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EXPERIENCE THE WINES OF EUROPE



Wine Tourism

PRESS KIT 2020

THE DISTINCT DESTINATIONS
OF GERMANY & BORDEAUX



CAMPAIGN FINANCED
WITH AID FROM THE
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ENJOY
IT'S FROM
EUROPE



Clink Different

EXPERIENCE THE WINES OF EUROPE

DISTINCT DESTINATIONS

EXPLORE THE WINE TOURISM OFFERINGS OF GERMANY & BORDEAUX

Known for some of the most spectacular terrain in the world, Bordeaux and Germany are home to world-renowned vineyard sites that also offer exceptional destinations for active holidays.



GERMANY

- Germany's total vineyard area is divided into 13 distinct wine regions, concentrated in the southern and southwest part of the country. They are some of the most northerly wine regions in the world, and vineyards are mainly planted along the Mosel and Rhine Rivers and their tributaries.
- The regions
 - The Ahr
 - Baden
 - Franken
 - Hessische Bergstrasse
 - The Mittelrhein
 - The Mosel
 - The Nahe
 - The Pfalz
 - The Rheingau
 - Rheinhessen
 - Saale-Unstrut
 - Sachsen
 - Württemberg
- 102,873 total hectares
- Top grape varieties
 - Riesling
 - Pinot Noir (Spätburgunder)
 - Pinot Gris (Grauburgunder)
 - Pinot Blanc (Weissburgunder)
 - Silvaner



BORDEAUX

- Located on the southwest coast of France, Bordeaux vineyards are close to the sea with three rivers crossing through the region: the Garonne River, the Dordogne River, and the Gironde Estuary.
- The regions
 - The Médoc
 - Graves-Sauternes
 - Entre-Deux-Mers
 - Saint-Émilion, Pomerol, Fronsac
 - Blaye and Bourg
 - Les Côtes
 - Sweet areas
- 111,400 total hectares
- Top grape varieties
 - Merlot
 - Cabernet Sauvignon
 - Cabernet Franc
 - Carménère
 - Petit Verdot
 - Malbec
 - Sauvignon Blanc
 - Sémillon
 - Muscadelle

THE LAY OF THE LAND

UNPARALLELED TERROIR

The wine regions of both Bordeaux and Germany are situated along the unique topography of rolling rivers. Germany's Rhine & Mosel Rivers and Bordeaux's Gironde Estuary, Dordogne River, and Garonne River add unique flavor profiles to the wines produced on their banks in addition to providing unparalleled wine-sipping scenery.



BORDEAUX

- **Climate:** Located near the Atlantic Ocean and exactly on the 45th parallel, the Bordeaux region has a temperate oceanic climate. The Gulf Stream warms and regulates temperatures, and the wide strip of pine forest in the Landes forms a screen, protecting the vines from winds off the Atlantic. The Bordeaux climate at a glance: Rare frosts in winter, wet springs, warm summers, and very sunny autumn weather for optimal ripening.



GERMANY

- **Climate:** Compared to more southerly wine regions, there is considerably less sunshine in Germany's wine regions and lower average temperatures. That grapes are even able to grow and ripen here is primarily due to the favorable influence of the Gulf Stream and strategic planting of vines on the south-facing slopes of protective river valleys. Further, German vineyards benefit from plenty of rainfall as grapes develop in summer, with less precipitation as grapes ripen in the fall and during harvest.



BORDEAUX

- **Soil:** The geological wealth of Bordeaux vineyards is an asset for creating wines with different characteristics. In the south, the left bank of the Garonne and the Gironde offer soil made up of gravel, pebbles, and sand resulting from erosion in the Pyrenees and brought to the region via the rivers. The soil is warm and drains well. On the right bank, in the north of the Dordogne, there are mostly wet limestone soils that drain well. Between the Garonne and Dordogne Rivers the clay soils are wet and cool.
- **Harvest:** Harvesting normally takes place annually in September but can be as early as August — weather dependent.



- **Soil:** A wide diversity of soil types, including slate, sandstone, loam, loess, and volcanic tuff, as well as considerable differences in microclimates contribute to German wine's diversity. Among the most prevalent soil types are those that retain heat well in the northerly regions.
- **Harvest:** Germany's vines typically enjoy long growing seasons, with harvest sometimes extending even into November. With increasingly dry and hot summers, harvest has started in late August throughout the 13 regions in recent years.



THE RIVERS THAT DEFINE THE REGIONS

Rivers flow through the heart of both Germany and Bordeaux's wine regions, and without these, neither region would be the viticultural success story it is today. For Germany, rivers are more than a scenic piece of the landscape – they provide a route for transportation, cooling effects in the summer, and warming effects in the winter. Further, the deep valleys the rivers formed provide vines protection from harsh weather as well as optimal sun exposure. This is why you'll find many prized vineyards in Germany positioned on the south-facing slopes of river valleys.

Bordeaux similarly benefitted from a major trade route due to the rivers' access to the sea. This proximity to the ocean and the structure of the rivers is extremely influential in the flavor of Bordeaux wines, primarily due to soil deposits. The location of Bordeaux regions is even defined by their relation to the rivers. Vineyards lie either on the Left Bank, Right Bank, or in a middle region named "Between Two Seas."



GERMANY

The Rhine River

- Length: 1,230 km (760 mi)
- Passes through or along (South to North): Baden, Pfalz, Hessische Bergstrasse, Rheinhessen, Rheingau, Mittelrhein
- Note:
 - The Rhine has served as a vital waterway for commerce and transportation since the Roman Era.
 - Famous early tourists on the Rhine include William Turner, Victor Hugo, and Mark Twain.
 - The Rhine flows along the border of Germany and France, separating the wine regions of Baden and Alsace, and into Lake Constance from the south.



BORDEAUX

The Dordogne River

- Length: 483 km (300 mi)
- Passes through or along:
 - Entre-Deux-Mers (South to North): Bordeaux and Bordeaux Supérieur, Sainte-Foy-Côtes de Bordeaux, Entre-Deux-Mers, Graves-de-Vayres, Côtes de Bourg
 - Right Bank (South to North): Castillon Côtes de Bordeaux, Saint-Émilion, Fronsac, Canon-Fronsac, Bordeaux and Bordeaux Supérieur,
- Note: The Dordogne is one of the few rivers in the world that exhibit a tidal bore (i.e. forms waves). This natural phenomenon is called "Mascaret" and allows many winemakers and others to surf the waters.

GERMANY

- Lake Constance refers to three bodies of water at the point of the Alps where Germany, Switzerland, and Austria meet.
 - Viticulture has been practiced on the Reichenau Island, a World Heritage Site in Lake Constance, since the Middle Ages.
- Key tributaries (alphabetical):
 - **The Ahr River**
 - Length: 89 km (55 mi)
 - Passes through: Ahr
 - **The Main River**
 - Length: 525 km (326 mi)
 - Passes through: Franken
 - **The Mosel River**
 - Length: 545 km (339 mi)
 - Passes through: Mosel
 - Note: Until a few years ago, the Mosel region was still officially called Mosel-Saar-Ruwer for the Mosel River and its tributaries.
 - Key tributaries:
 - **The Saar River**
Length: 246 km (153 mi)
Passes through: Mosel
 - **The Ruwer River**
Length: 46 km (29 mi)
Passes through: Mosel
 - **The Nahe River**
 - Length: 125 km (78 mi)
 - Passes through: Nahe
 - **The Neckar River**
 - Length: 362 km (225 mi)
 - Passes through: Baden, Württemberg

BORDEAUX

The Garonne River

- Length: 602 km (374 mi)
- Passes through or along:
 - Left Bank (South to North):
Sauternes, Barsac, Cérons, Graves Supérieures, Pessac-Léognan, Bordeaux and Bordeaux Supérieur,
 - Entre-Deux-Mers (South to North):
Entre-Deux-Mers, Côtes de Bordeaux-Saint-Macaire, Sainte-Croix-du-Mont, Loupiac, Cadillac, Cadillac and Premières Côtes de Bordeaux, Premières Côtes de Bordeaux, Bordeaux and Bordeaux Supérieur

The Gironde Estuary

- Length: 75 km (47 mi)
- Size: 635 square km (245 square mi)
- Passes through or along:
 - Left Bank (South to North):
Bordeaux and Bordeaux Supérieur, Margaux, Saint-Julien, Pauillac, Saint-Estèphe, Haut-Médoc, Médoc
 - Right Bank (South to North):
Bordeaux and Bordeaux Supérieur, Côtes de Bourg, Blaye Côtes de Bordeaux
- Note: Often falsely referred to as a river, the Gironde is Western Europe's largest estuary (a partially enclosed coastal body of brackish water with connection to the open sea), formed from the meeting of the Dordogne and Garonne rivers.



GERMANY

The Elbe River

- Length: 1,112 km (691 mi)
- Passes through: Sachsen
- Key tributaries:
 - **The Saale River**
 - Length: 413 km (257 mi)
 - Passes through: Saale-Unstrut
 - **The Unstrut River**
 - Length: 192 km (119 mi)
 - Passes through: Saale-Unstrut



BORDEAUX

The Atlantic Ocean

- Apart from the rivers and the estuary, Bordeaux benefits from the influence of the Atlantic Ocean and the Gulf Stream. Thanks to both, the region has a mild climate year-round, favorable to cultivating wine grapes.



FROM URBAN HOTSPOTS...

Among the acres of agricultural activity are urban centers rich with culture and community. The city of Bordeaux welcomes visitors from around the world and was named the top city to visit by *The Lonely Planet* in 2017, while Germany entices tourists with Mainz, Frankfurt, Trier, Würzburg, Heidelberg, and more.



GERMANY

- Mainz
 - Make your way to Mainz where old meets new and where the Rhine River meets the Main River in Rheinhessen. The city (home to Johannes Gutenberg, inventor of the letterpress) hosts architectural wonders and boasts a vibrant lifestyle full of festivals, markets, and parades.
- Frankfurt
 - You'll likely fly into Frankfurt to visit the surrounding wine regions. This international hub is known as the "Gateway to Europe," and features a skyline mixed with modern and traditional architecture. The still-growing city is developing a diverse array of art, music, museums, and food.



BORDEAUX

- Bordeaux
 - The city of Bordeaux has a great atmosphere with large pedestrian areas, lots of outdoor cafés and restaurants, historical buildings, and lovely museums – including the Cité du Vin, a site dedicated to wines from all over the world through time, culture, and history.
 - Take a training course at the Bordeaux Wine School to master the art of Bordeaux wines or participate in a blending workshop where you can take home the wine you create.
- La Juridiction de Saint-Émilion
 - Viticulture was introduced to this fertile region by the Romans and intensified in the Middle Ages. Because the region sits on the pilgrimage route to Santiago de Compostela, many churches, monasteries, and hospices were



- Trier
 - The Mosel is Germany's oldest wine-growing region, and Trier on the Mosel River is considered Germany's oldest city. Here you can see evidence of winemaking in the Mosel since the Romans introduced viticulture to the Germanic territories, including a wine cellar built in 330. Historical attractions extend from ancient eras to the 20th century and today.
- Würzburg
 - Within Franken, Würzburg is home of the famed vineyard Stein, which gave rise to the term Steinwein, formerly used to denote all Franken wines. It is also home to a breadth of art and history, with top attractions including the Marienberg Fortress across a medieval stone bridge.
- Heidelberg
 - The Heidelberg Castle in the region of Baden has graced the pages of Mark Twain, Victor Hugo, and Jules Verne and is home to "The Great Cask" – an enormous wine vessel dating back to 1750, which is big enough for a dance floor to be erected atop it.



- built in the area and still exist today. Today the charming, UNESCO-classified Middle Age village of Saint-Émilion and its rich heritage attracts travelers and wine experts alike.
- Citadel of Blaye
 - Built in the 17th century by Vauban, King Louis XIV's famous engineer, this citadel overlooks the Gironde estuary and was built in order to protect the city of Bordeaux.
 - There are a total of 160 military buildings scattered around France designed by the same architect, 12 of which are now known as "Vauban's fortifications" and are registered on the UNESCO world heritage list since 2008.
- Arcachon Bay
 - Sip dry white wines and enjoy fresh oysters on the Atlantic Seaside or Arcachon Bay while sitting on the beach and enjoying scenic ocean views. This seaside town lured bourgeois Bordelaise at the end of the 19th century. Today it remains a favorite spot for tourists, due to its nostalgic architecture and villas that evoke its golden past.



...TO ENDLESS LANDSCAPES

It's not always about the destination, but the journey too. Germany and Bordeaux have mapped many stunning routes winding through and around the vineyards, fit for walking, hiking, cycling, boating, or driving.

The picturesque landscapes outside of bustling cities allow for endless appreciation of natural, historical, and cultural sights and events. Before stopping for a sip in winery tasting rooms, enjoy the surrounding scenery and take a detour on one of their famous wine routes.



BORDEAUX

- Sip on sweet wines along the left bank of the Garonne River. Along the Graves and Sauternes Wine Route, you can visit a chateau with a contemporary art collection or a chateau with its own herd of famed Bazas cattle. Plus, find Michelin-starred, family-fun, and authentic restaurants, as well as spas, family-friendly castles, and a UNESCO cathedral on this trail through 6 appellations.
- Some of Bordeaux's oldest appellations on the Blaye and Bourg Wine Route boast rich heritage as well as rich wine, with sites like the prehistoric caves at Prignac-et-Marcamps and the 17th century citadel. Attend tastings at family-owned wineries, participate in the harvest, glimpse the wine tourism renaissance in Bourg, or embark on an estuary river cruise.



GERMANY

- Hike and explore the startlingly steep slopes in the Mosel and the Nahe. Some vineyards are planted at up to 70-degree gradients, such as the famed Bremmer Calmont site. On these inclines, nearly all vines have to be tended and all grapes have to be picked by hand. In the Nahe, the Rotenfels will challenge even experienced climbers.
- Wonderful hiking trails, carefully planned bike paths, and a diverse Nordic walking fitness park attract many visitors to the "Ahr, Rhine, Eifel" region. The Ahr Rotweinwanderweg (Ahr Red Wine Trail) offers spectacular views of the Ahr Valley throughout the year and a 22-mile long hiking trail.



BORDEAUX

- Stop by the Château de la Brède, the historical French monument that was home and birthplace to the famous French philosopher, Montesquieu. Here, Montesquieu carefully tended his gardens and filled a library with books, from which he could look out on his beloved land.
- Go glamping in an unusual vineyard accommodation. Several Bordeaux wineries offer exciting stays in places like a wine vat, a refurbished barrel made into a tiny home, or outside in a vineyard tree house.
- Visit the Médoc Peninsula in northern Bordeaux and travel along the road known as the Castle Route, full of fairytale-like castles. The Médoc Wine Route also offers beaches, lakes, nature reserves, and vast forests along with the vines and wineries. Join 15,000 other runners from around the world in the Marathon du Médoc.
- Discover contemporary chateaux designed by famous architects like Château la Dominique by Jean Nouvel, Château Margaux by Norman Foster, Château Faugères by Mario Botta, and more.



- Celebrate in the Pfalz, where the largest wine festival in the world is held in Bad Dürkheim. The Wurstmarkt takes place every year in September with two weekends full of wine, music, lively market tents, Ferris wheel rides, and fireworks.
- The Pfalz also boasts the first and best-known wine route, Deutsche Weinstrasse (German Wine Road). A perfect spot to explore on vacation, this route was designed over 70 years ago to showcase the beauty of German wine country. With miles of hiking trails, scenic views, and even a special day for cyclists at the end of August, there's never a dull moment.
- The Mittelrhein offers dramatic views of steep slate cliffs crowned with medieval castles and riverbanks adorned with charming villages. The "Rhine Gorge" was named a UNESCO World Heritage site in 2002, and the Rheinsteig walking trail between St. Goar and Bacharach leads through impressive vineyards with breathtaking views of the valley. Thrill-seekers in the Mittelrhein can paraglide in Bad Ems on the Lahn River.



BORDEAUX

- Tour La Sauve Majeure Abbey, located in the heart of the Entre-deux-Mers region, between Garonne and Dordogne. This UNESCO classified masterpiece of Romanesque art was built between the 11th and 13th centuries and features outstanding examples of sculpture and architectural remains. 9 mapped itineraries guide you through the Entre-deux-Mers Wine Route, including the “Voie Verte Roger Lapébie” bicycle path.
- Celebrate the wine in the city of Bordeaux with the local winemakers and wine merchants during the Bordeaux Wine Festival, taking place every even-numbered year, or during the River Festival every odd year.
- Experience Bordeaux from above in a hot air balloon and admire aerial views of the vineyards, then finish your trip with a tasting wherever your balloon lands.



- Traverse the region of Hessische Bergstrasse, which takes its name from an old Roman trade route known as the strata montana, or mountain road – A scenic landscape of vines and orchards scattered on hilly slopes.
- In summer, float in a hot-air balloon over Rheinhessen, the Pfalz, Baden, or Hessische Bergstrasse.
- Drive through picturesque wine villages and learn all about the king of white wine grapes on the Rheingau Riesling Route. For those looking for a quiet vacation, right off the Route is the romantic Wispertal, where the motto is “hike in silence.”
- Many boat rental stations can be found along the “Wasserwanderroute Mosel” (water route trail) – even water-skiing is an option on the Mosel at Bullay. The Glan and Lahn Rivers are suitable for canoeing and kayaking enthusiasts.
- Into roller-skating? In August, the main road from Rüdesheim to Koblenz through the UNESCO World Heritage Site is given over to skaters for a day.