

6 The Austrian Wine Marketing Board

The AWMB's Purpose, Mission, and Strategy

The purpose of the AWMB is stated in the articles of association:

The purpose of the enterprise is the implementation of marketing measures for Austrian wine, particularly wine produced in Lower Austria (Niederösterreich), Burgenland, Styria (Steiermark) and Vienna (Wien). The enterprise is authorised to undertake any measures and transactions that are useful for realising its purpose.

The AWMB's Mission and Goals

The AWMB supports and co-ordinates the efforts of the Austrian wine industry to maintain quality and sales. Domestically, the goal is to dominate the market segment for *Qualitätswein*. The export of wine in bottles is to be doubled again within ten years (new basis = 2000).

The AWMB's Strategy

The strategy is aimed at creating a balanced marketing mix suited to the respective markets. This means working on image to promote sales as well as active public-relations work supported by advertising.

The AWMB's Financing

The projected income of the AWMB for 2005 is comprised of around EUR 3.18 million in marketing contributions from the wine industry and some EUR 2.5 million in contributions from the provinces. Section 75 Abs 5 (former §68c) of the Wine Law provides for an additional EUR 1.5 million.

The AWMB - Your contact

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