

Understand your ultimate destination: Begin today with the image of the end of your life as your frame of reference by which everything else is examined. Each day will then contribute to the vision you have of your life as a whole. (Stephen R. Covey)

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# LAURENZ V. NEWSFLASH



JULY 10

## ● THE JAMIE VISIT (USA)

Jamie Conahan and 3 of his customers visited the Gruner world around Vienna. Barry, Tammy & Tylor, Mary & Don spent a few days with LAURENZ V. and dived in the exciting new “thing” called Gruner. It is sooo important for opinion molders to develop a feeling for this new world grape. Thank you, Jamie for putting this together! P.S.: Stay tuned for results ;-)



## ● THE BIBENDUM VISIT (UK)

Richard and Andy from Bibendum with 5 top customers, all did hug Grandpa Gruner (see photo), sat on a tractor, had bucket loads of Gruner – consensus: all love Gruner once they know this new “thing” ...!



## ● „SUNNY“ GRUNER AT JACQUES’ – BAG IN THE BOX

Kathy Féron and her team gave the Sunny Gruner by Laurenz und Anna (Laurenz Maria’s other twin daughter) again the nod for a major August campaign – in the new innovative 5 liter premium BIB. Thank you, Jacques’ Wein Depot team! “Sunny” is our playing field for packaging innovations also for premium Gruners – as it is Anna’s motto anyway “not to be mainstream” (check the shirt ;-)



## ● IRELAND SUCCESS WITH GILBEY’S

Terry, Julia, Tim (see picture with wine writer Lar Veale) and his sales colleagues created a phenomenal success story for their company and LAURENZ V.! Clemens & Dieter did get the 150% commitment, Gilbey’s made LAURENZ V. its new customer strategy, Laurenz Maria hosted a superbly attended Gruner dinner at Donnybrook Fair, Dublin, in June and the result is a fantastic response from the market and sales. LAURENZ V. on the way to number one from Austria in Ireland – thank you Terry and team!!!



## ● PUBLIC RELATIONS SUCCESS

We never had so many clippings, blogs, videos for LAURENZ V. than in 2010. Already more than the entire 2009. It is our strategy to proactively support all our partners in creating the buzz for Gruner and LAURENZ V.

	CY 2009	2010 YTD	Videos 2009+2010
USA	7	12	2
CAN	5	2	
IRE	4	10	1
UK	3	2	2
GER	3	1	
AUS	3		
MALTA	2		
AUT	2	6	
NL	1		
INDIA	1		
HK	1		
SWI		1	
JAP		1	
DK		1	
International	1	1	
	33	37	5

## ● JOKE

Why men have better friends: A woman didn’t come home one night. The next day she told her husband that she had slept at a friend’s house. The husband called the wife’s 10 best friends. None of them knew what he was talking about. A man didn’t come home one night. The next day he told his wife he had slept over at a friend’s house. The wife called her husband’s 10 best friends. 8 of them confirmed he had slept over and 2 claimed he was still there.

## ● GRUNER VINEYARDS IN THE WORLD

We see Gruner more and more grown throughout the world. Of course, Austria is with 17.151 ha of Gruner acreage the leader. However, Laurenz Maria drank Gruner grown in Pennsylvania lately (pas mal;-), the biggest other countries are Hungary (2 ha), Czech Republic (1 ha), Slovenia (1 ha), Australia (50 ha), New Zealand (yes, 20 ha), and a bit in Argentina (2 ha), China and some in the USA (Napa Valley) – THE IDEA SEEMS TO SPREAD! (internal estimates – we verify with the next flash)



## ● GRAND OPENING OF THE NEW WEIN&CO MEGASTORE



Johann Höller, the manager, celebrates with a magnum bottle of Charming! This new store – with a wine bar, 500m<sup>2</sup> and 2.000 SKUs of wine sets a new standard for Heinz Kammerer, his superb team and his great idea of modern (for Laurenz Maria state of the art) wine retailing – congratulations from LAURENZ V., and if in Austria, check this out – it’s great!

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## ● NEWSTICKER

+++ LAURENZ V. obtained the first “star” in Peter Moser’s Falstaff Wein Guide (very “conservative” judgement amongst relatives ;-)

+++ NOBU, London Berkeley Street renewed the Lighthouse contract for Charming (thanks Sylvain!)

+++ American Club, Kohler, Wisconsin new Charming Lighthouse (thanks Dominic!)

+++ “555” Gruner tour by Laurenz Maria to 15 countries from August onwards – goal: to excite our friends around the world with our Gruners

+++ Harrods features Charming Magnum 2006 special release

Stay tuned! ...

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