

New 270-Degree Film Experience at WINZER KREMS Enthralls Guests

A Unique Tribute to the Art of Winemaking

Krems, 27.03.2025 – The new 270-degree film experience Wine.Craft.Passion was enthusiastically inaugurated at the SANDGRUBE 13 wein.sinn experience world. Numerous guests from business, tourism, and winemaking attended to witness the premiere of this unique audiovisual experience. The film immerses visitors in the annual cycle of winemakers and impressively showcases the passion behind every drop of Kremser wine. It emotionally conveys the values of WINZER KREMS and highlights the hard work behind each vintage – a tribute to all the people who ensure the highest (wine) quality with heart and dedication. “With Wine.Craft.Passion, we set a new standard in the wine experience world. The film provides our guests with an emotional and authentic insight into the craft of our winemakers,” said Ludwig Holzer, Managing Director of WINZER KREMS eG.

20 Years of Wine Experience World - A New Milestone

The 10:30-minute film was produced by Moviemomentum Filmproduktion KG under the direction of Andreas Leitner. With spectacular camera movements, gripping dramaturgy, and authentic insights into the daily life of winemakers, “Wine.Craft.Passion” tells a story that combines emotion and knowledge. The film is the highlight of the wine experience tour at Sandgrube 13. The SANDGRUBE13 wein.sinn experience world attracts around 30,000 visitors annually, with 30,952 in 2024. Since its opening in 2005, a total of 508,000 guests have visited the wine experience. Thus, the popular Kremser destination is celebrating its 20th anniversary this year. The introduction of the new 270-degree film experience further enhances the attractiveness of the tour and sustainably enriches the tourist offerings in the region. “This film experience strengthens the tourist appeal of the region and Lower Austria and impressively shows the passion behind every glass of wine from Lower Austria and WINZER KREMS,” emphasized Bernhard Schröder, Managing Director of Donau Niederösterreich Tourismus GmbH.

A Highlight for Wine Lovers and Tourists

With three screens and a 270-degree panorama, guests are immersed in the action and experience the craft of winemakers in a completely new way. The film is available in German, English, and French and is aimed at all visitor groups, including wine lovers, tourist groups, and international guests of the Danube river cruises. This immersive experience is particularly suitable for families as well as group, club, and company outings.

An Impressive Premiere

The new highlight was enthusiastically received by the attending representatives from politics, culture, tourism, and winemaking. After the official welcome and presentation of the film – by Managing Director Ludwig Holzer, Director Andreas Leitner, Managing Director of Donau Niederösterreich GmbH Bernhard Schröder, Klaus Schemminger, Vice President Land Operations for Viking river cruises, and Mayor of Krems, Peter Molnar – the visual and emotional impact of the premiere of Wine.Craft.Passion created a real “goosebumps feeling.”

Transferring the Art of Winemaking to the Art Form of Film

“The challenge was to capture the essence of winemaking in impressive images. Through the 270-degree panorama, viewers feel as if they are in the middle of the vineyards – an immersive experience that touches,” explained Andreas Leitner, idea and concept of the film and director at Moviemomentum Filmproduktion KG. “This project was a true team effort,” he added, expressing his special thanks to the entire Moviemomentum Filmproduktion KG team. He particularly highlighted the artistic and creative contribution of cameraman Jakob Leitner, whose impressive shots perfectly captured the atmosphere of winemaking, as well as Stephan Silwester, responsible for editing and compositing, who skillfully intertwined the visual elements, shots, and animations into a cohesive whole.

An International Success in Sight

Klaus Schemminger, Vice President Land Operations for Viking river cruises, sees the new film experience as an important building block for the region: “Our international guests are looking for authentic experiences. This film expands the tourist offering in an innovative and fascinating way and is a fixed point in our program.” Peter Molnar, Mayor of Krems, emphasized: “Krems as a city of wine is further strengthened by this new highlight. An impressive project that combines culture, tradition, and innovation. WINZER KREMS has been closely connected to the city for decades.”

About WINZER KREMS – Sandgrube 13

Founded over 80 years ago, WINZER KREMS has developed into the largest quality wine producer in Austria. At the Sandgrube13 winery, mainly hand-picked grapes from over 600 member winemakers with a contract vineyard area of currently 1,200 hectares are vinified. With their work in the vineyard, they create the optimal basis for fruity white, red, and rosé wines. The most popular grape varieties of WINZER KREMS include Grüner Veltliner, Riesling, Gelber Muskateller, and Blauer Zweigelt. With the 2022 harvest, WINZER KREMS was first certified according to the criteria of “Sustainable Austria.” In the spirit of further developing sustainability, PIWI grape varieties such as Donauriesling, Donauveltliner, and Blütenmuskateller are increasingly being planted. The wines are currently marketed 50% in Austria and worldwide. The top export countries are Germany, the Netherlands, the USA, and Japan.

Image & Video Material

Image 1: From left to right: Mag. Bernhard Schröder from Donau Niederösterreich Tourismus, Mayor Mag. Peter Molnar, Ludwig Holzer, Managing Director of WINZER KREMS, Klaus Schemminger from Viking, Director Andreas Leitner; Photo credit: POV/Robert Herbst
Image 2: From left to right: Ludwig Holzer, Andreas Leitner; Photo credit: POV/Robert Herbst
Image 3: Photo credit: POV/Robert Herbst
Video trailer:

<https://www.cayenne.at/winzerkrems/>

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