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Press Release

Generation Riesling: Facts and figures

The Generation Riesling Initiative currently has 530 members, comprising young winemakers from all 13 German quality wine regions. The Pfalz and Rheinhessen (each with 26 per cent) account for approximately half of the members, followed by the Mosel (12 per cent) and Wuerttemberg (10 per cent). 30 per cent of the members are female.

More than 60 per cent of Generation Riesling winemakers have already completed an internship abroad. Favourite countries include Austria, New Zealand, France, the USA, Australia and South Africa. Almost 70 per cent are married or live in a permanent relationship.

The favourite grape of the movement is Riesling with a share of 55 percent, followed by the Pinot varieties: Spaetburgunder (Pinot noir, 26 per cent), Pinot Blanc and Pinot Gris (15 and 13 per cent respectively), the latter tying in popularity with Silvaner. Lemberger (Blaufränkisch) follows with 9 per cent, and among the other most popular varieties, Sauvignon Blanc has the most mentions.

Overview of activities since 2006 (Selection)

Since 2006, the German Wine Institute (DWI) has organized many events for the Generation Riesling at home and abroad every year, at wine fairs, in Riesling Lounges, at table top presentations and at tastings.

2006:

- The first table top presentation of 25 young winemakers on 8 June 2006 in London marks the birth of Generation Riesling.
- An international press trip, as well as a press trip with British journalists to young winemakers in Germany's wine regions, provides information on the start of the Initiative.

2007:

- The press trip, "Young Winemakers and Young Cuisine", takes international journalists to the Pfalz, the Nahe and Rheinhessen.
- The DWI produces advertising material, such as polo shirts with the Generation Riesling logo.

2008:

- Four Generation Riesling growers present their wines for the first time overseas at the "Wine Tokyo" fair in Japan.
- Generation Riesling growers go on tour with their wines to England's elite universities: Cambridge, Oxford, Bristol, Edinburgh and St. Andrews.
- Five representatives of Generation Riesling present their wines to 40 cult restaurateurs and caterers at a "Trend Summit" at the Copperhouse in Hamburg.

2009:

- Generation Riesling winemakers hold their first workshop at the Mainz Citadel to develop new ideas and concepts.
- In September, the new website generation-riesling.de goes online.
- After 2008, a press trip in 2009 brings Japanese lifestyle journalists together once again with Generation Riesling winemakers.

- The wines of two Generation Riesling members are listed for a year at Dallmayr in Munich, in addition to being presented at a tasting and displayed for four weeks in their shop window.
- In the late summer, Generation Riesling producers host several wine tastings for consumers in the hip Cologne Beach Club at the Rhine River.

2010:

- At the “Riesling Rendezvous” at Chateau St. Michelle, Washington State, USA, leading Riesling producers from all over the world meet to present their wines to the trade. The well-known wine journalist, Stuart Pigott, puts the spotlight on young German winemakers in his seminar, “Let it rock! The young stars of Germany’s Generation Riesling”.
- Within the framework of the cooperation, “Generation Riesling@ Steigenberger”, 41 representatives of Generation Riesling host presentations at seven selected Steigenberger hotels.
- In Oslo, Generation Riesling members present their wines from six different regions to a high-profile audience of wine professionals.
- At the Forum Vini in Munich, Generation Riesling is represented for the first time with 20 members at the joint stand.

2011:

- Co-operation partner Selters launches a nationwide advertising campaign with Generation Riesling winemakers.
- Generation Riesling takes part in the 25th anniversary of the “Nederlands Gilde van Sommeliers”

(Netherlands Guild of Sommeliers) in Amsterdam with four growers from four wine regions.

- At the Audi Forum in Stockholm, Generation Riesling hosts a table top presentation followed by a “Winemakers Dinner”.
- Generation Riesling travels no less than four times to Berlin: To the “Spaetsommernacht” (Late Summer Night) in the Riesling Lounge of the Grand Hyatt Hotel, to a table top presentation at the Kalkscheune, to the ITB Berlin (The World’s Leading Trade Travel Show) and to a wine tasting at the Private Members Club at SoHo House.

2012:

- “Generation Riesling live” – Generation Riesling hosts three large table top presentations for the trade in Hamburg, Munich and Berlin, at Berlin’s Hotel Regent they present their wines to 250 invited VIPs at the kitchen party in gourmet restaurant, “Fischers Fritz”.
- The editorial team of Sweden’s Audi Magazine goes on a press trip to six Generation Riesling growers for an article on “Modern & Young Winemakers”.
- Generation Riesling is present again at the Forum Vini in Munich, with 20 members sharing the stand. Sommelier Ruediger Meyer presents the wines of the young growers in three seminars.

2013:

- Selters launches a re-run of its advertising campaign with 11 Generation Riesling winemakers.
- Duesseldorf, Berlin, Cologne (Anuga), Hamburg, Zuerich (Gourmesse), Sylt and Nordeney are destinations and dates where Generation Riesling growers and their wines take centre stage.

- Wine journalist Stuart Pigott devotes an article to Generation Riesling in the Sunday edition of the Frankfurter Allgemeine newspaper. The article is entitled, “Bunny and Young Things – Winegrowers suddenly saw themselves and their wines quite naturally as a part of pop culture”.
- At the German TV Awards Gala, the young growers - joined by the German Wine Queen - serve 23 Generation Riesling wines to 1,500 invited guests.
- The Generation Riesling Suite opens at “The Grand Berlin”.
- The first online shops add Generation Riesling wines to their range.

2014:

- Generation Riesling celebrates its debut at the international ProWein wine fair in Duesseldorf with 6 young winemakers at its own stand.
- 14 Generation Riesling growers exhibit at the “Wein Plus” Convention in Munich.
- Generation Riesling live: In Berlin, Duesseldorf and Hamburg, table top presentations are held for representatives from the media and food and wine trade.

2015:

- At the ProWein fair in Duesseldorf, 10 Generation Riesling growers present their estates and their wines at the enlarged joint booth.
- 24 growers represent Generation Riesling at the “Wein Plus” Convention in Munich.
- In Berlin, Duesseldorf and Hamburg it is time again for “Generation Riesling live”.

- During the Fashion Week in Berlin, four Generation Riesling growers and their wines are represented at the show of designer label Kilian Kerner.
- Generation Riesling debuts at the open-air picnic event “Picknick mit Vernügen” in Hamburg and Berlin.
- Generation Riesling goes on tour through hip clubs in Cologne and Berlin.
- Under the banner, “Geschmackssache Heimat” (The Taste of Home), wine tastings take place in July and August at trendy restaurants in Berlin, Cologne, Munich and Frankfurt.

2016:

- February: Generation Riesling producers present an exclusive selection of their wines at the opening of the new Kilian Kerner flagship store in Berlin.
- To mark its tenth anniversary, Generation Riesling presents itself at the ProWein fair in Duesseldorf - with 11 growers at the stand - for the first time in a new design.
- In April, DWI Managing Director Monika Reule welcomes Benjamin Schuetz from Wuerttemberg as the 500th member of Generation Riesling.
- Generation Riesling celebrates its tenth anniversary with past and current members as well as VIPs and food and wine professionals on 13 June 2016 in the Palmengarten in Frankfurt.