



- use this scale for the points of attention



This visit was a positive experience, it had great variety of wines with reasonable prices and a very warm welcoming. Their marketing and design in every aspect is simple, minimalistic and modern.

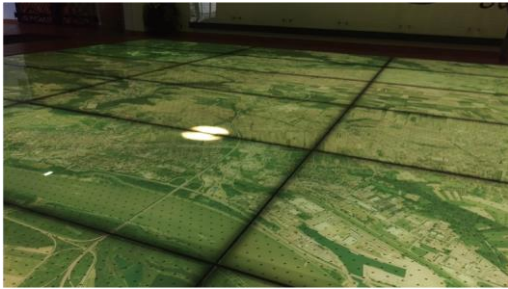
The negative aspect was that to get there you had to go by car and GPS. Another negative aspect is that they do not sell on their own web side their wines. The winery is also not a really touristic winery.



Weingut Aigner is a small family owned winery found in the Kremstal region. Although it was reconstructed on 2006 it's a modern building. This winery was really warm, honest and friendly. The winery was held and presented by one of the owners. The story telling, she told us was quite fascinating and an entertaining way to learn more about the viticulture of the wines. The atmosphere in the winery is relaxing and light perfect for a wine tasting.

POINTS OF ATTENTION:

- Selection of wines: 😊
- Friendliness and know-how of staff: 😊
- Pricing: 😊
- Wine Quality: 😊
- Overall impression: 😊



This visit was a really positive experience and unique, it had so many special effects, such as the map shown in the floor of the Kremstal region and its history, to a cinema with a 4D film to holographic arts explaining the need of wine.

The negative aspect was the fact that the shelves were not fully stocked and seemed pretty empty.



Winzer Krems was a unique experience. The tour around the winery had a lot of special effects starting from the story telling through sound recording explaining the history of the cellar to the production and the tasting. This was done with a photographic map of the Kremstal region explain its history. A cinema with a 4D film explaining the vineyards and the harvest of the Wachau wines. They also had holographic arts explaining the need of wine. And special effects kept coming through the visit of the wine cellar. It's an ideal winery to gain more understanding for the production of wine.

POINTS OF ATTENTION:

- Selection of wines: 😊
- Friendliness and know-how of staff: 😊
- Pricing: 😊
- Wine Quality: 😊
- Overall impression: 😊



The positive aspects were that the winery was modern with an individual design. They have a unique religious tradition that if the black cat sits on the barrel. Its known to be the best wine of the winery.

Negative aspects would be that the winery felt like a labyrinth with no sense of direction. It's a bit uncomfortable for woman to visit.



Winzerhof Dockner was a very friendly visit. The winery is a family owned and was presented by the owner himself. He explained the history of the winery and how it has passed on to the third generation. There designs is unique compare to other winery's. The production part of the winery is modern and simple with the unique photos of famous and family winemakers hanging on the steel tanks on the other hand the cellar has a traditional style decorated with painting of the new and old testament. Thus, there is a big contrast between these two as well as the many rooms and construction put together made it difficult to find a sense of direction.

POINTS OF ATTENTION:

- Selection of wines: 😊
- Friendliness and know-how of staff: 😊
- Pricing: 😊
- Wine Quality: 😊
- Overall impression: 😊

The perfect winery visits for myself would be a warm friendly honest winery. With a good location easy to find with clear direction and a place to enjoy the views. Well-trained and educated people that explains the history, production and the wines of the winery with enthusiasm and making it an entertain visit. The staff members should enjoy doing it and be happy and friendly. The winery should be clean, accommodated, modern and fresh. The atmosphere in the winery should be light and relaxing. This would also be good for to have an enjoyable wine tasting. The tasting room should have the essentialities needed and provided for the wine tasting. One of main point of winery should be there history, tradition and how the winery works as well as how and in what form it is explained, if the winery has some special effects that helps this process of communicating the history it would make the winery more entertaining and unique. Information and communication focus on web site should be easily assessable. And prices should be honest meeting the right expectation given to the consumer.