

„It is our spirit who invents the world in which we live“ (Dalai Lama)

5 YEARS

LAURENZ V. NEWSFLASH



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First article about LAURENZ V. published by Luzia Schrampf, Austria, in April 2005

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Jancis on Gruner and LAURENZ V. - Financial Times Feb. 2006

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Charming video by Wein & Co

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British Imbibe Magazine on the Gruner Man

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Frankfurter Allgemeine Zeitung on Charming

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Winegrower of the Month: Laurenz & Sophie (Wein & Co)



Charming by the glass at the Burj Al Arab

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James Halliday: Charming 93 points

OUR GRUNERS WERE ALREADY ON:

- BRITISH AIRWAYS 1ST CLASS
- LUFTHANSA BUSINESS CLASS
- SWISS BUSINESS CLASS
- EMIRATES ECONOMY CLASS
- EMIRATES BUSINESS CLASS
- QUEEN MARY 2

Gruner goes global!

● 27TH OF APRIL 2005 IT ALL BEGAN!

That day the first pallet of Charming was shipped to Wein & Co! Dieter's, Franz's and Laurenz's dream of being the only thoroughbred Gruner producer in the world has come true. And holy moly, if God really wants to punish us he fulfills our wishes. Because the following 4 years were the toughest in Dieter's and Laurenz's career.

It all goes back to Sophie Laurenz sitting on the beach of St. Tropez in 2003, when she declared:

"Daddy, when you are 60, I shall be 25 and want to join you in winemaking!" And then, starting with a clean sheet of white paper the three Gruner Men found each other, subsequently driven by their passion for Austria and its Gruner grape. It took 18 months of serious reflection, debate and research to come up with – what seems now very obvious:

"STRICTLY GRUNER & SHEER DRINKING PLEASURE".

● THE LAURENZ V. STRATEGY IN A NUTSHELL!

1. **Only Gruner – LAURENZ V.** is the only one who focusses exclusively on Gruner! And stands for the new international style of Gruner – softer, more drinkable and still 100% Austria and 100% Gruner.
2. **Gruner is in the Moser family's DNA** – „Grandpa Gruner“ Prof. Dr. Lorenz Moser III. created modern trellising and helped to build Gruner from 1% of the Austrian acreage to more than 35% nowadays.
3. **Global reach** – after five years, LAURENZ V. is distributed in 40 countries around the world. We deliberately chose to go global, resulting in an export ratio of 94%. The mission is to help build Gruner into one of the “Noble Whites” in the world.
4. **Partners we love** – it was our goal from the very first moment to only cooperate with the right partners, people we trust, respect and also would go out for a drink! ... and we have been fortunate with our choice – thank you, thank you, thank you!

5. **Passion for excellence** – Tom Peters is still one of our “mentors”. Dieter, Franz, Laurenz and also also the TxB team are driven by our passion for making LAURENZ V. Gruner happen – with all we have to give – quality, service, passion.

HAPPY BIRTHDAY & THANK YOU, DEAR PARTNERS!



LAURENZ V. STRICTLY GRUNER & SHEER DRINKING PLEASURE

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