



Alix Winter has been at the helm of the Alte Wache in Freiburg for 26 years

Alix Winter has been CEO of the Alte Wache – Haus der badischen Weine GmbH since it first opened in the summer of 1997. Thanks to her in-depth knowledge of wine, her dedication and her passion for wine and the local region, she has transformed the Alte Wache into a true institution for Baden wine culture in the heart of Freiburg.

Alix Winter developed her passion for wine at a very young age. Both her grandfathers were coopers and vine cultivators, her father was a passionate winemaker and her mother was a winegrower. After completing her school education, Alix Winter decided to train as a winemaker. She was named the Baden Queen of Wine in 1989/1990 and the German Wine Princess in 1990/1991. As part of this role, she became a national and international ambassador for wine. She rounded off her professional training with a degree in Business Administration.

Her motto: Only offer the best quality

Alix Winter works with around 35 wineries from five different winegrowing regions in Baden: the Kaiserstuhl, Markgräflerland, Breisgau, Tuniberg and Ortenau. As such, she is able to showcase the full spectrum of Baden wines in the Alte Wache. The wine expert, who is also an in-demand wine taster in Baden, has extremely high demands for the wines that she stocks in the Alte Wache. Each year, the very best quality wines are chosen – and this applies to both the standard collection of wines and the premium bottles. The wine specialists and wine tasters at the Alte Wache carry out intense wine tastings as part of the annual selection process. This ensures that the Alte Wache's own high standards and the preferences of its customers can be met. The result is a fantastic and diverse range of wines in the wine shop on Münsterplatz each year.

In-house wine creations bring success

Thanks to her creativity and flair for contemporary culture, Alixe Winter has successfully complemented the products available at the Alte Wache with innovative new creations. The sale of a new wine drink is preceded by a long period of development and tasting, since she is only satisfied when her high quality standards are met.

Alix Winter was inspired to create the “Winter Marie” during a mulled wine tasting event at Freiburg’s Christmas market. During the tasting, she realised that creating a high-quality mulled wine from the best winegrowing regions in Germany was a real gap in the market. And so, she began working with a winemaker to develop the “Winter Edition”, the predecessor to the “Winter Marie”.

The idea for the “Kalte Sofie” – an iced wine drink with a consistency that is somewhere between sorbet and wine – arose when Alixe Winter noticed guests at the Alte Wache adding ice cubes to their wine during the hot summer months. Although it pained the winemaker in her to see this, the business woman recognised this as an opportunity to meet her customers’ wishes in a way that did justice to the wine. So, the wine-tasting expert began experimenting with her father to find out which wines tasted good in a semi-frozen state.

The Alte Wache at a glance

The Alte Wache Freiburg – Haus der badischen Weine GmbH has 35 shareholders, including 23 winegrowing cooperatives, 11 winegrowing estates and the City of Freiburg. The winegrowers are from the Kaiserstuhl, Tuniberg, Markgräflerland, Breisgau and Ortenau winegrowing regions. The Alte Wache houses around 100 wine specialities from the Baden region for sampling and purchasing.

When it was founded by winegrowing cooperatives, wineries and the City of Freiburg back in 1996, the Alte Wache was intended to serve as a shop window for Baden wines. In 1997, following extensive renovations, it first opened its doors on Münsterplatz in central Freiburg.

During the past 25 years since its opening, the Alte Wache has developed into a “gateway to Baden wine”, bringing wine lovers closer to the many different quality wines from the Baden region in a simple and unique atmosphere. Freiburg has more vineyards per square metre than any other German city and, as such, is undoubtedly a city of wine.

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