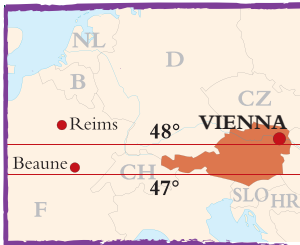




LAURENZ V. GRUNER OR LATER



● **LAURENZ V.** comes from AUSTRIA, in the heart of Europe, and shares the same latitude as Burgundy in France (47°-48°) with ideal cool growing climate conditions especially suited for fresh and aromatic wines.

● **AUSTRIA** produces just 1% of the world wine production – the equivalent vineyard area as half of Bordeaux or double that of New Zealand, divided between 75% white and 25% red wines.



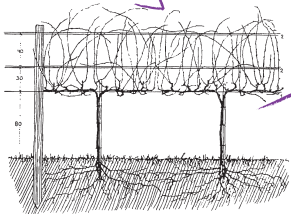
● **TRADITIONAL** family winemaking values principally producing hand-harvested, handcrafted wines using sustainable viticulture and environmentally friendly methods.

● **QUALITY** counts, as Austria implements a very strict wine law, as seen by the approved quality control and coded number on the capsule.



● **LAURENZ V.** stands for the 5th Generation of Winemakers of the **LAURENZ (LENZ) MARIA MOSER** Dynasty – a family name first recorded in the region as early as 1124.

● Professor Dr Lenz Moser III made viticulture history after he pioneered the trellising system for vineyards across the world in the 1950's. Every vineyard with a wire trellis in any country is thanks to Laurenz V's grandfather. He additionally experimented with Grüner Veltliner – a little known grape variety at the time. His efforts have now made it Austria's signature grape variety with a vineyard coverage of 35%.



● **KAMPTAL** – the 4,000 hectare wine growing region which professional wine connoisseurs and vintners agree is the cradle of Austria's signature grape, the Gruner Veltliner or "Gruener".

● **TERROIR** - The Kamptal and Danube Valley topographies have experienced major climate changes over the past 270 million years – from the Permian age of volcanic activity to the glaciers of an Ice Age, to then being completely submerged under the sea some 30,000 years ago. The result is that the soils contain a remarkable wealth of fossils and minerals.



● **WARM DAYS + COOL NIGHTS = AROMATIC, DRY WHITE WINES.** The climate in Kamptal is quite unique – warm winds from the region around Vienna provide the heat during the day and cold air streams are blown down from the northerly Waldviertel forests to substantially cool down the vineyards at night



www.laurenzfive.com

GRUNER OR LATER – PLEASE ENJOY !

by

LAURENZ V. GRUNER OR LATER



DARE TO DECANT



- **CHARMING GRÜNER VELTLINER** is the flagship wine of LAURENZ V.
- The style is dry with 100% stainless steel vinification. The magic of Charming lies in the marriage of blending. The small vineyard sites are individually hand-harvested once they have achieved optimal physiological ripeness. The Gruner grapes that grow on sandy loam soils on the lower slopes, closest to the River Danube, ripen first. Around two weeks later, we hand harvest the grapes that hang on the top of the hillside terraces – on mica-slate and granite soils – and then bring them to the winery for separate vinification. They rest on the skins shortly before careful pressing and temperature-controlled fermentation in stainless steel tanks to retain freshness and fruit character. After extensive blending and tasting, the master cuvée is finished – a marriage of up to 35 individually blended vineyards.
- The **CHARMING GRÜNER VELTLINER** then rests on the fine lees with regular stirring for six months prior to bottling and release on the 1st September, one year after the vintage.
- **AUSTRIA** is on same latitude as white burgundy (Montrachet, Meursault..)
- **WHITE WINES** deserve the same handling and preparation as red wines, that have been decanted for generations
- **PREMIUM WHITE WINES** are much tastier and offer more complexity of character when enjoyed slightly warmer than conventional white wines (14°-15° Celsius)
- **RIEDEL** has given **AUSTRIA** 250 years of fine wine glassmaking heritage. Now in its 11th Generation, world renowned wine glasses and decanters come from RIEDEL.
- And finally... **CHARMING GRÜNER VELTLINER** expresses its beautiful, liquid gold colour when decanted into the specially designed lead-free and dishwasher friendly **RIEDEL DECANTER** with the lilac hue and **LAURENZ V.** branding.

*TIP: Gently pour Charming Gruner into the Laurenz V. Riedel decanter. Once the condensation on the glass clears, **CHARMING** is aerated and ready to enjoy!*

GRUNER OR LATER – PLEASE ENJOY !