

Charming...

2011 IS THE "Charming" YEAR!

by
LAURENZ V.



What do George Clooney



Click!



& Laurenz V. Charming have in common?

1. THINK!

Our project is now in its sixth year, the name LAURENZ V. is beginning to get established. With the help of all our friends around the world (40+ countries) we have created a nice little business – thank you all!

NOW is the time to think, to go on to the next steps. The momentum for the name and our "SINGING" Gruner by Laurenz und Sophie is impressive – DDG (double digit growth) in almost all our markets in 2010.

However:

2. CHARMING IS THE "FATHER"

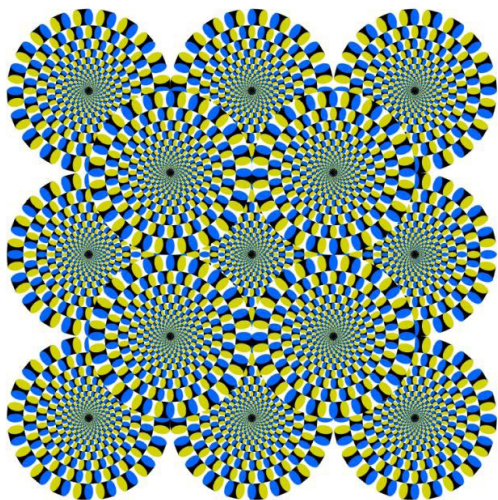
And yet, if we are not careful, we will "forget" about our flagship – CHARMING GRUNER. One of our mentors always used to say: *"Go and build the mother ship!"* (guess who that was ;-)) – and he has done it in a great way.



- Charming is the father of Laurenz V.! (like Dom Perignon for Moët)
- Charming gives us the quality of the image for our name for even better sales of Singing, Sunny, Friendly and the Silver Bullet (like Grange for all Penfolds wines)
- Charming therefore has to be taken care of in a much more effortful way. The reward is a profitable, sustainable and growing premium business for all in the chain. Do you think Mercedes-Benz would be where it is today without the S-Class?

And for relaxing in between:

Turning or not? ;-)



3. A POSITIVE EXAMPLE FOR TRUE BIZ

Yes, it is tough to place a white in the 20 €/30 \$ league in the market. Nobody makes an effort here – except for a very successful Cloudy Bay with more than 300.000 cases sold at prices above 20 €/30 \$! ... and we do it. One example:

Wein & Co, one of the most innovative wine retailers in the world: Charming creates as much revenue as Singing Gruner by LAURENZ V. in 2010 – and grew by more than 43% last year over 2009.

WEIN
& CO

Click!

And as you might guess:

Selling a new Gruner idea in Austria is like selling sand in the desert.



... what else?

4. THE CHARMING CHANGE – HOW WE CAN JUMP AT IT

And here is our chance – together and very focused in 2011:

- Let us build the distribution in the right places for Charming:
 - Lighthouses with Charming BTG – example: the top 30 cities in the USA and 2-3 lighthouses each will do
 - Flagship stores with Charming prominently featured – example: the top 30 cities in Germany and 2-3 flagship stores will do
- This pattern should be followed in each major region/city.*

In both cases we are not talking broad distribution first place – let’s make it very aspirational and exclusive to carry Charming in 750-ies or in the magnum. Most important – to pick the right places, choose the right friends & enthusiasts. 500 places globally with 100-200 bottles per account only and we shall have had a flying start for this initiative. With the help of roughly 250 Gruner Meisters on this planet, this goal should be an easy one – it just takes a little effort and passion. We kindly ask you for your support – let’s build it together!

- Let us intelligently promote the idea of this wine. There is a market to be grabbed at this price bracket.
- Let us create business opportunities with this great ambassador for Gruner in the world – Gruner is on the cusp of really getting discovered as a great white. Our experience shows us: 9 out of 10 people love Charming and are willing to pay the price!



Gruner compared to different great whites of the world – Charming is the king! To promote, we are continuing the „555 by Laurenz V. Roadshow“... soon more about this!



P.S.: THE 3 SUPER USP'S OF LAURENZ V.

Unique quality!

Wine Spectator 90 points

Wine&Spirits 90 points



Charming is our flagship: grapes selected only from the best vineyards, 100% Kamptal fruit & 8 months of rest on the fine lees. Its unique style offers sheer drinking pleasure above all, proved by international appreciation.

Unique story!

LAURENZ V. is *the one and only in the world to focus exclusively on Gruner*. It is our mission to help build Gruner into one of the top global white wines.

The Gruner pioneering family!



„Grandpa Gruner“, Prof. Dr. h.c. Lorenz Moser III. found Gruner as the ideal white wine grape to mature with his newly invented trellising system, the „Lenz Moser Hochkultur“. Laurenz Maria Moser V. is following in his foot-steps and therefore exclusively focusing on Gruner Veltliner.

TODAY'S JOKE

As award for reading all this, here is our commonly featured joke:

A blind man enters a lady’s bar by mistake. Finding his way to the bar, he orders a drink. After a few drinks he yells, „Does anybody want to hear a blonde joke?“ The place gets silent. Then a woman with a deep, husky voice sitting to the right of the man says, „Sir, since you are blind, I think it is only fair to let you know that:

- The bartender is a blonde woman.
- The bouncer is a blonde woman.
- The woman on your left is blonde and a professional wrestler.
- I'm a six foot tall blonde woman with a black belt in karate.
- The woman next to me is blonde and a professional weight lifter.

Do you still want to tell that joke?“ „Nah,“ says the man. „Not if I'm gonna have to explain it FIVE times.“

