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DTM stars celebrate with sparkling wine from Ralf Schumacher

- **DTM agrees new partnership with Badischer Winzerkeller**
- **Badischer Winzerkeller presents partnership at ProWein trade fair**
- **Schumacher Selection wines on the DTM podium and in the DTM VIP Hospitality**

Munich. The champagne shower on the podium is the sparkling highlight after any DTM race – a special moment, which the successful drivers will again be able to celebrate with the Schumacher Selection in the coming years. To make this possible, the DTM is pleased to welcome a new partner in Badischer Winzerkeller. The company is taking over the distribution of wines produced by former Formula 1 and DTM driver Ralf Schumacher and is official hospitality partner of the DTM. The drivers in the ADAC GT Masters and ADAC GT4 Germany will also celebrate with the exquisite Sparkling Rosé from the Schumacher Selection. The partnership between Badischer Winzerkeller and the DTM was announced at the ProWein trade fair, which is currently taking place in Düsseldorf.

Since 2019, the sparkling wines in the Schumacher Selection have belonged to the ADAC motorsport family. What is new is the cooperation with Badischer Winzerkeller, which has taken over the distribution rights for Schumacher wines in Germany, Austria and Switzerland. Badischer Winzerkeller is not only the biggest wine producer in Baden, but also one of the most prolific wineries in Europe. The company brings its wealth of expertise to the distribution and marketing of the Schumacher Selection wines.

After an impressive motorsport career, with six Grand Prix wins in Formula 1 and successful years in the DTM, Schumacher discovered his passion for exquisite wines. A visit to the renowned Klet Brda vineyard in Slovenia awakened his interest in wine production. "Our wine project is really picking up speed with the new cooperation. The support of the DTM will significantly raise the visibility of products in the Schumacher Selection in Germany," says Ralf Schumacher. "I am proud that the DTM drivers celebrate their victories with my Sparkling Rosé. And anyone who wants to enjoy our extensive portfolio will be able to enjoy our wines in the DTM VIP Hospitality in the future."

"We welcome Badischer Winzerkeller as a new partner and are pleased that our guests will be able to enjoy quality wines from the Schumacher Selection in the future. During his time as a racing driver, Ralf Schumacher produced top performances with great passion. He now has the same passion as a winemaker. His wines are known for their high quality, making them perfect for the DTM," says Kay-Oliver Langendorff, ADAC Head of Partnerships, Cooperations and Sponsoring.

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