

Grandpa Gruner sometimes said: "Wenn si's die Kuh einbü, wird's hin!" – no matter if you speak German dialect, it describes the effect of self fulfilling prophecy – Laurenz Maria says => **think positive!**

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LAURENZ V. NEWSFLASH



04¹¹

● WORLD OF WINE

It's summer – what a great time to think, to plan! We came across a Vinexpo 2009 study which gave us good info:

World wine production schemes:

Total wine production per year on average 270 mio hl. Total wine consumption per year on average 240 mio hl. Surplus per year approx. 11% (30 mio hl = 4 billion bottles or 300.000 containers or 3.600 km² one container after the other).

World wine business:

In 2008, the world wine business was worth almost exactly 100 billion – Volkswagen alone makes 127 billion. Yet as opposed to big business, there is millions of people working in the global wine business (compared to Volkswagen's 400.000 employees). And the wine industry grows approx. 30% every 10 years. The biggest 5 wine markets in terms of € value are 58%:

USA	25% of total world wine
France	9%
UK	9%
Germany	8%
Italy	7%

Import business: Due to the low per capita consumption in the USA (10l), Japan (2.3l) and China with 0.5l, we see a lot of potential in these markets – including most Asian markets. The biggest importers at this stage are:

Germany	5% of total wine production
UK	4.6%
USA	3.1%
Netherlands	1.3%
Belgium	0.9%

Canada, Switzerland, Sweden, Japan, Denmark to follow. We shall continue to concentrate on OUR key markets as well as the "trend" markets.

*Sources: 8th global study on current trends in the international Wines and Spirits markets and outlook to 2008 (Vinexpo); Volkswagen Geschäftsbericht 2010.

● MOMENTUM FOR LAURENZ V.



The wine business is thousands of years old. As we know now, it is a substantial global business. LAURENZ V. is now in its 7th year (would you believe it?).

What we achieved apart from representation in 41 countries and having grown into a medium size Austrian winery with great friends around the world is: "**M O M E N T U M !**" Thanks to the support of all importers, Meisters and friendly press we grow (on a like for like basis) in almost all our markets in high double digits.

A few very positive examples:

- Take Michael Mondavi's Folio where we are aiming at the tipping point in the US markets.
- Otto Suenson's Danish business is doubling the sales over last year!
- Morandell Austria newly invigorated with focused Meisters, a new strategy.
- Pieroth Japan, where the head buyer says: "The first Austrian wine in 10 years which sells!"
- MMI in Dubai: minimum +60% through great new placements in 5-star+ hotels.

● WHAT WE LEARNED?

Most interesting learning was definitely the "**patience factor!**" Once we identified the right partner in each region, country, we have only done an outstanding job together when we showed the necessary patience in building of LAURENZ V. As Michael Saunders (GM of Bibendum UK) always says: "Keep doing what you are doing!", quality, consistency, patience approach always pay! A vine does not bring the best grape in its first years either. We must never forget that 6 years ago, we started with a blank sheet of paper, an idea and a dream. Today, we have a wonderful growing business and great partners! We are very grateful – thank you all contributors to the project.



Michael Saunders of Bibendum UK

● VISITS IN GRUNER COUNTRY

A few weeks ago, a group of partners from Germany visited us in our beautiful Kamptal to see, to feel, to learn, to taste all about LAURENZ V. and (our) Gruner Veltliner. Two days packed with Schnitzel and Gruner entertainment made them even closer fans – see the color of Heiner Zender's pullover (2nd from left) ;-)



● ACCOLADES

CHARMING GRUNER
2009



91
points

SILVER BULLET GRUNER
50cl 2008



90
points

SINGING GRUNER
2009



89
points

+++++

● NEWSTICKER

+++ CHARMING BTG AT GEIST-RESTAURANT IN COPENHAGEN +++ SINGING GRUNER AVAILABLE IN 2 FINNISH DUTY FREE SHOPS +++ ZSBOMOR MEHESZ POURS SINGING BTG AT EMIRATES PALACE IN ABU DHABI +++ LAURENZ V. NEW AT MÖVENPICK WEINKELLER HAMBURG BAHRENFELD +++ SINGING AT TOMMY BAHAMAS' (USA) +++ FRIENDLY BTG AT BALLS BROTHERS IN LONDON +++ WINE EXCHANGE IN TAMPA, FL, POURING SINGING BTG AND CHARMING BTB

Stay tuned ...

