

DEAR L5 MEISTER!

Laurenz V. Gruners (Internal L5) have made a lot of friends in their first 30 months. We have found a „hunger“ for info on Gruner and Laurenz V. amongst the great group of friends of Laurenz V. This is the first of a series of information on our favourite grape, wine, name. The project is at a stage where we would like to manage expectations on Austria's „Gruner Men“ on a more consistent basis in issuing a Meisterbrief to you whenever we have something relevant to say (to help you spread the word better). The name „MEISTER“ (stands for „master“) was given to us by my friend Dominic Guerreri from Folio Wines (USA, Michael Mondavi's new importing partnership). We felt, the group which is responsible for our phenomenal success, deserves to be informed first hand, get the latest on the project Laurenz V., Gruner and Austria!

- 26 countries around the globe with the UK, USA, Germany and Dubai leading, have bought into this new exciting project.
- Jancis Robinson, Tim Atkin, Johnny Ray, Dr. Jamie Goode, Dieter Bratz, Rene Gabriel, Decanter Magazine (****), Falstaff, etc. have examined the idea, tasted the wines and have given us great endorsement . (for details please see at our website www.laurenzfive.com)
- Places like the Waldorf Astoria/New York, Palais Coburg/Vienna, Wein & Co/Austria, Emirates Business Class, Cocoon Club/ London, Atlantik/Hamburg, Peninsula/Hong Kong etc. have successfully promoted Gruner by Laurenz V... and many many more.

BUT MOST IMPORTANT, GRUNER FRIENDS – „MEISTERS“ LIKE YOU, HAVE GIVEN US THE DECISIVE BOOST. LET ME TELL YOU YESTERDAYS EXPERIENCE IN BELGIUM, THE NEWEST L5 COUNTRY: YOU SHOULD HAVE SEEN, HEARD ERIC LANNIN TELLING ME THE L5 STORY. HE PRACTICALLY SOLD US OUR STORY AGAIN – TRULY, IN THIS ORDER:

- Charming, Singing and Friendly by Laurenz V. – what a simple and clear message!
- The modern (international) style of the wine – which he has shared and loved with friends, customers: not too bone dry, not too acidic, not too peppery yet pleasant, harmonious, relatively light in alcohol and still keeping its wonderful, almost refreshing flavours, perfumes
- The new and exciting grape from Austria which is being discovered around the world for its distinctively new sale, even in Belgium (which is still conservatively French orientated)
- The simplicity of concentration on ONE grape only – Gruner (+ being the only one in the world to do so) is a great selling point – Laurenz V. is only Gruner!
- By Laurenz V., 400 years in Austrian wine growing and 5 generations of Lorenz, Lenz and Laurenz with Prof. Dr. Lenz Moser III, inventor of the new trellassing system (ideal for Gruner)
- And also a new form of team – 3 partners with skills complementing each other to achieve their common vision of helping to build Gruner into a world class grape! Franz the finance guru, Dieter the strategist and the nicest of us, Lenz the winemaker.

WELL, EXPECT A LOT FROM US, CHALLENGE US, CARESS US WITH YOUR INPUT AND RECRUIT NEW MEISTERS (+ LET US KNOW) – THE I. REAL MEISTERBRIEF WILL BE ISSUED SHORTLY – MAIN TOPIC: „GRUNER AND ITS FAMILY“



WOW!

Austrian Minister of Agriculture presented Laurenz V. in Shanghai in November!



Dipl. Ing. Dr. Pröll, Austrian Federal Minister of Agriculture with Dr. Jur. Martin Sajdik the Austrian Ambassador at a fair in China