

SHARPEN THE SAW - Care for your physical body: Nurture your physical self by eating the right foods, getting sufficient rest and relaxation, and exercising on a regular basis. A good exercise program will build your body in 3 areas: endurance, flexibility, and strength (Stephen R. Covey)

by

LAURENZ V. NEWSFLASH



JUNE 10

DENMARK – OTTO SUENSON TAKES ON LAURENZ V.

Clemens did connect with Christian from Otto Suenson first – then the father, the team fell in love with our Gruners. Lenz did train the crew in early May and with a bit of luck we also got a fantastic article in *Dagbladet Børsen* by Ole Troelsø. Otto Suenson is one of the leading respected on trade operators in Denmark. A team of 10 sells into the best restaurants and wine shops in DK. We are extremely pleased to be working with the Olsen family and their crew!

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LAURENZ V. IN JAPAN – PARTNERING WITH PIEROTH JAPAN



After one and a half years of serving Japanese consumers with the magic of LAURENZ V. Singing Gruner, Laurenz Maria was personally invited by Pieroth Japan to present our flagship Charming Gruner to clients and journalists. Many thanks to Mami Whelehan for organizing this fantastic string of events!

SILVER BULLET GRUNER AT HOTEL DE ROME, BERLIN



Lisa Haas, Lenz's new „organiser“ and marketing lady, was on her training with Thomas in Berlin, checking out Hotel de Rome and enjoying Silver Bullet – what a tough life.

THE TOP WINE IMPORTING COUNTRIES IN THE WORLD

We are delighted to be represented in all of the top 20 wine markets – except Belgium – Diiiiidi!! – and France – Leeeenz!!

Rank	Country	HL	9L cases
1	Germany	13.772.000	153.022.222
2	UK	11.287.000	125.411.111
3	USA	7.718.000	85.755.556
4	Russia	6.112.000	67.911.111
5	France	5.321.000	59.122.222
6	Netherlands	3.417.000	37.966.667
7	Canada	3.043.000	33.811.111
8	Belgium	2.938.000	32.644.444
9	Denmark	1.876.000	20.844.444
10	Switzerland	1.753.000	19.477.778
11	Japan	1.662.000	18.466.667
12	Sweden	1.660.000	18.444.444
13	Italy	1.463.000	16.255.556
14	Czech Republic	1.381.000	15.344.444
15	Portugal	1.235.000	13.722.222
16	China	1.155.000	12.833.333
17	Ireland	725.000	8.055.556
18	Poland	719.000	7.988.889
19	Romania	716.000	7.955.556
20	Norway	656.000	7.288.889

Source: OIV - Situation et statistiques du secteur vitivini- cole mondial 2006

- Charming lighthouses – 100: places like Nobu Berkeley Street in London, Grill Royal in Berlin, Lofoten Fiskerestaurant in Oslo, Hotel Sacher in Vienna, ZUMA in Dubai are the goal – magnums and 750-ies by the glass in the hot spots globally.
- Charming flagship stores – 100: the consumer who wants to enjoy also at home will look for Charming at Harrods, Wein & Co, Mövenpick, KaDeWe, ...
- PR offensive – one important clipping a week: Lenz to embark on a global tasting and training tour this fall. All major markets will be visited to spread the Gruner story by LAURENZ V., tasting all vintages of Charming + comp set + older vintages.
- Meisterprogram: ...

JOKE

A husband says to his wife: „What would you do if I won the Lottery?“ She says, „I'd take half, then leave you.“ „Excellent,“ he replies, „I just won £10, here's £5“

GRUNER VIDEO

STRICTLY GRUNER & SHEER DRINKING PLEASURE now in sound and vision



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THE 100 K PLAN FOR „CHARMING“ IN FY 2011

Charming Gruner is the flagship for LAURENZ V.! This is why we will embark on a mission with the new vintage 2009 – to be released in September. The best Charming ever will propel the project in new dimensions – the main question will be: “How to make a major impact in world markets?”

NEW GREAT PLACEMENTS

+++ Friendly on Cunard Cruises: Queen Mary 2 + Queen Victoria +++ Who says a steakhouse in Buleton (Pinot Noir land, California) can't pour Gruner? Singing by the glass at “The Hitching Post” (known from the “Sideways” movie!) +++ Charming Gruner at The Chedi, Oman +++ ... at Do' Brazil, Malta +++ ... and at the Starwood Group, Vienna: Bristol, Imperial and Le Meridien +++

Stay tuned ...



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