



**New date: 25 April 2026 / “1st Henkell 0.0% Vinothon – Wiesbaden-Rheingau Savour Marathon” with a refined concept / From Wiesbaden through one of Germany’s most picturesque landscapes / Also half marathon and beginner distance of 8 kilometers possible**

As part of a press conference at Schloss Johannisberg (Geisenheim), the organizer WEC GmbH, title sponsor Henkell, the city of Wiesbaden, and the district administrator of the Rheingau-Taunus district presented the refined event concept for the “1st Henkell 0.0% Vinothon – Wiesbaden-Rheingau Savour Marathon”.

The new running format will celebrate its Germany premiere on April 25, 2026 (see presentation attached). The Vinothon leads from the event arena at Schloss Henkell through one of Germany’s most picturesque landscapes. Past renowned wineries, historic sites (including Schloss Vollrads), and impressive monuments. Personal best times are not the focus, but rather the unique combination of sport and savour.

In addition to the marathon and half marathon, a beginner distance of 8 kilometers will also be offered. Registration (early bird discount) and more detailed information via the website:

► [vinothon-genussmarathon.de](https://vinothon-genussmarathon.de)

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**Kai Walter** (Veranstalter):

“The French Médoc Marathon near Bordeaux inspired us to launch such a format here in Germany. It will be a celebration for all the senses. And with the beginner distance of 8 kilometers, there’s really no excuse not to take part. The route is unique, starting in Rüdesheim and including over 500 meters of elevation. Participants can look forward to a high-quality two-day event package.”

**Dr. Andreas Brokemper** (CEO Henkell Freixenet):

“I’ve been passionate about running for 15 years. Running as a hobby, wine as a profession – the Vinothon is a perfect fit. We are absolutely delighted to support such an event with Henkell 0.0% as title sponsor in one of Germany’s most beautiful wine regions. For two days, our Schloss Henkell in Wiesbaden will offer participants a special setting as both the start and finish point.”

**Christiane Hinnerger** (Mayor of Wiesbaden):

“In our joint tourism destination of Wiesbaden and the Rheingau, we offer numerous high-quality events. The Vinothon is a perfect addition to this.”

**Sandro Zehner** (District Administrator of Rheingau-Taunus District):

“Right on our doorstep lies one of the most beautiful wine regions in Germany – perhaps even the world. We are always grateful for new impulses that attract people to our district, perhaps even for the first time. Scheduled during the Rheingau Gourmet Week in April 2026, the Vinothon has found the perfect date.”

Image (Source: WEC/Volker Watschounek): Looking forward to the Vinothon (from left): Kai Walter, Dr. Andreas Brokemper, Christiane Hinnerger, Sandro Zehner

We would be delighted to be considered for editorial coverage.

Kind regards

Ortenberg, 14 August 2025

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