

CONFRÉRIE DE TOKAJ IS PLANNING GREAT TOKAJ WINE AUCTION 2015



following in the footsteps of the successful first two Great Tokaj Wine Auctions, the Confrérie de Tokaj is planning the third auction for 25th April 2015 – to be held in Sárospatak Castle Knights' Hall as has become the tradition. All lots are exclusive and contemporary wines, barrel quantity (136 l) of primeur Tokaji wines which are bottled and delivered to the winning bidder with their Great Tokaj Wine Auction label.

UNIQUE AUCTION LOTS

Mainly single vineyard lots, they range from dry wines through late harvests to Tokaji Aszú and Eszencia. Each of these unique barrels from leading producers is checked by the Confrérie Wine Committee. These wines, are only available at the Great Tokaj Wine Auction. Hence the interest from Michelin-starred restaurants as well as collectors and wine merchants from around the world who are eager to acquire them.

THE AIM OF THE GREAT TOKAJ WINE AUCTION

Tokaji Aszú has long been a legendary wine, the "Wine of Kings and the King of Wines", and as Hugh Johnson said, iconic wines, such as Tokaji, Port and Champagne, need time to be explained and understood. This exposure is part of the mission of the Confrérie de Tokaj, to promote the wines of this unique volcanic area and to assist on their journey to rightful recognition.

THE VALUE

In relation to the Tokaj Wine Auction 2013 many asked: "What determines the value of a wine?" What are the criteria that raise a few outstanding lots to be among the treasures sought at the great international wine auctions? Quality, ageing potential, rareness. The price of Tokaji wines has been high for many centuries.

THE CHARITABLE ASPECT

The Confrérie de Tokaj reserves 40 % of the price excluding VAT price to stage the auctions and to preserve and rebuild the Tokaj Wine Region. Thus buyers have the satisfaction of knowing that, in addition to procuring an exclusive Tokaji wine, they are also supporting this UNESCO World Cultural Heritage region.

PRODUCERS AT THE GREAT TOKAJ WINE AUCTION

Both established wineries and smaller up-and-coming producers have offered lots at previous Great Tokaj Wine Auctions. Participants to date include Bardos, Barta, Béres, Budaházy, Dem-



etervin, Dereszla, Disznókő, Füleky, Gizella, Gróf Degenfeld, Holdvölgy, Kikelet, Kubus, Orosz Gábor, Pajzos, Patricius, Royal Tokaji, Samuel Tinon, Szent Benedek, Szent Tamás, Szepsy, Tokaj Hétszőlő, Tokaj Nobilis and Tokaj Trading House. At time of going to press producers for the 2015 Auction are still in the selection process.

BUYERS AT THE GREAT TOKAJ WINE AUCTION

Buyers have come from far afield, including China, the US and London. Bidding is in person and by telephone.

- groups: organised before the Auction, also using the Facebook page, join together at the Auction
- restaurants: to procure a unique wine that nowhere else can offer

- 50 % of buyers were resident outside Hungary in the first two years
- in 2014 company purchases were significant, and Hungarian companies bought with foreign partners

SUCCESSES OF THE AUCTIONS

Nóra Winkler, the auctioneer who has animated all three Great Tokaj Wine Auctions, catching and running with its momentum, said of 2014: "The proportion of lots sold, the hammer prices and the packed auction room all show we are right on track. The passionate bidding for the Szepsy lot that resulted in a 26 667 € record demonstrates what an auction of outstanding wines, a well-constructed catalogue, the atmosphere and adrenaline can create."

TOKAJ SPRING EVENT

The Great Tokaj Wine Auction is the central event of the Tokaj Spring weekend. This interesting three-day programme offers guests an outstanding opportunity to discover this historic wine region and meet top producers. In addition to the exhilarating auction, there are wine dinners and vineyard tours with winemakers, a blind tasting of Auction lots, initiation of new members, music and a gala dinner. There is even a heritage train to carry visitors to Tokaj in style.

The event helps Tokaj lovers explore together this dynamically emerging world that is moving forth with confidence of its excellent wines and increasing knowledge of the terroir. A great opportunity to share time and wine open to all. This year the celebration of **Tokaj Spring will be 24th to 26th April 2015.**

THE CONFRÉRIE DE TOKAJ

The Confrérie de Tokaj members include producers, wine professionals and wine lovers committed to promoting the legendary Tokaj Wine Region, perhaps the first closed wine region in the world and part of UNESCO World Cultural Heritage since 2002. The Confrérie aims to represent the Tokaj Wine Region in Hungary and abroad, promoting the historic wine region and its wines.

MEMBERSHIP

The Confrérie gathers together all those who wish to contribute to the development of the legendary Tokaj Wine Region. Most of the founding members of the Confrérie are leading Tokaj wine producers, particularly those who believe in distinct terroirs and the exceptional character of wines produced here. However, membership is open to all people who feel committed to the Tokaj Wine Region and would like to actively participate in the work and events of the Confrérie.

Learn more at <http://tokajborlovagrend.hu/en>.

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