



LAURENZ V. NEWSFLASH



JULY 09

● INTELLIGENCE TEST

(somewhat lame - so yes, feel bad if you get them wrong):

- Q: You are participating in a race. You overtake the second person. What position are you in?
- A: If you answered that you are 1st, then you are wrong! If you overtake the 2nd person & you take his place, you are 2nd.
- Q: If you overtake the last person, then you are ...?
- A: If you answered that you are 2nd to last, then you are wrong again. How can you overtake the LAST person?
- Q: This must be done in your head only. Do NOT use paper and pencil or a calculator. Take 1000 and add 40 to it. Now add another 1000. Now add 30. Add another 1000. Now add 20. Now add another 1000. Now add 10. What is the total?
- A: Did you get 5000? The correct answer is actually 4100.
- Q: Mary's father has 5 daughters: 1. Nana, 2. Nene, 3. Nini, 4. Nono. What is the name of the fifth daughter?
- A: Did you answer Nunu? Her name is Mary.

● SUNNY GRUNER AT JACQUES WEINDEPOT – GERMANY

Yes, and it is in a 5L BIB (bag in the box)! Jacques convinced us to run a test with this first from Gruner on the premium level. First a bit skeptical ourselves we are overwhelmed with its success – the first tranche of 25.000 liters was sold out in 2 weeks! “Sunny” Gruner is from Laurenz and Anna (L(aur)enz’ other twin daughter).



● JAMES HALLIDAY'S RATINGS FOR LAURENZ V.

Charming 2007 93 points, Friendly 2007 92 points – please check more on our web site. www.laurenzfive.com

klick on!

● USA ROAD SHOW WITH PRINZ VON HESSEN AND MICHAEL MONDAVI

The USA being amongst our top 3 markets, was the target of our annual road show.



Laurenz V. and Prinz von Hessen toured 5 cities (Michael joining us in Miami and San Francisco) ... San Francisco, Seattle, Phoenix, Boston, Miami. Laurenz V. showed 4 vintages of Charming and demonstrated the seriousness of the Gruner grape a 1979 Gruner from the knights of Malta Estate (long time taken care by the family). ... again a small step to fulfill our mission: help turn Gruner into a world grape alongside Riesling, Chardonnay, Sauvignon Blanc etc.

● LAURENZ V. GOES FACEBOOK!

Find us on Facebook

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You are kindly invited to become part of the family and participate in Laurenz V. and L(aur)enz Maria's activities around the world – we cordially welcome our friends @the “LAURENZ V. Grüner Veltliner” Fanpage ;-)

● NEW GREAT PLACEMENTS

-  Bellagio Las Vegas – Didi's visit did the trick, Gruner by Laurenz V. now being poured in 7 restaurants!
- Lighthouse in Poland: Chris is pouring Charming at the Lemongrass in Warsaw – gorgeous!
- Silver Bullet Gruner already at Mövenpick Switzerland and Wein & Co Austria – the 91 points from Falstaff magazine, Austria, do help!
-  LOT – Polish airline flies Singing Gruner on business class since July 1st – a big thank you to our friend Slavek and his team of PWW!
- Kumud's new friends in Malta have very successfully launched Laurenz V. Gruners in Malta – thank you Charles Grech team!

● MADONNA LOVES FRIENDLY

Sunday, July 5, Madonna, the pop star, had lunch at the National Portrait Gallery, off Trafalgar Square, London. Laurenz V. Gruners are featured prominently as wines of the month. No wonder Madonna went for a glass of „Friendly“ Gruner. And guess what - she loved it very much according to the restaurant manager. WOW - Madonna loves Friendly!

Learning:

1. Get it out there
2. make friends in sales and
3. stick it under peoples' noses
4. do it over and over
5. ... and in 5 years time from now Laurenz V. Gruners will lead Gruner in the world!



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