

China goes Gruner LAURENZ V. Grüner Veltliner lands in China

LAURENZ V. (speak “five”) Gruner takes China by storm. Through its partnership with Changyu Pioneer Winery, this Austrian producer is the number one selling Gruner in China in 2011.

LAURENZ V. matches perfectly with the wide range of Chinese Cuisine, whether it is the hot style in the south or a bit milder like in the north.

6 years ago, ...

... Laurenz Maria Moser travelled to China for the first time. With the help of Mr Yu Sheng, a Chinese living in Frankfurt, Germany, he screened the market for possible partners. With a bit of luck and gut feeling, Changyu and LAURENZ V. found each other at the first meeting in Yantai in the summer of 2005. Changyu’s President Zhou, sales chief Mr Sun and export manager Mrs Tan from Changyu and the LAURENZ V. delegation decided instantly to cooperate – in both directions: import of Austrian Gruners and export of Chinese red wines. Ever since, both partners have been learning from each other, inspired and enthused by the cultural differences between the Old World and the Asian way of life. The LAURENZ V. partner company TxB International Fine Wines (“Thanks Bob” – the ex Robert Mondavi Europe team) now imports Changyu wines from China to Europe. A typical, also indigenous, Cabernet Gernischt blend from the Ningxia region south of Mongolia and an Icewine from the Golden Icewine Valley in the province Liaoning are available through TxB (www.txb-finewines.com).

Changyu Pioneer Wine Company Ltd.

Modern Chinese wine dates back to 1892 when Mr. Zhang Bishi, an overseas Chinese diplomat, founded his winery “Zhang Yu Wine Company” in Yantai, Shandong. One of the first winemakers was the Austrian Freiherr von Babo.

After more than 100 years growth, Changyu Pioneer Wine Company Ltd. is today a group company with international shareholders like ILLVA (Italy) and IFC (International Finance Corporation, USA), owning and operating six châteaux and wineries in China. Changyu is the oldest and most progressive Chinese wine company in Asia. Its sales staff grew from three salesmen in 1989 to 1,500 in 2006, now focusing more and more on export. Changyu is not only the first winery which professionalized wine production in China, it is also among the first organic wine growers of the country (officially certified in 2012).

LAURENZ V. – Grüner Veltliner as world wine

“Gruner” per se is already a success story. Wine from this grape is indigenous and uniquely Austrian and therefore perfectly represents this small wine country in the very heart of Europe, counting for more than 30 percent of its acreage. Yet beyond the borders of the German speaking countries, Gruner has not yet arrived and is still a quite unknown secret. The mission of LAURENZ V. is to help to establish Austria’s ambassador grape as one of the best white wines of the world. Laurenz Maria Moser and his partners support Gruner on its way to its deserved status among Chardonnay from Burgundy, Riesling from Germany, Sauvignon Blanc from New Zealand and alike.

The strategy bears fruit

LAURENZ V. is Austria’s signature grape Grüner Veltliner. 400 years of experience and know-how in the wine business of Laurenz Maria Moser’s family build the background for this venture. The partnership of the “Three Gruner Musketeers” Dieter Huebler (marketing & sales), Laurenz Maria Moser (winemaking, strategy, marketing & sales) and Franz Schweiger (administration & finances) is also a proven asset. After all, the luscious, enjoyable style of their wines convinces internationally, as it does in Austria against stiff competition from other great Gruner producers. Elegance, complexity, moderate alcohol, balanced wines – in brief: Gruners offering sheer drinking pleasure.

The Gruners of LAURENZ V. are exclusively marketed in the gastronomic sector and the qualified retail. Current key markets outside of Austria are the United States, China as the second market, Germany, UK and Dubai. The export ratio is above 90%. The goal is to establish “LAURENZ V. lighthouses” all over the world like Nobu in London, Burj al Arab in Dubai, Sacher in Vienna as well as “flagship stores” like Harrods in London, Wein&Co in Austria or KaDeWe in Berlin.

LAURENZ V. – the facts

Namesake Laurenz Maria Moser is the fifth of the renowned Austrian Lenz Moser wine family and 15th generation in direct line of Mosers in the wine business. He and his partners are the first in the world to focus entirely and exclusively on Grüner Veltliner. They currently market 85 hectares of Gruner in 42 countries on all five continents. The portfolio of LAURENZ V. offers five Gruners: CHARMING from the Kamptal, the cradle of Grüner Veltliner, is the flagship. A different approach to this varietal and sheer drinking pleasure credo alike is being offered by SILVER BULLET GRUNER coming in the innovative 50cl bottle, FRIENDLY Gruner and the light and refreshing LAURENZ UND SOPHIE SINGING and LAURENZ UND ANNA SUNNY Grüner Veltliner which are dedicated to Moser’s twin daughters.

Contact:

If you want the full story or high resolution pictures (see selection below), please contact us:

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Pictures:



Chinese edition "Lenz Sophie Singing Grüner Veltliner" by LAURENZ V. bottle & back label



Changyu Cabernet Gernischt

Ms Tan (middle) with Dieter Huebler (left) and Laurenz Moser (3rd from the right) at the Tiananmen Square in Beijing



a typical vineyard in Ningxia



Mr Sun, vineyard manager, with Laurenz Moser in Ningxia



harvest in Ningxia (Cabernet Gernischt)



Ms Tan (r.) with Dieter Huebler (l.) and Laurenz Moser (3rd from the right) at the Icewine Valley



Laurenz Moser with President Zhou



Laurenz Moser & Freiherr von Babo



presentation of "Lenz Sophie Singing Grüner Veltliner" in China



the LAURENZ V. Gruner portfolio

