



Press release
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VieVinum Wine Trade Fair Launches Mentoring Project for Young Winemakers

VieVinum launches the Gerd A. Hoffmann Academy - a cross-mentoring project for young winemakers. Under the motto VieVinum inspires - passion for wine, promising new talent will be supported for a few months by well-known personalities serving as mentors.

Recognising talent and helping them with advice and support was one of the special qualities of VieVinum founder Gerd A. Hoffmann. "Those who knew him know that he always supported aspiring winemakers in a caring way and he loved to encourage them," says Alexandra Graski-Hoffmann, who has been continuing her father's life work successfully for many years now. In memory of his work, the Gerd A. Hoffmann Academy has been established to bring young winemakers together with well-known personalities from business and society in a cross-mentoring programme. For the newcomers, there will be opportunities in the exchange of experiences; for everyone, it will be about sharing the passion for wine, inspiring each other, learning from each other and establishing new networks.

Objectives and Procedures of the VieVinum Cross-mentoring Programme

Applications are open to those winemakers between the ages of 18 and 35 who will be founding or taking over a winery, or have already done either of these. Together with an advisory board headed by Johannes Schmuckenschlager, president of Austria's Winegrowers Association, the young candidates will be selected and matched with mentors such as Birgit Reitbauer (Restaurant Steirereck), Veronika Doppler (Restaurant Vestibüchel) and Michael Krammer (CEO, Ventocom). The exchanging of experiences will include questions and issues regarding everyday business life, succession of the operation, international development, crisis management, and one of today's most important topics - the effects of climate change on one's business and the economy and society. The interests and exchanges between the mentee and mentor bring significant value to the programme.

In terms of media support, the main steps for this project are the matching of the mentees and mentors along with their getting to know each other, a first summary review in the coming Spring, and the final presentation of experiences shared in the run-up to VieVinum 2022.

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VieVinum organiser Alexandra Graski-Hoffmann is enthusiastic about establishing a focal meeting point for this programme. "I hope that, with this step, our community will be strengthened, the visions of all of the participants will be apparent, and we will go into VieVinum in the years ahead with new strength and confidence."



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