



LAURENZ V.

GRUNER (Grüner Veltiner)

- Austria's flag ship white wine grape (35% of the total acreage)
- Gruner's origin is related to Traminer, yet indigenous to Austria
- Perfect food match for all types of cuisine (except goulash)
- Chameleon of wine – from refreshing to full bodied

TASTE PROFILE

- Think of the floral perfume of a German Riesling, the refreshing zip of a Loire Sauvignon Blanc and the lusciousness of a Northern Italian Pinot Grigio, all in great harmony!

AUSTRIA



- 1% of the world wine production (75% White 25% Red)
48.000 ha / 120.000 acres; think ½ of Bordeaux or double New Zealand
- 32.000 farms – meaning small, individual vineyards
- Handcrafted and sustainable (close to organic) wine growing methods
- Cool growing climate specially suited for fresh and aromatic wines
- Same latitude as Burgundy – (48°- 47°)
- Very strict wine law – quality control seal on all bottles of Austrian quality wine on the top of every closure (red-white-red)

KAMPTAL – THE „CRU“

- The cradle of Gruner – 60 km West from Vienna – 4.000 ha / 10.000 acres
- 1/2 of it Gruner – 2/3 of the vines are older than 30 years
- Loess and loam soils, clayed-sandy soils, weathered primary rock (gneiss) and slate
- Unique climate – on the crossroad of 3 climatic zones – Atlantic, Continental & Mediterranean
- Cool Climate Viticulture – with huge difference between day and night temperatures – to keep perfume and zip!

LAURENZ V. (Laurenz Five)

- Stands for the fifth generation of the Laurenz (Lenz) Moser Family – in the wine business since 1124
- Prof. Dr. Lenz Moser III invented modern canopy management – trellising system – in the early 30s of last century with Gruner as the ideal grape variety
- Laurenz V. is the only producer who concentrates entirely on Grüner Veltliner – Laurenz V. = only Gruner!
- Mission – helping to build Gruner into a citizen of the fine wine world – “Hunting for White Wine Lovers”



LAURENZ V. CHARMING GRÜNER VELTLINER

- 100 % Kamptal fruit – selected only from the best vineyards
- Married to one Master Blend for only one Charming per year
- 100 % steel tank fermented + on the yeast as long as possible (release September)
- very elegant, complex and full-bodied wine with layers and layers of flavours

Where: Premium Pour for special occasions – Enjoy!



LAURENZ V. FRIENDLY GRÜNER VELTLINER

- Predominantly Kamptal fruit plus some grapes from the neighbouring Kremstal region
- 100 % steel tank fermented – can be seen as the 2nd Vin of the Charming
- Offers elegance and finesse, distinctive fruity character and a rewarding finish – Let's get Friendly!

Where: Premium Pour for every days occasions – perfect Cocktail wine!



LAURENZ UND SOPHIE SINGING GRÜNER VELTLINER

- Very refreshing marriage of grapes from the Kremstal and Weinviertel
- Very modern and fresh wine approach and packaging
- The wine is dedicated to Laurenz's daughter Sophie who wants to become the next generation's winemaker
- Shows a very lively and harmonious fruit with a refreshing finish

Where: Pouring Wine for by the glass programs + functional occasions!



„GRUNER OR LATER“

www.laurenzfive.com