

„Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. every morning a lion wakes up. It knows it must outrun the slowest gazelle, or it will starve to death. It does not matter whether you are a lion or a gazelle, when the sun comes up, you better start running.“

„The world is flat“ by Thomas Friedmann



DEZ 06

LAURENZ V. NEWSFLASH

MERRY X-MAS & HAPPY NEW YEAR!

To all our partners, people we have met this year all the best for the season and a heart felt „thank you“ for your well meaning support from Dieter, Franz and Lenz. Laurenz V. is only 1 1/2 years old and already present in 21 countries – wow! The wine, the package and the unique intellectual background (the only producer just with Grüner, Austria's premier Grüner Veltliner family together with great partners around the world) are beginning to convince the consumer! It is a joy to work on our mission: help to establish Grüner Veltliner as a citizen of the fine wine world! – to be named as one of the top white grape varieties on earth like Chardonnay, Riesling, Sauvignon Blanc ... and „Grüner“!

ANSELME SELOSSE (of Jacques Selosse) ON HIS PHILOSOPHY (Champagne producer in Avize)

Together with my wife Barbara and friends we toured champagne lately. The most interesting family was the Selosse's. „NE PAS FAIR“ – not to do (anything) – is his credo. His vineyards are like a forest – they do not need a lot of treatment – laissez le environment fonctionez! „terroir, c'est qoi?“ It is everything from soil to climate and from exposure to the human factor – only 3 % of the quality in a wine are defined by the soil. The elements of the soil are the spice of wine – „le sel du vin“ (sic: use of spice in the cuisine ?) ... and his most important message was: „pourquoi? instead of comment?“ Why are things as they are? The WHY? Question is his theme in life. Most interesting story and the champagne is great too!

LAURENZ V. IN GREAT RESTAURANTS – AROUND THE WORLD

It is a source of joy to recommend a number of restaurants carrying Laurenz V. wines around the globe. If in Vienna you will find it at Vienna's „Meinl am Graben“ or at Hotel Coburg, try Berlins „Lutter & Wegner“ or Hamburgs „Doc Cheng. London has also a lot of fans – London: „Cocoon“, Pearl, enjoy Laurenz V. in Zuerich's Carlton, James Joyce, ... also in the north of Europe, hot spot Stockholm at Berns, USA, Dubai And daily we gain more ground. Let us know what favourite place you know that should have Laurenz V. From January onwards you will find all these places on our website: www.laurenzvine.com

PR HIGHLIGHTS IN 2006

- Decanter – Recommendation 2005 ****
- Decanter rating 2004
- Jancis Robinsons nice comments about the entire project in the FT etc., 25.2. '06
- USA Today by Jerry Shriver, July '06
- Die Welt, 26th June '06



FOLIO, MICHAEL MONDAVI'S new importing company and Laurenz V.

We are proud to work again with Michael Mondavi and his team. We know each other for decades and are very enthused by the fact that Michael is not only giving the project his full support – he is on the forefront, together with the brilliant folio team, to establish Laurenz V. and Grüner as the new „Pinot Grigio“ in the USA. In March this year we launched successfully, half a year later we are almost nationwide. And what we hear is the initiative triggering already the large US importers to think seriously about importing additional Grüner's. However, the folio team sees Laurenz V. a chance to own the category and to build Grüner into a true business. The

USA is the number one market for Laurenz V. in 2006 – it will be interesting to see if this will also be the case in 2007 as the UK, Germany and Dubai are closing in already...

2006 VINTAGE RELEASE SCHEDULE

The 2005 Sophie tier (friendly and singing) will start to fly in March (2005 almost sold out) charming will join in mid May. The GV vintage 2006 – we are lucky. We started with the difficult 2004 vintage (rain during harvest and very late picking). The 2005 was almost ideal for GV, long hang time and very good physical ripeness. But the 2006 is the best I have ever seen in my winegrowing career! perfect weather, enough humidity in the spring and summer AND no rain from early September to mid November gave us the perfect grape! The nights cool enough to keep the acidity – this will result in high extracts, good grip and very balanced wines – very much in favour of our international style of grüner. The only downside for the 2006 harvest is the fact that yields are down 30 %. The wine of the decade will go quickly!

2007 Q L MAGNUM INITIATIVE FOR LAURENZ V.

We are completely overwhelmed by the initial reaction on the Magnums! The few markets we tested them it was frenetic! I have also tested the concept of sharing a Magnum together with my dear wife Barbara – what a success! ;-). Well then! Let us create for Laurenz V. Charming the Magnum category! The idea is to present the Magnums in a „wine by the glass“ program. Yet most important will be the selected distribution. Each major city (or in case of NY, London, Shanghai a quarter of the city) should be allowed only one and exclusive Magnum partner! In the USA we reckon with 50 top restaurants pouring Laurenz V. Charming „by the glass“. The UK could be 25, Germany 20, Austria 15, Switzerland and Dubai 10 each, etc. Total goal for 2007 is max 150 places for btg. In addition we will select a few wine stores for the end consumer e.g. Harrods, KaDeWe in Berlin, Kaefer in Munich, Wein&Co in Vienna, Food Factory in Zuerich, etc.

LAURENZ V.

HUNTING FOR WHITE WINE LOVERS