

Press Release

The Stuttgart Museum of Viniculture

A tour through 2000 years of wine history

Stuttgart's Museum of Viniculture has been in existence since 1979. In the historical ambience of the Old Winepress in the district of Uhlbach, the history of wine is presented in a modern, state-of-the-art exhibition.

Stuttgart is a city with a long tradition of wine growing. And for more than 40 years now Stuttgart's Museum of Viniculture has been making this history come alive. Changes in wine-growing methods and the advances made by vintners in recent decades are reflected in the award-winning excellence of Württemberg's wines.

The Museum of Viniculture also stays abreast of such changes – both in appearance and in content. The up-to-date presentation brings to life the history of viniculture in Stuttgart – an experience involving all of the senses.

Old and new have come together. Exhibits such as the more than a century old, richly-decorated wine barrels, Roman drinking vessels, a wine press dating from 1885 or the skilfully carved figure of St. Urban from the 16th century are integrated in a modern, up-to-date presentation. Designed by the Atelier Lohrer in Stuttgart, the new museum tour is divided into twelve theme sections, covering, for example, developments in present-day viniculture, the consolidation of the vineyards, terracing and soil conditions. Visitors get to know Stuttgart as a wine-growing city, with its "Besenwirtschaften" ("broom taverns" run by the vintners), wine trails and wine bars, and learn about the work carried out in the vineyards throughout the year. Stuttgart's wine producers are also to be seen in video presentations, describing from a personal point of view their work at the winepress or on the vineyard slopes. Under the title "Rausch und Nüchternheit" ("Inebriation and Sobriety") the responsible enjoyment of wine is thematised. A taster course teaches how to recognise the different varieties of grape by their typical aroma. Accompanying texts in German and English provide the necessary information on the exhibits.

At the end of the circular tour visitors can sample a bimonthly selection of over 20 different regional wines produced by Stuttgart's vintners in the Vinothek – and take their favourite home with them. The Vinothek, which has room for 70 guests, extends over two floors and has a glass frontage through which visitors can enjoy a view of the exhibition along with their glass of wine.

Award-winner: At the beginning of 2020 the Museum of Viniculture was awarded the new "Wine and Architecture" seal of approval, which was jointly initiated by the Tourismus Marketing GmbH Baden-Württemberg (TMBW) and the Baden-Württemberg Chamber of Architects. All of the now

Stuttgart-Marketing GmbH

Public Relations

Rotebühplatz 25 70178 Stuttgart

Tel.: +49 (0)711 / 22 28-222

presse@stuttgart-tourist.de www.stuttgart-tourist.de

nearly 40 buildings in Baden-Württemberg which hold this award are a synthesis of viniculture, architecture and tourism.

In October 2018 the Vinothek at the Museum of Viniculture was designed an official "Weinsüden-Vinothek" by the TMBW. Decisive criteria for the award are a selection of top-calibre regional wines from at least five different producers, and close links to local vintners and growers.

Tip: If you present a valid Stuttgart Citytour ticket, entry to the Stuttgart Museum of Viniculture is free. Access must take place within the 24 hours in which the Citytour ticket is valid. Incidentally, the Stuttgart Winetour also stops right in front of the Museum of Viniculture.

For additional information on the Museum of Viniculture, please visit: www.weinbaumuseum.de

Stuttgart Museum of Viniculture

Uhlbacher Platz 4

70329 Stuttgart-Uhlbach

Tel.: +49711/32 57 18 (during regular opening hours)

Fax: +49711/22 28-214

Groups and special guided tours by arrangement under Tel.: +49711/22 28 0 or touren@stuttgart-tourist.de