



TATRAS



MASURIAN LAKES



BALTIC COAST

In the heart of Europe

# DISCOVER THE DIVERSITY OF POLISH WINES



BIAŁOWIEŻA FOREST



MODERN VINEYARDS



# POLAND A NEW FACE OF WINE WITH A COOL-CLIMATE

## Discovering a fresh European wine story

- Polish Wines: a unique, artisanal alternative
- Small-batch, terroir-driven, and full of character





# WINEMAKING APPROACH ARTISANAL

- Morning fog lifting from a small Polish valley
- Vineyards tended by hand, like a craftsman's workshop
- Each bottle as a personal letter from the land and the maker





## WINEMAKING APPROACH: **SMALL SCALE, AGILE, EXPERIMENTAL**

- **Poland as a European Wine „Startup”**

The practical face of this young market is a shift from a "lack of tradition" complex to a strategy of maximum flexibility. The strength of Polish wine lies in its uniqueness, not the repetitiveness of mass production.

- **Adaptability and full control**

A winemaker is simultaneously an agronomist, technologist, and salesperson. A positive or negative consumer reaction in a restaurant or wine bar may be met with a corresponding response in subsequent vintages (continuation or change of wine style).

- **Freedom from restrictive regulations**

It allows for bold blending and experimentation, which would be illegal in traditional European regions.

- **Technology and science**

Polish winemakers are often "successful people" from other industries – they bring an analytical and modern approach, marketing, and openness to technical innovation



# TERROIR & CLIMATE

- Cool climate: bright acidity and clear mineral notes
- Diverse sites: coastal breezes, low mountains, river valleys
- Shorter growing season encourages precision and freshness



# GRAPE VARIETIES & VINEYARDS

- Key grapes: Rondo, Regent, Solaris, Pinot Noir, Riesling
- Focus on varieties suited to cooler soils and changing seasons
- Many single-vineyard plots and experimental plantings





# WINEMAKING & CRAFTSMANSHIP

- Small-batch, hands-on viticulture and cellar work
- Emphasis on “terroir expression” over heavy oaking
- Producers often use méthode traditionnelle for sparkling wines

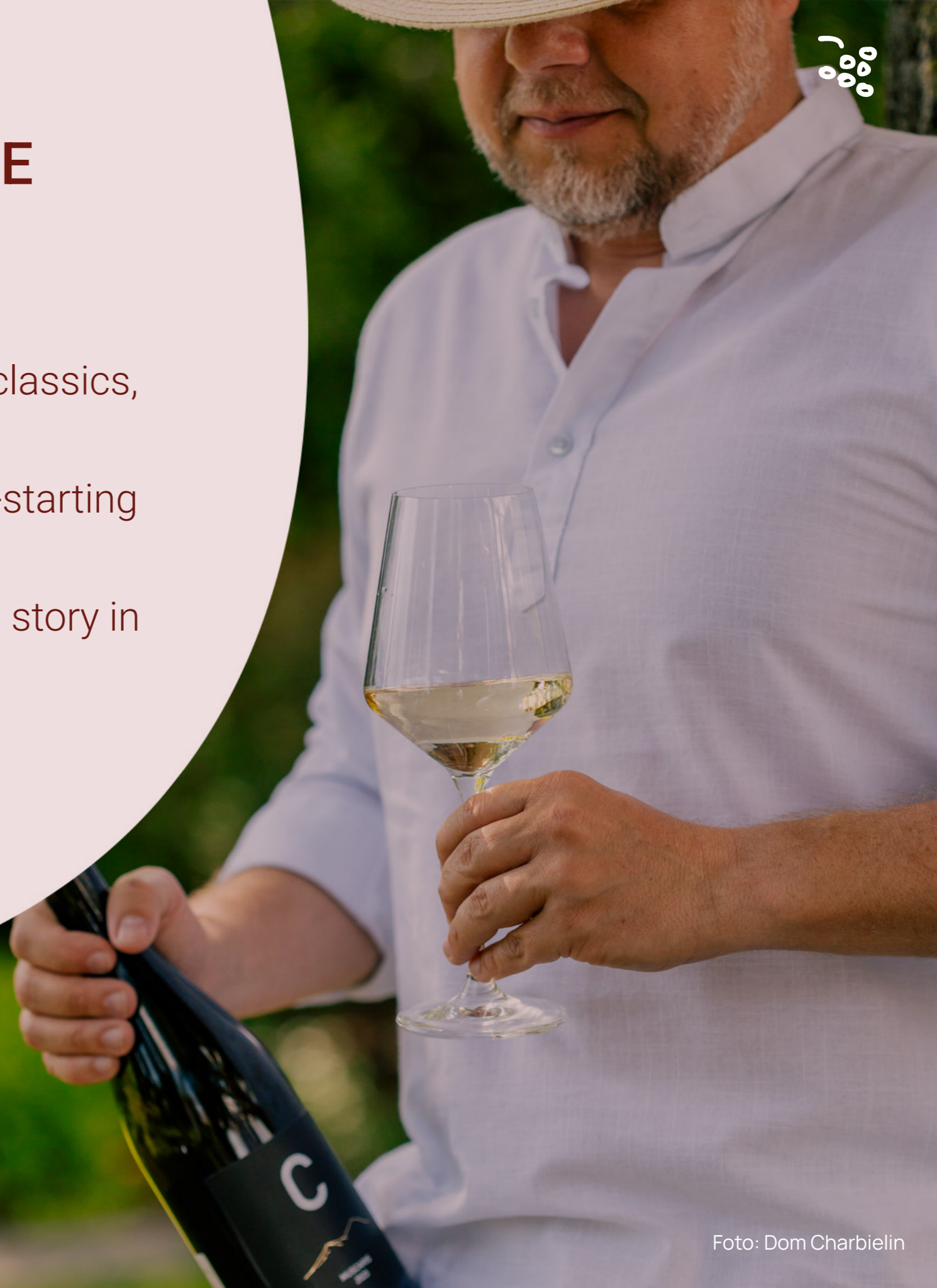
# STYLES & TASTING PROFILES

- Whites: crisp, mineral-driven, high acidity
- Reds: elegant, light- to medium-bodied, precise fruit
- Sparklings: refined, boutique-method bottles with finesse



# WHY POLISH WINES ARE A GREAT ALTERNATIVE

- Not a replacement for Old World classics, but a “thrilling alternative”
- Boutique, local, and conversation-starting — like craft beer for wine
- Offers discovery, originality, and a story in every bottle





## WHAT MAKES POLISH WINES DIFFERENT

Polish wines combine cool-climate freshness, rising technical skill, and growing terroir expression, making them distinctive and increasingly interesting on the global market.

- **Cool climate profile:** higher natural acidity, lower alcohol, and pronounced fresh fruit and floral aromas, which give wines a crisp, elegant style.
- **Sparkling wine strength:** many producers focus on méthode traditionnelle and sparkling styles that suit Poland's climate very well.
- **Grape selection:** a mix of cool-climate *Vitis vinifera* (e.g., Riesling, Pinot Noir, Chardonnay) and disease-resistant hybrids and new varieties (e.g., Solaris, Regent) adapted to local conditions.
- **Terroir-driven variability:** diverse soils and microclimates across regions (Lower Silesia, Lubusz, Lublin, Małopolska) create distinctive, place-expressive wines.
- **Shorter, variable growing seasons:** vintage differences are more pronounced, so winemakers emphasize site selection and careful vineyard management.
- **Focus on modern techniques and research:** rapid uptake of advanced viticultural practices and oenology to improve quality.
- **Niche and artisanal production:** many small, quality-focused wineries produce terroir-expressive and experimental wines rather than large commodity volumes.
- **Food pairing and freshness:** the wines pair particularly well due to their acidity and freshness.



## WHAT STANDS OUT VS. CLASSIC EUROPEAN REFERENCES

Poland builds its wine-identity on a unique combination of modern technology, a specific atmosphere and an experimental approach:

- Emphasis on direct relationship with the winemaker. Polish wineries are family-owned, artisanal enterprises. The average vineyard size is approximately 1.5-2 ha
- Polish wine producers are characterized by openness and flexibility, hence the diversity and individual style of their wines. Eg, winemakers are more willing to experiment with orange wines, the pét-nat method, and aging in various types of wood and amphorae.
- Grape varieties - a combination of vitis vinifera and hybrid varieties
- Commercialized tourist routes dominate the world. Poland: dynamically developing enotourism "close to home." Vineyards are becoming centers of local culture and modern design

*Conclusion:*

*Poland is a new face in the world of wine*

*– freshness, courage and technology instead of rigid adherence to tradition.*

# **POLAND VS. OLD WORLD**

simple comparison table



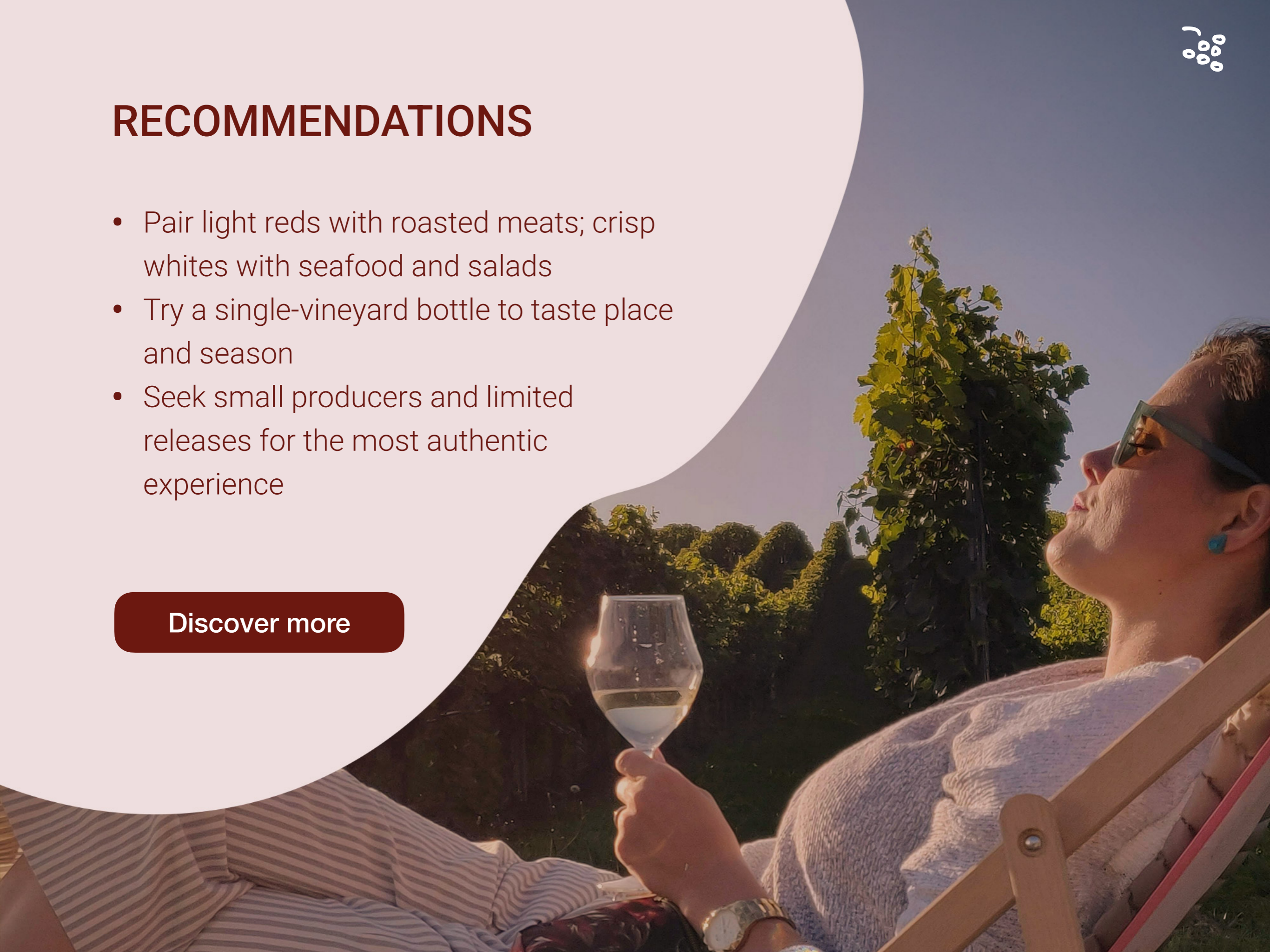
	POLAND	OLD WORLD
<b>Overview</b>	Emerging wine region focused on cool-climate styles and sparkling wines; developing reputation and infrastructure.	Centuries-old wine regions (France, Italy, Spain, Germany, Portugal, etc.) with established appellations, global recognition, and diverse styles.
<b>Climate &amp; terroir</b>	Cold to cool climate, shorter growing season, risk of frost; terroirs favor high acidity, fresh fruit aromas, and sparkling wine production.	Wide range from cool to Mediterranean climates; long-established terroirs with proven suitability for many classic varieties and styles.
<b>Grape varieties &amp; wine styles</b>	Emphasis on cool-climate white varieties, hybrids, and increasingly Pinot, Riesling, and sparkling-method wines.	Vast portfolio—from Riesling and Pinot in cool regions to Cabernet, Tempranillo, Sangiovese, and others in warmer zones—plus many traditional regional styles.
<b>Winemaking &amp; technology</b>	Rapid adoption of “modern viticulture and cellar techniques”, supported by research.	Deeply ingrained traditions combined with advanced technology in many producers; long experience with aging and blending practices.
<b>Quality &amp; aging potential</b>	Best wines show excellent freshness and terroir character; aging potential is growing, especially for premium sparkling and some whites.	Proven long-term aging potential for many classic appellations and premium reds/whites.
<b>Market recognition &amp; price</b>	Limited international presence; competitive pricing and niche appeal as a newcomer.	Strong global brands and premium pricing for renowned appellations. Wine tourism & cultural context.
<b>Wine tourism</b>	Developing wine routes, growing wine tourism tied to regional culture and gastronomy.	Well-established wine routes, centuries of wine culture, and tourism infrastructure.
<b>Challenges</b>	Climate variability, limited vineyard area, brand recognition, and building export channels.	Climate change impacts, market saturation in some segments, and maintaining tradition vs innovation balance.
<b>Opportunities</b>	Carve niche in cool-climate and sparkling wines, leverage research & modern techniques, attract wine tourists seeking novelty.	Continue premiumization, innovate in sustainable viticulture, and adapt varieties to changing climates.



# RECOMMENDATIONS

- Pair light reds with roasted meats; crisp whites with seafood and salads
- Try a single-vineyard bottle to taste place and season
- Seek small producers and limited releases for the most authentic experience

[Discover more](#)



## NEXT STEPS / CONTACT

Recommended next steps:

- Arrange tastings,
- Visit wineries,
- Agree logistics,
- Establish ongoing cooperation with a few selected producers
- Contact The Chamber of Polish Wine or/ and with producer directly



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