

„it is very gratifying to devote our energy towards a cause bigger than us: helping to build gruner into a world grape variety.”
 Laurenz V. therefore concentrates only on gruner



LAURENZ V. NEWSFLASH



JAN⁰⁹

LAURENZ V. = ONLY GRUNER!

• WE WILL NOT BLINK!

Laurenz V. is the only producer in the world to just offer Gruner – and we will remain solely devoted in helping to build Gruner into an “A” world white grape like Chardonnay, Riesling, Sauvignon Blanc = **FOCUS²**



Grand-Pa Gruner

• FEW PEOPLE KNOW...

L(aur)enz’s V. grandfather was instrumental to kick-start Gruner in Austria – from virtually nothing to now over 35% of all vineyards in Austria. Back in the 1930’s, he invented modern trellising and was looking for the ideal grape and – alas – Gruner was best for him, the climate and the consumers. That is why we call Prof. Dr. L(or)enz III **Grand-Pa Gruner**.

• WHAT IS HOC²?

We will build the HOC² “Home of Charming”! Our Flagship deserves utmost care! With the help of all our partners – producers, gatekeepers and a bit of luck CHARMING GRUNER by Laurenz V. will become one of the preminent whites from the “old” world by 2018 – program in place – please stay tuned for more specifics!

• WHO WILL BE THE MEISTERLADY?



Part of HOC² is our new “Meisterlady”. As of March 1st she will take the L5 Meisters under her wings. She speaks 4 languages, holds a University of Vienna Degree and is a delightfully charming lady with a programme to help to build Charming around the globe. The final details we are proud to present on March 1st.

• SILVER BULLET GRUNER?

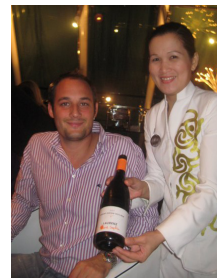
March 1st release in a **0,5l bottle** with the biggest back label (to tell our story) in the trade – an extra Gruner style from the village of Langenlois in the Kamptal – feuille morte glass for extra clarity.



• “SINGING” GRUNER FREE FLOW AT THE RAFFLES DUBAI

New Years Eve was celebrated in Dubai with Laurenz V. Gruners – the Raffles featured Singing Gruner in a free flow way.

Photo: Paul Kiefer from MMI, with a waitress from Raffles.



• VINTAGE 2008

“Lucky Gruner, lucky Austria. This is my wine!” L(aur)enz said when he tasted the first clear barrel samples of all 4 wines Charming, Friendly, Singing & Silver Bullet Gruner on Dec. 29th and 30th.

- The “most” Gruner in the glass!
- Spice to the max!
- Yet with Zip and Elegance!
- Extremely easy guzzling down
- 2009 - energy, vibrancy uniqueness
- The 2008 Gruner vintage represents the true “Viagra” of Whites ♂♀

• RELEASE SCHEDULE

- | | |
|----------------------|-----------|
| Charming 2008 | – June 1 |
| Charming Magnum 2008 | – June 1 |
| Friendly 2008 | – March 1 |
| Singing 2008 | – March 1 |
| Silver Bullet 2008 | – March 1 |

And now back to work and to a surprisingly successful 2009!

LET’S BUILD IT TOGETHER!



LAURENZ V.
 LAURENZ V. = GRUNER