

# Abstract Weinakademiker Thesis(D7)

## Halmeu Vii - a hidden gem of Romanian wines

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The objective of this thesis is to raise the awareness of Halmeu Vii, a small viticultural region in the northern part of Romania, that showed some surprising and promising potential over the last years. The aim of this work is to provide an overview of the wine production in this area, by looking at its historical background, viticulture and vinification. The last part will contain some suggestions on how to improve quality and how to raise awareness of the wines from the region. This will probably be among the first materials describing this small region in more detail, hence could also help in promoting it.

Currently there is not much comprehensive work with details on the area. Hence I had to rely and research data from the Internet, institution archives, local interviews, ONVPV(national viticulture institution) data and regional regulations.

The thesis has the following structure and contains information as described below:

### **Section 1 - Introduction**

- History - describes historical details about the region, such as when can be viticulture back dated, cycles in viticulture based on data from archive documents, books and local interviews
- Location - describes geographically where this area is located and to what viticultural regions it belongs legally base on available legislative description
- State the objective of the thesis

### **Section 2 - Details about the region**

- Presents weather statistic for the area, based on data form local weather station, from the perspective of wine growing
- Describes solis based on information from local growers(and eventual geological studies required for replantings)
- Presents legislation that applies to viticulture, allowed varietes, IG rules
- List the actual plantings(varietals) based on information from local wine growers and authorities
- Describes wine styles, presence of wines and awards in regional competitions
- Presently used technologies in winemaking based on interviews with local producers, also about recent investments and development
- Presents details on number and size of wine growers
- Describes some of the challenges the producers face based on discussions and market status

### **Section 3 - Suggestions**

- Proposes focus lines that can help raising the profile of the region, like what style would be more beneficial, also what part of the market to target(5P analysis)

- Suggests/highlights areas in wine producing process where the quality and stability of style can be constantly improved

## Conclusion

After presenting a few details about Halmeu Vii's history, plantings, wine producing, highlighting some of the area's strengths, but also some weaknesses, the time has come to draw a conclusion and sustain the work's title, that Halmeu Vii is indeed a hidden gem of Romania's wines. It's unique terroir, being the most northerly wine growing area, that is surprisingly able to produce really interesting and good quality red wines, that are different in style as compared to wines produced from the same grape varieties from other regions, by having fresher fruit, higher acidity and lower alcohol(which is in trend with the global market). This can be further evolved, built upon and by finding again the right style and path for white wines, once the regions dominant wines, a complete set of flagship wines could be produced, with spotlight being offered to local varieties such as Feteasca Neagra, Feteasca Regala, but also international varieties such as Cabernet Franc and Rhein Riesling, Furmint all being able to show not only the recognisable varietal characteristics, but also the touch of the terroir.

There is still a long way to walk, but there are many given aspects and incentives to continue developing and building a strong and unique brand for the wines of the area.