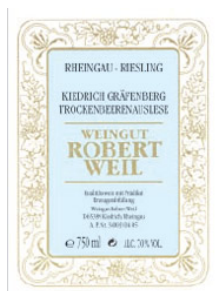




LAURENZ V.

STRICTLY GRUNER & SHEER DRINKING PLEASURE!

A Christmas story by L(aur)enz Maria Moser V.



Morstein and Gräfenberg: these 2 wines – since I have tasted them first in September 2008 – are very often on my mind when it comes to our search of quality (or should I say style?) - Morstein Riesling 2007 by Wittmann Rheinhessen and Gräfenberg Riesling made by Wilhelm Weil of Robert Weil Rheingau, both first growths and definitely among the top 5 whites from Germany. We are talking 35€ plus and worth every drop of it – no! even at this price level (70 DM or 490 Austrian Schillings or 50 USD) they represent a true bargain – especially when one compares to other great whites from around the world.

I pour the wines – bright pale golden both, with Morstein leaving the bottle almost like olive oil (thicker than the Rheingau Riesling). And then the nose: what a difference! While Weil is firm, bright and elegant with hints of vanilla, it is Morstein which overwhelms you with a cornucopia of tropical fruits + peach, apricots and honey – wow! Out of the hundreds of Rieslings I have tasted over the last 12 months these were singled out to be the best for me and today I want to know:



1. **Who is the best of the two and**
2. **What can we at LAURENZ V. learn from the best Rieslings in Germany?**

I do know Wilhelm Weil for 15 years personally - that makes it very difficult to stay objective – he (and Jochen) taught me a lot about the Rheingau and certainly lit my fire for this great grape. Wittmann I have just seen a couple of times, never talked to him. The common denominator of both perfect Rieslings is the clear philosophy behind the wine (or is it the soil?). Gräfenberg tasted like his creator appears – handsome, proper, straight forward, extremely clean, very fine “grain” (tightly woven), refreshing elegance, muscular in a marathon sense and an honest sense of humor! Morstein is sheer opulence which was already felt when smelling the wine. It is so concentrated it stays on the palate for more than 45 seconds – long, long and very hedonistic – juicy, super fresh still, yummie ... and despite its “thickness” super easy to drink! So, this Saturday evening (Nov. 21st) the Morstein glass did finish quicker – let this be my personal verdict today (on other days it was the other way round) – in any case, the best Germany has to offer from 2 great winegrowers! Thanks to both of them for putting “liquid joy” in a glass! ... time to put “Queen live at Wembley” in the disc player and listen to “Bohemian Rhapsody”, Freddy Mercury’s best ...

Well, the learning for our LAURENZ V. efforts derives not only from tastings like this. It is a set of different “feedback situations”. Yet, the main idea behind every top wine seems to be the philosophy of the wine maker behind the wine – the “What do I want to produce? How should the wine look / taste like?”, drives the work in the vineyard, the cellaring. And the pursuit to be the best guides these guys, makes them sleepless, sometimes grumpy.



- **The consumer:** personal Lenz tastings at Harrods, Wholefoods, Wein & Co, Kohler wine show (Milwaukee) etc. tell us we are absolutely on the right track when it comes to the taste profile of all **LAURENZ V.** wines – people just love **LAURENZ V.** Gruners, once tasted (luscious, yummiie, very drinkable, great mouth feel, new and distinctive taste) – “sheer drinking pleasure” describes the consumers’ reaction best. However, nobody has an idea what this modern grape is! So the task is to go out and stick it under peoples’ noses over and over and over until we reach the natural tipping point!
- **Competition:** Morstein and Gräfenberg tell us a lot – people love **LAURENZ V.** but: we are not good enough yet according to our own standards! There is a lot to do still! But it is our goal to improve the quality of the wines year on year by a minimum of 5 % anyway. And it is also obvious that to concentrate on one grape helps to focus all efforts! (We shall continue to work on Gruner only – the only producer in the world to do so). But we shall continue to branch out and taste the world of whites year after year to find out what others are doing – not to copy, but to learn from great people, wines and regions. **Gruner is our pursuit** and it will get better year after year – promise! (2009 we got lucky also – a perfect year for this grape in the Kamptal).
- **Status Quo:** in terms of price quality / ratio and consumer acceptance we are already very well positioned! And with “Charming” at 15-17€ per bottle (just below 30 USD in the USA) **LAURENZ V.** wines do represent a true value idea for the consumer. The “unknownness” for international consumers is an advantage as we bring something new, authentic, refreshing to the world of whites – at a sensational value proposition (and think of “Singing” Gruner by Laurenz und Sophie – a lot of bang for the buck ;-)
- **The goal for 2010:** in addition to what we have already achieved we shall be going for more concentration, yet, without losing the elegance and drinkability and still with the alcohol levels around 12,5% (the 2009 vintage – still “cooking” - will bring us enhanced creaminess and finesse with a long finish).



So, this being Xmas and New Years wishes to you, thank you for reading so far. But in particular we would like to thank you for your support and well meaning – which we do need in order to fulfill our goal of helping to build GRUNER into one of the great world white varieties !

All the best to you, your colleagues and loved ones for a peaceful Xmas and a happy, successful New Year 2010!

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Y v s Dieter, Franz and Lenz