

Reflections

Dear "Faithful Friends of Pfeiffers",
Happy New Year. Let's hope that it is kind to us all and we make some lovely wines.

As mentioned in the last Carlyle Cuttings, **2014 is a significant year for Pfeiffer Wines as it represents 30 years since Robyn and I attended that auction that saw the birth of Pfeiffer Wines.** A lot has happened in that time and the potential of our winery / distillery continues to reveal itself. We are fortunate to have such an attractive site and we have both enjoyed coaxing it back to life. We are looking forward to the next thirty years when we can sit down with a glass of delicious wine and enjoy it even more than we have in the past thirty years.

toes. Our original intent was to offer a great cellar door providing a wonderful experience as our sole method of distribution. Today we sell our wines in nine different countries (though in Canada and the US, each province or state is like a separate country, so it feels like it is more than just nine countries).

It has been an exciting and enjoyable journey, made by the people who have come to share our wine over the years. Many of you have come into our lives, watching the children develop and seeing them participate in our business. It has been such a rewarding experience for our family, with many friendships formed. It is a joy to come and share some time with you on your visits to our winery.

You, our Wine Club members are a critical part of our way forward. You support us through your regular purchases and allow us to make new wines that you can provide feedback upon. This is so important to our winery development and helps keep us across the trends within the market. It also challenges our whole team to keep delivering that quality experience, whether that be the wine itself or the service we provide. An example in our current pack is one such new wine, the **2012 Pfeiffer Marsanne Viognier**, a new blend for Pfeiffer Wines.

In 2014 our Pfeiffer Wines functions nervously on our thirty year theme. We will focus on our thirty anniversary could **24th April 1984** and this anniversary could not go unrecognised, so **we are having a commemorative night on the 26th April 2014**, as close to 30 years as practical. Certainly on the 26th April 1984 we would



Chris Pfeiffer
Chris Pfeiffer

In vino veritas

thirty plus years. making and sharing our wines over the next shared. We both can't wait to continue friends; they are so much more enjoyable Jen and I love making wines to share with which we think is pretty good!

We value your assessment of the vintage, receive some of our very limited **2012 reds**, **Riesling**, recognising one of the first wines that we sold. Our 12 bottle members will lovely cross section of our wines, including a Club pack for the year. As always it has a In the meantime, please enjoy our first Wine

still have been on our euphoric high. It will be a fun year full of memories for our extended family and we hope that you can join us on one of the occasions to help share those memories.

WINE CLUB PACKS AUTUMN 2014

4 Bottle Pack - \$75 ~~\$88.30~~



Our current pack includes the following wines:

- 2013 Pfeiffer Riesling (R)
- 2012 Pfeiffer Marsanne Viognier (S)
- 2011 Pfeiffer Carlyle Cabernet Merlot (S)
- 2011 Pfeiffer Shiraz (MR) (TG) (B) (H)

(Museum Release)

12 Bottle Pack - \$220 ~~\$270.10~~



Our current pack includes the following wines:

- 2013 Pfeiffer Riesling (R)
- 2012 Pfeiffer Marsanne Viognier (2 bottles) (S)
- 2009 Pfeiffer Chardonnay (MR) (B)
- 2013 Pfeiffer Ensemble Rose (B)
- 2012 Pfeiffer Pinot Noir (S)
- 2011 Pfeiffer Carlyle Cabernet Merlot (2 bottles) (S)
- 2012 Pfeiffer Carlyle Shiraz (S) (G) (B) (H)
- 2011 Pfeiffer Shiraz (2 bottles) (MR) (TG) (B) (H)

(Museum Release)



PFEIFFER WINES
PO BOX 35 | 167 DISTILLERY ROAD
WAHGUNYAH VICTORIA
AUSTRALIA 3687

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

CLUB@PFEIFFERWINES.COM.AU
WWW.PFEIFFERWINES.COM.AU

Thank you for being a part of our Wine Club "pfamily."



"The Pfeiffer "Pfamily"- Circa 1980s"

NEXT WINE CLUB DELIVERY - JULY 2014

CARLYLE CUTTINGS
AUTUMN 2014

TASTING NOTES

-Autumn 2014-

As we begin the celebrations of our 30th Anniversary, we have been reflecting on where it all began in 1984 to where we are now in 2014. So for a bit of "pfun" these tasting notes "pfeature" some "pfamous" dishes that were big in the 1980's that we know will work just as well today with our modern range of wines....

2013 Pfeiffer Riesling

Lobster was the celebratory dish of the 1980's but it is just as delicious now! Try freshly cooked lobster with a simple splash of fresh lemon alongside our crisp, clean Riesling with fresh citrus flavours. Pure perfection!

2012 Pfeiffer Marsanne Viognier

The moreish rich creamy flavours of a classic Quiche Lorraine are perfectly suited to our Marsanne Viognier. This new release exhibits lovely stone fruit flavours enhanced by toasty new oak and a beautiful creamy texture.

2009 Pfeiffer Chardonnay (Museum Release)

This special wine deserves a special dish! Try a classic Chicken Roulade with a beurre blanc sauce alongside this wonderfully creamy and textural wine featuring peach like flavours, subtle oak influences and an elegant finish.

2013 Pfeiffer Ensemble Rosé

Try a retro Prawn Cocktail with crisp iceberg lettuce and that "pfamous" pinkish seafood cocktail sauce alongside our modern, fragrant Rosé with hints of summer berries and a clean, light and refreshing finish.

2012 Pfeiffer Pinot Noir

The perfect combination, both then and now! The sweet earthy flavours of Duck a l'orange are ideal when paired with our Pinot Noir which is medium bodied with enticing spicy berry fruit flavours and a soft, smooth finish.

2011 Pfeiffer Carlyle Cabernet Merlot

Try American style Sloppy Joes and our Cabernet Merlot for an ideal comfort meal! The hearty beef flavours and soft fluffy white rolls are perfect with the soft and supple flavours of red berries, herbs and spice in our own comfort wine.

2012 Pfeiffer Merlot

For the perfect celebratory dish try a traditional Beef Wellington with all the trimmings alongside our "pfamous" Merlot. The elegance and finesse of the dish will be perfectly complemented by this fine wine with deep berry and cherry flavours and a lovely long finish.

2012 Pfeiffer Carlyle Shiraz

Sometimes it's the simple classics such as homemade Meatloaf that are required to get us through the week. Spruce it up with a bottle of our Carlyle Shiraz with its rich comforting clove and plum flavours and you will have a great evening meal!

2011 Pfeiffer Shiraz (Museum Release)

The evocative aromas and prominent flavours of a Steak Dianne match perfectly alongside our Pfeiffer Shiraz which features a lovely perfume, flavours of red pepper and spice and a long, savoury finish. Delicious!

G'DAY "PFRIENDS",

Happy New Year to you all!!! Although it feels like a long time has passed between now and the 1st of January 2014, I wish you and your family all the health and happiness you could wish for in 2014!

As I'm sure you're aware, 2014 is a big year for Pfeiffer Wines – **it is our 30th Anniversary**. I know Pfeiffer Wines holds many special memories for you guys – whether it goes way back to the 1980s when you came into our newly opened cellar door and were warmly greeted by my mum behind the counter (with me most likely tugging at her skirt); perhaps you and your children have fed the turtles off the bridge; or maybe you survived the wild weekends of Winery Walkabout, or perhaps you've simply had a lovely relaxing picnic on our **Sunday Creek Bridge**.

Pfeiffer Wines holds many a special memory for me too – for me, it is my childhood home, the place where I grew up. Even though at the time, I was jealous of all the town kids who got to walk home and didn't have to catch the bus, I now realise how lucky I was having all the land and vineyards to ride my bike around and explore. When I was really young, **I used to say that when I grew up I wanted to be the best winemaker in the world, just like my dad!** Who would have thought back then that I would actually be a winemaker today?!!!!

Mum tells a great story of us as a family coming to inspect the property before she and Dad purchased it. It was a fairly bleak day (at least that's how I remember it) and we came to this tumbled down old building made mostly of tin. The tin roof was flapping in the breeze, there was no power and it seemed there were cobwebs everywhere.... a bit like a haunted house really. Apparently my sister Melissa asked, "Mummy, what are we doing in this place?" To which Mum replied, "Your father wants to buy it!" And the rest is history so they say....

While the early days saw Mum and Dad work really hard in establishing the business, I just remember having fun – kicking the footy

with Dad on a Sunday afternoon, BBQ's out the front of the winery with customers who got invited to have a sausage just because it was lunch time, and of course exploring the jewels of the cellar!! **It didn't take me long to work out where the Muscat casks were!!!** While I knew where they were, the route wasn't always easy (or safe) for me – the big 2300L round casks were huge in my eyes, and I had to jump over 4 of them to reach the Muscat cask, filled with the sweet, unctuous nectar that I rather fancied. It took all my courage (perhaps I needed the Muscat before I began the journey) but once on top of the Muscat cask, I could fit my skinny little arm through the bung hole and dip my arm in to the delicious Muscat and lick my arm dry! Naturally, the trip back over the 4 casks didn't seem as daunting!!!

Mum and Dad liked to involve us from an early age in as many of the winery activities as possible. The very first fruit that was harvested from the Sunday Creek vineyard was our now **50 year old Pinot Noir** vines being harvested early in the season for sparkling material. We had enlisted the help of Campbells Winery and were using their machine harvester to pick the fruit. So excited was Mum about our first crop coming off, that she woke us kiddies up and wrapped us in our dressing gowns and slippers to witness the fruit being harvested at 5am in the cool of the morning. Now I can tell you, it was COLD!!! I don't remember much, other than standing in the vineyard watching a big machine run over the vines and shivering away. Finally Malcolm Campbell came up to us and said, "You'd have to be the coldest kids I think I've ever seen!!! What are you doing here??"

Well 30 years on, I know what I was doing there – **I was getting a taste for it, I was getting wine in the blood!** And I feel so lucky that I did.

Your February Wine Club pack includes some of the classics from the Pfeiffer range – with our **Pfeiffer Riesling** being one of our most popular and also most highly awarded

wines from the range; the **Pfeiffer Shiraz** which is the wine I feel I have really made my own; and in the 12 bottle pack, the brand new preview release of our **2012 Pfeiffer Pinot Noir** – from those 50 year old vines that were the very first vines harvested for Pfeiffer Wines way back when!!!!

Thank you for sharing the journey with us over the years. I look forward to catching up with you throughout this very special anniversary year for us, whether at the winery or one of our offsite events, and reminiscing some more about the amazing experiences we have all enjoyed along the way.

Cheers, and happy drinking,

Jen Pfeiffer

Jen Pfeiffer



WHAT'S ON



Saturday 8th and 15th and Sunday 9th and 16th March 2014

TASTES OF RUTHERGLEN

At Pfeiffer Wines, we are very excited to be joining forces with The Plough Inn and north east Feast to bring you a truly delicious menu.

On both Saturdays we will be offering up a mouth-watering barbecued butterflied leg of lamb with a blackcurrant dressing, a faro and mint salad and organic leaves which will be served alongside our very special award winning 2012 Pfeiffer Merlot.

On both Sundays we will be offering a "pfabulous" chocolate Eton Mess consisting of broken Pavlova, chocolate mousse, vanilla Chantilly and summer berry compote served alongside our luscious 2012 Pfeiffer Late Harvest Muscadelle.

Pfeiffer Wines "pfavourite" muso Dave Daly is also back again, to help create a perfect day out with his blissful live tunes. With plenty of shade and green grass, Pfeiffer Wines is the place to be this Tastes Of Rutherglen!

Saturday 8th, Saturday 15th and Sunday 16th March 2014

TASTES OF RUTHERGLEN PFEIFFER WINES 30TH BIRTHDAY CELEBRATIONS

Begin the evening with canapés on our Sunday Creek Bridge before we travel to the Plough Inn in Tarravongee. A variety of Pfeiffer Wines. Renowned for their ability to perfectly match to a range of our award winning wines.

SOLD OUT

SAVE THE DATE!!

We are hitting the road and bringing our 30th Anniversary celebrations to you with a series of "pfabulous" lunches and dinners! Here's a sneak peak at the dates so you don't miss out....

Saturday 21st June 2014	BRISBANE DINNER	Sunday 7th September 2014	CANBERRA LUNCH
Sunday 10th August 2014	MELBOURNE LUNCH	Thursday 23rd October 2014	ADELAIDE DINNER
Sunday 24th August 2014	SYDNEY LUNCH	Thursday 13th November 2014	HOBART DINNER

Saturday 12th April 2014

AUTUMN FARMERS MARKET

As the first leaves change colour and the nights turn cooler, it is clear that Autumn is upon us. What better way to celebrate this new season than to stock up the pantry with a delicious assortment of autumnal produce? With seasonal staples, gourmet indulgences, Autumn fruits and vegetables, hot food and great coffee available, it is the perfect excuse to join us and celebrate all things Autumn within our picturesque winery grounds, surrounded by the beautiful colours of Autumn.

Where Pfeiffer Wines
From 9am-3pm
Cost No charge
More Info Pfeiffer Wines 02 6033 2805



Saturday 19th April 2014 and Sunday 20th April 2014

EASTER BREAKFAST ON THE BRIDGE

Enjoy a relaxed morning, a gourmet breakfast and a glass of your "pfavourite" Pfeiffer wine on our historic timber bridge overlooking the picturesque Sunday Creek this Easter Saturday and Sunday. Regardless of what Mother Nature throws at us on the day, rest assured, you will be sheltered by the bridge span marquee.

Where Pfeiffer Wines Sunday Creek Bridge
Time 9:30am
Cost \$50pp (\$45 Pfeiffer Wine Club Members)
Includes a complimentary glass of Pfeiffer wine.
Bookings Pfeiffer Wines 02 6033 2805

Sunday 20th April 2014

ECUMENICAL DAWN SERVICE ON THE BRIDGE

Welcome in Easter Sunday with a dawn service held on our beautiful timber bridge overlooking the majestic Sunday Creek.

Where Pfeiffer Wines Sunday Creek Bridge
From 6am
Cost No charge



Saturday 26th April 2014

30TH ANNIVERSARY COMMEMORATIVE DINNER PARTY

It's party time! Join us for a truly unforgettable evening of 30th Anniversary celebrations "pfeaturing" a delectably designed menu and plenty of your "pfavourite" Pfeiffer wine specially selected to showcase the past and the future of Pfeiffer Wines. As we share this memorable evening amongst our "pfabulous" "pfriends" we will reminisce over the last 3 decades with lots of laughs and fond memories, plus a few extra special surprises along the way!!

Where Pfeiffer Wines Sunday Creek Bridge
From 7pm
Cost \$155pp (\$139.50 Pfeiffer Wine Club Members)
Note A bus pick up/drop off service is available for an additional \$15pp if staying in Corowa, Wahgunyah or Rutherglen.
Bookings Pfeiffer Wines 02 6033 2805



Sunday 18th May 2014

HIGH COUNTRY HARVEST AFTERNOON TEA

Join The Pickled Sisters Cafe and Pfeiffer Wines for an Afternoon Tea with a difference. Are you an avid foodie? Do you love the decadent, delicious fortified wines of Rutherglen? Then this special High Country Harvest Afternoon Tea is for you! Well known Rutherglen chef Stewart Gilchrist will share four of his favourite dessert dishes alongside a classification tasting of Pfeiffer Rutherglen Topaque and Muscat. Hosted by Jen Pfeiffer, this is an Afternoon Tea not to be missed.

Where The Pickled Sisters Cafe
From 2pm-4pm
Cost \$55pp (\$49.50 Pfeiffer Wine Club Members)
Bookings Pfeiffer Wines 02 6033 2805
Maximum 30 people only!

Friday 6th June 2014

GIANT WAREHOUSE SALE

We will have wine galore at our annual giant warehouse sale, always held on the Friday before Winery Walkabout. Make sure you are early to snap up a bargain!

Where Pfeiffer Wines
From 9am-5pm

Saturday 7th June 2014 and Sunday 8th June 2014

WINERY WALKABOUT

Costumes and Cabernets attract the crowds for the 40th anniversary of this iconic festival!

We will have new vintages, old "pfavourites" and our outstanding award winning wines.

Our seriously popular Seriously Pink slushies are BACK as is our ever popular Pfeiffer Moscato!!! Take your memories home with you with the original "Photo on a Bottle" or by collecting our Special Release Winery Walkabout Fortified Wine Pack.

Access to the Reserve Tasting Area (with 30+ wines) is only \$10pp with Wine Club Members "pfree". Make sure you don't miss the chance to challenge Jen with a series of "pfun pfilled" activities!

Plus, we will have dancing in the Juke Box Tent, hot food, delicious Jasper coffee and sweet treats!

Tuesday 1st July 2014 – Thursday 31st July 2014

PFEIFFER WINES PHOTOGRAPHIC EXHIBITION

Celebrate the works of some of the "pfinest" photographers in our region when they showcase their "pfabulous" photographic pieces within our historic cellar door. Visitors are also invited to participate in the People's Choice Award by voting for their "pfavourite" photograph. Entry is free and all original pieces will be for sale.

Saturday 5th July 2014

WINTER FARMERS MARKET

Brisk mornings, Winter woolies and roaring fires...Winter is well and truly here. What better way to celebrate this season than to stock up on your favourite Winter produce? We will have hot food and good coffee, and of course an array of the freshest Winter produce available, from the crisp heads of broccoli and cauliflower to new season apples and pears. Cheese, bread, olives, pasta and much much more...we will have all of the necessities that you will need to get you through the cold Winter days. And of course all of our award winning Pfeiffer wines will be available for tasting and sales.

Where Pfeiffer Wines
From 9am-3pm
Cost No charge
More Info Pfeiffer Wines 02 6033 2805



FOR MORE DETAILS CHECK OUT OUR WEBSITE WWW.PFEIFFERWINES.COM.AU