

## Welcome to the facts and figures of agroVITIS

### OUR MISSION

- agroVITIS is an engineering department for the wine business, focused on long-temporal success and on sustainability.
- agroVITIS offers innovative services for enterprises, organizations and investors and relies thereby on a network of prominent and distinguished specialists in the wine industry.

agroVITIS admits itself to:

- ▶ the recent research results and wine-structural developments
- ▶ the newest technologies and standards in the wine industry
- ▶ the obligation to unrestricted quality
- ▶ the optimization of company targets on the basis of economic and ecological criteria
- ▶ Preservation of resources and lasting handling in that management



- agroVITIS offers total winery solutions to meet the needs of winegrowers and enologists now and for the future.
- agroVITIS is obligated to discretion, is active in the interest of its clients and protects the interests of the client uninfluenced by the own interests and the interests of a third. Beyond that, agroVITIS is committed to the condition rules and the code of ethics for advisory engineers.

### FIELDS OF EXPERTISE

agroVITIS provides market potentials for investors and venture Capitalists as an independent consultant in the agribusiness and gives assistance for the decision-making process specialized in the wine business.

Whether you are establishing a new vineyard, a cellar or a new complete winery or redeveloping an existing winery, agroVITIS works with you to provide up-to-date information on local and international wine market trends, state of the art wine production as well as practical advice to help you make important business decisions.

agroVITIS is committed to the long-term success and sustainability of the Central European wine-growing industry.



We provide innovative viticultural services based on our commitment to unrivalled quality.

### KEY SERVICES

- Viticulture consultancy
- Winery development
- Strategic planning and wine marketing
- Valuation
- Specialist services
- Strategic partnerships

### ABOUT Franz Regner

agroVITIS was founded 2007 by Franz Regner. Franz Regner, a Viennese born graduated engineer from the University of Natural Resources and Applied Life Sciences, Vienna, started his career working for KWS, a German seed company, in quality management in Central Europe. From there, he changed into winemaking in the New World. After some years working at various wineries in the New World, he founded an Exchange Program for the wine industry. More than 70 young Austrian enologists participated on the program to Australia, New Zealand, USA, South Africa and to various European winegrowing countries.

After he finished his time in California at Chateau Montelena in Napa Valley, Franz Regner settled down in Austria again and became a winemaking-consultant for the Austrian agricultural chamber. There he was - amongst others - responsible for the Integrated Pest Management Program for about 10.000ha vineyards in the Lower Austria district. Later on he developed together with the Ministry of agriculture in Austria the DAC wine-quality-system based on origin. In 2003 the first so called Districtus Austriae Controllatus wine, the Weinviertel DAC entered successfully the market. In 2005 Franz Regner restructured the oldest and biggest Austrian winery, Stift Klosterneuburg. The winery went through a complete reorientation of the entire wine and fruit property in production, market appearance and selling and had a successful restart.

In 2007 Franz Regner completed his career with the permit being a legally certified engineer and founded agroVITIS. agroVITIS, an engineering department for the wine business, is privately owned and operated. First projects are running in Austria, Russia, Serbia and the Ukraine.



**DI Franz Regner**

### CONTACT

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