



LAURENZ V. MEISTERBRIEF



VOL
04

LAURENZ V. – A TRUE CASE TRADITION & INNOVATION ...

Well, everybody in the wine industry has his history, family trees and still maintains to innovate. With roots going back 900 years, wine being mentioned in the bible 3000 times AND a new vintage year after year this seems an immanent paradigm.

At LAURENZ V. we are convinced to walk our talk when we refer to our 900 years of tradition AND true innovative spirit. Let us give you, dear LAURENZ V. lover, friend, fan, supporter a list of background on our history:



..... 1124

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A Moser was mentioned to run the then already 200 years old cellar in Rohrendorf, a stone's throw away from Wachau (in the west) and Kamptal (in the east). In medieval times, wine was predominantly produced by monasteries and noble men. "Ordinary" people could only be responsible for cellars, vineyards – at the most.
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..... 1635

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From this date onwards, Lenz' (V.) mother was able to track down the Moser family always living in the same village – Rohrendorf – and being occupied with farming including vineyards. (Very good documentation by the church and the Habsburg administration made this research possible.)
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..... 1849

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Anton Moser buys the same cellar a Moser was working in already in 1124 and starts a great winery and vineyards for the family. It was only from 1848 (Austria had the revolution) that a non clerical, aristocratic family could buy property.
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LAURENZ I.

..... 1880

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Anton's son Laurenz I. (1830 - 1913) takes over the cellar and expands the business. At the high point of the "Danube Monarchy" of Austria-Hungary, 1880 is the year when Robert Stolz (composer and conductor) was born, Sigmund Freud (analytic psychology) meets his wife-to-be and Gustav Klimt (Austrian symbolist painter) receives his first commissions.
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LAURENZ II.

..... 1913

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Laurenz II. (1868 - 1938) follows in his father's footsteps. This is the last year before World War I, the Austrian Emperor Franz Josef I. reigning the Monarchy for almost 65 years while the conflicts in the Balkans are coming to the head.
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LAURENZ III.

..... 1929

Laurenz III (1905 - 1978). He is the first one to put the Moser family on the map. He was a cool guy whom L(aur)enz V. had the joy knowing for more than 20 years.

Laurenz III. being the second born started his own house, farm and vineyards back in the mid 20ies of the 20th century. L(aur)enz V. was already alive in the 60ies (and it taught us humility ...) to experience a “mixed farm” with all sorts of animals (pigs, cows, chicken, geese), agriculture and vineyards – very romantic (and it taught us humanity in the face of mother nature). Young Laurenz III. was an inventor from the start and besides all kinds of agriculture machines, architectural talents (he built for himself the then first time Atrium house of Austria – Roman style) his focus was viticulture. He foresaw that modern vineyard work had to use modern technologies. Hence he created modern trellising – enlarged the rows and made it possible for tractors to work the soil. Whenever you see wires in a vineyard “Grandpa Gruner” used it first on this globe.

Why Grandpa Gruner? Austria got lucky as Laurenz III. was looking for the ideal white wine grape for his new trellising method and for the country. Amongst more than 100 varieties (he also had Austria’s largest nursery) he picked GRUNER VELTLINER, at the time less than 1% of Austria’s total acreage – today almost 40%.

For his contribution to Austrian viticulture he received an honorary DOCTOR degree of Vienna’s University and also the title PROFESSOR (again Vienna’s University for agriculture). In addition, together with his sons Sepp & Laurenz IV. (twins – born on the 31st of December 1929 ... and still going strong) he built Austria’s most famous Weinkellerei Lenz Moser.



LAURENZ IV.

..... 1953

Apart from being an integral part in farming Austria’s best known and largest winery, he started Austria’s first biodynamic vineyards - the estate “Knights of Malta” north of Vienna in the Weinviertel was converted in 1978 (!). He also opened Austria towards exports after WW II and expanded to some 40 countries.



LAURENZ V.

..... 1956*

When Laurenz IV. sold the Lenz Moser Winery to a group of investors (including 25% Remy Martin) in 1986, L(aur)enz V. became MD of Weinkellerei Lenz Moser – under new ownership a great team of oenologists and marketers developed the winery into a state of the art, profitable flagship for Austria’s wine industry. L(aur)enz V. followed the call of the Robert Mondavi family to build their own European business (including Robert Mondavi Winery, Opus One, wines from Chile Caliterra & Sena + Ornellaia). After the sale of Robert Mondavi to Constellation, L(aur)enz V. went back to Austrian winemaking:

LAURENZ V. – STRICTLY GRUNER & SHEER DRINKING PLEASURE AS THE RESULT.

... read more about L(aur)enz Maria Moser V. and LAURENZ V. in the next Meisterbrief issue