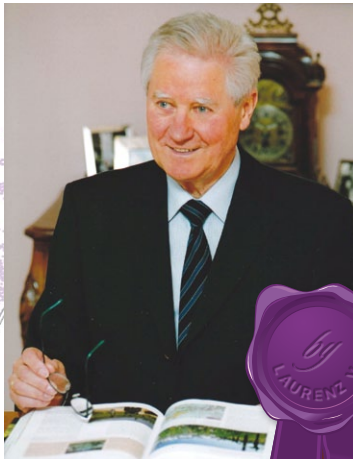


LAURENZ V. MEISTERBRIEF



VOL
19



WE ALWAYS TALK ABOUT **GRANDPA GRUNER**. IT'S ABOUT TIME TO HONOR **LAURENZ IV.!**

“PA GRUNER’S” ROLE FOR THE AUSTRIAN WINE INDUSTRY:

1. He is amongst the first, if not the first to start **exports of Austrian wine** to the world after WW II. He developed the UK, Canada, Scandinavia, Japan as the major markets from the early sixties onwards.



Laurenz IV. in Tokyo in 1981

2. Together with Grandpa Gruner and his brother he built Austria's most important name in wine, the **Lenz Moser winery**, into the biggest player in the market at his time.



3 generations having a break – L(aurenz) III., IV. and V. in 1971

3. **Organic:**

Always improving his father's invention (Lenz Moser trellising system), even going one step further – first organic vineyards in Austria.



Laurenz IV. in the vineyard in 2000

4. Together with Laurenz V. he started the **Gruner mission** in the late 1970s – also promoting the second big grape of Austria, the red wine **Zweigelt**.



Laurenz IV. & his wife Annemarie with Otto Habsburg in 1969

5. Now at the age of 82 ... see the birthday photo: He is still active, travelling the world in trading wine from all over; a business he started when he got bored while on retirement. At sixty, he bought his first notebook (after having 2-3 secretaries at the same time in his life before) and started all over again. **Message: Don't retire ;-)** He is fit, active and a source of joy for his entire family.



Celebrating Laurenz IV's 82nd birthday (Dec. 31, 2011)



One of the rare 3-generations-pictures: Grandpa & Pa Gruner with little Laurenz V. on his 7th birthday in 1963

LAURENZ V. – STRICTLY GRUNER & SHEER DRINKING PLEASURE

