



Press Release

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Best Of Wine Tourism
by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

Great Wine Capitals: Best of Wine Tourism Awards 2023 Your winners for Mainz and Rheinhessen

(skh) The winners of the Best of Wine Tourism Awards in the international “Great Wine Capitals” network are ambassadors for the wine capital of Mainz and the Rheinhessen region.

The past 2 ½ years haven’t been easy for many companies in the wine tourism sector, so it’s all the more important to recognize good ideas! This is where the Best of Wine Tourism Awards 2023 come in: Which companies, initiatives or agencies in Mainz and Rheinhessen stand out, especially for their excellent products and services in the field of wine tourism?

After evaluating numerous entries for Mainz and Rheinhessen, an expert jury has chosen the winners in seven categories of the Best of Wine Tourism Awards 2023 in the international “Great Wine Capitals” network.

After much deliberation, the eight-member jury, chaired by Michael Ebling (Mayor of Mainz), made its decision on September 1, 2022: “We’re impressed by the creativity and commitment shown by wine tourism companies in our region. The jury is delighted to see how

much our winning companies are innovating after two really tough years – it’s been a pleasure to hand out awards again this year”.

This year’s winners have been awarded a corporate video made especially for their companies, as well as other marketing and PR initiatives – some of which are international – to help spread the word about their appealing products and services. “At the same time, we want to increase the appeal of Mainz and Rheinhessen as wine tourism hotspots”, explains Dorothea Schäfer, District Administrator of Mainz-Bingen. This is confirmed by Heiko Sippel, District Administrator of Alzey-Worms: “The winning establishments are excellent ambassadors for our region, which has a range of really amazing places for tourists”.

Award winners for 2023 in the seven categories:

Wine Tourism Services: MainzGuide Mainz

MainzGuide uses modern, innovative communication strategies to strike a healthy balance between knowledge and pleasure. Since 2020, the company has been hosting a new city tour presented mainly via social media. And as part of another new concept, each participant is given a glass to be filled with wine at various stops. The company’s tour guides share knowledge about the history of Mainz, unearth culinary highlights in the old and new quarters of the city, and present ideas from young winemakers.

Innovative Wine Tourism Experiences: Mainzer Kultouren

Katja Campe’s wine and vintage car tours certainly have a unique selling point – they’re the first ever tours in Rheinhessen to combine vintage car meet-ups with wine and culture! The stylish vehicles and difficult routes are the perfect accompaniment for her vineyard tours, where visitors are given no fewer than six bottles of wine in a specially branded crate – an experience to take home!

Wine Gastronomy: Zornheimer Weinstuben

Zornheimer Weinstuben is a wine bar that aims to create authentic wining-and-dining experiences, acting as a bridge between wine,

tourism and hospitality. Every wine-growing region is characterized by its terroir – and this wine bar’s terroir is the cultural history of Rheinhessen: people, architecture and cuisine. In a half-timbered house at Röhrbrunnenplatz in the municipality of Zornheim, regional products and dishes are served to guests and accompanied with top-quality wines from Rheinhessen. The establishment creates a special evening atmosphere with set meals and rarities from cooperating winemakers.

Art and Culture: Winzerkeller Ingelheim

With over 120 years of wine-growing history to look back on, the Winzerkeller is one of Ingelheim’s true cultural assets. It’s not only an attraction for wine connoisseurs and fine diners, but also a popular venue for art and cultural events. The new permanent exhibition immerses guests in the history of the Winzerkeller and the former winegrowers’ cooperative with various multimedia features. The historic premises exude an atmosphere of authenticity and also offer enough space for temporary exhibitions.

Accommodation: Wasem Doppelstück and Weingut Hotel

A stay at the Wasem Doppelstück wine hotel is full of variety – not least because of the two buildings with very different qualities. Both the interior and exterior have real wine character. The “Classic” building stands out for its modern design, numerous wine-growing elements and a view of the vineyards. The main building runs along the estate with a view of the courtyard and vineyards. Guests can discover the local wines and cultural landscape by tasting house wines in the wine cellar – and there’s also a wide range of leisure activities.

Sustainability in Wine Tourism: Becker Ludwigshöhe

The dedicated winemakers at Brüder Dr. Becker are all about sustainability – they’re the first in the Association of German Prädikat Wine Estates to obtain organic certification. This attitude is reflected in all aspects of their work. Their selection of products is limited to the region, and they get their energy and raw materials from natural and ecological sources. With a range of open and private tours and wine-tasting events, visitors can find out more about sustainable wine tourism and the Ludwigshöhe region.

Architecture, Parks and Gardens: Rheingrün Westhofen

Rheingrün Hofgarten is a place where you can connect with the past and also discover contemporary art, readings and concerts. The historic, picturesque premises offer a stage for art, culture, people and emotions – a unique setting for art and cultural pleasures. The aim is

to create a lasting connection to the Rheinhessen region and the local people and wine, broadening horizons and sharpening senses in the enchanting garden.

Gala event with awards ceremony

The winners of the Best of Wine Tourism Awards 2023 will be honored at a gala event taking place at the Rheingoldhalle in Mainz on October 27, 2022.

The annual Best of Wine Tourism Awards are presented in seven categories in all member states of the GWC network. They raise awareness of the high standards for wine tourism which are set by GWC and are currently promoted by over 90 companies in Mainz and Rheinhessen!

See all award winners here: www.mainz.de/bestof