



Confrérie de Tokaj

PRESS RELEASE

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Tokaj Spring 2015

Confrérie de Tokaj at ProWein

The world's leading wine business event **ProWein** is expected to see more visitors this year than ever before: more than fifty thousand professionals representing over 100 countries are expected to attend the 3-day fair organized in Düsseldorf, Germany. This year's event will also witness the appearance of **Confrérie de Tokaj** – the organization of respected winemakers, wine educators, writers, consultants and amateurs passionate about Tokaj focused on promoting the Tokaj brand and historic wine region.

The Confrérie de Tokaj will host its own tasting event at the wine fair thanks to **Ungaricum**, an enterprise specializing in the import and promotion of top-quality Hungarian wines in international markets. The workshop will take place on **17th March at 12:30** in **Hall 13 F 79** and participants will have the rare opportunity to taste some of the finest samples from the last two Great Tokaj Wine Auctions.

The Confrérie stages the third **Great Tokaj Wine Auction** on 25th April 2015 in the Castle of Sárospatak. At previous auctions Michelin-star restaurants, merchants and private collectors have snapped up exclusive barrel lots of top contemporary Tokaji wines. The Auction is part of the exclusive three-day Tokaj Spring, a select event which brings people by Tokaj Orient Express train from Budapest to the historic Tokaj Wine Region to spend time with its talented winemakers. A great opportunity to share time and wine open to all, the celebration of Tokaj Spring will be 24th to 26th April.

Producers at the Great Tokaj Wine Auction include both established wineries and smaller up-and-coming producers, Hungarian and foreign-owned. In 2015 wines are from Barta, Béres, Bodnár, Demetervin, Disznókő, Füleky, Kvaszinger, Mádi Borház – Baranyai Béla, Megyer, Samuel Tinon, Szent Benedek, Szent Tamás, Szepsy, Tokaj-Hétszőlő, Tokaj Trading House and Zsirai.

The ProWein 2015 event will be hosted in the unique tasting zone fitted with digital marketing and promotion technology developed and implemented by Ungaricum and its partners. The zone utilizes connected cloud technology that automates event promotion, execution and follow-up – all key to successful wine marketing.

Utilizing this intriguing setting the Confrérie can get immediate feedback about the presented wines and event participants will have a chance to directly register to the next **Great Tokaj Wine Auction** scheduled to take place in April.

Beáta Keszler, co-founder and owner of the enterprise emphasizes that **quality, continuous innovation** and **collaboration** are principles that earmark shared efforts of Ungaricum and the Confrérie: promoting wines of the Tokaj unique volcanic area and streamlining their rightful international recognition.

More information:

Confrérie de Tokaj: www.tokajborlovagrend.hu

<http://tokajborlovagrend.hu/en/all-news/events-en/confrerie-tasting-prowein-2015/>

Ungaricum ProWein Event Portal: <http://prowein2015.ungaricum.com>

Ungaricum Partner Portal: <http://ungaricum.com>

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