

Five Years of Grüner Veltliner by LAURENZ V.

In April 2005, Dieter Hübler, Laurenz (Lenz) Maria Moser V. and Franz Schweiger founded LAURENZ V. They are the only winemakers world-wide to cultivate just Grüner Veltliner. Their vision is to help to establish Grüner Veltliner as one of the best white wines in the world.



Only Grüner Veltliner

“Grüner Veltliner is a versatile variety, that in its many styles brings tremendous pleasure, and it really does deserve a place internationally amongst the best white wines, next to Chardonnay, Riesling and Sauvignon Blanc”, says Laurenz Maria Moser, the Fifth, when he decided to dedicate LAURENZ V. (pronounced „Laurenz five“) completely to the Grüner Veltliner variety.

“We would like to contribute something towards making this variety more popular outside of its native Austria. We want to show consumers around the world what this little country called Austria has to offer with its superb white wines, primarily produced from its leading variety Grüner Veltliner.”

Focus on Export

LAURENZ V. Grüner Veltliner is now sold in 39 countries across five continents, and 91 percent of the annual production is exported. Grapes are harvested from a total of 85 hectares (approx. 210 acres). Airlines, such as Emirates, Lufthansa, Swiss and British Airways fly with LAURENZ V. on board. In addition, the luxury cruise liners Queen Victoria and Queen Mary 2 carry one of the Grüner Veltliners. Prestigious restaurants and hotels in the major cities of the world, like Nobu in London, Bellagio in Las Vegas, Kee Club in Shanghai or Burj al Arab in Dubai have LAURENZ V. on their wine lists. Harrods, WEIN & CO, Mövenpick Switzerland and KaDeWe in Berlin offer their customers distinguished drinking pleasure from LAURENZ V.

In the USA, Moser is working closely together with Michael Mondavi, son of the American pioneer Robert Mondavi. Robert once motivated Laurenz Maria to launch and animate LAURENZ V. with the words: „It’s your grape, just f*** do it!“. LAURENZ V. and Changyu, the oldest wine company of China, recently came to a major agreement to distribute LAURENZ V. wines in mainland China in a major way.

Austria’s ambassador grape is globally gaining more and more fans. Renowned wine personalities anticipate a bright future for Gruner Veltliner. For Jancis Robinson MW, Gruner is „Austria’s answer to white burgundy“. James Halliday rated the flagship wine „Charming“ Gruner Veltliner 2007 with 93 of 100 points. Even the German newspaper FAZ on Sunday compared LAURENZ V. with the New Zealand Cloudy Bay project.

A Long Success Story

“It was not easy at the beginning”, state the three “Grüner Musketeers“ when summing up the first five years. On the one hand, Grüner Veltliner is the most predominant variety in Austria with a total acreage of 30 percent, yet on the other hand, it continues to be virtually unknown abroad. *“We get the same reactions everywhere, whether in the United States or in Japan, Norway or Hong Kong, once*

people taste our “Grüner”, they are smitten, and come back for more. They ask for the wine during their next visit to a restaurant, or want to be able to buy it from their local wine merchant.” With this said, the future of LAURENZ V. is clear: “Our next five year plan is to set our energy on a global distribution of LAURENZ V. Grüner Veltliner. We know that there is acceptance with the consumers, and nine from ten people who taste our wines, love its style. Just think of the floral perfume of a German Riesling, the refreshing zip of a Loire Sauvignon Blanc and the lusciousness of a Northern Italian Pinot Grigio, all in great harmony. We lay particular focus on looking after the sales teams of our importers across the world. They are the first ambassadors of our vision, and we also like to promote the public's verdict and voiced statements about this Austrian 'Grüner' phenomenon.”

The popularity of this variety throughout Austria is down to Laurenz Maria Moser's grandfather. Lenz Moser III. spent the 1930's looking for a suitable white grape variety for his newly developed vine training system, now known as the “Lenz Moser Hochkultur”, that was to revolutionize viticulture across the world. He literally discovered the Grüner Veltliner variety, which at the time, had a minute acreage of just two percent. Today, Grüner is Austria's ambassador grape with approximately 30 percent representation.

LAURENZ V.

The story behind LAURENZ V. is the fifth generation of the renowned Lenz Moser family of wine producers, whose roots date back to the year 1124 in the Austrian wine-growing region of Niederösterreich, near Vienna, and are vintners in the 15th Generation (ongoing from 1610). Nowadays, LAURENZ V. is situated in the Kamptal, and currently produces five different Grüner Veltliner varieties: The flagship wine CHARMING Grüner Veltliner, that is released one year after its vintage, followed by FRIENDLY, the friendly and universal wine that is great with food, as well as the SILVER BULLET GRÜNER in the innovative 500ml bottle (and fermented on the skins). Dedicated to Laurenz Moser's twin daughters are the light and refreshing LAURENZ UND SOPHIE SINGING Grüner Veltliner as well as the LAURENZ UND ANNA SUNNY Grüner Veltliner, representing the 16th generation of Moser winemakers. The long family tradition is therefore already well established.



STRICTLY GRÜNER & SHEER DRINKING PLEASURE

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IMPRESSIONS

(these and further pictures for download on www.laurenzfive.com)



Portfolio by LAURENZ V.:
Charming
Silver Bullet
Friendly
Laurenz und Sophie Singing
Laurenz und Anna Sunny
Grüner Veltliner

Laurenz Maria Moser V. with his twin daughters Sophie and Anna



Sophie Moser ("Singing")



Anna Moser ("Sunny")



The Gruner Men

Laurenz Moser & Dieter Hübler,
"The Gruner Men"

Charming Grüner Veltliner
at the Heiligenstein vineyard

