



,Sustainable Austria' the new seal of quality

QUALITY IN WINE,
ASSUMING
RESPONSIBILITY



**SUSTAINABLE
AUSTRIA**



‘Sustainable Austria’ – pleasure in wine with accountability

Sustainability is an important issue these days. More and more individuals not only want to enjoy top quality, but also to be made aware of where products come from and under what conditions they are prepared. The Austrian Winegrowers’ Association’s new seal of quality ‘Sustainable Austria’ responds to this need. It identifies Austrian wines that have met certain demanding economic, ecological and social criteria in their production. Growers with high ethical values stand behind these wines; please support them.

‘Sustainable Austria’ identifies wines that have been produced in a manner responsible to stringent economic, ecological and social criteria.

Transparent and sustainable practices are effective

‘Sustainable Austria’ stands for transparent and responsible behaviour throughout the entire production process. From harvesting the clusters, during the fermentation and élevage of the wines on through to bottling, all procedures must pass muster. In this process, wine producers are comprehensively evaluated for the contribution they make to sustainability. Prudent and efficient consumption of water and energy, minimalizing chemical fertilisers and the use of machinery will be positively evaluated, among other aspects such as ethical treatment of employees or sustainable business practices. Only those winegrowers who meet established standards in the areas of ecology, economy and social practices are permitted to distinguish their wines with the new seal.

The entire production process will be scrutinised.

Seal of quality with a scientific background

‘Sustainable Austria’ is the result of many years of scientific work. Working together with technical experts from diverse fields of study, the Austrian Winegrowers’ Association has developed a carefully formulated online certification system, designed to measure the sustainable viticultural practices of Austrian growers. Estates and their information are subsequently evaluated by external auditors, to make certain that the prescribed standards are met. From its beginnings in the year 2015, the new seal of quality provides evidence that there are many winegrowers in Austria who are already working in a sustainable fashion, and thus assuming responsibility for the future.

The wine estate is evaluated by external auditors.

Further information available at: www.sustainableaustria.com





„Sustainable Austria“ means:
assuming sustainable
responsibility for the future.



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