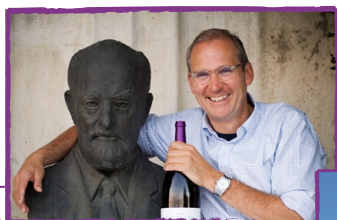


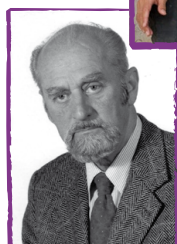


LAURENZ V.

STRICTLY GRUNER & SHEER DRINKING PLEASURE



Charming Laurenz V.



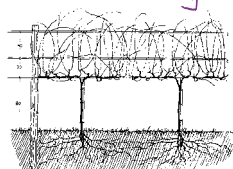
Grandpa Gruner



Sunny Anna



Singing Sophie



The story of this great grape from Austria is about a great wine growing family – **THE MOSERS**.

It started all in the little village Rohrendorf by the Danube near Krems in the Kremstal and culminated the first time with Prof. Dr. Lorenz Moser III. He single headedly created the modern vineyard management in the 1950's. Wherever you see trellising in vineyards globally, it was the grandfather of present Laurenz Maria Moser V. Additionally, he found Gruner Veltliner, at the time little known, as the ideal white wine grape for his new method. His efforts have now made it Austria's signature grape variety – that's why we call him **GRANDPA GRUNER**. To complete the story, Laurenz V.'s daughters Sophie and Anna represent the next generation already ...

AUSTRIA, in the heart of Europe, produces 1% of the world's wine, handcrafted and environmentally friendly. Austria's indigenous ambassador grape variety, a third of all vineyards, is Grüner Veltliner (don't even bother to pronounce it) = "**GRUNER**"

GRUNER is the chameleon of wine – whatever you want to pair with works beautifully.

Think of the floral perfume of Riesling, the refreshing zip of Sauvignon Blanc and the lusciousness of Pinot Grigio, all in great harmony.

Why **LAURENZ V.**? ... guess you have to try it ...



THE GRUNER MEN
Laurenz & Dieter

That's all we produce and always will concentrate on – Gruner only! (the only one in the world)



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LAURENZ V.

WHY SHOULD I CARE ...

- Gruner is a **NEW AND GROWING CATEGORY** – creates followers ...
- **DON'T THINK NICHE** – aim New Zealand Sauvignon Blanc & Pinot Grigio customers
- Incremental business – add new turnover to your accounts & add new accounts
- Unmistakable style of **LAURENZ V. GRUNER** – elegant, smooth, invites you for the next sip = **SHEER DRINKING PLEASURE**
- **POWER OF TASTE** – 9 out of 10 will love LAURENZ V. Gruners

SINGING:

Refreshing, vibrant, easy to drink, cleans up the palate and lifts up your spirit – ideal wine for by the glass programs. Perfect pour for every day's occasions.



CHARMING: Premium pour for special occasions.

Complex and elegant, offers layers and layers of flavors – Gruner meditation.



PERFECT FOOD COMBINATION

Whatever you want to pair with works beautifully



NO Goulash!!!

„PEOPLE LOVE ...“

„... the LAURENZ V. Gruners – tastes fresh, delicious and you can't go wrong as it fits any dish – it's my favorite wine, have to have it at the ARMANI as by the glass ...“

(Ms. Marene Wentzel – Sommelière at the Ristorante, Armani Hotel Burj Khalifa /Dubai)



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