

„it is very gratifying to devote our energy towards a cause bigger than us: helping to build gruner into a world grape variety.”
 Laurenz V. therefore concentrates only on gruner



LAURENZ V. NEWSFLASH



MAR 09
part 2

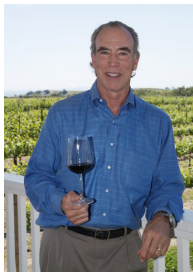
LAURENZ V. = ONLY GRUNER!

• THE TIPPING POINT

Gruner is new to the world of fine Whites! It takes a while until the customers notice, and then it takes even longer for the consumer to catch on. And it is hard work at the beginning, no kidding! However, Gruner is popular amongst connoisseurs around the globe, stick it under peoples' noses and they will love it! So, while it may take a bit for Gruner to take off in your part of the world we can guarantee:

“IT WILL HAPPEN!”

Two very positive examples:



FOLIO
FINE WINE PARTNERS

• MICHAEL MONDAVI'S FOLIO:

it took us a solid 3 years to build the base in the USA with this magnificent team of great people. And now amidst all this turmoil Laurenz V. Gruners take off like a rocket. Folio gave L5 its full and best effort (persistence), Didi and Lenz travel 9 times per year to the US, but we do on a daily basis what Michaels father Bob Mondavi told Didi and myself 3 1/2 years ago in our last encounter:

“IT'S YOUR WINE, IT'S HARD WORK, JUST FUCKING DO IT!” – we still have tears in our eyes when we quote this.

click on!



• WEIN & CO AUSTRIA:

offering a new Gruner in Austria is like selling sand in the desert! Yet a very close cooperation with Heinz Kammerer and his team lead to the fact that L5 Gruners are absolute best sellers in the Wein & Co assortment. And again, it took us a solid two years to reach the tipping point here (depletions in the first 24 months were not encouraging!) – now L5 is turning into benchmark Gruners. Haase, Didi and myself will try to translate also this model to other markets.

• DIDI IN DUBAI & ABU DHABI



The recent trip to Dubai was very positive again. Okay, everything a bit slower now, yet the MMI team is doing a fantastic job in building Laurenz V. into a must have in Dubai. Barely a 5 star hotel without L5 Gruner. Enjoy the photo of Didi in front of the highest building in the world – the Burj Dubai. Who is the second young man on this picture? (guess you will hear soon ;-)

• SILVER BULLET GRÜNER

And here is our new wine! Silver Bullet Gruner!

- From the village of Langenlois – half clay and half primary rock terraces.
- Gruner at its best international style: creamy and authentic spices in harmony.
- 50 cl – cute Burgundy bottle for new consumers.
(Barbara and Lenz think 2 bottles are ideal ;-)



See and read more on www.laurenzfive.com.

LET'S BUILD IT TOGETHER!



LAURENZ V.
LAURENZ V. = GRUNER