

## **Quality of Moravian and Czech Wines and their Future**

### **National Conference with International Participation**

September 11–12, 2008 in Lednice, Czech Republic

The situation in the field of grape wines has very substantially changed in the Czech Republic during the last 5–10 years – starting with the introduction of new varieties of grapevine, agronomy in vineyards, vinification technologies and offered assortment of wines as well as an increasing consumption of wines.

The development was undoubtedly affected by external factors, whether in the legislation following the entry of the Czech Republic into the European Union in 2004, mass import of foreign wines to our market, including pricing policy and the resulting competition ability of wines of our provenance in the domestic and especially foreign markets, but also the attitude of a wider public to the consumption of wine. In the overall increasing consumption of wine at the expense of other alcoholic beverages, domestic consumers search for higher quality level wines. A role has been played also by an information on the health benefits of the reasonable consumption of wine in the context of the changes in nutritional habits.

The passed Conference with an international participation helped to solve these topics. The Conference was focused on new vinification technologies and analytical methods for evaluating of wine composition, and marketing for the development of Czech and Moravian wineries in the light of the current Czech and EU legislation. The aim, and hence the expected outcome of the conference was discussion of the whole issue outlined in the professional wine forum, including familiarity with the latest knowledge from abroad, and detailed information on specifically targeted problems. The Conference allowed meeting those who have to say and discuss the improving quality of domestic wines, their health benefits and their application in the domestic and international market in terms of increasing competition. Moreover, the Conference served as the meeting of experts in the field of viticulture and winemaking and made new personal contacts as well.

The organising and scientific committee expects that readers from the international community in the field of vinification and wine analysis will find the following selected papers interesting for a further development of the knowledge in the field.

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*Jan Tříška and Josef Balík*  
*editors*