**Press information**

**Kremser Summer of Wine**

**A Redefinition of Wine Tourism in Austria**

Krems, Austria - April 10, 2024 - Austria's renowned wine city, Krems at the Danube, proudly presents its latest tourism initiative: "Kremser Summer of Wine." As the capital of wine in Austria, Krems is always striving to delight wine enthusiasts with new and exciting experiences. With the new slogan "5 in 15," one thing becomes clear for the future: within just 15 minutes of travel time, visitors can explore five unique wine-growing regions. This innovative initiative is complemented by a series of new wine offerings such as guided wine hikes, wine carriage rides or take a traditional boat (Weinzille) with wine tasting, as well as traditional wine festivals, all promoted under the new tourism brand throughout Austria, southern Germany and the Czech Republic.

The concept and design of the new advertising campaign have once again been entrusted to the Branding Brothers by the city marketing of Krems, who successfully implemented the branding for the Krems gourmet market.

"Our vision was to create an emotional connection between wine and the carefree mood of summer - this atmosphere is something special, especially here," says Jeremias Buchinger, co-founder of Branding Brothers. "5 wine-growing regions in 15 minutes is the highlight that should establish Krems as a great starting point for wine lovers."

The "Kremser Summer of Wine" offers a unique opportunity for wine enthusiasts to discover the beauty and taste of the Krems wine region in a new and exciting way. Through the strategic placement of wine-growing regions within a 15-minute radius of travel time, it is possible to explore a variety of winemakers and wineries in a very short time and get to know the diversity of local top wines.

Highlights of the "Kremser Summer of Wine" include guided wine tours, where visitors are accompanied by experienced wine experts who share their knowledge of local grape varieties and cultivation methods. In addition, guests can enjoy the romantic atmosphere of the city of Krems on wine carriage rides. For the adventurous, the "Kremser Summer of Wine" also offers wine boat rides on the Danube, providing guests with the opportunity to admire the vineyards from a unique perspective.

However, the centerpiece of the "Kremser Summer of Wine" is the numerous wine festivals that take place throughout the summer season in the region. These festivals offer visitors the opportunity to taste a wide range of wines, enjoy local specialties, and experience the rich cultural heritage of the region. From traditional cellar lane festivals to exclusive wine tastings, there is something for every taste to discover.

The introduction of the "Kremser Summer of Wine" marks an exciting new step for the Krems wine region and underlines its position as a leading destination for wine lovers in Austria and beyond. By combining traditional wine craftsmanship, breathtaking vineyards, and innovative tourism, Krems sets new standards in wine tourism and invites visitors to experience the "Summer of Wine" in an unforgettable way.

For further information, offers, and bookings, please visit the official website of the "Kremser Summer of Wine" at www.summerofwine.at

If you have any further questions, please contact:

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