. The dominant soil types are brown soils (Ramann's brown forest soils). The Tolna wine region is blessed with plenty of sunshine. Thanks to its terrain, the qualities of its soils, climate and hydrography, it can not only be classified as a marvellous viticultural area but also boasts a lovely, appealing landscape. Sailing along the Danube, many say that these beautifully cultivated hills are one of the most beautiful landscapes in Hungary. The wine district is characterised by fiery wines with high alcohol, full body, pleasant acidity and richness of flavour. Typical grape varieties are Chardonnay, Sauvignon Blanc, Riesling, Kékfrankos, Zweigelt and Merlot.

ITS MOST CHARACTERISTIC GRAPE VARIETIES ARE CABERNET SAUVIGNON AND FRANC, MERLOT AND ITS SPECIALITIES, CIRFANDLI AND KADARKA.





BALATON WINE REGION

The Balaton's environment is particularly favourable for viticulture. As the largest lake in Central Europe, the Balaton provides a lot of reflective sunlight, good humidity and cooler summers, thus creating a unique mesoclimate. The Balaton's basin is framed by the surrounding hills, protected from the cold northerly winds by the Bakony to the north as well as the Zala and Somogyi hills. There are geologically diverse layers of volcanic and basaltic limestone detritus as well as loess, brown and red forest soil, dolomite and pannonian sand.

Although many people head to the Balaton due to its summer relaxation and water recreation opportunities, the area around Central Europe's largest lake offers plenty of active and culinary

programmes. Whether it's a hiking excursion on the volcanic buttes of the Balaton Highlands or exploring the Balaton wine region's six wine districts, you can find unique wines here that are excellent conveyors of the soil's characteristics.

Olaszrizling is the wine region's most widespread variety, which beautifully reflects the characteristics of the terroir. The Balatonfüred-Csopak wine district on the northern shore of Lake Balaton produces particularly elegant wines with fine acidity from the variety and can be considered the region's flagship wines. The Balaton's body of water, the unique climate furnished by the Balaton Highlands and the basalt's minerality ensure rich, full-bodied wines in the case of the Badacsony wine district. The

THE SIX WINE DISTRICTS AROUND LAKE BALATON FORM A COMMON WINE REGION WITH A TOTAL OF MORE THAN 9,000 HECTARES. THESE ARE BADACSONY, BALATONBOGLÁR, BALATON HIGHLANDS, BALATONFÜRED-CSOPAK, NAGY-SOMLÓ AND ZALA.



BALATON WINE REGION

wines from here are lively, elegant and balanced; they can be both sweet and salty at the same time, or even austere sometimes. In the past, Badacsony's wine culture gave the greatest recognition to Kéknyelű, an ancient Hungarian variety which is only cultivated in Badacsony. The Balaton Highlands's hot microclimate and wonderful landscape make it a truly romantic destination. The wine district is located in a hilly, undulating nature conservation area dotted with small villages. The grapes here yield more full-bodied wines thanks to the long, warm autumn and cool nights. The Balatonboglár wine district located on the southern shore of the Balaton is not only one of the most popular holiday areas, it also boasts various curiosities. The wine district offers lean, light white wines as well as elegant red wines, but interestingly, it's also an excellent

spot for growing the varieties used for sparkling wine production. The Zala wine district extends from the Balaton's western tip, incorporating the Small Balaton. The beautiful, hilly landscape and many river floodplains are also favourable for viticulture, with mostly full white wines with good acidity being produced here. Heading north away from the Balaton, a volcanic butte shaped like a truncated cone is home to the Nagy-Somló wine district. This wine district is one of the country's smallest, but its unique natural features and characteristic soil structures make it the country's most exciting wine district besides Tokaj. Thanks to its unique qualities and distinctive terroir, Somló wine is always primarily "from Somló" and only then Olaszrizling or the wine district's most important variety, Juhfark, also known as wedding night wine.

ITS TYPICAL VARIETY IS OLASZRIZLING, BUT YOU CAN ALSO FIND SUCH CURIOSITIES AS KÉKNYELŰ AND JUHFARK.



UPPER PANNONIA WINE REGION ETYEK-BUDA, NESZMÉLY, MÓR, PANNONHALMA AND SOPRON

The Upper Pannonia wine region extends along the slopes of the Vertés, Buda, Gerecse, Kőszeg, Sopron, Velence and Pannonhalma hills at an altitude of 150-400 metres. Its climate is shaped by the oceanic, cool, wet air streams from the north and the Mediterranean influences from the south. Clay-rich brown forest soil is dominant in the area.

Heading north from the Balaton, you reach two small but very characterful wine districts. Sopron, with some of Hungary's oldest historical traditions, is located at the foot of the Alps. The wine district is located next to Lake Fertő, so you could get around on two wheels and take advantage of the high-quality bike paths to explore the area by bike. The wine district is dominated by the cultivation of black grapes, especially Kékfrankos. Sopron's wineries are increasingly characterised by their natural, sustainable way of thinking and many wineries have switched to organic and biodynamic production, so Sopron perhaps now produces the purest, fruitiest Kékfrankos wines in the country.

Heading back towards the capital, the Pannonhalma wine district is home to wines and cultural attractions just waiting to be explored by visitors: you can taste the wineries' products

and look at the area's typical cellars, carved into the steep loess walls by grape growers centuries ago as homes and to store wines and food. This is one of the country's oldest wine regions, where the tradition of viticulture is closely linked to Pannonhalma Archabbey. The last two decades have witnessed the start of dynamic development in the Pannonhalma wine district. Its most important white variety is Riesling, which is destined to be the flagship variety of the wine district in the long run.

Vineyard atmosphere and cellar visits in the capital? This is not impossible in Budapest, as the capital's 22nd district, Budafok, was a major centre of the wine trade, home to numerous wine cellars and the cornerstone of sparkling wine production in the country to this day. The over 50-km-long Budafok cellar system is unique, even internationally and it's certainly worth wandering the cellar branches which are open to the public. Like in most of Hungary's wine regions, Budafok also comes to life in September, with the annual Budafok Sparkling Wine and Wine Festival providing an excellent opportunity to taste the best Hungarian sparkling wines and stroll around the local cellars during this busy, grandiose fair. More good news for wine lovers visiting Budapest

FIVE SMALL WINE DISTRICTS ALONG THE DANUBE, ETYEK-BUDA, MÓR, NESZMÉLY, PANNONHALMA AND SOPRON, MAKE UP THE UPPER PANNONIA WINE REGION. HOWEVER, IT'S RELATIVELY LARGE IN EXTENT, WITH ITS 5,500 HECTARES ENCOMPASSING SEVERAL RANGES OF HILLS AND STRETCHING FROM BUDAPEST TO THE COUNTRY'S WESTERN BORDER.



UPPER PANNONIA WINE REGION ETYEK-BUDA, NESZMÉLY, MÓR, PANNONHALMA AND SOPRON

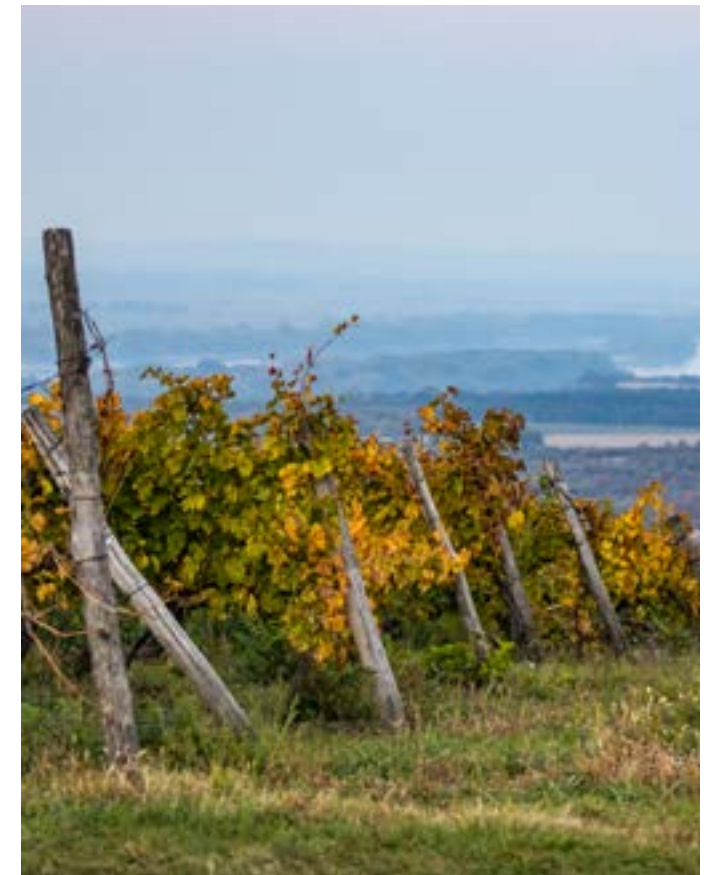
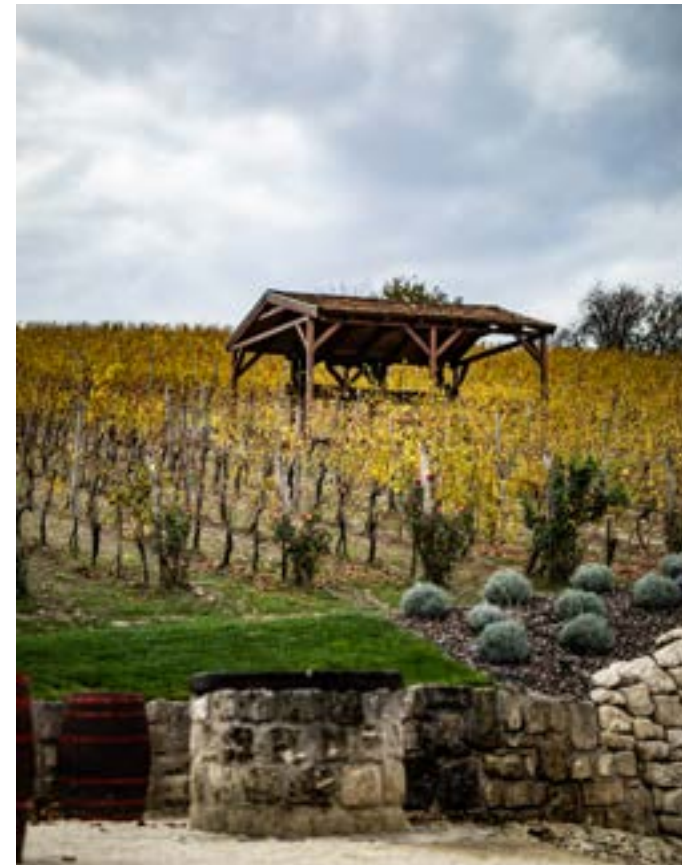
is that they can find another wine-growing town just 30km west of the city, Etyek, the pearl of the Etyek-Buda wine district. From the mid-1860s Etyek became the capital's vineyard, and the hundreds of stone cellars built at that time are still in use today. From the end of the 19th century, the white wine needed by the Törley family's famous sparkling wine was also produced in this area, as the local conditions enable the production of early-harvested base wines for sparkling wine. Etyek is also unique in how it matches food with wine, as the town organises a unique gastronomic promenade, the Etyek Picnic festival series, drawing huge crowds several times each year. You shouldn't miss tasting the local cheese and ham here with a glass of crisp Sauvignon Blanc or a fruity Pinot Noir. Enjoy a truly unforgettable experience at this sunny picnic in the vineyards! As you stroll through Etyek, make sure you visit at the Korda Film Studio too. This was established in 2007 as a result of the developing Hungarian film industry and is a complex equipped with modern technology comprising a variety of film studios and outdoor sets.

Similarly, you don't have to travel far from Budapest to visit another small wine district which was more important in the past. The Neszmély wine district lies on the pleasant slopes of Vértes and Gerecse overlooking the Danube.

This wine district favours lovers of white wine with crisp acidity; they are fresh, spirited wines with plenty of flavour and aroma. Although the dominant climate is somewhat cooler, the Danube's microclimate and morning sunlight reflected onto the northern vineyards overlooking the Danube yields characterful wines.

Mór's youthful, vibrant wine culture is an outstanding example of the work of the new generation of Hungarian winemakers. However, Mór is the smallest wine district with a total of six settlements. It's an unmissable destination for all those who would like to experience in person what a really cool, laid-back wine community is like. The wine district's landscape is beautiful, hilly and sunny with the vineyards clinging to the sides of the Bakony and Vértes valleys. Its position is special, stretching along a valley between the two ranges of hills, so the vines are always bathed in sunshine. Wines from Mór have real character: high in acidity, fiery and juicy. White wine varieties are essentially cultivated here, including, in particular, Ezerjő. It's no coincidence that Mór's known as the town of Ezerjő. Csókakő castle is nearby and is worth walking up there during a wine tour, since the top affords views of the hillsides planted with vines, interesting rock buttes, rock formations and settlements climbing the slopes.

CONSEQUENTLY, THE RANGE OF GRAPES CULTIVATED IS ALSO VERY DIVERSE, FROM KÉKFRANKOS THROUGH EZERJŐ TO CHARDONNAY.



AUTHOR: GÉZA IPACS PHOTO: ÁRPÁD PINTÉR

JUNIBOR

NEW GENERATION OF WINE MASTERS

Interview with Tibor Gál, president of Junibor

WHY WAS JUNIBOR CREATED?

Junibor was set up in 2008 for young winemakers to create dialogue between each other. Many of us had just graduated from university or had begun to work with our parents in their own winery, and we wanted this group of people to make early contact with each other. We wanted a forum for shared qualities, tasks, concerns and challenges. We meet three or four times a year for informal exchanges of views and I think that everyone can draw strength from these occasions. A powerful team of people has been created, which, after ten years, are already running wineries and have their own opinions and styles which they can also represent. Junibor continues to target and attract young talents and go-ahead second-generation winemakers. Generational change continues to be a hot topic at Junibor meetings. We try to help each other with this not always seamless process.

WHAT KIND (WINEMAKING, VITICULTURAL, COMMUNICATION) OF ATTITUDES CAN BE ASSOCIATED WITH THE YOUNGER GENERATION OF WINEMAKERS?

Young winemakers all speak at least one foreign language and have studied or worked at a foreign university or in a foreign wine region. Therefore, they have a much wider view of the world's wine sector and the positioning of Hungarian wine in it than the first generation normally do. This is not a criticism, just the real-life situation. Our parents created the conditions for their children to cultivate themselves like was done in the trade guilds in the past. Thanks to the knowledge that they brought home to their estates, young people have a different approach to the grape and wine sector. Experimenting with new grape varieties is no longer the primary goal, rather getting the most out of existing vineyards. Thus, young people are working on defining the character of the wine regions more precisely as well as rationalising wineries economically and launching their wines internationally. Young people no longer think in terms of wines, rather in terms of brands, to which they subordinate everything. If you create a successful wine brand, then everything is subordinated to its performance. We are trying to exploit viticultural and winemaking possibilities to create the same wine brand as precisely as possible every year and to place it as widely as possible on the market. Of course, young people are more likely to





play with today's communication possibilities; we are more at home with these channels and use them with ease, but we also predict that new opportunities and platforms will emerge in the future, which we will also need to incorporate into our communication.

WHAT KIND OF EFFECT DO YOU THINK THAT JUNIBOR HAS ON HUNGARIAN WINE?

Junibor started as a group of friends and has also remained so. I believe that this is the key to its success. It's not only about a mere pooling of interests, which then falls to pieces if it falters, rather a unit based on a much closer relationship. Within ten years, the members of Junibor will be running the most important wineries in the country and, thanks to their common past, will have a strong influence both individually and jointly. Our whole lives have been and will be spent trying to improve quality and better distinguish the character of the wine districts. This knowledge, experience and solidarity will also be imperative in the future.

YOUNG PEOPLE NO LONGER THINK IN TERMS OF WINES, RATHER IN TERMS OF BRANDS



AUTHOR: GABRIELLA MÉSZÁROS PHOTO: LÓRINC SZENDEFF

TOKAJI ASZÚ

ON THE TOP

Tokaji Aszú is one of the world's best-known naturally sweet wines. Specific descriptions of the production of sweet wines and the vineyard areas most suited for producing the raw materials essential for making Aszú were already being written down in Tokaj in the 16th century. Tokaj was the first wine region in the world to also fix the origins of grapes and wines in regulations. We can call it the most ancient system of origin protection known today. Our ancestors made Aszú within a strict framework, striving for the best quality.

Aszú itself is no other than a base wine to which individually hand-harvested aszú berries are also added during or after fermentation. So, the wine is fermented twice, endowing it with unprecedented richness and variety of flavours. The aszú berries, which are picked over the course of weeks (one person can collect 12-18kg of aszú berries a day) are stored in vats with a hole at the bottom until the end of the harvest. The very high sugar juice, the eszencia, which is squeezed out of the berries as a result of their increasing weight, can drip out from here. Most of the eszencia is added back to the already fermenting Aszú wines while small quantities are occasionally bottled independently.

Not every production area is suitable for making wines like Aszú. It also needs a unique climate, mainly the presence of large bodies of natural water. Tokaj is located at the confluence of the Bodrog and the Tisza, so humid autumn air is guaranteed for producing the wine. What do you need for good Aszú wine? It's a rot, named botrytis cinerea, commonly called grey rot that creates this special raw material. Perfectly ripe, healthy grapes are also a prerequisite for the spread of the noble rot on the clusters.

THE WINE WITH THE WORLD'S MOST EXPENSIVE WINEMAKING PROCESS.





AUTHOR: DÓRA ZELENA PHOTO: ÁRPÁD PINTÉR, LÓRINC SZENDEFF

ISTVÁN SZEPSY

THOUGHTS OF A MÁD WINEMAKER ON TOKAJI ASZÚ

WHAT DOES ASZÚ REPRESENT IN HUNGARY AND THE WORLD AND WHAT COULD IT REPRESENT?

Aszú once again features amongst top-end wines and is also returning to the top in people's thoughts. For this, you need to clarify the concept of top-end Aszú: it can only be produced from historical, premier cru vineyards and then further developed from their individual parcels. Geysers were active in these places, the soil is porous, water management is super, and they have old vines. Thus, top-end Aszú can only be produced from top places, top varieties and with top technology.

In Aszú's case, a change of style is taking place or should take place for this to work. We currently bottle the wine after three years, so the wine will have longer time to develop in bottle. They age in the bottle, are produced using less oak, are lighter in colour and are longer lived. We have to do the absolute, only in absolute production areas, absolute vintages, only old Furmint vines and selecting only the best quality aszú berries in good vintages.

WHAT IS IT THAT SETS TOKAJI ASZÚ APART FROM THE WORLD'S OTHER DESSERT WINES?

The most important characteristic is that it is produced on lean and mineral soils with good water management; they conduct and store water well and are generally very porous and warm. The grapes take up elements in the right proportion to make Tokaj wine very drinkable. It's unprecedented around the world that a wine with 200 grams of residual sugar is easy to drink, because the minerals clean the palate and its finish, and if the wine is good quality, it almost feels dry. Aszú is a concentrated product that is a gift of nature, and if people work well with it, it will sweep consumers off their feet.

IN ASZÚ'S CASE, A CHANGE OF STYLE IS TAKING PLACE OR SHOULD TAKE PLACE FOR THIS TO WORK.





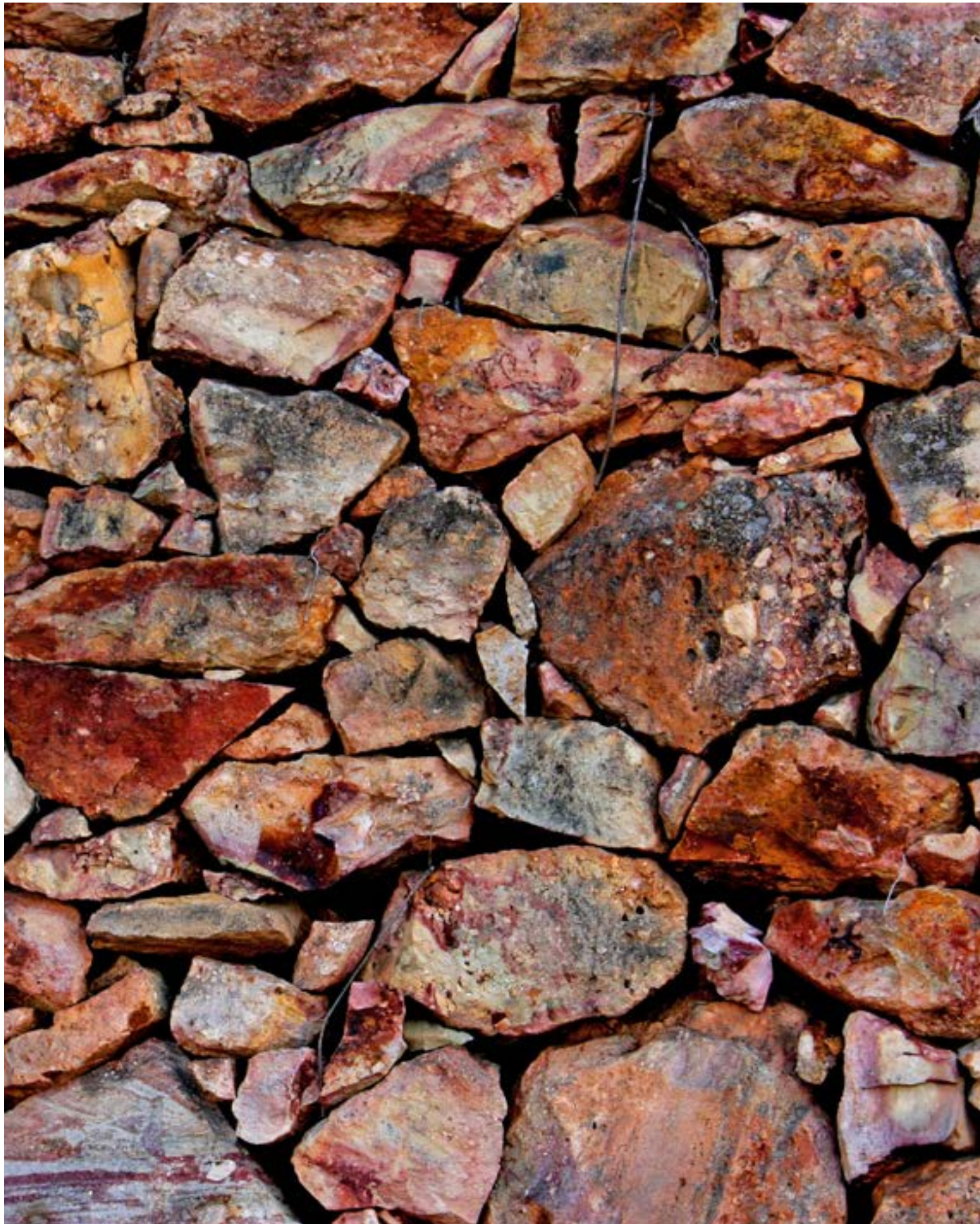


WHAT KIND OF FEELING DOES ASZÚ CONVEY?

Aszú conveys continuity. It combines ages by the fact that its production sites have been used continually for a very long time. Furmint has long been present in it whereas the process is at least 500 years old. Aszú helps you feel that there is something that connects us with creation, the passing of societies and their re-creation. The wine region has been renewed socially so many times, and that's just during my lifetime. The awareness of life when you go out into the vineyard and the way people experience the pulsation of nature, the numerous small volcanic cones, the current of energy in the valley and the fault lines is irreproducible. They sit down next to an old vine and daydream about it, just like the French sommelier recently who wept on Szent Tamás Hill, because he could live to drink wine at the foot of an old vine. Vines are the cultural environment which has been occupying the most people for millennia, since the roots of the vines penetrate so deeply if you're lucky that energy has a complex system and effect. Research has shown that each plant goes down through 30 geological layers. This is already very philosophical, but if we go further, we realise that everything is energy and we are all energies too. Vines, and especially such a wine, which is connected to special terroir, help this awareness. The world must tell us how to experience it, without resentment, just overcoming problems and feeling good. I first felt this awareness of life in Tokaj-Hegyalja, but I understood it in Burgundy. The normal people who stayed there after the war worked with incredible faith. The vineyard itself was an island of tranquillity when they were out there. Which is why they also fled into the vines, just as I did anyway, because I don't have to think of anything there and I'm happy. The terroir should reflect this influence in the wine if possible. We need to give ourselves up totally to it, with all our positive energies. If you go to energy-rich places or parcels, visitors will simply stop at that point all by themselves, not wanting to go and starting to feel good.

**THE WORLD MUST TELL US HOW TO EXPERIENCE IT,
WITHOUT RESENTMENT, JUST OVERCOMING PROBLEMS
AND FEELING GOOD.**





PERSONALLY

AUTHOR: JOHN SZABÓ MS PHOTO: ISTVÁN BALASSA, LŐRINC SZENDEFF

VOLCANIC WINES

TYPICAL VARIETIES

HUNGARY MAY NO LONGER HAVE ACTIVE VOLCANOES, BUT IT DOES HAVE A SPECTACULAR VOLCANIC HISTORY. NESTLED IN THE EMBRACE OF THE CARPATHIAN MOUNTAINS, THE PANNONIAN BASIN WAS AN AREA OF HYPERACTIVE VOLCANISM FROM SHORTLY AFTER DINOSAURS ROAMED THE EARTH TO JUST A COUPLE OF MILLION YEARS AGO. THE COUNTRY'S COUNTLESS VOLCANIC HILLS, MINERAL SPRINGS AND NATURAL THERMAL POOLS ARE REMINDERS OF THIS PAST.

THE BALATON HIGHLANDS

The great Hungarian Sea, Lake Balaton, is what's left of the much vaster ancient Pannonian Sea. For centuries, the spectacular scenery along its north shore has been considered the most beautiful in Hungary. It also offers evidence of once-rampant volcanism in the form of queer, trapezoidal-shaped mounds of basalt that rise off the plains. Over 50 eruptive centres are documented in what geologists call the Bakony-Balaton Highlands Volcanic Field.

Balaton-felvidék (Balaton Highlands) is the official appellation that covers this northwestern section of the lake, with the smaller appellation of Badacsony nestled within it. Balaton-felvidék's best wines come from the hills surrounding

the Kál Basin, especially the Fekete-hegy, a promontory of lava that juts into the basin like a volcanic peninsula.

Badacsony is more tightly delineated, named for the town and vine-covered hill of the same name. Vineyards on neighboring volcanic hills are also included; some of the best known, Szent György, Szigliget, Csobánc, Gulács, Hörög, and Tóti, can also appear on labels, although they're not official sub-regions.

In addition to mineral-diverse basalt soils, the warm, shallow waters of the lake are critical for quality, creating a quasi-Mediterranean climate where olive and fig trees thrive, and grapes ripen to perfection.



WINES

Olaszrizling is the calling card, a full and round, grapefruity wine, gentle and approachable, but the Queen of volcanic grapes is Kéknyelű or “Blue Stocked”, an extraordinarily smoky, flinty, honeyed expression, with sizzling acids and

chewable extract. Rajnai Rizling is the Hungarian name for true (Rhine) Riesling, made in a mostly dry, medium-full style, while Szürkebarát (Pinot Gris) is a historic Badacsony specialty, particularly fleshy, and savoury.

SOMLÓ

A short drive north of Lake Balaton lies the straggling volcano of Somló. Rising in solitude above the surrounding flat farmland, it has been given the nickname of Witness Mountain, alone bearing witness to several million years of history as all else around its hard basalt cap crumbled to dust. It has also witnessed wine-growing on its flanks for the last 2000 years, where some of

Hungary’s most distinctive white wines are made. Somló is Hungary’s smallest appellation, and covers white wines, dry and more rarely sweet, produced on Somló Hill itself. Vineyards cover all sides, though historically the southern slope has been considered the best, with crus such as Szent Ilona, Apátság, and perhaps the most famous, Aranyhegy, garnering praise over centuries.

GRAPES AND WINES

As in Balaton, Somló features mostly single variety wines. These are wines of consequence, with uncommon drive and force, thanks to a very special terroir, expressive grapes, and centuries-old wine-growing know-how. The best can age for decades. Fermentation and long ageing in wood, usually 500 litre casks or larger, rarely new (and often ancient), followed by additional time in tank or bottle are common practice.

Juhfark is the most emblematic variety. Its relatively neutral canvass allows it to translate nuances of site, and acids and extract are high; its sting can only be removed by long ageing.

Indeed, “Somló wines need oxygen, and time, to show their potential” is a common refrain from winemakers. It’s also often bottled with a few grams of residual sugar to balance.

Furmint is arguably Hungary’s greatest white grape, and in Somló it delivers a highly articulate, mind-bendingly complex array of savoury and botanical notes, and stony, salty, non-fruit flavours. Hárslevelű offers a slightly softer, more aromatic, charming expression of the hill, with less cut and obvious mineral character, while Olaszrizling is a relatively soft and fruity expression that turns petrol-scented with age.

FURMINT IS ARGUABLY HUNGARY'S GREATEST WHITE GRAPE



TOKAJ

On the other side of the country in the northeastern corner, the Zemplén Hills are the first crinkles that rise up above Hungary's Great Plain, framed by the Hernád, Bodrog and Tisza Rivers that tumble out of the Carpathian Mountains. They are part of a volcanic arc that stretches across northern Hungary, and for a volcanologist, the region is an amusement park filled with hundreds of complex calderas, lava domes, volcanic fissures and intrusions, stratovolcanoes and post-volcanic formations. Tokaj-Hegyalja is the wine region that covers these now-extinct volcanoes, named after the town of Tokaj nestled at the foot of Kopsz-hegy,

the region's tallest volcanic remnant at 512m. It's here that Hungary's most famous wine, sweet Tokaji Aszú, has been produced for at least 500 years, and dozens of hillsides have been named and classified since 1737, the oldest official vineyard classification in the world. There's little doubt that Tokaj's exceptional patchwork of volcanic soils, indigenous grapes, miles of underground wine cellars, and centuries-old winemaking traditions is a worthy world patrimony. UNESCO recognized as much when it inscribed Tokaj-Hegyalja on its list of World Heritage "Historic Cultural Landscapes" in 2002.

THE ZEMPLÉN HILLS ARE THE FIRST CRINKLES THAT RISE UP ABOVE HUNGARY'S GREAT PLAIN, FRAMED BY THE HERNÁD, BODROG AND TISZA RIVERS THAT TUMBLE OUT OF THE CARPATHIAN MOUNTAINS



AUTHOR: DÓRA ZELENA PHOTO: LÓRINC SZENDEFF

SPRITZER

THE SUMMERTIME REFRESHMENT

THE RELATIONSHIP BETWEEN HUNGARIANS AND THEIR WINES IS TRADITIONALLY VERY SPECIAL. IT HAS INSPIRED NUMEROUS POETS AND WRITERS AND THE WINES HAVE BEEN PRAISED IN A MULTITUDE OF LITERARY WORKS.

Hungarians are proud of their hundreds of years of wine culture, a striking example of this is the fact that the verses of the National Anthem refer to wine, namely its lines refer to Tokaj nectar. Given the appreciation of this wine, naturally Tokaji Aszú may not be absent, for example, from any festive table in Hungary. However, this does not mean that the bottles and glasses will be brought out only on important occasions. Wine also appears when socialising, at social events, conversations with friends or at festivals, and there are many alternative opportunities for drinking wine.

Wine spritzer, fröccs, is the laid-back companion for a chat or get-together with friends. This refreshing, sparkling drink made from soda water mixed with wine in varying ratios is almost considered a national drink in Hungary. Today, rosé fröccs is one of the most popular drinks at festivals, concerts and nightclubs, and there are also many flavoured versions of this drink. However, the basis of a fröccs is traditionally dry white wine. The classic fröccs consists of a mixture of 200ml of wine and 100ml of soda water, also known as nagyfröccs. However, fröccs is also served in Hungary in numerous other ratios with different names; the sky's the limit when it comes to the number of variations. So, for example 100ml of wine and 200ml soda water is

a hosszúlépés and 200ml wine mixed with 300ml water is a viceházmester.

You can order a fröccs at practically any bar, café or restaurant, you can find it everywhere. You can also taste such specialities as rosé fröccs with lavender cordial or white fröccs with elderflower cordial in some wine bars. However, the wine bars are not popular because of this drink, rather because of their impressive range of high-quality wines. Budapest's wine bar culture has also developed hand in hand with the growing interest in quality wines. Visitors can go on a real tasting journey in these upmarket spots as they typically also carry less well-known wines from the country's smallest wine districts, sometimes accompanied with tasty snacks.

A cool, refreshing fröccs goes down well in the summer heat whereas when you are strolling amongst the wooden huts at the Christmas markets in the snowy winter, there's nothing like the tempting spicy aromas of mulled wine. Mulled wine can be made from red, white or even rosé wine; its cinnamon, clove and honey flavours play an indispensable role in the winter season. As winter draws in, you'll find mulled wine on the drinks list of almost every bar and café as well as at the Christmas markets.



AUTHOR: DÓRA ZELENA PHOTO: PÉTER ZELNIK

COUNTRY OF FESTIVALS

EVERY YEAR HUNGARY ABOUNDS WITH FOOD AND WINE FESTIVALS, WITH GASTRONOMIC EVENTS AWAITING DISCERNING TOURISTS ALL AROUND THE COUNTRY.

Programmes are usually built around the theme of traditional Hungarian food, meat, cheese, vegetables and fruit; there are wine, beer and pálinka festivals and events dedicated to the typical local food and drink of a region or town.

For example: the Debrecziner Gourmet Sausage Festival in Debrecen; the Csaba Sausage Festival held annually in the town of Békéscsaba for the last 20 year; the Szeged International Tisza Fish Festival, which revolves around fish and Szeged fish soup; the Szeged Wine Festival where you can taste styles and wines from all the country's wine regions in one place; the Orfű Wild Garlic Festival, which focuses on the herb and dishes made from it; the Balatonfüred Wine Weeks where you can find the best wines from the Balatonfüred-Csopak wine district; the Tihany Garda Festival; the Szigliget Pike-perch Festival or the Győr Wine Days. The events are usually accompanied by cultural activities, art programmes, craft fairs or musical productions, which further enhance the experience of these festivals.

The most important wine festivals for international visitors is the very popular Budapest Wine Festival, the Budafok Sparkling Wine and Wine Festival, the Szeged Wine Festival, the Balatonfüred Wine Weeks and the Egri Bikavér Festival. Other festivals with large numbers of visitors include the Etyek Picnic organised four times a year, Rosalia, the Miskolc Avasi Borangolás or the Bor, Mámor, Bénye Festival in the Tokaj wine region. There is also a special category of events which give the wineries the opportunity to present themselves to both wine professionals and the general public, and where visitors can deepen their knowledge through workshops and thematic tastings: the Winelovers and Borjour events as well as VinCE Budapest are the most popular of these. Last but not least, the really sporty can combine their passion for wine and running at the Szekszárd Wine Region Half Marathon, the Palkonya Vineyard Run or the Villány Rosé Marathon.



AUTHOR: VERA SZÜCS-BALÁS PHOTO: ÁRPÁD PINTÉR

WINE IN THE CITY

BUDAPEST HAS BECOME A VERY POPULAR TOURIST DESTINATION IN RECENT YEARS, NOT LEAST BECAUSE OF ITS EFFERVESCENT CULTURAL LIFE AND DIVERSE GASTRONOMIC OPTIONS.

For example, one local peculiarity is the world of ruin pubs (former residential buildings and their courtyards that have been turned into atmospheric pubs and bars) which means the discovery of a really exciting milieu. Similarly, the wine bars in the capital and other cities have become sought-after venues, welcoming guests who are interested in wine in extremely tasteful surrounding and offering a diverse range of wines. What's special about these places is that they satisfy the needs of both wine experts and the average wine drinker, as their wide selection usually includes not only local specialities, top wines from outstanding wineries and, in many cases, exclusive wines only available in limited quantities, but also more popular wine styles and varieties typical to each wine district. An integral part of the service in the

wine bars is that they don't only serve the wine, but also provide the consumer with information on the wines tasted, their characteristics, how they were produced and, of course, the producers themselves, helping to invoke the atmosphere of visiting and tasting at the winery itself. Wine bars sometimes offer themed evening programmes and invite winemakers along too, smuggling the experience of touring the wine region and meeting the winemaker into the cities, whereas many places also put together a very impressive selection by focussing on one wine region, wine style or grape variety. Whether you participate in an organised wine bar event or just spend a pleasant afternoon chatting with friends over a glass of special Hungarian wine, a visit to a wine bar is definitely a unique way to spend time.

WINE BARS SOMETIMES OFFER THEMED EVENING PROGRAMMES AND INVITE WINEMAKERS ALONG TOO.



AUTHOR: LÁSZLÓ HEZL PHOTO: LŐRINC SZENDEFF

WINES AND FOOD

ALL YEAR ROUND

HUNGARY'S 22 WINE DISTRICTS PROVIDE A VERY VARIED AND EXCITING SELECTION, SO THERE'S A HUNGARIAN WINE TO PAIR WITH ALMOST ANY DISH. IT'S WORTH EXPERIMENTING WITH THIS DIVERSITY AND FINDING THE BEST COMBINATION TO SUIT YOUR OWN TASTE. THERE ARE, HOWEVER, CLASSIC PAIRINGS WHICH MAKE A GOOD STARTING POINT FOR THIS TASTING JOURNEY.

ETYEKI CHARDONNAY SPARKLING WINE

Thanks to its cool climate and intriguing calcareous soil, the Etyek wine district provides the perfect base for traditional method sparkling Chardonnay. With its elegant, lively character and long ageing on the lees, this sparkling wine is a great accompaniment for various fresh water fish. It is particularly appealing with trout, as the sparkling wine's fresh acidity and complex, yet light flavours wonderfully balance the richness of the fish and the crunchy, pleasantly sweet and sour character of the root vegetables.

TRY IT PAIRED WITH WHOLE BAKED TROUT SERVED WITH ROOT VEGETABLES.



SOMLÓI JUHFARK

Somló is one of our most extraordinary volcanic wine regions, whose wines are characterised by savoury minerality. The wine district's classic is Somló Juhfark, which can be paired with more distinctive starters and cheeses thanks to its fresh acidity, more neutral character and minerality. The rich taste of the goat's cheese harmonises with the Somló minerals while the characteristic flavours of the aubergine tartare are enhanced by the Juhfark's neutrality, taking it to a whole new dimension.

DISHES MADE WITH MOUNTAIN CHEESE, SUCH AS THE GOAT'S CHEESE AND AUBERGINE TARTARE, ARE ALSO A GREAT ACCOMPANIMENT FOR JUHFARK.

BALATONI OLASZRIZLING

One of Hungary's most popular grape varieties can be found in many wine regions, but the variety's great classic is Balatoni Olaszrizling. Its pure, light, vibrant flavours are characterised by a pleasant almond note on the finish, making it the perfect pair for light poultry dishes and salads. It's also the perfect choice with a Dörgicse chicken soup where the vegetables, the crunchy freshness of the peas and the sour cream's pleasant sourness also harmonise with the structure and flavours of the wine.

ITS PURE, LIGHT, VIBRANT FLAVOURS ARE CHARACTERISED BY A PLEASANT ALMOND NOTE ON THE FINISH



TOKAJI FURMINT

Furmint is the Tokaj wine region's flagship white wine. Its rich, complex, mineral character means it can also hold its own alongside hearty meat dishes, so you can happily serve it with a crispy roast pork tenderloin and duck liver combo served with wild mushroom sauce and apple. The wild mushroom sauce harmonises with the Furmint's buttery notes while the wine's mineral saltiness and lively acidity are in perfect harmony with the richness of the roast pork and duck liver and the apple's pleasant sourness.

**ITS RICH, COMPLEX, MINERAL CHARACTER
MEANS THAT IT CAN ALSO HOLD ITS OWN
ALONGSIDE MEAT DISHES**



SZEKSZÁRDI KADARKA ROSÉ

Szekszárd Kadarka rosé is a good wildcard choice with pork spare ribs. Its light fruitiness, playful spiciness and restrained tannins are just as perfect with the crispy loin as with the Palóc salad. The Kadarka rosé emphasises the pork's delicious spicy notes and is a harmonious accompaniment to the flavours of the salad.

SZEKSZÁRDI KADARKA ROSÉ CAN ALSO HOLD ITS OWN ALONGSIDE PORK SPARE RIBS



EGRI BIKAVÉR

Our Egri Bikavér is an easy-drinking, fruity yet fiery wine, which we can happily recommend with even the heartiest of dishes. It pairs perfectly with a combo of duck leg and duck breast served with sweet potato dumplings and Jerusalem artichokes. The wine's full body, generous tannins and complex, spicy flavours balance the dish's distinctive flavours and meatiness perfectly.

**DUCK LEG WITH SWEET POTATOES GOES
WELL WITH FRUITIER BIKAVÉRS**



VILLÁNYI CABERNET FRANC

Villányi Cabernet Franc is a full-bodied, appealing wine which is an excellent companion for traditional Hungarian meat dishes. It is a truly harmonious duet when served with a spicy stewed pigs' trotters. The richly sauced meat is in perfect harmony with the spicy, fruity flavours of the wine.

WONDERFUL ACCOMPANIMENT FOR STEWS



TOKAJI 6 PUTTONYOS ASZÚ

Tokaji Aszú itself can equal any dessert. Its unique, especially rich yet not heavy flavours make Aszú one of the best dessert wines in the world. Its characteristic dried apricot, honey, floral flavours and concentration go extremely well with quince and walnut squares. However, it doesn't just pair perfectly with desserts but also with goose liver and blue cheese.

EXCELLENT PARTNER FOR QUINCE AND WALNUT SQUARES



AUTHOR: GÉZA IPACS PHOTO: ÁRPÁD PINTÉR

CELLAR ARCHITECTURE

IN HUNGARY

HUNGARIAN CELLAR ARCHITECTURE IS VERY DIVERSE. FROM CELLAR ROWS THAT ARE HUNDREDS OF YEARS OLD THROUGH MODERN CELLARS WITH ARCHAIST TOUCHES TO FUNCTIONAL ARCHITECTURE THAT CAN BE IN ALMOST ANY STYLE.



CELLAR ARCHITECTURE IN HUNGARY

The old cellars with their period-style features hark back to historic times; they are characterised by the use of local stone with the unique appearance of the building materials in individual cellars an indication that touches demonstrating their way of thinking had yet to appear. The architectural character of cellars has changed in recent years. Nowadays, the architectural style is expected to be in synergy with the winery's image and their winemaking attitude. Recent architectural designs

have been dominated by the vaulted, brick-lined archaist cellar style. This is also a characteristic feature at the Takler and Bodri wineries in Szekszárd. The works of contemporary architects also can be seen such as the tractor garage at the Disznókő winery or the Kreinbacher winery's recently completed building complex. The Tibor Gál winery's multifunctional cellar building in Eger is an excellent example of contemporary thinking in cellar architecture.

NOWADAYS, THE ARCHITECTURAL STYLE IS EXPECTED TO BE IN SYNERGY WITH THE WINERY'S IMAGE AND THEIR WINEMAKING ATTITUDE.



AUTHOR: GÉZA IPACS PHOTO: ÁRPÁD PINTÉR

MADE IN HUNGARY

TOP GASTRONOMY ASSOCIATION

RELEVANT MARKET PLAYERS OF THE INDUSTRY HAVE BEGUN TO CREATE A RESTAURANT ASSOCIATION THAT BRINGS TOGETHER QUALITY RESTAURANTS IN HUNGARY. THE ASSOCIATION'S AIM IS TO PAIR THE MOST PRESTIGIOUS, INTERNATIONALLY RECOGNISED INGREDIENTS FROM HUNGARIAN GASTRONOMY WITH THE ACCOMPLISHMENTS OF THE BEST HUNGARIAN CHEFS.

The first choice of such ingredients is duck and goose liver and Hungarian wine's greatest achievement, 6 puttonyos Tokaji Aszú. Everyone is well aware of this pairing, but it has only been offered on a conceptual level by Hungarian restaurants in the last few decades. The mission of Made in Hungary is to put such indisputable Hungarian brands into a new context as conceived by the most talented Hungarian top Chefs. This will create a unique quality that can be considered a new category on restaurant menus both in Hungary and internationally. The signature dish of "Made in Hungary" consists of 35-60 grams of duck or goose liver paté and 200ml of 6 puttonyos Tokaji Aszú as interpreted by the restaurant's chef.

THE MISSION OF MADE IN HUNGARY IS TO PUT SUCH INDISPUTABLE HUNGARIAN BRANDS INTO A NEW CONTEXT AS CONCEIVED BY THE MOST TALENTED HUNGARIAN TOP CHEFS.



ZOLTÁN HERCZEG

DIRECTOR OF
DINING GUIDE

WHY IS IT IMPORTANT TO DEFINE THE QUALITY OF HUNGARIAN INGREDIENTS?

The foundation of the gastronomic culture of all nations is the most characteristic ingredients of the country (or the region). Their quality greatly determines the value of the gastronomy in a given region.

HOW CAN AN ITEM BE INCLUDED ON THE LIST OF INGREDIENTS?

The wealth of Hungarian agriculture offers many opportunities to expand the "Made in Hungary" programme. High-quality gastronomic ingredients can now be found on the menu in better Hungarian restaurants. From here, it's just one step to continue in the right direction and become one of the ingredients in the new "Made in Hungary" association.

WHO ARE THE TOP CHEFS?

The head chefs at the country's best restaurants.

WHAT IS THE VISION FOR THIS INITIATIVE?

The "Made in Hungary" Top Gastronomy Association puts quality Hungarian ingredients into the hands of leading Hungarian chefs, thus creating the highest quality gastronomy possible in Hungary. Being in possession of this "message" represents a serious task for the restaurant association of representing Hungarian gastronomy and its values at the highest level.

ZOLTÁN HAMVAS

PRESIDENT OF THE HUNGARIAN
BOCUSE D'OR ACADEMY

WHY WAS MADE IN HUNGARY ESTABLISHED AND WHAT IS IT?

We wanted to create a restaurant association where only chefs represent themselves and their restaurants. The chefs work together to promote the finest Hungarian ingredients, products and dishes both in Hungary and internationally.

WHAT KIND OF CHEFS CAN BE MEMBERS?

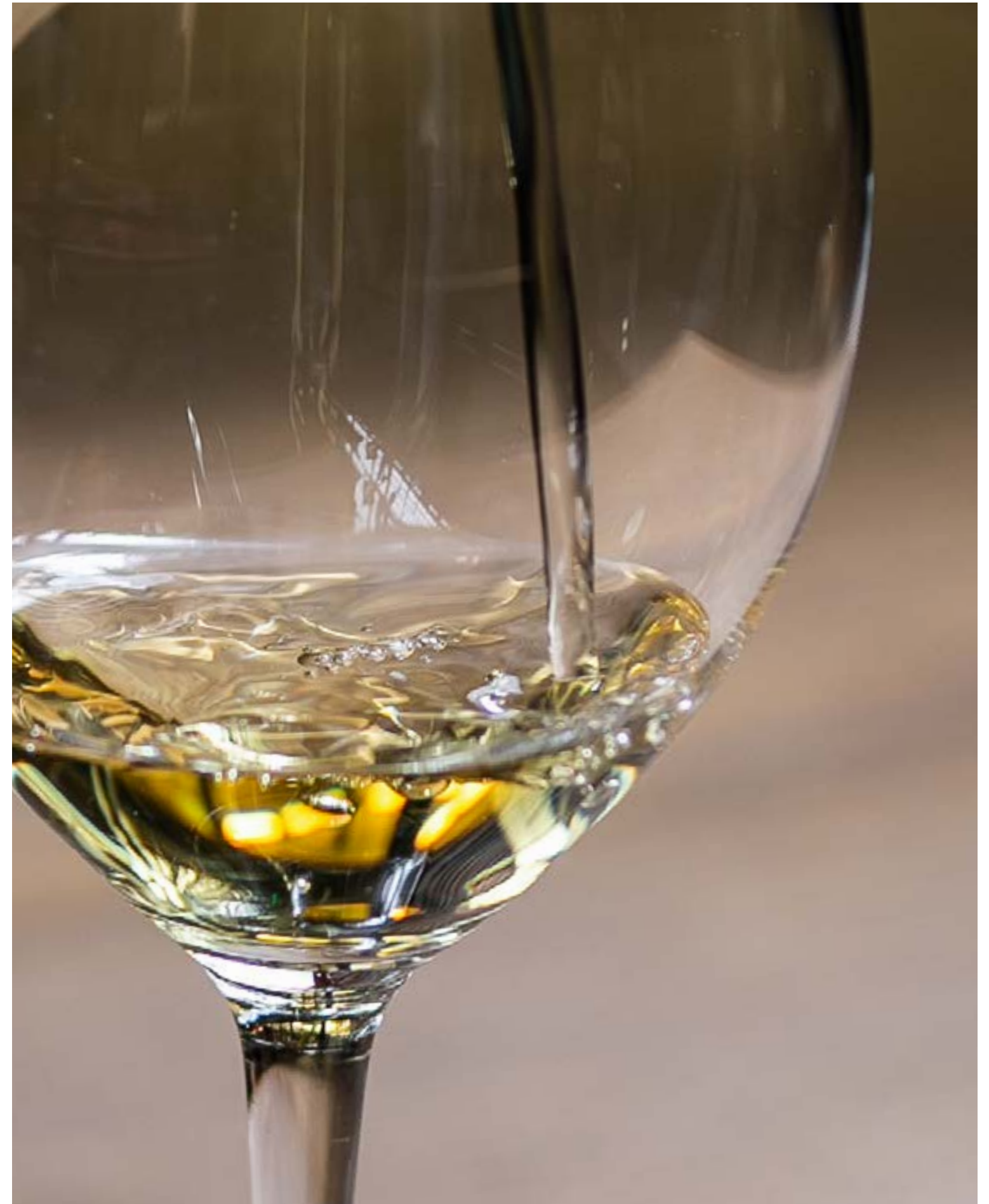
In the first year, we asked the chefs of the first twenty restaurants in Hungary's leading restaurant guide to join this common initiative. They can be the members of this cooperation for the first year.

HOW CAN THIS LIST OF NAMES BE EXPANDED?

One of the most important aspects is that membership can be expanded and that more people can join this excellent initiative. The only consideration is quality. Chefs who are already members will decide on expansion based on any applications.

WHERE CAN WE ENCOUNTER THE DISHES BEING MADE?

The creation can be found in the country's top twenty restaurants from 26 February. Duck liver, 6 puttonyos Tokaji Aszú and the chef constitute the "Made in Hungary" movement.





HUNGARIAN TOURISM
AGENCY

IMPRESSUM

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