Viticulture in the Czech Republic
Wine regions

- Vinařská oblast ČECHY
  - 72 wine-growing villages
  - 629 ha of vineyards

- Vinařská oblast MORAVA
  - 312 wine-growing villages
  - ca. 17,000 ha of vineyards

Wine region - Bohemia

- 4 % of vineyards in the Czech Republic
- Vineyards mostly by the rivers: Vltava, Labe, Berounka, Ohře
- Diversity in the weather → long-term storage of wines
- This region has 2 smaller territories
  - subregion Mělník
  - subregion Litoměřice
- One of the most northern outposts in Europe
Wine region - Moravia

- 96% of vineyards in the Czech Republic
- 80% of wines have high quality
- This region has 4 smaller territories
  - subregion Mikulov (2,800 wine growers)
  - subregion Slovácko (5,500 wine growers)
  - subregion Velké Pavlovice (5,400 wine growers)
  - subregion Znojmo (1,200 wine growers)
- Maturation of grapevine is slower → bigger diversity of aromatic substances
- This region has great opportunities for cultivation of white wines
The history of wine in the CR

- Grapevine in the area of today’s Czech Republic - thanks to the roman legions
- Great Moravian Empire – developed viticulture (archaeological findings)
- Czech viticulture was grown up mostly by Charles IV. (14th century) – he invited the farmers to found the vineyards around the Prague
- During the Thirty Year’s War (1618-1648) – devastation of vineyards, stagnation of viticulture progress
The history of wine in the CR – 18th century

- The illnesses of the grapevine (aphid - phylloxera) - effected the evolution of viticulture in whole Europe → American aphid resistant grapevines were imported
- Christian Carl André – devoted his life to cultivation of grapes in Moravia and he initiated the activities of association for cultivation of grapes
Classification of still Czech wines

- **Table wine** – the lowest-quality wine
- **Wine with geographical mark (Lend wine)**
  - made from domestic wine varieties
- **Wine with mark of origin (Quality wine)**
  - made from domestic varieties, the wine has to be harvested and produced in the same wine area
- **Quality wine with predicate**
- **Wine of original certification (VOC)** – wine must have the character of a particular region and follow the rules of VOC
Quality wine with predicate

- Cabinet
- Late harvest wine
- Selection of grapes
- Selection of berries
- Botrytis wine
- Ice wine
- Straw wine
St Martin’s wine – Czech tradition from 18th century

- The first wine of the new vintage
- Fresh and fruity wine (wine ripen just a few weeks)
- The bottles are traditionally open on 11th November at 11AM all over the CR
- Variety: Portugais Bleu, St. Lawrence, Müller Thurgau, Red Veltliner, Moravian Muscat
Education in winemaking

- **Mendel University in Brno** – bachelor’s degree, specialization „Wine-making“
- **Wine Institute of the Czech Republic** – the company providing training for owners/employees of wine shops, restaurants (Sommelier certificates)
- **National Wine Centre** – NGO providing e-learning courses Sommelier Junior, other courses and seminars about wine
- **The Institute of Hospitality Management in Prague** – the private university, there exists a Club of Sommeliers
Education in winemaking

- **Wine Academy Valtice** – NGO providing different courses (viticulture in CR, innovation, new technologies, ecology)

- **Vocational school of wine-making Valtice**

- **The Association of Sommeliers, Czech Republic** – take patronage over professional sommeliers, hotel schools, gastronomic facilities, wine lovers

- **Znojmo Wine Lyceum** – company providing training programmes, e.g. how to make wine, how to distinguish the sorts of wine
Wine festivals/events

- In the Czech Republic there are hundreds of wine events during the year
- Exhibitions of wines, wine tastings, wine markets, wine harvests, competitions of wines
- The Festival of Wines in Český Krumlov; The Day of Open Bottles in Němčičky, The Open Cellars, St. Martin‘s festivities and many others
Wine tourism – Moravian wine trails
Wine tourism – Moravian wine trails

- 1 200 km of wine trails, 10 rounds
- For example:
  - Znojmo’s wine trail
    - This Moravian Wine Trail with its 165 kilometers is the longest wine trail. It connects 55 wine villages.
  - Mikulov’s wine trail
    - It has 65 kilometers and it is easy to go through it.
  - Velkopavlovická’s wine trail
    - This wine trail is 110 kilometers long and it has some smaller rounds.
Wine tourism – Bohemian wine trails

Wine tourism – Bohemian wine trails

- For example:
  - The trail Litoměřice – Mělník
  - The wine trail in Kutná Hora
    - 6 kilometers long wine trail starts at Palackého’s square in Kutná Hora and ends at the hill Sukov.
Wine tourism – educational wine trails

- For example:
  - Educational wine trail Pavlov vineyards and winery
    - 3 kilometers long wine trail with 7 stops.
  - Educational wine trail Mikulov
    - This wine trail is 25 kilometers long with 17 information panels.
  - Educational wine trail Valtice
    - This wine trail is 5 kilometers long with 19 information panels.
Visitors of the Czech Republic

Tax system for wines in the CR

- There is no tax for still wines
- Sparkling wines – CZK 2,340/hl (ca. € 90)
- Semi-finished products – CZK 2,340/hl
- Tax free – wines and semi-finished products for the production of vinegar; for the production of medicaments; for the production of eatable
Imported wine

Dovoz vína do ČR (mil. litrů)

- Itálie
- Rakousko
- Španělsko
- Maďarsko
- Slovensko
- OSTATNÍ


Italy 39%

Slovakia 10%

Spain 14%

Hungary 11%

France 4%

Chile 2%

Serbia 3%

Macedonia 5%

Moldavia 7%

other 3%

Germany 3%

http://www.svcr.cz/
Exported wine

![Graph showing the export of wine from the Czech Republic](http://www.pefka.mendelu.cz/predmety/simul/koncepce.pdf)
Net imports and exports in EU

Čistý dovoz a vývoz vína dle členských států EU

SWOT analysis - Strengths

- Long historic tradition of wine-growing
- Long-term industry growth rate
- High quality and low prices of Czech wines
- A wide range of Czech wines
- Certification of wine tourism services
- Significant events (wine festivals, wine harvests, degustations, folklore, project Open cellars)
- Long-term project Moravian wine trails
- Popularity of cycling
- Viticulture education
Strong points of Czech wines

Obr. Pořadí silných stránek tuzemských vín podle respondentů z vinoték
SWOT analysis - Weaknesses

- Low awareness abroad about Czech wines and wine tourism
- Fragmented structure of the viticulture in the CR
- The lack of mid growers
- High start-up costs
- Consumption of alcohol & cycling
- Low accommodation capacities
- Low-quality services
- Short tradition of wine tourism
- Lack of cooperation in integrated marketing
Pořadí slabých stránek podle respondentů ve vinotekách

Weak points of Czech wines

SWOT analysis - Opportunities

- The utilization of the Czech demand for wines (nowadays production is 30%-50% of the demand)
- Increasing wine consumption in the CR
- Take advantage from our specialties - naturally sweet wines (ice w., straw w.)
- Emphasis on viticulture ecologization
- Vineyard renovation
- Link of the smaller wine makers and wine producers
- Services for high-class clients
SWOT analysis - Threats

- Growing number of imported wines
- Marketing press in our wine market from other countries
- Unclear communication strategy
- The existence of a large number of substitutes (beer, soft drinks, spirits)
- Elderly vineyards
- Overproduction in Europe and in the whole world
- Excise duty for still wines
- Mass character of wine tourism (X soft tourism)
- Loss of competitiveness due to low quality of services and infrastructures
Thank you for your attention

European Development Agency
PhDr. Jan Hauser – Managing Director
jan.hauser@eracr.cz

Mgr. Martin Synkule M.A. – Director of Project Department
martin.synkule@eracr.cz

Mgr. Šárka Tomanová – Network Manager
sarka.tomanova@eracr.cz