



LAURENZ V.

STRICTLY GRÜNER & SHEER DRINKING PLEASURE

CORE PORTFOLIO



CHARMING BY LAURENZ V.

FLAGSHIP | KAMPTAL RESERVE

Elegant, complex, charming. The icon wine by LAURENZ V. is a marriage of up to 35 individually blended top vineyard sites in the Kamptal and stays on the fine lees for minimum twelve months before bottling. Very harmonious, allowing for perfectly smooth and “*charming*” drinking.



FRIENDLY BY LAURENZ V.

CLASSIC | KAMPTAL DAC

The Classic Grüner by LAURENZ V. is the ideal food companion in a restaurant. A serious Grüner for the on-premise and typically chameleonic with any dish you can think of. The soft and juicy palate is supported by fine acidity. A very “*food-friendly*” wine.



SINGING BY LAURENZ V.

LIVELY AND FRESH | NIEDERÖSTERREICH

Singing is the perfect introduction to Grüner Veltliner and shows lively, harmonious fruit with a refreshing finish – a wine that “*sings*” on the palate!

FORBIDDEN EDITION

FORBIDDEN GRÜNER BY LAURENZ V.

FRUITY AND OFF-DRY | NIEDERÖSTERREICH

A Grüner style our fathers used to know. Rediscovered by LAURENZ V. after decades of “*mania of dry wines*” in Austria. Its light residual sugar and less than 11% vol. make this Grüner so quaffable and delicious. Paradisiac fruit, seductive, “*forbidden*” good.





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With only 1% of the world wine production **AUSTRIA** is one of the smallest wine growing countries in Europe. Over all there are around 110,000 acres of vineyards in Austria with an obvious focus on white grape varieties (65%).

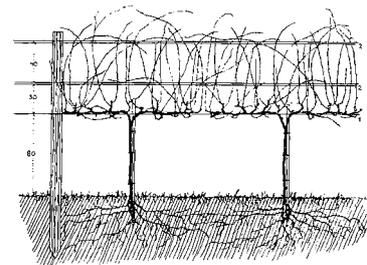
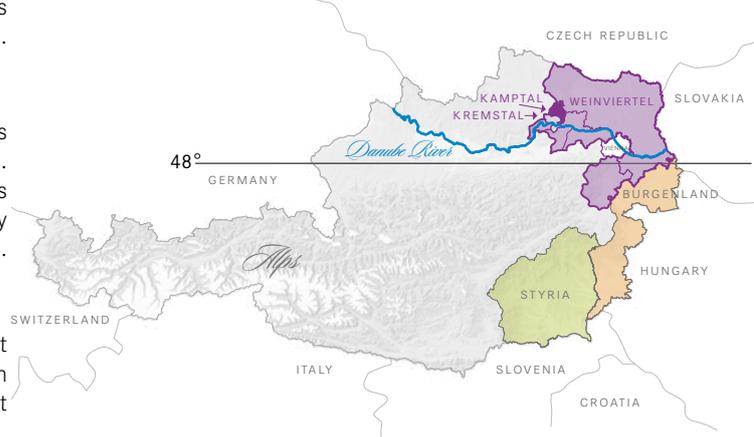
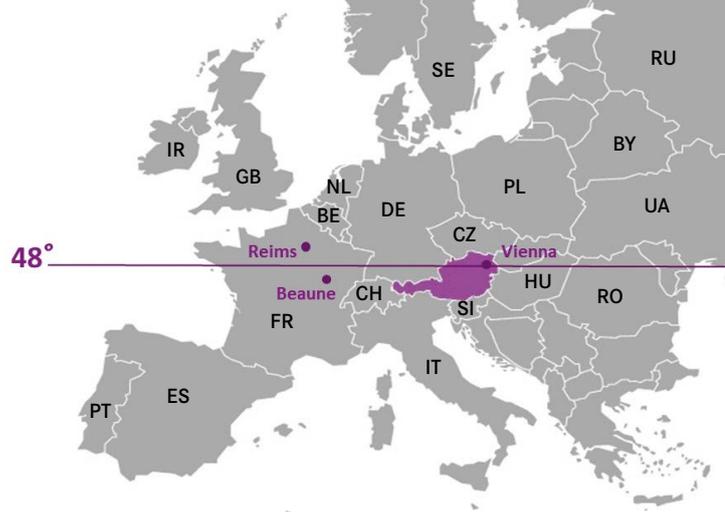
LAURENZ V. has its home in the **KAMPTAL** region – famous for its beautiful landscape, the distinctive terroir, as well as for magnificent wines. According to the Austrian wine law, the appellation “Kamptal DAC” stands for wines only made of Grüner Veltliner or Riesling – either in a classic fruity style (Kamptal DAC) or in a richer, more full-bodied style (Kamptal Reserve).

GRÜNER VELTLINER is the country’s flagship grape variety. Just imagine the floral scent of a Riesling, the refreshing zip of a Sauvignon Blanc combined with the lusciousness of a Pinot Grigio – all in great harmony – that’s what Grüner Veltliner tastes like.

LAURENZ V. is the first and presumably only producer in Austria and the world to focus entirely on Grüner Veltliner. The company was founded in 2004 and now exports to 45 countries in all five continents.

5 GENERATIONS of the prestigious Laurenz Moser family stand behind the name LAURENZ V. (speak: Laurenz Five). To the day, LAURENZ V. takes inspiration from Dr. Moser III, who is known as “Grandpa Grüner”, in part for his invention of the innovative vine trellising system in the early 1930s with Grüner as the ideal white grape variety.

The **MISSION** of LAURENZ V. is to play a leading role in establishing Austria’s signature grape – Grüner Veltliner – amongst the premium white wines of the world.



The Lenz Moser Trellising System



RIESLING

SAUVIGNON BLANC

GRÜNER VELTLINER

PINOT GRIGIO

CHARDONNAY