

AUTUMN 2012



Dear Pfriends of Pfeiffer,

Do we have a "pfun" year planned for you? Oh yes we do! Just look inside our newsletter.

We are feeling like having lots of "pfun" this year because, at the time of writing this, everything is looking "pfantastic" in the vineyard and that means a good vintage. Chris always says he can't and won't make a prediction about the harvest and vintage until the grapes are safely housed in the winery. I am just hoping I haven't jinxed anything because I have celebrations at the front of my mind and I am ready to party!

What better time to party than **Tastes of Rutherglen**, held over 2 weekends in March, 10th and 11th and again on the 17th and 18th. On the Saturday night of each weekend we will be having a **special party** to celebrate our oldest vines on our Sunday Creek vineyard turning 50 years old. These are our Pinot Noir vines but when we party, we will also be celebrating with lots of our other wines too. The "pfocus" on Pinot Noir will be at our **masterclasses** on Pinots on both Sunday mornings, which is being hosted by Chris and Jen. I will be hovering in the background because I don't want to miss out on anything. The most urgent thing for you to do is to get your accommodation organised and your tickets to the **Pinot Celebrations** booked. Please let us know if you need help finding accommodation.

We have other things happening at the winery over the busy harvest and vintage time, so try to come and soak up the excitement. We have the return of our **Easter Breakfast on the Bridge** on Easter Saturday and Easter Sunday. Once again, get your accommodation organised. Have a look inside the newsletter for all the details on the things that are happening soon.

Isn't the photograph of **the old wine press** on the front cover of the newsletter a great shot? Thanks to Jennifere Thompson for letting us use it. Jennifere entered some of her photos in the **Pfeiffer Wines Art Show** held here during January. I love it because it means so many things. It is old and no doubt was used to press Pinot Noir and every other variety of grapes, 50 plus years ago. There are still wine presses like this used today but they have been modernised and mechanised. It tells the history of wine making and how things were done in a bygone era. And because of that, it fits in very well here as our place is steeped in history. Over the last 28 years, we have been making our own history and some of it is about to be revealed.

Many of you will know that Chris began his winemaking career at Lindeman's Corowa Winery in 1974. As Chris's young bride, I was introduced to many, many different styles of wine and gradually came to love all of them. There was one style in particular we both loved and it was a fine, dry style of Sherry called Flor Fino. We loved it because we could enjoy a sip in summer, icy cold and so refreshing, we could also enjoy a sip in winter to warm us up on a cold night after work and we could slurp it into soup or casserole and fruit cake! We soon discovered that a little goes a long way. Like most fortified wines, their life in the bottle once opened, is long lived which makes them remarkably good value for money. In 1984, when we came to live here, we bought with us a small, 25 litre keg of Flor Fino Sherry. That was our personal drinking stock. However, with Palomino and Monbadon grape varieties here on our Sunday Creek vineyard, we were soon able to make more and our little keg of Fino became the base of our very special **Pale Dry Flor**. It is called Flor because of the special

PFEIFFER WINES
A B N 4 2 2 6 9 4 4 1 4 8 6

PO BOX 35

167 DISTILLERY ROAD
WAHGUNYAH VICTORIA
AUSTRALIA 3687



TEL: (02) 6033 2805
FAX: (02) 6033 3158

CELLARDOOR@PFEIFFERWINES.COM.AU

WWW.PFEIFFERWINES.COM.AU

flor yeast which grows on top of the wine in the barrel and imparts a delicate green apple, walnut and bready/yeasty character as the wine gracefully ages and matures. It is called Fino because that is the Spanish word for fine and Pale because it is a light straw colour. Along with all the other names from wine growing regions in the European Union, as Australians we no longer use any generic terms that once came from Europe. You all know about Champagne, Beaujolais, Chablis, Burgundy and more recently, Tokay, which is now well accepted as Topaque. The last one to change is Sherry (from Jerez in Spain) which will now be known as **Apera**. Just as the transition from Tokay to Topaque has been easy, we expect Apera will be easily associated with Aperitifs.

So, back to my story...Once we were here, Chris began maturing Flor Fino to age in barrel for even longer, to become an Amontillado style. This is fuller in flavour, develops nutty characteristics and becomes a honey brown colour. After about 5 years, Chris gave me a taste from barrel. I loved it and said "oh that is gorgeous, when can we release that?" To which he replied, "It won't be ready for about another 5 years". After another 5 years, I got to taste it again and it was even more gorgeous. I asked the same question and guess what...I got the same reply. This has gone on and on. Every 5 years I get a taste and am told I have to wait another 5 years. It is lucky I am a patient person. And it is lucky for you, that Chris has developed, matured and nurtured this delicious aperitif for 25 years!!! This is not being called Amontillado. This is joining the ranks of our aperitif wines, like **Seriously Pink** and will be called **Seriously Nutty**. The Pale Dry Flor will also change its name and will be known as **Seriously Fine**. Our "Seriously" range will give you lots of "pfun" to play around with tapas style cuisine like olives, chorizo, feta, smoked almonds and much, much more. To launch our "Seriously" range, we invite you to come to the launch and discover for yourself how seriously good these wines are. Our launch dates are **21st and 22nd April**. After all the time it has taken, you must plan to come and help me enjoy the years and years and years that have gone into making these seriously delicious Aperas.

Having spent all that time telling you about "Seriously", I better also tell you about some welcome returns. The **Pfeiffer Marsanne** is back. How lovely to have a dry, crisp, flavoursome white wine that has no oak influence but has a lovely creamy texture. And so you are not disappointed, please make sure you note ALL the wines that are listed as limited stock remaining: **2009 Pfeiffer Sparkling Pfizz White**, **2010 Pfeiffer Chardonnay** and **2010 Pfeiffer Pinot Noir**. Yes, there is always a follow on vintage of the same grape variety, eventually but like the Marsanne; sometimes you just have to wait a while. You will see all the new vintage releases and the limited stock remaining wines highlighted in the newsletter and on the order form.

So when you are ordering our wine, take advantage of the time that we will pay the freight cost for you, and order your selection of wines by **Monday 23rd April**. Please make sure the order adds up to 12 or 24 or 36 bottles, or any multiple of 12, to receive the **free freight** offer for wine deliveries within Australia. It can be made up of any combination of our wines. You choose.

So keep your fingers and toes crossed that everything continues to go well for the 2012 grape harvest and vintage. I have already put my hand up and my foot down to have another go at the Malbec and those of you who are **Pfeiffer Wine Club Members** and got my **Winemaker's Selection Malbec**, let's hope it is up to the standard of my last one.

We look forward to seeing you at one of the many "pfine Pfeiffer pfunctions" coming up soon.

My very best wishes,



Robyn Pfeiffer.