



LAURENZ V. NEWSFLASH



OCT09

● INSTITUTE OF MASTER OF WINE

has chosen LAURENZ V. Friendly Gruner for this year's MW exams as their typical Gruner. Wow! What an endorsement!

source: Jancis Robinson <http://www.jancisrobinson.com/articles/a200906155.html>

● CONGRATULATIONS!

click on!



Roman Horvath (Domäne Wachau) is the second Austrian to achieve the coveted MW title. And: Tim Marson, wine buyer for our UK partner Bibendum in London also achieved the "Holy Grail" called Master of Wine!

● SOPHIE FINISHED HER IB

at Marymount in Kingston! Got 38 points – of 36 required to study at Kings College in London – big hug and congratulations! And it looks like L(aur)enz will be travelling to London again the next couple of years to support Clemens and all our partners AND to visit Sophie ;-)



● CHARITY AT BOSFOOD IN GERMANY

EUR 25.000,- collected for "Menschen für Menschen" (Karlheinz Böhm's charity organisation for Ethiopia) – LAURENZ V. supported this event with Silver Bullet Gruner and Charming Gruner.



● BEST AUSTRIAN WINE AWARD

at the Japan Wine Challenge 2009 goes to CHARMING Gruner 2007.

● NEW GREAT PLACEMENTS

- New York's famous Jazz Club Blue Note pours Singing Gruner – thanks, Tom, perfect match ;-)
- Most welcome: our new partner in Greece, Anthidis S.A.!
- Mövenpick Celliers rock Gruner – Silver Bullet Gruner promotion, Charming 2008 release, Swiss chocolate + Singing Gruner... what will be next??
- Givenchy presented the new perfume together with LAURENZ V. Singing – "Aloha, Malta!"



● CHARMING 2008 – NEW VINTAGE RELEASE

L(aur)enz Maria's comment: 2008 perfume – seductive to the max with floral, grapey and the typical Gruner spices. Lifts the spirit immediately! 2008 on the palate – the perfume starts the mouth watering already, the taste fulfils the promise. Of course, I love this wine – it is the most Gruner so far and still has the characteristic creaminess, harmony ... and charm! 2008 potential – as good as Gruner in general; drink now but please watch the longevity ... Charming 2008 – the best ever? (the 5th Charming vintage – time flies!)



producer of the three?" Well, the answer is easy. But what about the other two countries? Is New Zealand or Austria bigger in terms of wine production? Well, in rough terms, Bordeaux is double the size of Austria and Austria is double the size of New Zealand – did you guess that? 30 years ago, New Zealand hardly produced any grapes at all and certainly did not export. For us at LAURENZ V. this stunning story is our benchmark! Therefore we "ask" our partners around the world to distribute Charming Gruner wherever there is Cloudy Bay (guess how many cases 9L this great estate produces – please see bottom *) and wherever there is New Zealand Sauvignon Blanc there should be one of LAURENZ V.'s Gruners.

*according to our information it is 250.000 cases (9L).

● GRUNER VIDEO

At this year's London International Wine Fair, L(aur)enz Maria was interviewed by a charming lady about Gruner Veltliner from Austria. Check out the video she shot!



click on!

● GRUNER HIKING TOUR IN SUMMER 2010

Did you know that besides the grape variety LAURENZ V. concentrates solely on, "GRUNER" is also the name of a mountain in the Austrian Arlberg region? Well, climbing this mountain seems a must for the Gruner man, as you can see!

The plan for next year: We will start the first "GRÜNER" hiking tour with Gruner (Veltliner) enthusiasts and LAURENZ V. contributors from all over the world (all 5 continents) and have a great Gruner tasting thereafter in Lech/Arlberg (+ "wild boar party" à la Asterix - but with Schnitzel instead of the boar).



Stay tuned ...

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click on!

