

by

LAURENZ V. MEISTERBRIEF



LET'S SPREAD SOME CHARM TOGETHER THE 100K-PLAN FOR „CHARMING” IN THE UPCOMING 12 MONTHS



Aim: Establish “Charming” by LAURENZ V. as the global super premium Gruner leader

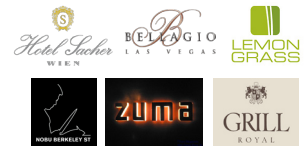
Charming Gruner is the flagship of LAURENZ V.! This is why we will embark on a mission with the new vintage 2009 – to be released in September. The best Charming ever will propel the project to new dimensions. And the main question will be: “How to make a major impact in world markets?”

click on!

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CHARMING LIGHTHOUSES – 100:

Places like Nobu Berkeley Street in London, Grill Royal in Berlin, Hotel Sacher in Vienna, Lemongrass in Warsaw, ZUMA in Dubai, Bellagio in Las Vegas are the goal – magnums and 750-ies by the glass in the hot spots globally. The goal is to appoint globally 100 of these hotspots in the next 12 months.



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CHARMING FLAGSHIP STORES – 100:

The consumer who wants to enjoy also at home will look for Charming at Harrods (UK), Wein & Co (Austria), Mövenpick (Switzerland), KaDeWe (Germany), Watson’s Wine Cellar (Hong Kong), ... Same goal as for the lighthouses.



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PR OFFENSIVE – ONE IMPORTANT CLIPPING A WEEK:

Laurenz Maria 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 + older vintages of Gruner to prove the quality status of Gruner.

All press reviews available [here](#).
click on!

... and above all:

YOU, THE “CHARMING” GRUNER MEISTERS:

The main source of success are people! You, the LAURENZ V. Gruner Meisters, a hand selected group of enthusiasts will be the ones to drive the process in terms of: *appointing the right lighthouses, the right flagship stores, servicing these accounts and getting the deserved rewards:*



THE FIVE TOP MEISTERS WILL BE INVITED TO NEXT YEAR’S
1st Gruner Event in the summer of 2011 in Austria

to enjoy, to celebrate, to learn, to meet colleagues and top journalists and customers from around the world.

Inspired ...? ... Ready? Let's go! ;-)
YVS Laurenz Maria Moser V

P.S.: monthly news on this initiative to all Meisters.