

# The Franconian wine region

# Weinfranken



## Terroir f

enchancing places



These magical places are exemplary of the many faceted nature of the region.



Memorable settings leave hand crafted impressions of breathtaking views and expansive landscapes.



The wine reflects a sense of long term familiarity and timelessness. Defining the culture in a word: Terroir f.

## Relaxed Lifestyle

with a cultural twist

Just as our captivating landscapes impressed Celtic settlers of earlier times, today the stunning natural backdrop of the area maintains its equilibrium in perfect balance with Franconian viticulture. Some of these ancient sites can be visited today and the native inhabitants are ever-present and an active integral factor. Original and proud, curious and open: in our experience it is not in wine alone where truth is discovered, but in the complete artistic picture where secrets are revealed.



### Exploring Franconian wine culture

The gentleness and serenity of the locals is contrasted by many lively festivals celebrated in the region. Here the natives show their true colors in the form of artful theater and cabaret, folkloric and literary events.

All inseparable parts of a rich cultural whole that make up the timeless moments of the full Franconian experience. Wine is Franconia. Franconia is wine.



- You will be amazed by the wide, multi-layered range of attractive offers for you and your friends.
- Explore, for instance, the completely new designed educational wine paths and take a stroll alongside our Franconian wine walking trails.

Where you meet the locals:

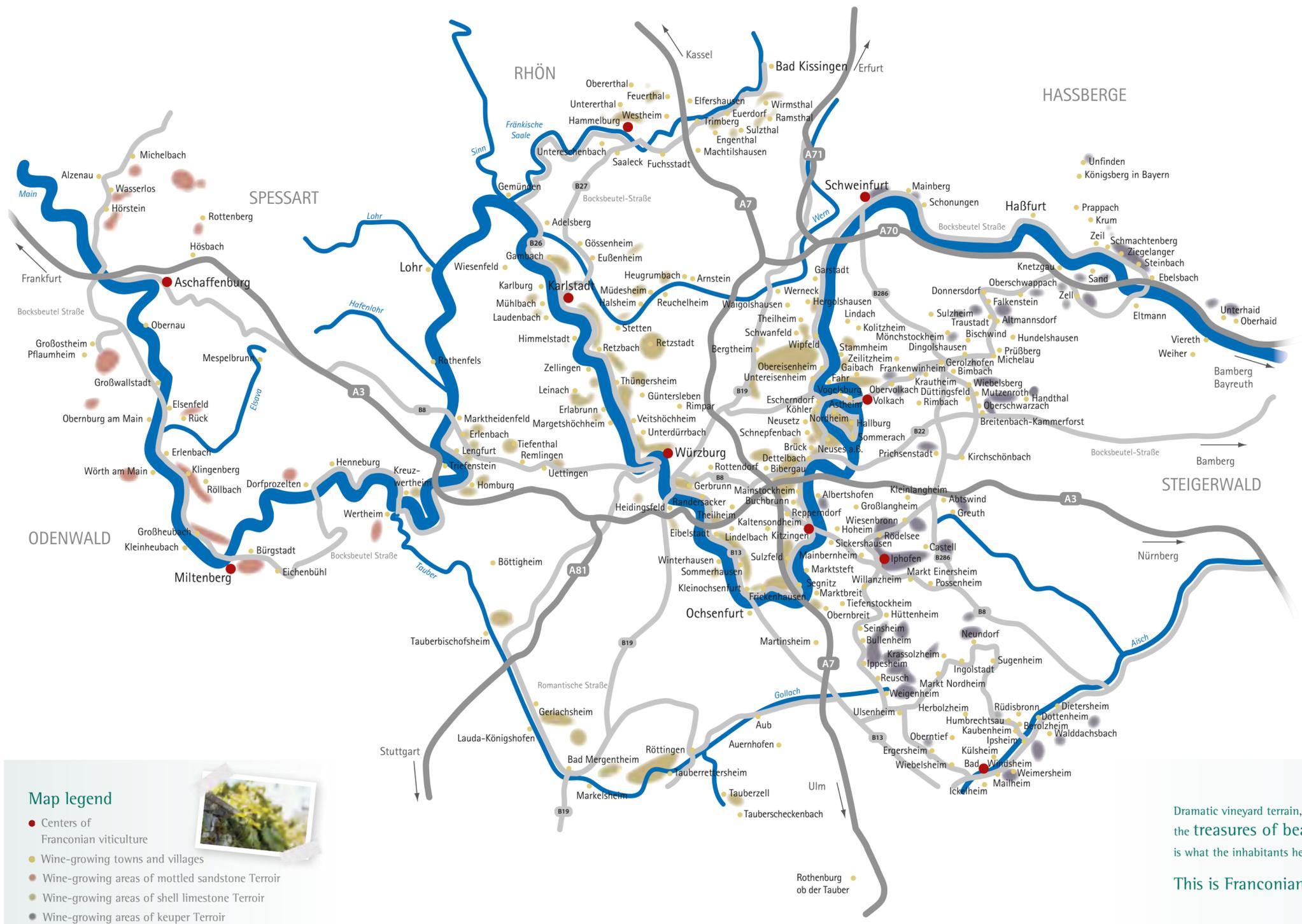
## Heckenwirtschaften



"Is this seat taken?" In the *Heckenwirtschaften* coziness knows no limits. Here the locals know how to please, as they welcome guests into their private kitchens, gardens and living rooms.

A tradition that dates to earlier days, when barns and garages would be cleared for such occasions, it is a pleasure enjoyed by locals and guests alike, as home cooked food is presented in a simple way, made by hand and shared with special friends.

A unique occasion to meet the wine makers in their home environment, more often than not, an evening spent this way will stretch to the early hours as spontaneous exchanges become warm friendships, encouraged by the down to earth hospitality of local vintner families.



### Map legend

- Centers of Franconian viticulture
- Wine-growing towns and villages
- Wine-growing areas of mottled sandstone Terroir
- Wine-growing areas of shell limestone Terroir
- Wine-growing areas of keuper Terroir



## More about Franconian wine

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Dramatic vineyard terrain, scenery reflecting the treasures of beauty and good taste is what the inhabitants here are so proud of.

This is Franconian wine culture.

# Franconia: Bavaria's wine country

Consider yourself cordially invited to be our personal guest on a trip of discovery through the picturesque wine country of Franconia. Allow us to introduce this charming province to you; tucked away in the northwest corner of Bavaria, a place many consider the most beautiful wine region in Germany.



What do we like the most about our unique corner of the world? In a nutshell; it is the majestic Main River and its surrounding – formed out of dense planted vineyards, architecture exemplifying of the finest talents of their era – centuries old living traditions, wine festivals, fine food, charming folk – who speak a delightful local dialect – and the best part, of course, the wine!

## Grape varieties

Silvaner, Pinot Blanc, Müller-Thurgau, Bacchus, Riesling, Pinot Noir and Domina; this is the cast of characters that represent superior fruit. The grape varieties that thrive and flourish here are nourished in limestone, Keuper and sandstone; the strata that make up the rich topographical composition of the local landscape. Characteristic of the region, our expressive wines are bold in tradition and bottled in the famous *Bocksbeutel* form, recognized as a symbol of quality well beyond the region.

## Franconia in numbers

In Franconia, vineyards cover an expansive area of 6,229 hectares. More than 4,112 vintner families live here, carrying on traditional wine production with passion and knowledge passed down through generations. Over 950 wineries offer wines directly from the grower, enjoyed in beautifully renovated historical tasting rooms.

The six local wine growers associations includes over 3,000 vintners. Together they collectively fill 50 million bottles with fine regional wines every year.



# Terroir? Extraordinaire!



mottled sandstone



limestone



Keuper

The interplay of elements, such as geology and soil composition, climate and grape variety together with the collective experience of local wine growers, define the term Terroir, which describes a synergy between all the local conditions of this distinctive wine region. Where conditions are favorable, extraordinary wines can be produced. This is how it is here in Franconia.

One of the well kept secrets of this area lies in the geological trinity of sandstone, Keuper and limestone strata, evolved over 250 million years along the fertile Main River Valley.

Terroir is a combination of historical elements that by definition indicates an element of surprise and discovery. Every wine tells a story. Would you like to share in our delightful tale?



# Exceptional architectural settings

for exceptional wines

Wine is culture. Culture is wine. Wine is joie de vivre.

Inherent to this idea is that wine be presented in surroundings that express the aesthetics of its production. The basic tenet being a standing tradition of quality among Franconian vintners who, one could say, have pioneered this comprehensive approach. At its roots, this simple formula has been perfected over centuries. Wine and wine culture in Franconia is perfection harmoniously personified. For this, the wine makers here have earned well-deserved international acclaim. Franconia is recognized as one of Germany's leading wine capitals.



## Space for wine:

Baroque to modern, half-timbered splendor

Your travels through Franconia will reveal wine making culture at its finest. Fully integrated into the local landscape, you will find a built context rich in architectural legacy. Beautifully preserved villages and charming towns provide almost unprecedented finery and visual contrast.



Where variety abounds, Franconian vintners have created an idyllic setting, poised and tranquil, for showing off their wines. Contrasted against modern materials such as steel and concrete, historical wooden casks exposed timbers and structures reflect the unique flair of the region: cozy warmth and confident modernity, the technique of sophistication is demonstrated in stainless steel and mature wood.



Franconian wine  
a true feast for all your senses.

# Silvaner

individualistic, multifaceted, complex and worldly-wise. In a word: Franconian

Silvaner was first planted in the valleys of Franconia in 1659. A short time later, this grape established itself on the famous "Würzburger Stein" a sunny hang above the Main River valley, where it still grows today. Celebrated as our most venerated wine variety, this grape thrives in the hearty local climate and is wildly popular among the locals. Silvaner is considered by many to be the signature wine of the area, reflecting a complex structure that holds up to the scrutiny of many an international connoisseur.



Known for its consistency and authentic flavor, the Silvaner grape tastes at once earthy, yet fruity fresh. Described as possessing hints of grapefruit and melon, apple and plum, its variable yet stable structure is both full bodied and finely nuanced. There is no question that this wine offers the quintessential flavor of the region. A perfect complement to the local cuisine, it lives up to its reputation as a wine that sings bold notes, able to stand alone or act as the perfect culinary complement. Silvaner is universal, Silvaner is Franconia.

# The Bocksbeutel



The uniquely shaped bottle – that so gracefully embodies form and function – is as much part of the local cultural identity as the wine it contains. Its shape is unmistakably Franconian and boasts ancient beginnings. The Celtic settlers in the region developed such a container, formed out of the local clay, around 1400 BCE. Archeologists have confirmed this heritage in a village called Wenigumstadt. Visitors can marvel at such discoveries in the *Mainfränkischen Museum* in Würzburg.



# Franconian wine: The Pyramid of Quality

YOUNG Franconians	CLASSIC Franconians	Franconia's GREATEST

- Good old friends
- Charismatic charm
- Wine has personality

A pleasurable setting demands a fitting complement. This is exemplified in the lighter wines, named the 'young Franconians'.

Wine served in the traditional green *Bocksbeutel* is a classic figure, whether accompanying a traditional dish or international cuisine, it makes an elegant complement to any well-rounded Franconian culinary experience.

The best growing conditions, combined with the expertise of local growers, optimal climate and soil characteristics define the wines that have earned the title: "Franconia's Greatest"

Presented in darker, taller bottles or the classic Burgunder Bottle, these exceptional wines are a suitable accent for any special occasion.



# Franconian wine by figures:

Share of white grape varieties	81,0 %	Share of red grape varieties	19,0 %
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Müller-Thurgau	27,7 %	Spätburgunder	4,3 %
Silvaner	23,1 %	Domina	5,4 %
Bacchus	11,9 %		
Riesling	5,3 %		
Kerner	3,3 %		
Scheurebe	2,3 %		
Weißer Burgunder	2,5 %		

- 6,229 hectares of wine-growing acreage
- 4 112 wineries
- 84 wine-growing districts
- 9 producer organizations

www.frankenwein-aktuell.de



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