

# ANNUAL CONFERENCE

24<sup>th</sup> – 29<sup>th</sup>

OCTOBER 2021

MAINZ | RHEINHESSEN



*Celebrating*  
**WINE**   
**CULTURE**

**PROGRAMME**

(UPDATED VERSION,  
OCTOBER 2021)



Great Wine  
Capitals

GLOBAL NETWORK  
A WORLD OF EXCELLENCE



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# **DEAR FRIENDS, WELCOME TO MAINZ AND RHEINHESSEN.**

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The Great Wine Capital Mainz | Rheinhessen  
invites you to discover our city and our region  
– and to celebrate wine culture with us!



# Celebrating

Mainz is bursting with culture and history, which is artfully blended within this vibrant city. The state capital of Rhineland-Palatinate is renowned for its Carnival and wine celebrations and famed for Johannes Gutenberg who introduced the printing press to Europe. Mainz is also the gateway to Germany's largest wine-growing region – Rheinhessen with 26,500 hectares of vineyards, confined to the north and east by a great bend in the Rhine River. Its winemakers are known for their innovation. And, of course, for their Riesling wines! The flavour of the Riesling grape is heavily influenced by the soil in which it is grown. It gives the wine a complexity due to its mouth-watering character and minerality.

Have a try of our famous Riesling wine, the variety of pinot wines and our "wild card", the Scheurebe grape, in one of the famous wine bars. The many taverns, wineries, wine shops, bars and restaurants of Mainz are also known for great food.

Join our program and you will feel like a local. You will get the chance to meet various winemakers, gastronomers, hoteliers and other professionals and potential partners during conferences, tastings and technical tours. Discover how Mainz and Rheinhessen celebrate wine culture!



**SUNDAY, Oct. 24th**

**Arrival of Delegations  
Registration and City Tour of Mainz**



# SUNDAY, Oct. 24th

The City of Mainz welcomes all delegates!

MORNING

## **11 am–3 pm** **Registration of all participants**

Lobby of Hyatt Regency Mainz  
(Official Conference Hotel)  
Templerstraße 6, 55116 Mainz

AFTERNOON

## **3–5 pm** **City Tour of Mainz**

Meeting point: Lobby of Hyatt Regency Mainz

Discover traditions of Mainz, its history and culture. Our tour guide will entertain you with stories about the Roman Mogontiacum and the medieval Mainz, St. Martin's Cathedral, the old town, the parts of Mainz and much more. Of course, you will also learn more about the Great Wine Capital Mainz!

EVENING

## **5–6 pm** **Vine planting in the “VIP Vineyard”** with Mainzer Weinsenat

## **6–7 pm** **Registration (see above)**

## **7 pm** **Welcome Reception of the City of Mainz**

Fort Malakoff Bar, Hyatt Regency Mainz

In the evening you will join the Welcome Reception of the City of Mainz – with some traditional food, music and wine!





**MONDAY,** Oct. 25th

Opening Ceremony  
“Strong family businesses”

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# WINE

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# MONDAY, Oct. 25th

MORNING

**9–12 pm**

## **Opening Ceremony “Strong family businesses – the foundation for growth and innovation”**

Frankfurter Hof, Augustinerstraße 55, 55116 Mainz  
and live stream

### **Schedule**

- |          |  |
|----------|--|
| 9 am     | Start of the event   |
| 9 am     | Welcome by Daniela Schmitt, Minister of Economic Affairs, Transport, Agriculture and Viniculture of the State of Rhineland-Palatinate<br>Family businesses – guarantee for success in wine tourism   |
| 9:15 am  | Greeting by mayor Michael Ebling on behalf of the city and region  |
| 9:25 am  | Welcome by Jacques Faurens, president of the Great Wine Capitals Global Network  |
| 9:30 am  | Catherine Leparmentier, Managing Director, Great Wine Capitals Global Network:<br>Great Wine Capitals Global Network in 2020/21  |
| 9:55 am  | Benchmarks from Rheinhessen, discussion and films:<br>> Weingut Thörle, Saulheim:<br>Uta Mück-Thörle with son Christoph Thörle<br>> Weingut Wasem, Ingelheim:<br>brothers Gerhard and Philipp Wasem<br>> Jordan's Untermühle, Köngernheim:<br>Jordan family, son Niclas Jordan |
| 10:40 am | Coffee break   |
| 11:00 am | Benchmarks from the GWC Global Network, discussion and films:<br>> Château Monconseil Gazin, Bordeaux:<br>Françoise Baudet<br>> Cantina F.lli Zeni, Bardolino: Federica Zeni<br>Q&A session  |
| 12 pm    | End of the event   |
| 12:30 pm | Quick lunch for all delegates at the Hyatt Regency Mainz   |

# MONDAY, Oct. 25th

AFTERNOON

**2–5 pm**  
**Working Session**  
**Executive Committee**

Frankfurter Hof,  
Augustinerstraße 55,  
55116 Mainz and  
live stream

**2–5 pm**  
**Business Delegates and**  
**Designated Delegates:**  
**Tour to Essenheim**

Meeting point:  
Hyatt Regency Mainz,  
Lobby

Meet two of our Best  
Of Wine Tourism Award  
winners: Weingut  
Braunewell (2022) and  
Weingut Wagner (2018),  
both located in the village  
of Essenheim

EVENING

**7 pm**  
**Dinner at Restaurant Bellpepper**

Hyatt Regency Mainz





**TUESDAY, Oct. 26th**

**Explore Mainz and Rheinhessen in one of our technical tours: “Celebrating wine and ...”**

In our technical tours you can learn more about

- › over 2,000 years of (wine) history
- › our vibrant state capital surrounded by a dynamic wine region
- › our prominent origins, storied soils
- › famous Rheinhessen Rieslings, Silvaner and the Pinot family
- › talented, convinced and passionate winemakers
- › innovative minds united for new wine tourism and wine culture concepts
- › how to make tradition sustainable for our future

# TUESDAY, Oct. 26th

9:00 am     **Bus departure for all delegates**

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## TOUR 1: Celebrating wine and architecture

9:40 am  
**J. Neus Winery, Ingelheim**  
*Best Of Wine Tourism 2018*  
**Tour of the entire ensemble with vinotheque and impressive wooden barrel cellar**

11:00 am  
**Winzerkeller Ingelheim**  
*Best Of Wine Tourism Award 2020*  
**Wine tasting and tour of the listed building with its vinotheque**

1:00 pm  
**Lunch at Restaurant Eppard 100 Guldenmühle, Appenheim**  
*Best Of Wine Tourism Award 2017*

3:45 pm  
**Short boat trip on the Rhine, World Heritage Site**

4:45 pm  
**Guided tour on the cultural shore to and through the new hotel “Papa Rhein” in Bingen, drinks and snacks**

## TOUR 2: Celebrating wine and nature

9:50 am  
**Guided tour “Flörsheim-Dalsheim”**

11:00 am  
**Raumland Sparkling Wine Factory, Flörsheim-Dalsheim**  
**Sparkling wine tasting**

12:30 am  
**Lunch at Wine Restaurant Weingut Espenhof, Flonheim**  
*Best of Wine Tourism Award 2016*

2:00 pm  
**Visit to the information centre in Flonheim**

3:00 pm  
**A covered wagon ride to the Flonheimer Trullo**

3:30 pm  
**Coffee and cake by Strubel-Roos Wine Café at Flonheimer Trullo**  
*Best Of Wine Tourism Award 2017*

4:45 pm  
**Meyerhof Winery, Flonheim**  
*Best Of Wine Tourism Award 2018*  
**Visit to the vinotheque and wine tasting**

EVENING

Free evening to discover the wine bars in the old town of Mainz

Reservation via mainzplus CITYMARKETING



# CULTURE

**WEDNESDAY, Oct. 27th**

**Learn more about Mainz and Rheinhessen**





# WEDNESDAY, Oct. 27th

MORNING + AFTERNOON

## **9 am – 5 pm Civic tour for Exco Members**

Learn more about Mainz  
and Rheinhessen.

Lunch at GUT LEBEN am  
Morstein, Best Of Wine  
Tourism Award winner  
2019 and 2022

## **9 am – 12 pm Meeting of the Local Coordinators**

Hyatt Regency Hotel,  
Meeting room “Donau”

## **12 pm – 1:30 pm Lunch break**

**2 – 4 pm  
Great Wine Capital  
Wine Walk by Best Of  
Mainz** (Best Of Wine  
Tourism Award 2022) for  
Local Coordinators and  
Designated Delegates

EVENING

## **6:30 pm Masterclass Rheinhessen – Tasting**

KUZ - Kulturzentrum Mainz,  
Dagobertstraße 20b, 55116 Mainz

Learn more about the classification and the grape  
varieties of Rheinhessen with Romana Echensperger,  
Master of Wine.

## **8 pm International Great Wine Capitals Wine tasting and tapas**

KUZ - Kulturzentrum Mainz

# WEDNESDAY, Oct. 27th

9:00 am **Bus departure for Business Delegates,**  
Meeting Point: Hyatt Regency Mainz

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## Celebrating wine and culture

**10:00 am**

### **Liebfrauenstift-Kirchenstück**

A piece of German wine culture: From “Liebfrauenmilch” to “Große Gewächs Lage”

**11:00 am**

### **Château Schembs**

Visit of the Château Schembs winery and wine tasting

**12:30 pm**

### **Lunch at Château Schembs**

Best Of Wine Tourism Award 2013

**1:00 pm**

### **Walk through the garden of Château Schembs**

**2:00 pm**

### **Sparkling wine presentation**

of Sekthaus Raumland and Château Schembs

**3:30 pm**

### **Snack at Gut Leben am Morstein**

Best Of Wine Tourism Award 2019 and 2022

**5:30 pm**

### **Return to Mainz**

The background image shows a grand, multi-level ballroom or event space. The main floor is filled with numerous round tables, each covered with a white tablecloth and set with glassware and centerpieces. The room is illuminated by large, ornate chandeliers and stage lights. A stage is visible at the far end, with a large screen displaying a presentation. A balcony with a decorative railing runs along the right side of the room. The overall atmosphere is formal and elegant.

# *Celebrating* **WINE** **CULTURE**

**THURSDAY**, Oct. 28th



# THURSDAY, Oct. 28th

MORNING

**9:30 am – 1 pm**

**Think Tank Conference: Trends and innovative ideas for wine tourism “after Covid-19” and influences of climate change on viticulture.**

Frankfurter Hof, Augustinerstraße 55, 55116 Mainz  
and live stream

**The day starts with ideas!**

## **Schedule**

- |          |  |
|----------|--|
| 9:30 am  | Welcome by Manuela Matz, Deputy Mayor of Economy, Tourism, Congresses and Wine, Landeshauptstadt Mainz   |
| 9:40 am  | “New ways in German wine tourism.”<br>Monika Reule, Deutsches Weininstitut (DWI), Managing Director  |
| 10:10 am | Q&A session  |
| 10:20 am | “Wines of tomorrow”,<br>Jeremy Cukierman, Master of Wine,<br>Director Kedge Wine School  |
| 10:50 am | Q&A session  |
| 11:00 am | Coffee break   |
| 11:20 am | “Sustainability and climate change in Viticulture. Global challenges and possibilities”,<br>Prof. Dr. Hans Reiner Schultz,<br>President Expert Group ENVIRO of OIV and President Geisenheim University |
| 11:50 am | Q&A session  |
| 12 pm    | End of the event   |
| 1 pm     | Quick lunch for all delegates at the Hyatt Regency Mainz   |

# THURSDAY, Oct. 28th

AFTERNOON

## **2 pm** **Executive Committee**

Frankfurter Hof,  
Augustinerstraße 55,  
55116 Mainz and video  
conference

## **3:30 pm** **Closing Ceremony** **Invitation of Mendoza** **to the Annual** **Conference 2022 in** **Argentina**

## **2 pm** **Departure for Business** **Delegates,**

Meeting Point: Hyatt  
Regency Mainz  
Trip to MEWA Arena  
(stadium) by tram

## **3–4:30 pm** **Soccer and wine!**

Visit the stadium of our  
Erste Bundesliga (German  
premier league) club 1. FSV  
Mainz 05 and enjoy a good  
glass of VDP Rheinhessen  
wine, explained by Juliane  
Schäfer, Rheinhessen  
wine queen. VDP stands  
for “Verband Deutscher  
Prädikatsweingüter” and  
means Association of  
German Premium Wineries.

EVENING

## **7 pm** **International Gala Event with Best Of Ceremony** **Mainz | Rheinhessen,**

Kurfürstliches Schloss (Electoral Palace),  
Peter-Altmeier-Allee 9, 55116 Mainz

With music from the Simon Höneß Quartett, an exclusive  
3-course meal – accompanied by wines from award-  
winning companies in Mainz and Rheinhessen – and the  
national and international “2022 Best of Wine Tourism  
Awards” ceremony of the Great Wine Capitals.



**FRIDAY,** Oct. 29th

## Departure or Post Convention Trip to Berlin or Munich



Photo credits: Carsten Costard, archive of the State Capital of Mainz, Michael Bellaire, mainzplus CITYMARKETING GmbH, Jordan's Untermühle, visitberlin/Wolfgang Scholvien, München Tourismus/Friedrich Müller, München Tourismus/Thomas Klinger  
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[www.greatwinecapitals.com](http://www.greatwinecapitals.com)

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Landeshauptstadt  
Mainz



Rheinland-Pfalz  
MINISTERIUM FÜR  
WIRTSCHAFT, VERKEHR,  
LANDWIRTSCHAFT  
UND WEINBAU



MAINZ · BINGEN  
Landkreis



Landkreis  
Alzey-Worms



Rheinhessen  
DIE WEINE DER WINZER



Rheinhessen  
MAGIE DER 1000 HÜGEL



Das Wasser. Seit 1742.



ZWIESEL  
GLAS