

WINES OF
GERMANY



Quarterly Industry Update

April - June 2010

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All the fun of the fair

- The second quarter of this year saw another highly successfully LIWF. This year the Wines of Germany stand was jointly organised by the Deutsches Weininstitut and the **German Federal Ministry of Food, Agriculture and Consumer Protection** to create a bigger and better stand than ever before.
- **54 wines from across Germany** were on show, with a great selection of dry through to Noble sweet Rieslings, our biggest ever showing of red wines and a section dedicated to the wines of Generation Riesling. Wines of Germany also hosted on-stand **Sommelier Review tastings** with the help of Andrea Briccarello (Galvin), Andrew Connor (Lutyens) and Robert Giorgione (previously The Orrery).
- Our Datapen analysis showed that the Riesling & Co Room had the same number of visitors as 2008. **The concept of the Riesling & Co Room continues to draw the crowds after five years**



News in brief: Sommelier trip 2010

Top sommeliers from some of the UK's best restaurants joined over 40 sommeliers from across the world this April for the second *Wines of Germany Sommelier Spring Class*, following last year's inaugural event.

Sommeliers attended a specially-organised workshop day at the Geisenheim Institute, with presentations by Prof Hans Schultz and Steffen Schindler, and tasting seminars led by top German sommelier, Hendrik Thoma, with participation from Katherine Prüm and Konrad Salwey.

Attendees also enjoyed two other annual German wine events: the Wine Ball in Wiesbaden's illustrious Kurhaus and the Mainzer Weinbörse trade fair – both of which were successfully organized by the VDP (Verband Deutscher Prädikatsweingüter)

Following the trip, **Andrew Connor (Lutyens)** revealed he was impressed with the quality of Franken wines he tasted and believes Riesling is not the only German grape varietal with food matching potential:

"I've lost count of the number of times I've been told that Riesling is a wonderful match with Japanese food but to my mind, Franken Silvaner is another perfect wine choice. The bocksbeutel is eye-catching, always provoking comment and the wines inside are so distinctive and food-friendly it seems extraordinary that they seem to be barely exported at all."



News in brief: Off-trade trends

Encouraging research announced by **Wine Intelligence** recently revealed a 30% increase in the number of regular wine drinkers who are now paying more than £7 per bottle for a wine that's destined to be drunk at home.

The research also showed good news for lower-alcohol wines, with more consumers willing to consider wines with lower than 12.5% abv and the number of consumers interested in food and wine matching continues to grow - great news for German wine producers and importers.

To read the full story, [click here](#)

the
drinks business

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Consumers upgrade to drink at home

Wine drinkers in the UK are now happy to spend more on a bottle of wine to drink at home.



Research has revealed a 30% increase in the number of regular wine drinkers who are now paying more than £7 per bottle for a wine that's destined to be drunk at home.

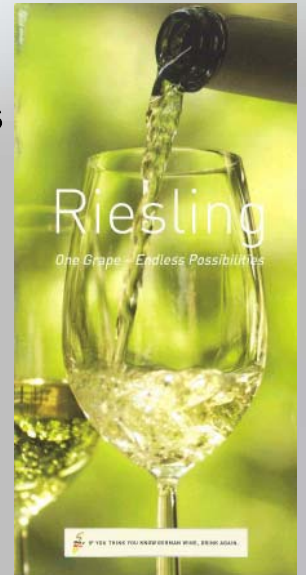
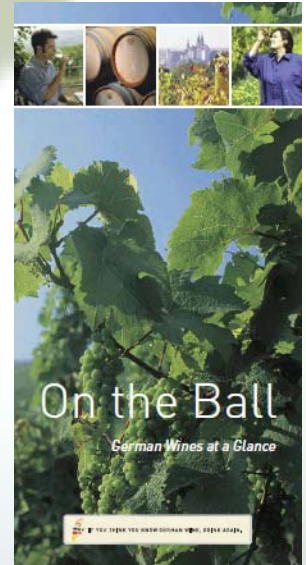
Commenting on the survey, the Wine and Spirit Trade Association's (WSTA) chief executive, Jeremy Beadles, said: "The figures suggest that while consumers may be going out less they are spending more on a bottle of wine to drink at home."

Promotional materials:

We have a number of educational POS materials available to the trade, including:

- A4 posters of individual wine regions
- A3 Fold out maps of Germany's wine regions
- Aroma wheels
- A6 Riesling leaflets (as pictured)
- 'On the Go' brochures – A guide to travelling around Germany's wine regions
- 'On the Ball' leaflets – German wines at a glance (as pictured)
- Corkscrews

If you would like to receive any of the above items for use in marketing activities or simply to display in store, please contact the team by email at germanwine@phippspr.com



Listings opportunity:

Laithwaites (part of Direct Wines Ltd) is looking to increase its German wine offering. There are two parts to the Direct Wines search.

Firstly, Laithwaites is looking to work with a winery to introduce a new German white into the range.

Requirements would be:

- Circa €1.50 ex cellars
- Preferably Kabinett level
- Riesling or open to other blend suggestions

Secondly, Direct Wines is looking to buy regional German wines up to €4.00 from the following regions:

And of the following varietals: Riesling

- Baden
- Württemberg
- Franken
- Nahe
- Ahr
- Weissburgunder
- Grauburgunder
- Kerner
- Silvaner
- Scheurebe
- Rivaner
- Müller Thurgau

If you are interested in submitting samples to Direct Wines, please contact **Abigail Sykes** directly by email: Abigail.Sykes@directwines.com or telephone: +44 (0)1189 030903.

WSTA Update



- 22nd June Emergency Budget comment [Click here](#)
- June 2010: WSTA issues a response to the coalition government policy statement on alcohol. [Click here](#)
- WSTA responds to NICE guidance on alcohol [Click here](#)
- Research commissioned by the WSTA shows consumers are willing to spend more on a bottle of wine to drink at home [Click here](#)

Heard it on the grapevine

The northern valleys of Germany also enjoyed a privileged growing season...The dry wines have real purity and elegance, while the sweeter wines are notable for their overly tropical notes.

Will Lyons, Wall Street Journal Online, 3 June 2010

The good news for fans of German rieslings, and not only those from the Mosel, is that they are ludicrously cheap...you can drink delicious, medium sweet Kabinett and Spätlese for less than £15, sometimes with considerable bottle age. Germany has had an unprecedented run of good to great vintages – so there are plenty of good wines on the shelf.

Tim Atkin, The Times, 22 April 2010

One impressive aspect of that greatness (of Riesling) is versatility: allowing delicate, dry whites in the steely sloping Mosel; perfumed "drink anytime" wine down by the Rhine; superb aperitifs and - best of all - rich dessert wines.

Brian Elliott, Dumfries & Galloway Life,
1 May 2010

The style of the Mosel riesling has an unparalleled delicacy and vibrancy and crucially each wine really does express exactly where it comes from – the essence of the place is in the bottle.

Jancis Robinson, The Guardian,
9 April 2010

Heard it on the grapevine

Riesling reaches its apogee in Germany's Mosel Valley where the top producers craft it into some of the most delicate and sublime wines on this planet. Delicate, in this case, does not imply frail, for these wines are almost ageless and bend knee to no other in quality stakes.

Raymond Blake, Irish Tatler, 1 May 2010

At their best these (Mosel rieslings) are some of the lightest, purest and most ethereal whites of all. Wine professionals invariably nominate Mosel riesling among their favourite tipples.

Tim Atkin, The Times, 22 April 2010

German Riesling with its mouthwatering acidity, purity of fruit and intense flavor, is ideally suited to summer drinking.

Will Lyons, Wall Street Journal
Online 9 June 2010

No summer selection is ever complete in my tasting book without a great, late-harvest German riesling or two.

Jane MacQuitty, The Times, 19 June

The Wehlener Sonnenuhr is a world-famous, superlative vineyard stretch in Germany, which produces some of the finest white wines in the world.

Hugh Johnson, The Independent, 2 June 2010

Press Highights

Beguiling, mature, supple, magnificent - and German

BACK TO RIESLING

Brian Elliott is on a mission to rehabilitate Riesling, a white wine adored by vinophiles across the world but dismissed all too easily by the British

Manchester Evening News

At a time when grape vines are being pulled out across the world, the most beguiling of grapes, made its triumphant reappearance.

In the greatest vintage Germany has produced for decades, only one of the most beautiful of grapes, Riesling, is being planted in the UK.

There's a renaissance about this wine, as evidenced by the fact that it is now being planted in the UK.

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British wine critics turn their noses up at new autobahn

Motorway in Mosel valley seen as threat to the world's best drinking vineyards.

Kate Connolly writes

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The Mosel river is the source of German Riesling. Its production yields wines of the highest quality.

guardian

In this week's Tipping's Tipples, MIKE TIPPING wonders why more people don't like German riesling

Germany: 2008 Dr Bassermann Jordan Riesling, Pfalz (€8.99, 10 per cent, Waitrose) Rieslings from the Pfalz region tend to be almost tropical. This is peachy, pineappley and rich.

Dr Loosen Ürziger Würzgarten Riesling Kabinett 2008, Mosel-Saar-Ruwer, Germany, 7.5 In the Spice G Mosel river, Er riesling. This c keynote mix of



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BEST OLD WORLD WHITE DREISSIGACKER, BECHTHEIMER RIESLING, RHEINHESSEN, GERMANY 2008

Jochen Dreissigacker is a rising star in

Decanter

At the newly opened Gaucho restaurant, in Leeds, earlier in the month. The problem with mentioning Gaucho in the York area is that most people think of El Gaucho in Wainwright, but there is no connection.

Gaucho in Park Row, Leeds, is the newest addition to a small chain of restaurants that dish up some cracking ceviche and super steaks. More pertinently for this column, the restaurant had more than 150 Argentine wines.

If you are in London you can buy these wines at retail prices to take home from the Caves de Gaucho in Piccadilly. Otherwise, you can always bite the bullet and pay the restaurant prices with a meal in Leeds.

As a very special treat, I can recommend El Porvenir de Los Andes Laborum 2006, a very elegant, velvety malbec, richly perfumed with violets and lavender and toasting black fruits in abundance. Or the more affordable, structured, spicy, steak-friendly Vina Patricia Malbec 2006, which oozes black cherry, violets and dark chocolate.

Gaucho, Park Row, Leeds, phone 0113 246 1777.

The Naked Grape Riesling 2008, from the Pfalz region, is on the dry side of off-dry, with lots of minerality, apple aromas and flavours of citrus and peach. Its fresh acidity means the residual sugar is hardly noticeable, but this light sweetness makes the wine a good option with spicy Asian cuisine. It also offers fantastic value for money.

As does the snappily named Deutscherherhof Traminer when quality is taken into consideration. Take this week's pair of recommendations, for example.

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Wine Tim Atkin Could that whiff of petrol in a German festling be a bridge too far?



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SIX TOP GERMAN RIESLINGS

2008 The Naked Grape Riesling, Pfalz

2008 Dr. Loosen Riesling, Mosel

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FOOD AND DRINK

This month wine expert James Gilles samples some southern

German wine that put a stop to his previous prejudices.

Regular readers will know I have a tendency to resist against fashions for particular wines and the wearing of blinkers in terms of what we buy or try. However spotted an example of this 'fallow of fashion' tender my own behaviour recently.

I had long been aware that Germany produced wines of much better quality than the inexpensive standard mediocre whites with which the average consumer associate and I have always recommended and encouraged people to experiment with the complex floral delicacy, citrus charac

"The problem in the UK is not associating German wines with high quality, and we still have to fight against that."

"Plus everyone still thinks that German whites are sweet, yet 80% of Weingut Pfeiffing wines are good-quality trocken."

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Riesling is rising

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off licence news

26 January 2007, Volume 38, No 2

efforts on revitalising that image internationally by showcasing the versatility of its wines, their suitability to modern lifestyles and the talent of its young winemakers."

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ProWein 2010 is a record breaker

The organisers of ProWein are claiming new record figures for both exhibitors and visitors at the 2010 exhibition

The German wine and spirits trade exhibition attracted more than 3,300 exhibitors and organisers Messe Düsseldorf said 36,000 visitors visited the show, which closed on March 23.

Messe Düsseldorf claimed one in three of the visitors came from abroad. There were more visitors from eastern Europe as well as Asia, particularly from China and Japan. Two-thirds of visitors stated that they were executives.

The exhibition covered approximately 76,000sq m of the exhibition halls.

The next ProWein takes place from March 26-28 2010.

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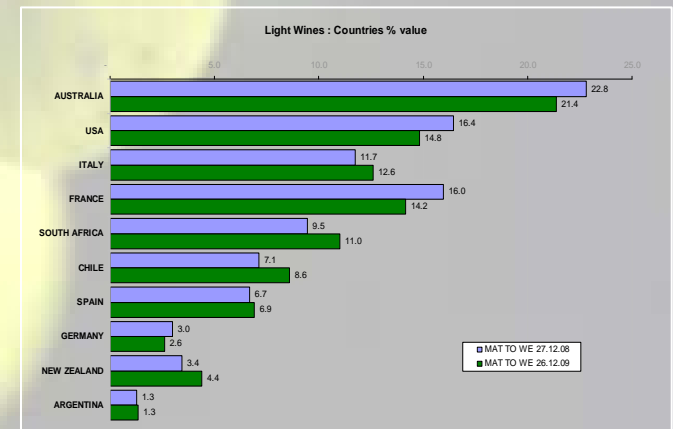
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What's coming up

Press Trips – read our report in next quarters' Industry Update on the press trips to Germany taking place over the summer with journalists Tim Atkin, Johnny Ray and Hamish Anderson; and digital gurus Robert Giorgione, Felicity Cloake, Denise Medrano and Douglas Blyde.

Importers' Meeting – details of the annual Importers' Meeting, scheduled to take place in London towards the end of the year will be sent out shortly. The meeting will allow importers to find out more the 2011 campaign and will give a review of German wine sales in the UK in the first half of the year.



Keep up to speed...

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



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[Facebook](#)

Contact us:

- Telephone number: +44 (0)20 7759 7405
- Address: Wines of Germany, c/o Phipps, Exeter Street, London, WC2E 7DU
- Email: gwis@phippspr.co.uk
- URL: www.winesofgermany.co.uk

