

„Winzer Vulkanland“ Styria



Our vision shows orientation and motivates long-term

The styrian „Vulkanland“ performs as a hotspot when it comes to wine – „Winzer Vulkanland“!

The styrian „Vulkanland“ is different – Soil and people are individual!

The winemaker of the styrian „Vulkanland“ are adding the area objective and emotional competence when talking about wine. Wine – growing country „Vulkanland“!

The styrian „Vulkanland“ – the homeland of special people – with a completely different soil = Winzer Vulkanland Styria!

The main key aspects of the association lay on increasing quality, sustainability in handling of nature, exchange of knowledge and experience between the winemaker and the development of a self-contained profile of the vineyard.



Focus on human beings and their quality of life in the styrian „Vulkanland“

Our goal is to communicate our principles – conscious and ubiquitous!

Inhabitants and visitors get to know the local „wine“ – valuation!



The „umbrella“/strong brand "Steirisches Vulkanland"

The „umbrella“ for the winemaker of this area is the „Steirisches Vulkanland“ – home of the winemaker.

Quality is one of the most important parts – the winemaker think so too and live this principle individually and actively under the precious „umbrella“ of the styrian „Vulkanland“

Regional valuation of the brand „Vulkanland“ can be seen and felt at the quality product WINE!



What do all winemaker have in common?

- Love, especially when it comes to quality, involving the whole family of them for generations (and also in future)
- Variety and individuality
- Eating – and drinking habits as a part of the local culture can be experienced through their families
- Honesty and groundedness (also concerning price)
- Change the ME- to a WE - feeling
- Living sustainability as ideal and example
- Regional appreciation as must-have



Which position do we want to reach? – The „3“ huge characteristics when talking about distance

To focus not only on the people, but also on the styrian „Vulkanland“ itself - all that combined with an affordable price!



Our target groups

- Foodies, culture vulture and „Vinnovatures“, local visitors and of course locals
- Opinion leaders and media representatives
- All nosy, interested, enjoyment-orientated and oenophile people that are looking for fun

What we do

- A conscious and cautious enhancement with national and international experts
- Informal interchange of knowledge and experiences
- Active participation at local events
- Information for all members
- Active informational tours with the different target groups (including tourism) in order to raise awareness and image
- Special lobby for the exceptional wine from southeastern Styria



The added value of the strong brand

STEIRISCHES VULKANLAND as a brand, as a „feeding ground“, home for vintage wine and as a central point for authentic winemaker and their families!