

# LAURENZ V.

# MEISTERBRIEF



VOL  
08



Jancis Robinson:

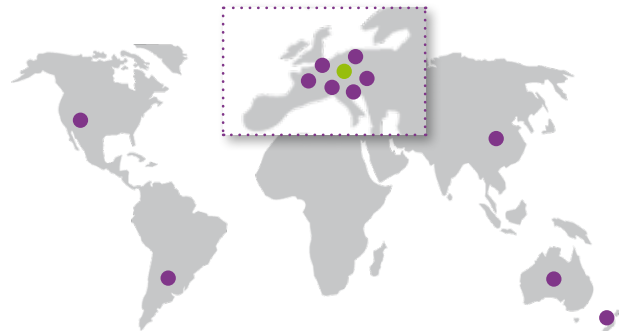
GRUNER IS “AUSTRIA’S ANSWER TO WHITE BURGUNDY”

FAZ am Sonntag: “Cloudy Bay, the successful white wine from New Zealand, has to face competition. For example in form of the Austrian brand LAURENZ V., dedicating itself to Gruner Veltliner”.

## THE GLORIOUS 6 POINTS ON GRUNER

### GRUNER = AUSTRIA’S INDIGENOUS AMBASSADOR GRAPE

Also growing in: Czech Republic (11% = 4,900 acres), Hungary (2% = 3,700 acres), Slovakia (20% = 9,800 acres), South Tyrol (500 acres) and some plantings Germany, Majorca, China, Argentina, USA (mainly California & Pennsylvania), Australia, New Zealand, Switzerland.



### “GRANDPA GRUNER”

The popularity of Gruner in Austria is closely related to Laurenz Maria Moser’s grandfather Prof. Dr. Lorenz Moser III.: He revolutionized modern viticulture by inventing the “Lenz Moser trellising system” in the 1950s and found Gruner Veltliner as the ideal white wine grape for his new method, at that time only represented by 1-2% before increasing rapidly.



### PEDIGREE

First traces of this varietal are said to be found in Roman times. In the 18<sup>th</sup> century, Gruner was known as “Grüner Muskateller”. The name “Grüner Veltliner” was not official before the 1850s. Related to Traminer, Grüner Veltliner genetically has no bearing with its namesakes “Frühroter” or “Roter Veltliner”, other native Austrian varieties. Latest DNA analysis from 2009 proved, that a single, abandoned and very old grapevine found near the village “St. Georgen” (therefore called “St. Georgen-vine”) in the Eastern part of Austria only a few years ago is the long time unidentified second parent of this varietal. Grüner Veltliner is now considered as a crossing of Traminer (probably the mother vine) and “St. Georgen”, as Prof. Dr. Ferdinand Regner of the Federal Institute for Viticulture and Pomology in Klosterneuburg, which is Europe’s oldest wine school, discovered.

LAURENZ V. – STRICTLY GRUNER & SHEER DRINKING PLEASURE

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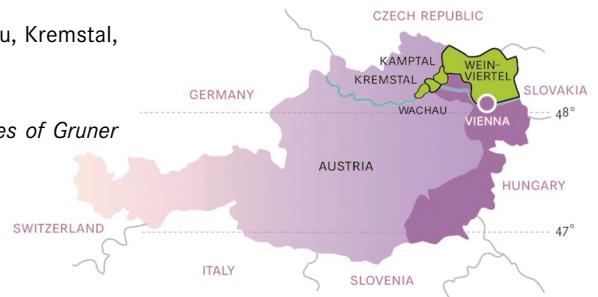


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## 1/3 OF AUSTRIA'S ENTIRE ACREAGE

Thriving under ideal conditions mainly in the winegrowing regions of Wachau, Kremstal, Kamptal and Weinviertel.

2010: 30% of Austrian acreage (111,000 acres in total) => 33,400 acres of Gruner  
 2008: 42,000 acres  
 1987-'92: widest spread  
 1967: 24,000 acres  
 1950s: ca. 2% = 1,700 acres



## CHARACTERISTICS

Vigorous varietal, growing on meager and fertile soil, best on loamy and loess soils. Sensitive during flowering, uncomplicated. Maturing late, requires long fall with fair weather. Fairly inured to hibernal frost, more sensitive to aridity and infections like mildew and chlorosis. Strong and racy wines on loam, minerally with hints of spice on primary rock, more sturdy on clay.

**Tasting 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.

**Typical flavors:** White pepper, minerally, citrus, peach, green apple, quince, pear, exotic fruit, pineapple, grapefruit.

## GRUNER IS CHAMELEONIC



The quality spectrum of Grüner Veltliner ranges from light, pleasant, easy-to-drink young wines to late harvest wines that are rich in extract and alcohol. Gruner also offers great aging potential.

**Spectrum:** Classic dry style, late harvest, sparkling wine, sweet wine (TBA), ice wine.

Gruner is a perfect **food companion:** Fitting any dish you can think of, except Goulash. Ideally paired with Fusion, modern cuisine, Asian kitchen, anything spicy and of course typical Austrian specialities.

And not to forget:

GRUNER IS PERFECT WHEN SERVED BY THE GLASS.



NO Goulash!!!

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