

by

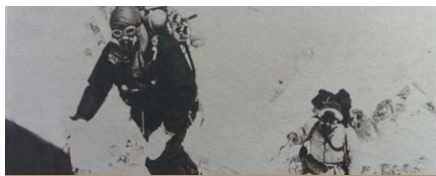
LAURENZ V. NEWSFLASH



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● WHO CARES WHO CAME SECOND?

... being the first is the key! LAURENZ V. was the first one to concentrate entirely on GRUNER, Austria's ambassador grape no. 1. It is always a sensation when we see new partners and can tell them: LAURENZ V. is the first and only producer in the world to only offer you Gruner. Corinne Hofland in Holland was the last only a week ago ...



WHO CARES WHO CAME SECOND? LAURENZ V. – the first „only Gruner“

● THE LATEST ON SOPHIE



Sophie will finish her studies at King's College, London, by May the coming year – with her bachelor's degree in business management. In order to get international training in the wine business, she is already extremely excited to have been invited by Michael Mondavi to have a half year internship at Folio in Napa. Thank you, Michael (Laurenz Maria had to settle for Almaden vineyards in his younger years ;-)

● WELCOME MARIE!

We have a new colleague: Marie Pazourova from Czech Republic joined LAURENZ V. to support us in logistics, administration and sales. She graduated at the University of Hotel and Tourist industry. During her studies, she became to be interested in wine culture. She gained her experiences in Prague, Vancouver and Vienna and is „happy to join and support the LAURENZ V. team with enthusiasm and trust in the charming Grüner Veltliner wines“.



● CHARMING 2010 – RELEASE



Again, yes it's true, again the *best Charming ever!* A bit of luck (very grateful) and sound vineyard work in a difficult year as the pillars of this exceptional wine. Charming 2010 combines the great Gruner credentials for our LAURENZ V. style:

The *zip and minerality of the year 2008* combined with the *lusciousness, body and*

creaminess of 2009 gave us the perfect Gruner we love: rich and generous in the nose with a touch of pepper, the perfume of a spring meadow, fresh and firm. A mouth full of harmony, pure pleasure to drink – true character of Kamptal Gruner with firm grip and an elegant AND hedonistic finish, hard to stop enjoying it once the bottle is open. Too much, well, please put us to the test.

● SILVER BULLET IS THE STAR

Our "pocket Gruner" made it to the "Bild am Sonntag" – *and Martin S. Lambeck claimed it his "personal favorite Gruner"*, what a great honor!

You want to learn more about our unique 50cl Gruner?

[Watch the video with the Gruner Man:](#)



● TESTIMONIALS FROM AROUND THE WORLD:

Slawek from PWW Poland: "It was extremely nice to have LAURENZ V. by glass in Whisky Bar in NY with the view of Central Park. Great job!"

Gareth from Montrose Hong Kong sends greetings from the latest promotion at City Super:

Ali, a friend, found LAURENZ V. on her vacation in Puerto Rico, and *Ernö* enjoyed his Singing Gruner at the Bellagio in Las Vegas.



● CHARMING AT THE DEL!

Dieter just got home from the US and reported: Charming is planned to be launched as wine by the glass at the del Coronado in San Diego in fall – the famous hotel where Marilyn Monroe and Tony Curtis & Jack Lemon had their famous shooting for "Some like it hot".



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● NEWSTICKER

Stay tuned ...

+++ NEW DISTRIBUTION PARTNER IN ESTONIA: LM KESKUS OU +++ FRIENDLY GRUNER IS LAUNCHED IN BC, CANADA +++ CHARMING 2009 = BEST AUSTRIAN WINE AT THE JAPAN WINE CHALLENGE 2011

