



Quarterly Industry Update

January - March 2010



Calling sommeliers for a spring visit

Top sommeliers from around the world are being invited to Germany this April for a Sommelier Spring Class – following the success of last year's initiative.

The trip includes a visit to the Mainzer Weinbörse trade fair, and two days of winery visits to a region to be chosen from Mosel/Saar, Rheingau/Rhine or Franken.

There is also a day of seminars at Geisenheim on various subjects including Riesling and Pinot Noir, and a celebration ball to mark the centenary of the VDP.

Places are limited for the 23-27 April trip. Further info from www.winesofgermany.co.uk or email lucy.richardson@phippso.co.uk

GERMANY IS SO BRACING

Wine & Spirits Guide from Sommelier Association of the UK & IFA, London 2010

Bigger, better ProWein 2010



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SURFING THE WORLD WIDE WEB

Launched on 1st February, the new website got a **fantastic** response from trade and consumer press alike – here's some of the best coverage:



Engaging and more user-friendly, the **unique users to the site increased by 920%** in the first month, 87% of which were new visitors. The website boasts the following features:-

- Improved '**Search & Buy Database**' allowing visitors to search for German wines by style, alcohol level, grape varietal or by retailer
- Links to **social networking** sites for breaking news – 1,047 followers on twitter
- Direct **links to retailers' websites** to increase sales
- Updated streamlined **trade and press areas**

If you haven't visited the website already, have a browse and see for yourself!

www.winesofgermany.co.uk



HOT OFF THE PRESS



Wine Xperience

Wine Xperience is a new internship programme aimed at giving young foreign professionals in the wine trade a chance to gain first-hand experience working in a top German wine estate.

The initiative, led by Germany's young dynamic group of producers known as **Generation Riesling**, will see wine producers host interns from overseas. Interns will be given lodgings at the wine estate and the opportunity to work alongside winemakers for a minimum of two weeks.

To apply for the programme, contact Wines of Germany for an application form and send your completed form to: Michael.Schemmel@deutscheweine.de



Naked Wines Initiative

Innovative online retailer **Naked Wines** has devised a new initiative for winemakers which could be of interest to many smaller producers in Germany.

The company would like to commission an experienced, talented winemaker, who's looking to do their own thing, to create a stunning new wine for them to sell on their website.

Naked Wines will pay the production costs and a salary, guarantee an order, market the wines and pay a profit per bottle. Their hope – that the winemaker will be able to make outstanding wines, focussing on the best grapes and vinification processes. For more details, check out the website:

www.nakedwines.com/workwithus



VdP in London

The Rheingau body of the VDP Association held its **annual tasting in London** on 11th February, enlisting Phipps to help out with the organisation.

11 journalists attended the press briefing including top wine writers Jancis Robinson MW, Freddy Price and Simon Woods along with trade journalists Amy Wislocki (Decanter) Carol Emmas (Harpers) and Nigel Huddleston.

In total, over 100 people including top independent merchants, importers and press attended the tasting, generating positive discussion on Twitter. Jancis Robinson, long one of the most staunch supporters of German producers, tweeted:

“At top Rheingau tasting in London!”

LOOKING FOR THE PERFECT MATCH

- Franken winery Bürgerspital is currently **seeking a UK importer**
- First established in 1316, Bürgerspital now boasts 110 hectares of vineyards in the heart of Würzburg and is the **largest Riesling producer in the Franken region**
- The winery is initially looking to **import Riesling priced for retail between £10 and £25**
- Bürgerspital would like to target **small independent retailers** and is then looking towards listings in **multiple specialist retailers**
- Should this be of interest, please contact Bürgerspital's Export Manager, **Robert Macgregor**



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<http://www.buergerspital.de>

PLEASE NOTE: Bürgerspital is one of many German wineries currently seeking representation in the UK. For a full list of wineries looking to import to the UK, please contact the Wines of Germany team on 020 7759 7405

HEARD IT ON THE GRAPEVINE

German Riesling is rhubarb's ultimate partner in indulgent crime. Riesling's intrinsic acidity is the perfect foil to the rich custard in the trifle.

Mark Hix, Country Life, 27 January 2010

By substituting a light German Riesling (10 per cent alcohol) for a heady Australian Chardonnay (14 per cent), people can continue to enjoy a glass or two at the same time as reducing the risk to their health. A daily wine drinker who enjoys a large glass (250ml) could cut their risk of bowel cancer by 7 per cent by making the change.

Jeremy Laurance, The Independent, 18 January 2010

Most of German wines drunk in Germany are dry, whether white or red. Riesling, the signature grape variety, is one of the finest of all grapes and produces dry, medium and sweet wines, some of which can be cellared for years.

Joanna Simon, Classic FM Magazine, 1 February 2010

More wines are now being artificially treated to be low in alcohol; most are disappointing, and frequently too sweet. Best choices are the naturally low-alcohol white wines, notably Germany Rieslings.

Sarah Jane Evans, BBC Good Food, 1 February 2010

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Jeremy Laurance, The Independent, 18 January 2010

Off-dry German riesling has the perfect balance of sweetness and freshness to match orange crème caramel.

Amelia Pinsent, Waitrose Food Illustrated, 1 January 2010

Sales of German wine rose 64% during the first national on-trade promotion undertaken by Wines of Germany in association with Matthew Clark.
Imbibe, March/April

Riesling is rapidly emerging as one of the world's new sweethearts...No other wine reflects 'terroir'... as well, and nowhere more so than in Germany, where ancient granite, slate and sandstone rocks produce wines of great intensity, purity of fruit and minerality, often referred to as 'racy'.

Rosie Bainbridge, Derbyshire Life & Countryside 1 February 2010

In Germany, great eisweins...are clean fresh with a wonderful tension between sugar and acidity.
Jonathan Ray, Daily Telegraph, 30 January 2010

DON'T MISS OUT

Decanter

Decanter magazine is organising a **Riesling Kabinett Trocken 2009 tasting** to be published in the August 2010 issue of the magazine.

For this tasting they will be focusing on the following regions only:
Rheinhessen, Rheingau, Pfalz, Baden, Franken, Saale Unstrutt & Sachsen

To be eligible for the tasting, wines have to be:

- **Classified Riesling Kabinett Trocken**
- **2009 Vintage**
- **Maximum 1 wine per producer**

If you would like to submit wine for the tasting, please send two bottles of each wine and the completed wine, producer & stockist details Excel spreadsheet to Decanter **by Friday 7th May** (please contact Wines of Germany for a form)

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KEEP UP TO SPEED...

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