

**WINES OF  
GERMANY**



**Industry Update  
December 2010**

# CONTENTS:

3	A WORD FROM THE TEAM	
4	AT A GLANCE	
5-7	RECENT ACTIVITY ROUND UP	London Fine Wine Fair WSET tasting ETM Group tasting
8-14	WHAT'S COMING UP IN 2011	Generation Riesling tasting Riesling Week International Pinot Noir tasting Social media International press trips Trade trips
15-16	HEARD IT ON THE GRAPEVINE	Press quotes
17	PRESS HIGHLIGHTS	Recent coverage for German wines
18	KEEP UP TO SPEED	Wines of Germany contacts

# A word from the team:

As 2010 draws to close, the team is busy planning next year's activities. It has been another tough year for the wine trade but hope springs eternal with the latest news from Wine Intelligence. Its Vinitrac UK consumer confidence index has just recorded the highest reading for spending last month, with an index score of 49 – a stark contrast to the index score of 34 in February 2009.

Other news this month includes announcements from Waitrose and M&S that sales of German wine are up by 36% and 20%. Andrew Bird from M&S said recently in the Evening Standard that the store has seen an 'unprecedented rise' in the sales of German wines recently. All great news – and now we need to emulate that in the 'big four' – easier said than done I accept!

Looking forward to 2011 and beyond we see a huge opportunity for the trend towards lower alcohol wines. What excites us is that Germany has what no other country can deliver - beautifully balanced fruity wines with a racy and mouth tingling acidity that is low in alcohol. What's not to love? Our view is that the awareness and acceptance of lower alcohol wines is a trend that is growing steadily which we believe demonstrates that it's not just a passing trend. With the help of the government and media agenda, lower alcohol wines will become part of the national psyche before too long and German wines are in an extremely strong position to benefit from this.

Thanks to all of you who have participated and helped with the campaign this year and Merry Christmas! to you all!



Nicky Forrest

# At a glance

- Germany's average price is now £3.50 (MAT to WE 4 September 2010) and is up by 9% vs total market of 3%
- Germany fell by 14% volume and 7% value (Nielsen MAT 27 November 2010)
- Germany is the fastest growing country by volume in the rosé category (MAT to WE 4 September 2010)
- German sales by price band:
  - £4-£5 category up by 10%
  - £5-£6 category up by 30%
  - £6-£7 category up by 47% (MAT to WE 4 September 2010)

# Recent activity round up

# London Fine Wine Fair

Organised by the Drinks Business team, the inaugural Fine Wine Fair took place at Chelsea Old Town Hall in London over the weekend of 15th – 17 October.

Wines showcased on the Wines of Germany stand included a selection of dry – off-dry Rieslings, Spätburgunders and a Riesling Spätlese, 1997 & 2007 vintages for comparison.

The fair attracted a total of 2,612 people with the following visitor profile:

- 79% were under 45 and had middle-high incomes
- 70% came from nearby, affluent London postcodes
- 249 trade attendees

We received some great feedback from visitors, with many commenting that they thought the wines on our stand were the best wines of the entire fair. It was also encouraging to see that many younger visitors had no negative pre-conceptions about German wines and were eager to learn more.

Many thanks to everyone who contributed wines for the fair



“I was particularly enamoured by the Robert Weil Kiedrich Grafenburg Riesling Spätlese 1997 and 2007” **Sophie McLean**,  
*food and drink journalist*



# WSET Tasting



In November, Steffen Schindler from the DWI hosted a German wine tasting evening at the WSET building, with David Motion, owner of the Winery in Maida Vale, London.

25 consumers attended the tasting and enjoyed learning about the ageing potential of Riesling, lesser known, indigenous grape varieties such as Silvaner and the impressive quality of Pinot Noir from Germany.

The event was well received by all with attendees commenting on how much they enjoyed the lively, dry style Rieslings in particular.

# ETM Group Tasting

November also saw Steffen host a tasting for one of London's leading gastro-pub groups, ETM Group as part of their Wine Academy educational scheme for their bar staff.

The tasting line up included a range of Rieslings, Pinot Noir, Pinot Gris and Silvaner and Steffen gave a detailed insight into the German wine regions and industry as a whole.

Drinks operation manager Paulo Brammer was delighted with the tasting, as his staff said it was the best tasting they done so far and they are keen to get involved in our on trade activities in 2011.



**What's coming up in 2011?**

# Generation Riesling tasting: 11<sup>th</sup> May 2011

Wines of Germany will hold its second Generation Riesling tasting in May 2011 at the Delfina Gallery, near London Bridge. The tasting will showcase Germany's Generation Riesling producers, as next year, they will be celebrating five years since the association was set up in 2006 in the UK.

20 producers will be invited to exhibit at the tasting, showing a maximum of six wines each. The tasting will be preceded by a special, invitation-only press tasting.

The tasting will be open to all members of the trade from 11am until 5pm, then from 6pm until 9pm, we will open the tasting up to consumers.

We will be promoting the tasting in the trade and consumer press in the run up to the event so keep your eyes peeled!

For further information about this event, please contact Lucy Richardson on 020 7759 7405 or email the team at [germanwine@phippspr.com](mailto:germanwine@phippspr.com)



# Riesling Week: July 2011

Riesling Week is an established and proven activity in the US market targeted at the on-trade and independent retailers alike. In 2011, we will be organising the UK's first Riesling Week.

The promotion, which will take place in July, will see Wines of Germany link up with various restaurants and independent merchants to offer various promotions, which establishments are free to choose as they wish. Potential promotions for restaurants could be:

Riesling flights – by the glass offers – discounts – food matching menu

For Independent merchants, promotions could be:

In store tastings – discounts on multiple purchases

We will be using our Sommelier Spring Class trip and Independent Merchants trip to recruit restaurants and Independents to take part in Riesling Week and we will also be organising a press trip in spring with a view to generating press coverage ahead of Riesling Week – further details will be available in due course.

We will be in touch with importers and independent merchants early in the New Year with further news on how you can get involved in Riesling Week, but if you have any questions before then, do contact the team on 020 7759 7405 or [germanwine@phippsspr.com](mailto:germanwine@phippsspr.com)



# International Pinot Noir tasting: October 2011

Following a successful trip to Germany with us in September, Tim Atkin MW and Hamish Anderson were so impressed with the quality of the German Pinot Noirs they tasted, they offered to help us organise an International Pinot Noir tasting in London in 2011, which will now take place in October 2011.

The aim is to pit premium German Pinot Noirs against international-renowned Pinot Noirs of top producers from around the world, showing that German Pinot Noirs are great value and compete in terms of quality against the best Pinot Noirs in the world. The tasting will showcase a maximum of 30 Pinot Noirs: 20 wines from Germany, 10 wines coming from other regions across the world. Tim and Hamish will decide which international wines will be shown.

A pre-tasting for the German Pinot Noirs will take place in Germany in early September so the DWI in Germany will be inviting producers to submit their wines for the pre-tasting in the new year. We encourage importers to let their producers know of the tasting in advance as this is a great opportunity for producers to raise their profile in the UK.

Further details will be available in due course on our website. If you would like to discuss this with the team, please call us on 020 77597405 or email [germanwine@phippsspr.com](mailto:germanwine@phippsspr.com)

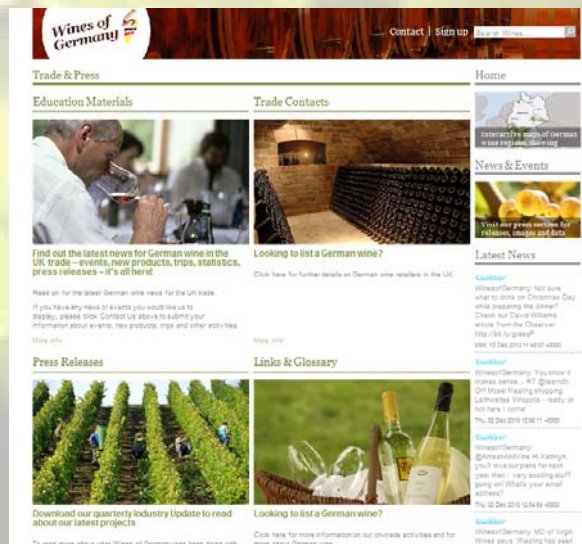


# Social media

Wines of Germany website - new sections will be going live in January 2011, including an educational materials page and an events page, where we will regularly post news of our upcoming events and tastings. If you would like us to display news of your upcoming events, e-mail them to the team and we will happily display them for you.

We will continue to use Facebook and Twitter to promote our activities and engage with consumers and the media. Social media platforms will be utilised particularly our for major activities such as Riesling Week and the Generation Riesling tasting.

If you have any queries about the website or our social media platforms, please contact the team on 020 77597405 / [germanwine@phippsspr.com](mailto:germanwine@phippsspr.com)



# International Press trips

We will be recruiting journalists to attend the following international press trips in 2011:

27 – 31 March – Prowein

16 - 19 June – Landmarks of German wine culture

18 – 22 August – Germany's Pinot Trio

6 – 9 October – Wine bloggers

We will be targeting consumer /lifestyle media for the June trip, trade /wine specialist press for the March and August trips, and of course, food and wine bloggers for the October trip

For further details, please contact [germanwine@phippspr.com](mailto:germanwine@phippspr.com)



## International Press Trip Landmarks of Wine Culture in Germany

**Arrival:** 16 June 2011  
**Programme:** 17 – 19 June 2011  
**Departure:** 20 June 2011

Wine and culture have been paired in Germany for more than two thousand years. Witnesses of what German viticulture embodies are 40 specially-chosen landmarks of wine culture in the 13 wine-growing regions. They invite us to partake in a very special tour of discovery, wherever wine is cultivated, culture is to be found.

We will visit some of the 40 landmarks of German wine culture in the **Rheingau** and **Franken** area.

Register by April 12, 2011

Contact in Germany:  
Deutsches Weininstitut, Sabine Stock  
Gutenbergplatz 3-5, D-55116 Mainz  
[stb@deutscheswein.de](mailto:stb@deutscheswein.de)

This trip is limited to 15 persons.



## International Press Trip Modern Lifestyle in the Winecountry Germany

**Arrival date:** 05 May 2011  
**Programme:** 06 - 07 May 2011  
**Departure date:** 08 May 2011

The German wine growing regions invite visitors not only to delicious tastings and authentic cuisine. You can also make wonderful wellness and lifestyle experiences.

Visit the region of Württemberg with its modern wineries, young winemakers, premium hotels and cities with special charm like Stuttgart.

Register by: 01 March 2011

Contact in Germany:  
Deutsches Weininstitut, Sabine Stock  
Gutenbergplatz 3-5, D-55116 Mainz  
[stb@deutscheswein.de](mailto:stb@deutscheswein.de)

This trip is limited to 15 persons.



# Trade trips



Following the success of the last two years, the DWI will once again be running the Sommelier Spring Class in April 2011.

The trip, which sees 50 top sommeliers from across the world descend on Germany's wine regions, includes winery visits, a visit to the Mainzer Weinbörse and a day of tasting seminars at the Geisenheim Institute.

We will be recruiting five top sommeliers from the UK to attend this trip. All attendees will be required to take part in our Riesling Week activity.

For further details, please contact the team on 020 7759 7405 or by email at [germanwine@phippsspr.com](mailto:germanwine@phippsspr.com)

## Wine Academy Trip

Due to the success of the Sommelier Spring Class, the DWI has decided to introduce the Wine Academy trip for Wine Educators from across the world.

The trip is scheduled to take place in September and will include winery visits and a day of tasting seminars at the DLR Neustadt.

The winner of the WSET German Scholarship will be attending this trip, along with five Wine Educators who we will recruit in the new year.

For further details, please contact the team on 020 7759 7405 or by email at [germanwine@phippsspr.com](mailto:germanwine@phippsspr.com)

# Heard it on the grapevine...

German pinot noir is one of this year's surprise packages

**Anthony Rose, The Independent 20<sup>th</sup> November**

Riesling...isn't known as the Queen of Grapes for nothing - the claim that it's the wine trade's favourite variety may be a tired one, but it still holds true, and very few of these experts would disagree with the idea that Germany produces some of the finest examples in the world

**Felicity Cloake, Guardian Online 20<sup>th</sup> October**

What do modern German dry Rieslings offer? An alternative to endless Sauvignon Blanc. [Riesling] offers an appley freshness modulating to peachiness, with endless mineral undertones, the mirror of its terroir in a range from featherweight to light-heavyweight, alive with fruity acidity, able to mature as well as claret, fabulous when botrytis gives it even more dimensions

**Hugh Johnson, Decanter 1<sup>st</sup> September**

With roast pork a white works best...a late Riesling cuts through the meat and embraces the apple sauce...A late-harvest Riesling may not be everyone's cup of tea, but in my view they can be some of the world's finest wines

**Ollie Smith, Mail on Sunday, 10<sup>th</sup> October**

# Heard it on the grapevine...

German wine has an awful lot to offer the more open-minded drinker. From austere, slatey rieslings to herby, delicate pinot noirs, as well as the tangy, aromatic sweetsies which many of us associate with the country, there's a very northern purity of flavour about them all which ought to strike a chord with us Brits. Lighter styles are the obvious antidote to the alcoholic New World monsters we all like to blame for our over-consumption, and partner perfectly with our favourite, spice-laden foodstuffs

**Felicity Cloake, Guardian Online 20<sup>th</sup> October**

German red wine may sound like an oxymoron, and it's certainly a rarity here. But the Germans have been taking their reds increasingly seriously in recent years, particularly those made from pinot noir (aka spatburgunder)

**David Williams, The Observer, 21<sup>st</sup> November**

Prices have remained stable for the past several years, making German Riesling, at its best, among the best value for money wines on the market

**Joel Payne, Decanter December**

German red wine has not enjoyed the best of reputations in the past but when it comes to the new generation of Pinot Noir there is a lot to recommend it.

**Martin Smith, The Star Doncaster 29<sup>th</sup> September**

Germany continues to produce the world's most undervalued and under-priced fine wines. Riesling is her greatest variety.

**Helen Savage, The Journal Newcastle, 1<sup>st</sup> October**

# Press Highlights

# The Observer

# Decanter.

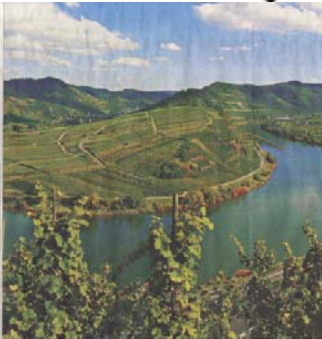
## The Telegraph

### Meandering Mosel's marvels

Amateurs may think they know the Mosel, but the region's producers could surprise their kith and kin.

*If only German producers could simplify their labels, I'd love their wine even more*

The Mosel wine region is a long, narrow strip of land along the western bank of the Moselle river, which winds its way through the heart of Germany. It is one of the most beautiful wine regions in the world, with its terraced vineyards and dramatic views of the river. The Mosel is famous for its Riesling wines, which are known for their acidity and minerality. In this article, the author explores the region's history and the challenges it faces, and offers some advice for wine lovers who want to explore the Mosel's marvels.



**Top 10 Riesling**  
1. **Markus Molitor, Zeltinger Sonnenuhr, Mosel** (2011-2012) £30; BoW, DW, WBr  
2. **Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
3. **Riesling Kabinett Trocken, Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
4. **Markus Molitor, Zeltinger Sonnenuhr, Mosel** (2011-2012) £30; BoW, DW, WBr  
5. **Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
6. **Riesling Kabinett Trocken, Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
7. **Markus Molitor, Zeltinger Sonnenuhr, Mosel** (2011-2012) £30; BoW, DW, WBr  
8. **Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
9. **Riesling Kabinett Trocken, Prinz von Hessen, Germany 2008** (2009 or 2010) £13.49; Waitrose  
10. **Markus Molitor, Zeltinger Sonnenuhr, Mosel** (2011-2012) £30; BoW, DW, WBr



**Markus Molitor, Zeltinger Sonnenuhr, Mosel** ★★★★★ (17.5)

Rich bouquet of quince, passion fruit and vanilla. Candied pear and ripe papaya rise from the succulent texture, spiced by the refined acidity. Full, dense, yet light. Drink 2011-2022. £30; BoW, DW, WBr

For me the rest of the morning will be taken up with preparing dinner, and to keep me company in the kitchen I'll open a bottle of another low-alcohol classic with a touch of sweetness: German riesling. Something like the steely, delicate, floral Dr Loosen Urziger Würzgarten Riesling Kabinett, Mosel, Germany 2009 (£13.49, Waitrose) or, for something no less delicate but dry and with slightly higher alcohol, the scintillating Riesling Kabinett Trocken, Prinz von Hessen, Germany 2008 (£9.99 or £7.99 if you buy two bottles, Majestic) with its citrus and white blossom nose.



**BOB TYRER ON THE BOTTLE**

At this time last year I was enjoying the late-autumn sunbath in Germany, closing on Bavarian thick smetana with Leberwurst and listening to winemakers say that the globally warmed weather was perfect and the vintage would be wonderful, but "oh, how I don't get any better". It (when it does, 2009 might be) looks like the end of the high but the German-verse renaissance when everything was just right.

Now that the sun is off the high, I've been checking them out. What's particularly just right about them is the "frackles" or dry, white wine in which all the sugar is fermented into alcohol.

This style became a fad among Germans before the north European weather became warm enough to produce the favours needed to make it palatable, and before the winemakers learnt that they had to change their techniques to make it memorable. Traditional German wines, in which fermentation is halted before the yeast can gobble up all the fruit sugar, glow on the palate, badly made frackles, with no sugar left to glaze on, clashes and leaves as it goes down.

Since about 2000, things have been getting much better. Good frackles, dry and very not overbearing with intriguing, almost-Ming-Beverly - taste from the warmer weather, some from wild yeasts and fermentation in old oak casks - now rival white Burgundy as the choice of the well-heeled. The problem, of course, lies in the price, which is also horrendous.

So what does a mortal do, without even child benefits to subsidise the weekly wine budget? Well, you can sell your children - not touch point in keeping them if they don't bring in an income or more - and buy a case of Hainberg Riesling GG Einzell-Schubler 2008 (£20) in barrel, just-in-time. Pines and yellow-plum are being around in its reserved streaks right now, and they will be succumbing in 10 years' time, when the kids return from the sale, most, property's cheapest, as is the wine - and the people who make it are delighted. Yes, I know you can buy decent, cheaper frackles from Australia and New Zealand, but think of the smiles. Buy German and save the planet. There's a thought.

**LIQUID HUNCHES**  
• **Trossen Pyramide Riesling Spätlese Trocken** (2010) Great body and intensity from a small, triangular vineyard high above the Mosel. (thevintageshop.com)  
• **Hochhäuser 1812 Riesling Kabinett Trocken** (2008) Winesap Kabinett (£14.99) Flowers, fruit and freshness. (Waitrose)  
• **Von Kesselstatt Riesling Dry 2009** (£9.99) Pretty and party. (thevintageshop.com)

## GERMAN RIESLING 2009: LONG AND SWEET

August's panel tasting of the vintage's dry wines hinted at its quality. But it's in the 'sweeter' styles that it truly excels, says **JOEL PAYNE**

A very good year, criticised by some as the year that had had all of Europe in shadow. Nonetheless, 2009 does look to be an excellent vintage for Germany, particularly for the Mosel. As one of the Mosel's older vintages, it was followed by a mild summer and an almost perfect autumn that allowed all estates to harvest at leisure under ideal conditions. Winemakers who were unable to make good wines in 2009 should change professions, commented Helmut Dönnhoff. The honours in what was this vintage apart from, say, 2008, which was excellent at its best, but shabby behind the scenes. Almost everyone bottled huge quantities of enticing wines in 2009. The Rieslings may have a bit more



## THE TIMES

## THE WORLD OF FINE WINE

## Mirror



**VDF Die Prädikatsweingüter**  
**THE EAGLE IS LANDING**  
Germany's famous Grosse Lage classification is a work in progress, and much still needs to be refined. But as Joe B Payne explains, 25 years from now, the next generation will understand that the road, though long and tortuous, not only reached a return to roots but opened up new horizons.

## Harpers Wine & Spirit

## A small victory for lower-alcohol wine

**By Graham Holtter**  
Consumers are increasingly open-minded about lower-alcohol wines, and more wary of higher abv levels, according to exclusive research carried out by Vintrac for Harpers Wine & Spirit.  
"Consumers are marginally, not significantly, more likely to buy a wine below 11% abv compared with three years ago, and the majority of that below-11% abv business would be in the 10-11% abv range," said Wine Intelligence chief operating officer, Richard Halstead. "There seems to be a fall off in demand for wines above 14% abv."  
"There isn't yet the kind of lurch one might expect - a lower-alcohol wine movement appears to be primarily trade-driven. Consumers are still quite happy buying wines between 12% abv and 14% abv."  
Senior Enotria buyer Daniel Hart said consumers were increasingly seeking out "lighter, fresher wines" although not always consciously opting for lower alcohol products.  
"We're talking about balancing the wine first of all, regardless of the level of alcohol," he said.  
"However, we have a very active programme to encourage suppliers to reduce alcohol levels, partly for stylistic reasons and because we're keen on supporting responsible drinking."  
Nicky Forrest, UK managing director of Wines of Germany, said: "A trend that grows slowly is much more likely to change drinkers' mindsets. It's driven by the national news agenda and retailers are getting on board and looking for lower-alcohol wines. Germany can do it naturally."



Drinkers are seeking fresher wines, not necessarily lower abvs



# Keep up to speed...

- Follow us on Twitter and join our Facebook fan-page:



[Winesofgermany](#)



[Facebook](#)

## Contact us:

- Telephone number: (0)20 7759 7405
- Address: Wines of Germany, c/o Phipps, Exeter Street, London, WC2E 7DU
- Email: [germanwine@phippspr.com](mailto:germanwine@phippspr.com)
- URL: [www.winesofgermany.co.uk](http://www.winesofgermany.co.uk)