



MASTER
WINEMAKER
TOP 100 2026
WINNER
BEST SAUVIGNON
BLANC

**Stefan Potzinger, winemaker & owner,
Weingut Stefan Potzinger**



Master medals

Potzinger Sauvignon Blanc Ried Pössnitzberg 2024, The Global Sauvignon Blanc Masters 2025

Born in 1975, Stefan Potzinger is the son of a winemaker and runs a winery, located in Austria's Südsteiermark, that has been in his family since 1860. After graduating from the renowned Klosterneuburg winemaking school, Potzinger took the reins here in 1997.

Since 2002, he has been supported in his quest for great wines by cellar master Hans-Peter Wippel, who transmits Potzinger's vision into the bottle. As a sign that his passion for quality goes beyond his own wines, for the last couple of years Potzinger has been president of both the Steiermark Wine Marketing Association and the region's wine growing committee.

A wise person once told me: great wines are born in the vineyard, not in the cellar.

A great wine should move people and make them happy.

A great winemaker should be calm and confident, never arrogant, and always curious about new things.

'As winemakers, we can only adapt to these changes, but also to the constantly changing markets and consumer habits'

Perfection is something a few wines may approach, but whether they truly reach it is always subjective.

The thing I'd most like to change about the wine world is... Well, nature already does that every year, not me. As winemakers, we can only adapt to these changes, but also to the constantly changing markets and consumer habits.

I wish I could tell the consumer who drinks my wine that every year we challenge ourselves to become just a little bit better. Over the last years, we have only grown in quality, not in quantity.

The last time I asked a sommelier for advice was in Barolo, at a restaurant called Barolando. I asked for a local insider tip for the next day and it turned out to be an excellent recommendation.

If I couldn't be a winemaker is a scenario I've thought about more than once. Honestly, I have no idea. Wines, vineyards and

winemaking is what I grew up with. This is not only a job, it is passion.

I wish our vineyards could stay free of flavescence dorée and that we'll manage to keep esca under control.

My next ambition is to craft a top Sauvignon Blanc with the lowest possible alcohol, without any physical intervention.

If I won the lottery... Hmm, I don't play the lottery, but if I did I would fulfil my greatest wine wishes and fill my cellar with legendary wines. I would then drink these wines with wine-loving friends.

If there were more hours in the day... To be honest, I'm perfectly fine with the way things are.

When it's all going wrong, I remember I still have a vinothèque filled with great wines from all over the world.

My desert island wine would need to be more than one: I'd need a different great bottle for every day on the island. It would also be important that there's a refrigerator, glasses and grilled fish on the island. Then I would take some of the best Styrian Sauvignon Blancs – definitely including a bottle of my Sauvignon Blanc from Pössnitzberg.

