

- [Home](#)
- [Books](#)
- [cachaça](#)
- [Distillery](#)
- [Gin](#)
- [Liqueur](#)
 - [Cranberry](#)
 - [Limoncello](#)
 - [Sake](#)
 - [Schnapps](#)
 - [Soju](#)
- [Mezcal](#)
- [MicroLiquorTV](#)
- [rum](#)
 - [Flavored Rum](#)
- [Sotol](#)
- [Tequila](#)
- [Video](#)
- [vodka](#)
 - [flavored vodka](#)
- [Whipped Cream](#)
- [Whiskey](#)
 - [Moonshine](#)
- [Wine](#)

- 
- 

- [Featured](#)
- [Video](#)
- [Wine](#)

Laurenz V Wines

- November 19, 2010 10:45 am
- [MicroLiquor](#)
- [0 Comments](#)



When great wine meets strategic branding the results can be monumental – just ask Laurenz Maria Moser V., descendent of the Lenz Moser wine family, and an innovator in Austrian wine. Laurenz Maria Moser V. learned much of innovative wine growing strategy from his grandfather, Dr. Lorenz Moser III, inventor of the continentally used trellising system, the “Lenz Moser Hoherziehung.”

When Laurenz took over the business, he made the decision to focus on Austria’s flagship grape, Gruener Veltliner, and *only* Gruener Veltliner. A bold strategy indeed, but five years later, Laurenz V wines are stronger than ever, crafting five different expressions of the grape annually: Charming, Singing, Sunny, Friendly and the Silver Bullet.



Laurenz V made the decision to focus on a general chic, but classic style of Gruener Veltliner though variation is still present throughout the portfolio. Thus, Laurenz V wines are made in an easily approachable, consumer friendly style: “*subtle spice, elegant acidity, vibrant and playful on the palate and flattering on the finish,*” with grapes sourced from the Kremstal, Kamptal and Weinvertel regions of Austrian wine country.

Charming: The Laurenz V flagship style made from grapes sourced from 35 of the best vineyards in the Kamptal grown in a mixture of primary rock, clay and loam soils contributing to the minerality, acidity, creaminess and length of the wine. Charming rests on its lees for 8 months and is released one year after its designated vintage. Winemaker's notes: *Very elegant, complex and full-bodied wine with layers and layers of flavors.*



Singing: Collaboration between Laurenz Maria Moser V and daughter Sophie, the singing is made from grapes sourced from both the Kremstal and the Weinvertal and is 100% steel fermented.

Winemaker's notes: *very lively and harmonious fruit with a refreshing finish.*

Silver Bullet: Packaged in 500mL bottles only, Laurenz V has coined this the "pocket Gruener." Sourced from 25 year old vines from single vineyard site Kogelberg (Zöbing, Kamptal), this wine is fermented with 40% skin contact in stainless steel tanks. True to its name, the Silver Bullet is just that. Winemaker's notes: *white grinded peppery nose with exotic hints and a floral bouquet. It is fresh, brimming of youth and full of joy. On the palate juicy elegance with a slightly creamy texture, yet dry with a lingering 25 seconds long finish.*



Sunny: A collaboration between Laurenz Maria Moser V and daughter, Anna, the Sunny Gruener Veltliner is 100% steel fermented and is sourced from grapes in the Niederösterreich (lower Austria.)

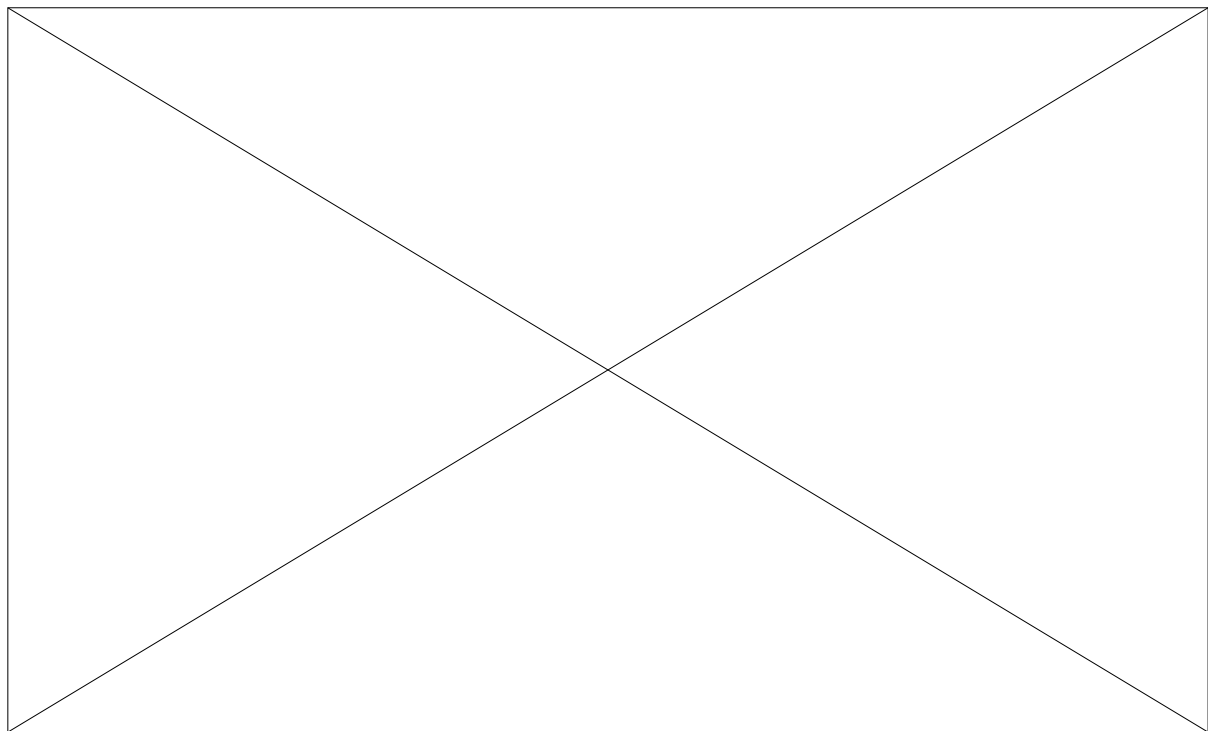
Winemaker's notes: *shows a very lively and harmonious fruit with a refreshing finish.*



Friendly: Only available in on-premise locations, the Sunny is made from 50% grapes sources from the Kremstal and 50% from the Kamptal creating a combination of floral perfume and finesse.

As Austrian wine as a whole continues to gain momentum in the US, it's those winemakers who understand American branding that will likely pull ahead of the others; fun, consumer friendly labels without going over the top.

www.laurenzv.com



You might also like:

Top 10 Cocktails for 100 Degree Weather
Top 10 Fourth of July Spirits
Rebecca Creek Distillery
The Old Mill Gold Rum
Lucky Duck Wines

TAGS: [Anna Moser V](#), [Austrian Wine](#), [Gruener Veltliner](#), [Laurenz Maria Moser V.](#), [Laurenz V](#), [Sophie Moser V](#), [Wine](#)

Share this Article

- [Facebook](#)
- [Twitter](#)
- [Delicious](#)
- [Digg](#)