



PRESS BRIEFING

ROSALIA DAC

THE ORIGIN OF ROSÉ

Our World needs more pink. In case of Rosalia DAC Rosé it's an elegant, tender salmon pink, which will take over the world of wine.

Rosé wines are internationally in fashion for years, in the wine region of Burgenland „Rosalia DAC“ this trend has a long tradition too: This is the place where for decades at the „Heurigen“ (or „Buschenschank“) fruity Rosés are served as an alternative to the usual white wines and exclusively here Rosé wines have the specific designation of origin „DAC“ (Districtus Austriae Controllatus) in the title.

The Rosalia winemakers set great store on the fact, that Rosé is a serious style of wine for each season, far away from the common soft summer wine. Thereafter stands their self-understanding: “The Origin of Rosé”: “The Rosé has his roots in the region of Rosalia, we always pressed Rosé wine naturally, usually from Blaufränkisch grapes!”

The unique and special quality of Rosalia DAC Rosé is the base for the success of the new wine brand. It's not only the source of Rosé, it's the beginning of its great future. Therefrom the Rosalia winemakers are profoundly convinced and set their sights on making Rosalia DAC Rosé to the top seller for a whole region. Key Visual of the new brand is the scops owl, the heraldic animal of the region Rosalia. It attends the entire communication as a messenger. The rare owl stands for the attitude and values of the winery families: responsible economic activity for future generations in a close communion with nature.

Unique origin: Rosalia DAC

The wine region Rosalia DAC – with an area of 241 hectare – is equivalent with the politically district of Mattersburg. Since 2018 it's allowed to place wines with the designation of origin DAC from the autochthonous strains of Blaufränkisch and Zweigelt on the market – unique in Austria is the Rosalia DAC Rosé. The Rosalia is the smallest DAC region of all, but for all that very specific: the particular climate between the big swings of pannonian day heat and cool of the evening due to the contiguity the alps – Cool Climate named – affected the latest start of wine harvests in Burgenland and provides the grapes the possibility to develop a higher degree of complexity. The profound sandy and loamy soils mainly shaped from shell limestone and loess provide best conditions for characterful wines.

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Splendid Blaufränkisch

The Rosalia winemakers are vinifying excellent Rosés from the executive variety of the region, the Blaufränkisch. The king of Austrian red wines, how it is called, shows complexity. Barely another type of grape reflects soil and minerality of the lay almost perfectly in the wine. The Blaufränkisch demands for high expertise of the wine maker as well, to evolve the richness of nuances. This Know-How is co-existent with the ambition to press excellent red and Rosé wines. This prerequisite is very promising in every respect. (Please notice the attached comprehensive analysis of the internationally accepted oenologist Philippe Ricoux)

A turbo for the region

Expect of the natural deposits, which brings the viticulture of the region forward in spite of progression of climate change, the economic requirements for the success of the market are well-defined. In the region of Rosalia best suitable areas for viticulture exist and the great market potential for Rosé wines opens great opportunities. The growth of Rosalia DAC will be for the future regionally economy – especially for tourism – a great importance.

The Rosalia DAC wineries:

Domaine Pöttelsdorf Familymade, Pöttelsdorf
Weingut & Heuriger Döller, Katzelsdorf
Weingut Alfred Fischer, Zemendorf-Stöttera
Weingut Lassl, Sigless
Weingut Migsich, Antau
Weingut & Heuriger Piribauer, Neudörfl
Weingut & Heuriger Steiger, Neudörfl
Weingut & Heuriger Waldherr, Neudörfl

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