

WINERY AS A TOURIST RESOURCE IN HUNGARY

Yurij Sologub¹

¹*National University of Food Technologies, 68, Volodymyrska St., Kyiv, Ukraine, 01601, sologub_yi@i.ua.*

Hungary is in the first 25 wine producing countries. The country produces 4 million hectoliters of wine in the year. There are 22 wine regions in Hungary today.

Badacsony wine region. The viticulture has been prospering for several thousand years in this land. Climatic conditions are favorable and moderate. The temperature hardly ever remains below freezing point throughout the day. About 99% of white grapes are cultivated in the land. The «Olaszrizling» makes about 70% of wines, which are able to satisfy the most exquisite tastes.

Balatonfüred-Csopak wine region is situated in the northwest coast of Lake Balaton in the slopes of the hills that descend to the lake shore, from Alshoers to Zanka. The white grape varieties are cultivated here: «Olaszrizling», «Chardonnay», «Otonel muskotaly», «Rizlingszilvani», «Szurkebarat», «Juhfark», «Rajnai rizling», «Pinot Blanc», «Sauvignon», «Tramini», «Zenit». Since joining the land area Tihany opportunities for growing red grape varieties have been increased: «Cabernet Franc», «Cabernet Sauvignon», «Kekfrankos», «Merlot» and «Zweigelt». Wines from this region are soft and have a nice kind of flavour.

Balatonboglár region climatic conditions are moderated by its location in the South shore of Lake Balaton. White grapes are grown in this region, but microclimate and soil conditions are favorable for growing red varieties too. Varieties number of red wines is negligible, but they don't yield to the white wines for its taste and aromatic qualities. The wines with fruit aromas and flavors have particularly characteristics. Most of them have the high-quality varieties: «Balatonboglári Kekfrankos», «Cabernet Sauvignon» and «Merlot». In the region is acting "Wine Route" Program. The South Balaton Wine Route has been opened as a result, which is owned by 27 licensed receiving stations at 11-settlements winemaking region (from Keszthely to Siofok-Kiliti).

The most famous wine region in the country is Tokay, located in the northeast. Wine Tokay was Hungarian hallmark worldwide. The main feature of this dessert wine is rich in flavor, the resulting formation on grapes noble mild. It occurs on the vine as a result of actions unique to this region climatic condition.

KEY WORDS: wine tourism, Hungary, the wine road.