

Clink Different

EXPERIENCE THE WINES OF EUROPE

Germany and Bordeaux's Young and
Innovative Winemakers

PRESS KIT 2020

THE NEXT GENERATION OF EXCELLENCE

Introducing the Fresh Faces and Perspectives
From Two Historic Regions



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Clink Different EXPERIENCE THE WINES OF EUROPE

MODERN INNOVATION LOOKING FORWARD TO THE FUTURE OF WINE

Germany and Bordeaux are renowned for their rich histories – both countries can thank Roman conquerors for bringing vines in the first century and medieval monks for refining and carrying on the practice. Yet with centuries of tradition, neither is stuck in the past – Bordeaux and German winemakers have contributed to industry growth and continue to drive innovation.

Top educational and research institutions and networking organizations distinguish both regions and steward new perspectives, more efficient processes, sustainable techniques, and increasingly high quality wines.

THE NEXT GENERATION OF EXCELLENCE INTRODUCING THE FRESH FACES FROM TWO HISTORIC REGIONS

From the Garonne to the Rhine, a young generation of viticulture is taking the reins. Utilizing the knowledge and expertise from their mentors and forefathers, up-and-coming young winemakers in Germany and Bordeaux are injecting energy and enthusiasm into their winemaking processes, techniques, and marketing efforts.

Today, more women control estates than ever before, and more fresh faces are breaking from tradition to offer organic and sustainably-produced selections, experiment with new trends like orange wine, and introduce brand new technology and the most in-demand styles.



Various organizations in both regions unite and support young winemakers, including Generation Riesling in Germany and a few associations of young vintners in Bordeaux:



GERMANY

GENERATION RIESLING

Established in 2006 by the German Wine Institute (DWI), the Generation Riesling organization provides Germany's young winemakers a national and international marketing and networking platform free of the ties of existing interest groups, hosting events and tastings around the world. Today it is the world's largest organization of young winemakers.

- 540 members
- Criteria:
 - 35 years old and under
 - Highly qualified, internationally experienced, and quality-oriented winegrowers or industry members
 - Willing to act as ambassadors of a modern, high-quality, and dynamic wine scene in Germany
- <https://www.generationriesling.de/>

REGIONAL INITIATIVES

Within Germany's 13 wine regions, there are a number of local organizations supporting and promoting young and forward-thinking winemakers. A few examples, in alphabetical order:

- Ethos, Franken
- Generation Pinot, Baden
- Gipfelstürmer, Mittelrhein
- Leichtsinn, Rheingau
- Message In A Bottle, Rheinhessen
- Nahe-Talente, Nahe
- Schlachrvino, Ahr
- Wine Changes, Pfalz



BORDEAUX

BORDEAUX OXYGÈNE

Celebrating friendship in wine, exchanging ideas, and sharing ambitions, Bordeaux Oxygène's ambition is to show the new face of Bordeaux while respecting its history.

- 19 members
- Representing 44 estates and covering 25 Bordeaux AOC
- <http://www.bordeauxoxygene.com/en/>

ARÔMES DE JEUNESSE

This association aims to make wine accessible to all and give the world of wine a young and dynamic image, while helping and promoting the village and heritage of Saint-Émilion.

- 10 members
- Criteria: Based in the Saint-Émilion area
- <http://www.aromesdejeunesse.fr>

JEUNES VIGNERONS DES CÔTES DE BOURG

These young winemakers band together to promote wines, share experiences, and organize the "Nuit du terroir," an event that celebrates local wines and food and welcomes about 4,500 people a night.

- 43 members
- Criteria: 42 years old and under

SCHOOL IN SESSION

PREMIER EDUCATION AND RESEARCH INSTITUTIONS IN BORDEAUX AND GERMANY

To pave the future and remain at the forefront of modern winemaking culture, proper academic and research facilities are a necessity. Both Germany and Bordeaux have established reputations for innovation in winemaking education and research.

BORDEAUX | UNIVERSITY OF BORDEAUX INSTITUT DES SCIENCES DE LA VIGNES ET DU VIN (ISVV)

- Founded in 2009, ISVV is a multi-disciplinary and international institute situated at the heart of the world's fine wine production region. The institute now has a community of over 250 researchers and 500 students, including 60 certified oenologists and 160 interns on further education programs every year.
- Research at the ISVV spans from the test tube to the vineyard.
 - Environmental wine studies focus on the adaptation of vines to climate change and on various vine diseases, aiming to reduce phytosanitary inputs.
 - The Typicity and Quality of Wine concentration identifies the chemical and sensory determinants that contribute to making a unique wine that is recognized for its typicity and its oenological quality.
 - Studies in Wine Markets cover different socio-economic, historical, and territorial aspects of the industry with a focus on improving the competition and sustainability of the wine sector.
- ISVV has a plethora of esteemed vintners, researchers, and wine experts that work closely with students and provide opportunities for hands-on work.
- ISVV hosts on-site wine research teams in the ISVV laboratories and on the INRA campus at Villenave d'Ornon, as well as off-site laboratories for detailed wine study.
 - ISVV researchers are at the cutting edge of technology in numerous fields including agronomics, ecophysiology, microbiology, epidemiology and population studies, chemistry and biochemistry, molecular biology, cytology, sensory analyses, statistical studies, and more.
- In addition to lab work, vineyard tests are carried out under controlled conditions, including in collaboration with the INRA Winemaking Teaching Unit. This work leads to multiple collaborations and academic and socio-professional exchanges at local, national and international levels.



GERMANY | GEISENHEIM UNIVERSITY

- Geisenheim University, a world-renowned viticulture and horticulture university and research center in the Rheingau, was officially founded in 2013, but its roots date back to 1872, when the Royal Institute for Fruit and Viticulture at Geisenheim was founded. There are currently 1,018 students enrolled in wine related studies, catering to international students including some friends from France.
- Hochschule Geisenheim University combines the strengths of a traditional research university and a university of applied sciences to provide students the best of both worlds with degrees available in a number of wine-related fields including:
 - Horticulture
 - Beverage Technology
 - International Wine Business
 - Landscape Architecture
 - Food Chain Management
 - Food Safety
 - Enology
 - Vinifera EuroMaster
 - Viticulture
- <https://www.hs-geisenheim.de/en/>



BACK TO NATURE

MOVEMENTS TOWARDS NATURAL & SUSTAINABLE WINEMAKING

While terms like sustainable, organic, biodynamic and natural have broad and sometimes varying perceptions, there is no denying that modern winemaking culture values wine's deep connection with the earth. Both Bordeaux and Germany have long pioneered sustainable practices, and are recognized as leading examples of responsible agriculture.



GERMANY

- Germany is considered one of the world's most environmentally conscious nations, with a long history of organic farming.
- Germany was home to one of the first natural wine groups, the Verband Deutscher Naturweinversteigerer, founded in 1910.
- Organic viticulture is practiced in all German winegrowing areas, but 2/3 of certified organic German vineyards are located in the state of Rhineland-Palatinate, home to the wine regions of the Ahr, the Pfalz, the Mosel, the Mittelrhein, the Nahe, and Rheinhessen.
- 9,300 total hectares are certified organic in Germany, or around 9% of German vineyard area, though many more hectares are cultivated using organic, biodynamic, or sustainable methods without certification.



BORDEAUX

- For over 20 years, the Bordeaux wine industry has been committed to accountable and sustainable winegrowing.
- 60% of Bordeaux vineyards are certified organic, biodynamic, or sustainable, compared to 35% in 2014. The goal is for 100% of the industry to achieve reduced environmental impact, pesticide reduction, preservation of biodiversity, maintenance of social cohesion, and investment in research.
- In 2018, organic farming accounted for over 10,000 hectares, representing a growth of 24% compared to 2017.
- Bordeaux is the nation's leader in "High Environmental Value" certified estates, the highest level of French certification.
- Pesticide reduction has been a major priority for research work ever since 1989.



- Since 2007, organic vineyards increased by more than 100%, and since 2000, the acreage of certified organic wines in Germany has increased about 300%.
- The organic trend continues to rise, and even conventionally operated vineyards try to limit the use of synthetic agents. Winemakers typically apply the approach, "As little as possible, as much as necessary" when it comes to intervening natural processes in the vineyard.



- The Environmental Management System (EMS) was developed in 2010 to accompany businesses in their environmental transition and to track individual performances of Bordeaux wineries. Bordeaux consequently became the first region to unify all the trade's professions around a single process and combine vineyard operations and company life, namely human resources, management, and production. Over 900 businesses have since joined the EMS.



WHICH WORD

DEFINING SUSTAINABILITY | THE DIFFERENCE BETWEEN ORGANIC, BIODYNAMIC, AND NATURAL

The broad concept of sustainability focuses on three major impact areas: economic, social, and environmental. Sustainable economic practices secure long-term financing, sustainable social measures promote equity, and sustainable environmental strategies guarantee environmental stewardship. Oftentimes sustainability nomenclature gets shuffled around and used interchangeably. While organic, biodynamic, and natural all fall under the umbrella of sustainability, there are some key differences.

PRINCIPLES OF ORGANIC AGRICULTURE

- Regulated by EU regulation 834/2007
- Attentive handling of resources such as water, soil, and air
- No use of synthetic mineral fertilizers, because these damage soil life
- No use of chemical/synthetic pesticides. Used means are based on natural active ingredients, which are already present naturally in our environment
- Promotion of diversity of species and promotion of beneficial insects (natural antagonists towards animal pests)
- Creation of diverse ecosystems
- Natural products instead of genetically modified products

PRINCIPLES OF BIODYNAMIC FARMING

- Biodynamic viticulture is based on the belief that the vine is an “agricultural organism” that needs to be protected and exists in harmony with the whole environment
- Biodynamic Farming is certified by private-law guidelines, provided by associations and organizations such as Demeter
- “Ordinary” organic farming is often the foundation
- Extension of organic farming principles:
 - Every farm is a vivid, individual organism, is self-sufficient, and uses animal husbandry as a core element of this model
 - The farmer is centered in this organism
 - Biological and cosmic rhythms are taken into account, where possible
 - Biodynamic preparations are used to activate specific subtle processes

PRINCIPLES OF NATURAL WINEMAKING

- The movement of “natural” winemaking arose from organic winemaking. With no clear definition, natural winemaking often refers to spontaneous fermentation without additives, and unfiltered final product with low or no sulfur.

GROWING GREEN

A CLOSER LOOK AT SELECT SUSTAINABLE WINEMAKING GROUPS & MOVEMENTS

Growing sustainably can be hard, and oftentimes being a sustainable, organic, or biodynamic vineyard means compromising yield and raising costs. However, throughout both Germany and Bordeaux, a number of organizations and research institutions are dedicated to ensuring that quality and high-yield vineyards can still exist while being environmentally conscious.

GERMANY

Organic wineries across the European Union are certified by EU regulation 834/2007. About 50% of EU-certified German wineries are also members of associations such as Ecovin or Demeter, many of which have roots in Germany.

DEMETER INTERNATIONAL



- The largest international biodynamic agriculture organization
- Demeter Biodynamic Certification is used in over 50 countries
- The program was first established in 1928 after a cooperative was created in Berlin
- Independent Demeter organizations then popped up around the world, finally coming together to form Demeter International in 1997
- Currently represents more than 5,000 farmers in 54 countries
- As of 2017, 64 German member estates cultivate 534 Demeter-certified hectares

ECOVIN



- German organic winemaking association
- Founded in 1985 with the goal to unify national guidelines for Germany before any EU regulations were in place
- The label signifies that wineries have complied with even stricter guidelines than those required by the EU
- Approximately 245 Ecovin member vineyards currently cultivate about 2,606 hectares in 11 German wine-growing areas

FAIR N' GREEN



- German association with the aim to develop a holistic system for sustainable viticulture
- Founded in 2013 by 7 German wine producers and headquartered in Bonn
- Developed in close contact with winemakers and scientists, ensuring high standards for sustainable production
- Now with more than 50 members and growing rapidly, currently certifying 1,400 hectares in Germany

BORDEAUX

With an aim to make 100 percent of its vineyard area cultivated sustainable, organic, or biodynamic by 2025, Bordeaux has partnered with various organizations to certify vineyards and promote natural growing practices.

TERRA VITIS



- An environmental certification and network of several hundred winegrowers in all French wine regions, including Bordeaux
- Started in the heart of France's Beaujolais region in 1998
- Certified winegrowers agree to comply with specifications, including three pillars of sustainable development: environmental, social, and economic

GROUPEMENT DE DÉFENSE DES ORGANISMES NUISIBLES (GDONS)



- A local defense group against pests, dedicated to sustainable practices
- Born in 2007 to find sustainable solutions to combat the overuse of pesticides
- Reduced vineyard treatment by 52%-83% by evaluating minimal use of chemicals needed to prevent disease and advise each vineyard accordingly
- All Bordeaux vineyards are now covered by GDONs

HIGH ENVIRONMENTAL VALUE (HVE)



- A farm environmental certification that aims to identify and promote particularly environmentally-friendly practices
- Covers four key areas: biodiversity conservation, plant protection strategy, management of fertilizer use, and management of water
- The third level of HVE is used as the French national reference for sustainability
- Finished products containing at least 95% of raw materials from HVE certified farms can carry the HVE logo, signifying the highest level of environmental certification

BIRD PROTECTION LEAGUE (LPO) AND NATIONAL INSTITUTE OF AGRICULTURAL RESEARCH (INRA)



- Together with the Bordeaux Wine Council, conducted a study in 2017 proving bats are excellent natural solutions in fighting grape tortrix moths that often cause grey rot
- Bats are voracious predators that devour nearly 2,000 insects a night and thus are precious allies in protecting vines from disease-carrying insects
- Many wine estates promote the settlement of bats within their vineyards by installing bat houses, watering holes, or leaving un-mown grassy strips to shelter colonies