

## IF YOU THINK YOU KNOW GERMAN WINE, DRINK AGAIN.

The innovative wines and sophisticated packages emanating from Germany today please both the palate and the eye. There are German wines for every taste and every occasion – a diversity praised by renowned chefs and appreciated by wine novices and connoisseurs alike. A respect for 2,000 years of viticultural tradition, combined with quality-oriented, environmentally-friendly vineyard practices and state-of-the-art cellar technology, put German vintners in the vanguard of contemporary winemakers.

It is particularly challenging to harvest a crop of fully-ripened grapes in this, the most northerly of the world's traditional wine-growing countries, where the weather is so variable from year to year. For this reason, most vineyards are planted on slopes or steep hills topped by protective forests that check the wind, and almost always near a sun-reflecting river – primarily the Rhine and its tributaries – which helps temper the climate.

The growing season is long, with a balance of rainfall and sunshine. It enables grapes to ripen slowly, and thus maintain their fruity acidity while developing natural sugars and absorbing minerals from the soil – all of which lend German wines their inimitable freshness and nuances of flavor and bouquet.

### THE STYLE OF GERMAN WINES

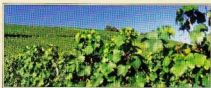
#### HARMONIOUSLY DRY:

The words trocken, halbtrocken, CLASSIC and SELECTION signal drier-style wines. These are excellent with food, as are elegant, light Kabinett wines.

#### RICH, RIPE FRUITINESS:

Traditional Spätlese, and the lusciously sweet "Auslese" categories and Eiswein offer concentrated fruit flavors and aromas.

### THE LABEL – THE WINE'S BIRTH CERTIFICATE



WEINGUT

[1] HANS WINZER

D-12345 WINZERDORF

[2] 2000

[3] RIESLING KABINETT [4]

[5] HALBTROCKEN

[6] WINZERDORFER REBBERG

[7] RHEINGAU

[8] GUTSABFÜLLUNG  
QUALITÄTSWEIN MIT PRÄDIKAT

[9] A.P. NR. 12 345 678 01

alc 11,5% vol

PRODUCE OF GERMANY

e 750ml

# CLASSIC

TASTE DRY. TASTE STYLE.

Starting with vintage 2000, there is a new category of German wines – CLASSIC – denoting wines that are above average in quality,



harmoniously dry in taste, and made from one of the classic grape varieties, such as Riesling, Silvaner or Spätburgunder (Pinot Noir). The concept is designed to impart a clear profile regarding a wine's quality and taste. CLASSIC offers wine lovers harmoniously dry wines that are full-bodied and rich in fruit flavor. They are sold in the medium price range. Vineyard names have been deliberately omitted so that the labels are as uncluttered and easy to recognize as possible.

Vintage 2000 – the advent of new German wines that are easier to understand. For a harmoniously dry wine that goes well with meals, look for labels with CLASSIC next to the name of the grape variety.



Region, ripeness, grape variety and style, as well as the name of the grower or producer, the guarantor of the bottle's content, are the keys to knowing what to expect from the bottle you purchase at a shop or in a restaurant.

## A SAMPLE LABEL

- 1 The name and address of the wine estate (*Weingut*).
- 2 The vintage – the year in which the grapes were harvested.
- 3 The grape variety.
- 4 The quality level of the wine, indicating the ripeness of the grapes at harvest.
- 5 The style of the wine. Here, an off-dry (*halbtrocken*) wine. *Trocken* indicates a very dry wine. Wines labeled CLASSIC or SELECTION are dry varietals. If none of these terms is on the label, expect a wine with some residual sweetness.
- 6 The town (+ "er") and the vineyard from which the grapes originate. Here, a hypothetical example.
- 7 The specified region – in Germany, there are 13 wine-growing regions.
- 8 Wines bottled and produced by the grower or a cooperative of growers (*Winzergenossenschaft*) may be labelled *Erzeugerabfüllung*. Estates and individual growers can use *Gutsabfüllung* as an alternative. Other wineries and bottlers are identified as *Abfüller*.
- 9 The quality control number, indicating the wine has passed the chemical and sensory tests required of all German quality wines.

# THE GREAT TASTE OF GREAT GRAPES

## TRADITIONAL WHITES

### **RIESLING:**

Germany's premier variety. Distinctive for its elegance, firm acidity, complexity, longevity – and extraordinary versatility with food, including the spicy or sweet-and-sour flavors of Asian or Latin American cuisine. Crisp apple, ripe peach, mineral-rich, or the honeyed tone of Botrytis are variations on a theme: Riesling.

### **SILVANER:**

An ancient variety that yields full-bodied, juicy wines with a fine-fruity acidity. Neutral enough to enhance the delicate flavors of seafood and light meats.

### **RIVANER:**

A drier, more food-compatible version of its synonym MÜLLER-THURGAU. Goes well with herbed foods, salads and vegetable dishes. The wines are flowery, with a light Muscat tone, and not too acidic – easy on the palate. Enjoy while young.

## WHITE PINOTS

### **GRAUBURGUNDER (Pinot Gris):**

A sleeker, drier version of its synonym RULÄNDER. Both are powerful, mouth-filling white wines with a rounded acidity. Try it with flavorful foods (saltwater fish, lamb, game), or a ripe, sweet Ruländer with pungent cheese.

### **WEISSBURGUNDER (Pinot Blanc):**

Elegant white wines with refreshing acidity, a fine fruitiness and bouquet reminiscent of pineapple, nuts, apricots or citrus. Excellent with light meats and seafood; Barrique-aged versions go well with lamb or game.

## WHITE NEWCOMERS

Two successful new crossings are KERNER, prized for its Riesling traits – fresh acidity and rich, fruity character – and SCHEUREBE, with a bouquet reminiscent of black currants or grapefruit, fine spicy undertones and lively acidity – superb with Asian cuisine and blue-veined cheese.

## POPULAR REDS

### **SPÄTBURGUNDER (Pinot Noir):**

Germany's finest and foremost red variety yields mouth-filling, velvety smooth wines with a slightly sweet, fruity aroma. Perfect with elegant roasts and game. Try Spätburgunder Weissherbst (rosé) with light meats.

### **DORNFELDER:**

A newcomer that yields deep-colored wines. Served chilled, the "youthful" style, rich in berry aromas, is a great picnic wine. The fuller-bodied, barrel-aged versions with more tannin and depth are ideal with hearty roasts, game and flavorful cheese.

## LOCAL RHINE & SWABIAN FAVORITES

Uncomplicated, light red wines, such as PORTUGIESER [mild acidity] and TROLLINGER [crisp acidity] are great for quaffing and/or with simple fare (platters of cheese and cold cuts). Deep red, full-bodied LEMBERGER wines go well with pâtés, flavorful meats, and pungent cheese.



## RIPENESS – A SIGN OF QUALITY

There are two broad quality categories of wine in the European Union: table wine and quality wine. On average, less than five per cent of an annual German harvest goes into table wine production. **DEUTSCHER TAFELWEIN** and **DEUTSCHER LANDWEIN**, a superior table wine, offer simple refreshment for local consumption.

The quality wines from one of thirteen specified German wine-growing regions are made from riper grapes and subject to higher standards. Basic quality wines, **QUALITÄTSWEIN B.A. (QbA)**, and higher-quality, dry varietals labeled **CLASSIC**, are great for everyday enjoyment, with or without meals, and best consumed while young and fresh. **SELECTION** is the term reserved for superior dry varietal wines. They are ideal for fine dining or festive occasions.

Germany's premium quality wines, **QUALITÄTSWEIN MIT PRÄDIKAT (QmP)** are made from fully ripe and/or Botrytis-affected grapes. They are elegant, noble and longlived. The following Prädikats (special attributes) denote six ascending levels of ripeness and quality:

**KABINETT:** Elegant wines made from fully ripened grapes. Sleek and generally, low in alcohol.

**SPÄTLESE:** Literally, late harvest. Balanced, well-rounded wines with the intensity of very ripe grapes.

**AUSLESE:** Noble wines, intense in bouquet and taste, made from very ripe grapes, selected in bunches.

**BEERENAUSLESE (BA):** Rare and exquisite wines with the unmistakable honey-like aroma of Botrytis ("noble rot"). Made from overripe berries, individually selected by hand.

**EISWEIN:** Made from grapes of BA quality, harvested and pressed while frozen. Truly unique wines with a remarkable concentration of fruity acidity and sweetness.

**TROCKENBEERENAUSLESE (TBA):** The crowning achievement of German viticulture. A lusciously sweet wine made from individual berries shrivelled almost to raisins.

In all, there are German wines suitable for every occasion – from an informal get-together or picnic to the most elegant dinner or reception.

## SELECTION

The new designation **SELECTION** identifies top-quality, dry varietal wines that are typical of their vintage and vineyard site – all of which appear on the label – and subject to restricted yields, selective harvesting by hand, and additional sensory testing. The first release is 1 September of the year following the harvest, i.e. vintage 2000 **SELECTION** will debut in the autumn of 2001. Available in very limited quantities, they are wines for connoisseurs and collectors.

