

## Attention please, cult potential: **SILVER BULLET GRÜNER** by **Laurenz V.**

**New export hit “Made in Austria”:** **Laurenz V. SILVER BULLET GRÜNER 500 ml, a truly innovative and great Gruner is born!**



**SILVER BULLET GRÜNER** is the first to use the **innovative 500 ml bottle** – stelvín of course – upon a lot of request from on- and off-trade accounts all over the world. Thus, the old dream of Laurenz M. Moser, the fifth, has come true as he always wanted to name a Gruner the **SILVER BULLET** (well, growing up in California in the late 70ies).

*“It was a noble task, first to select the vineyards ideally suited for the style of wine we had in our minds and then to take all the different vineyards lots and compose this wine – it was a bit like the Champagne assemblage when we added up to 17 different parcels for the 26.000 bottles produced – yes we do know this is not a lot*

*but the next harvest is already in 7 months”,* tells Laurenz Moser, winking.

The **SILVER BULLET GRÜNER** shows its nobility not only by its eye-catching caliber: It grew on the slopes of **Kamptal’s** major town **Langenlois** in the vineyards of “Kogelberg” and “Gaisberg” (loamy soils) and “Grub” (gravel and primary rock) for a lingering creaminess, length and a surprising yet very pleasant zip respectively. This Gruner gives you all the flavors of a modern white in an elegant and extremely enjoyable form: white grinded peppery nose with exotic hints and a floral bouquet. It is fresh, brimming of youth and full of joy. On the palate juicy elegance with a slightly creamy texture, yet dry with a lingering 25 seconds long finish.

Tasting note of a customer after his first encounter with the **SILVER BULLET**: *“No bullet at all – but a grenade!”* Moser agrees: *“The vintage 2008 for me is the best in the last 10 years: What you get is a maximum of Gruner in great finesse.”* ... and it definitely lifts your spirit (brain to mouth: the next sip pleeeaaasssssse).

Helping to **build Gruner into a world grape variety** is the mission of Laurenz V. which stands for a family with 400 years in Austrian wine making. Prof. Dr. L(or)enz Moser III. invented modern trellising and revolutionized the world of wine gardening thanks to the “Lenz Moser Hochkultur”. He also promoted the idea of Gruner throughout his entire life, together with his son Laurenz IV. –

helping to grow it from only 2% 60 years ago to now 36% of all Austrian vineyards. L(aur)enz M. Moser V., the latest scion of this Austrian wine making dynasty also stands for tradition and innovation at the same time. This is the reason Laurenz V. concentrates entirely on the authentic Austrian, modern and sexy grape Grüner Veltliner. “Laurenz V. – hunting for white wine lovers!” – currently with the recent strike, the new **SILVER BULLET GRÜNER 500 ml**.

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Why would you go for the **SILVER BULLET GRÜNER**, apart from a typical and modern top Gruner by Laurenz V.?

- 500 ml – a new format in Austria.
- Although being a super premium Gruner (playing in the “Smaragd” league) it is in an affordable price bracket => 500 ml.
- 100% Grüner Veltliner, 100% Austria, 100% Langenlois / Kamptal – Kamptal DAC.



We are glad to offer sample bottles to your attention – will you please let us know.

Photo of SILVER BULLET GRÜNER in high resolution attached.

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