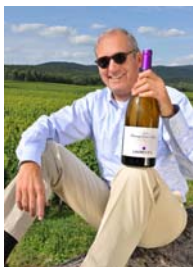


Austrian Gruner Veltliner

by LAURENZ V. in Vancouver – Winter Olympics 2010

L(aur)enz M. Moser V. conquers Vancouver and Whistler with his Gruner Veltliner by LAURENZ V. – the only producer worldwide to concentrate entirely on Austria's number one grape.



L(aur)enz Maria Moser, the fifth, winemaker and eponym for LAURENZ V., is enthusiastically spreading the word about Austria's most planted white wine around the world. Last year, he travelled several times to Vancouver to spread good vibrations for the most favourite wine of his home country – just in due time for the Olympic Winter Games. Meanwhile, the Canadians welcome Moser as “Gruner ambassador” from Austria. Thanks to his personal efforts, LAURENZ V. Gruner Veltliner is now available particularly in Vancouver and Whistler.

SINGING Gruner Veltliner, the fresh and delicious Gruner dedicated to L(aur)enz Maria's daughter Sophie, has recently been selected as a contest winning wine by the Vancouver Magazine Wine Awards. The complex and elegant **CHARMING Gruner Veltliner** from the Austrian Kamptal is the flagship of LAURENZ V.

LAURENZ V. stands for the fifth generation of the Austrian Lenz Moser wine family which is in the wine business since 1124. Prof. Dr. L(or)enz Moser III., L(aur)enz Maria's grand father, made viticulture history after he pioneered the trellising system for vineyards across the world in the 1950ies. He additionally experimented with Gruner Veltliner – a little known grape variety at the time. His efforts have now made it Austria's signature grape variety with a vineyard coverage of 37%.

“My grandfather, whose influence on my future has obviously been higher than I ever thought, always called upon the focus on the important tasks in life – thus Austria should concentrate on Gruner Veltliner only. With LAURENZ V., we have fulfilled his legacy”, says Moser who founded this company together with his partners Dieter Hübler (marketing & sales) and Franz Schweiger (finances) in 2004.

It is the vision of LAURENZ V. to support the variety on its way to well-deserved international repute, to help to build Gruner into a citizen of the fine wine world mentioned along with Chardonnay, Pinot Grigio, Riesling and Sauvignon Blanc. The proof for being on the right path: LAURENZ V. is currently available in 40 countries and one can enjoy these Austrian Gruners from China to Germany, from Norway to the USA, from Canada to Dubai, to name just a few.



LAURENZ V.

STRICTLY GRUNER & SHEER DRINKING PLEASURE



Availability in British Columbia / Canada: please find attached

Available in Austria through Wein & Co.

If you require samples please do not hesitate to contact us directly.

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