

ABSTRACT

Motivation for this thesis

Slovakia is a wine producing country with long wine making history. Wine has been a part of every-day life since the Celtic times. Sharing the same history with Austria over 2000 years, its influence is still present. Although Austrian import to Slovakia declined after Slovakia's accession to the EU in 2004, it has increased in the last years. Wine boom is well-marked with more wine bars and companies dealing with wine import. Working with Austrian wine as a sommelier for the past 10 years and as an importer for the last 6 years, I believe Austrian wine would benefit in further development. Therefore, this paper will discuss the potential development of Austrian wine in Slovakia.

Objective

The aim of the thesis is to identify the position of Austrian wine in Slovak market and to propose new ways for its development. Looking into the existing market intelligence and talking to people from the industry will help to form the proposal. Slovak wine market is small in size, but its proximity to Austria, similar planted varieties and a good reputation in regards to the quality products makes it an interesting market with a great potential.

Methodology

Secondary data were obtained from the existing authorities of market intelligence such as OIV, Statistik Austria, EUROSTAT, Ministry of Agriculture and Rural Development of the Slovak Republic and Statistical office of the Slovak Republic. As an importer of Austrian wine to Slovakia, the primary data were gained from the own experiences, but also from the survey that includes a short questionnaire and interviews conducted with representatives of regional wine committees and Austrian Wine Marketing Board.

Content

In the paper, firstly, the history of viticulture and wine making in Slovakia and its influences from Austria was discussed. Secondly, statistical data, regarding domestic production, consumption and Austrian import vs. international import to Slovakia were analysed and followed by results from the survey. This all showed knowledge and awareness of Austrian wine among Slovak consumers. Then, marketing and promotion activities of Austrian wine from different organisations were described. Finally, proposals for new targets, promotion channels and sales channels were given.

Conclusion

Slovakia, as a price sensitive market, is not an easy market. However, the wine consumption increases with the economic growth. In general, Austrian products have a good reputation in regards to its quality and it concerns wine too. With the nature of Austrian wine, and the recent boom of Riesling and Grüner Veltliner, there is definitely a place for further development. In order to help to increase the share on the market and place the Austrian wine to every good wine list, it is necessary to promote the AWMB the same as each regional committee.