

Spitzer Winzer sells wines in New York

A Lower Austrian has been involved in the world's largest wine market, the USA, for several years. Volker Donabaum from Spitz an der Donau (Krems district) sells local wines in the American metropolis.

Traces of the Lower Austrian can be found in Downtown Manhattan: In the Craft Restaurant, a well-known address for food and wine, there is a vinotheque in which seven Austrian winemakers are represented: three come from Burgenland, four from Lower Austria. They were mediated by Volker Donabaum. The 35-year-old comes from a family of winemakers in Spitz an der Donau; four years ago he moved to New York.

Donabaum has been working for one of the largest wine importers in the USA as a specialist for Austria for a year. Imported wine may not be sold there directly to consumers, but only to retailers and restaurants. The native of the Wachau relies on seven vintners from Austria. "It is very important that the Austrian winemakers come to New York and visit customers with us. Personal contact with the restaurants is very important," he explains.



ORF / Schneeberger

Volker Donabaum supplies 70 restaurants in New York with wines from Austria

80,000 bottles are imported from Austria every year

"I personally manage around 70 restaurants in New York and I can say that the buyers in the restaurants are good friends of mine," says the 35-year-old, who sees personal contact as the secret of his success. According to him, the number of wine bottles imported from Austria is increasing every year. "It's around 80,000 bottles a year, and I import just as much from the three Burgenland winemakers as I do from the four Lower Austrian winemakers".

Donabaum's working day usually lasts from 8:30 a.m. to 11:00 p.m., six days a week. But he has not regretted the jump to New York, as he likes to be in a city that never sleeps. The 35-year-old flies to Austria three times a year to visit his family. However, his plan is clear: "I'm staying here in New York."