



ÖTW* with new chairman

Michael Moosbrugger leads traditions vineyards

Since June, Michael Moosbrugger (41) is the new chairman of the Verein Österreichischer Traditionsweingüter (Association of Austrian Traditions Vineyards), an elitist group of twenty winegrowers whose vineyards are located along the Danube and its tributary valleys Kremstal, Kamptal, Traisental and Wagram. The association was founded in 1990 and dedicated itself to the terroir-oriented viticulture and the classification of vineyard locations.

With Michael Moosbrugger, a "career changer" took the leading position of the group of winegrowers. As Vorarlberg native, he was originally destined to continue leading the Relais & Châteaux Hotels "Post" in Lech am Arlberg. However, during various touristic practices at home and abroad, Michael discovered his love for wine and thereupon reorganised his life. In 1996, along with Willi Bründlmayer, he leased the Gobelsburg Castle vineyard, which had become somewhat neglected at the time, slowly and carefully leading it back to the top of Austrian viticulture. In 2006, Moosbrugger was awarded the "winegrower of the year" by the Falstaff magazine. Schloss Gobelsburg is since 1996 member of the Association of Austrian Traditions Vineyards.

Michael Moosbrugger starts his new position with the wish to encourage the original objectives of the association, namely the analysis and observation of top locations and the communication of these experiences to the outside world. *"We see ourselves as a region with a common climatic, geological and cultural identity – even if our vineyards are located by rights in different areas"*, says Moosbrugger and places common interests above separating factors and seeks in this connection also the partnership coordination with the Wachau *„Individuality as expression of origin and respect of rough edges in authentic wines is our credo. Thus, we want to position ourselves completely consciously against uniform mass products and commercial wines"*, is the philosophy of the new chairman of the Association of the Austrian Traditions Vineyards.

More about the Verein Österreichischer Traditionsweingüter (Association of the Traditions Vineyards) under www.traditionsweingueter.at

Online-Textservice: www.wine-partners.at

3rd July 2007

* Ann. of the translator: ÖWT = Verein Österreichischer Traditionsweingüter (Association of Austrian Traditions Vineyards)