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**PFEIFFER WINES**

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**PFEIFFER**  
— WINE CLUB —



*Thank you for being a part of our Wine Club “pfamily”.*



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NEXT WINE CLUB DELIVERY - OCTOBER 2018

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**CARLYLE CUTTINGS**

— WINTER 2018 —

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# WINE CLUB PACKS

## WINTER

### MIXED 4 Bottle Pack ~~\$140.90~~ \$75

2015 Pfeiffer Marsanne  
2014 Pfeiffer Chardonnay  
2015 Pfeiffer Merlot  
2015 Pfeiffer Winemakers Selection Rutherglen Shiraz



### MIXED 12 Bottle Pack ~~\$350.30~~ \$220

2015 Pfeiffer Marsanne x 2  
2014 Pfeiffer Chardonnay x 2  
2014 Pfeiffer Carlyle Gewürztraminer  
2015 Pfeiffer Merlot x 2  
2013 Pfeiffer Winemakers Selection Malbec  
2016 Pfeiffer Tempranillo  
2011 Pfeiffer Cabernet Sauvignon  
2015 Pfeiffer Winemakers Selection Rutherglen Shiraz x 2



### RED ONLY 4 Bottle Pack ~~\$108.50~~ \$80

2015 Pfeiffer Merlot  
2016 Pfeiffer Carlyle Shiraz  
2013 Pfeiffer Cabernet Sauvignon  
2015 Pfeiffer Winemakers Selection Rutherglen Shiraz



### RED ONLY 12 Bottle Pack ~~\$375.00~~ \$230

2010 Pfeiffer Pinot Noir  
2015 Pfeiffer Merlot x 2  
2016 Pfeiffer Carlyle Shiraz x 2  
2013 Pfeiffer Winemakers Selection Malbec  
2016 Pfeiffer Tempranillo  
2011 Pfeiffer Cabernet Sauvignon x 2  
2015 Pfeiffer Winemakers Selection Rutherglen Shiraz x 2  
2013 Pfeiffer Durif



### WHITE ONLY 4 Bottle Pack ~~\$100.30~~ \$75

2017 Pfeiffer Riesling  
2015 Pfeiffer Marsanne  
2014 Pfeiffer Chardonnay  
2014 Pfeiffer Carlyle Gewürztraminer



### WHITE ONLY 12 Bottle Pack ~~\$326.40~~ \$220

2017 Pfeiffer Riesling x 2  
2008 Pfeiffer Riesling x 2  
2018 Pfeiffer Pinot Grigio x 2  
2016 Pfeiffer Vermentino x 2  
2015 Pfeiffer Marsanne x 2  
2014 Pfeiffer Chardonnay x 2



*\*Wines highlighted in red are Museum/Limited Release and Wine Club ONLY wines.*

## G'DAY "PFRIENDS"!!!

**It's hard to believe that we are now more than half way through the year – time is certainly flying once again!!!**

In the vineyard, we are getting through the pruning; and in the winery, **we are currently working on blending the 2017 Pfeiffer and Pfeiffer Carlyle red wines from barrel, in preparation for bottling in early September.**

We have done our best to spoil you this July, with some lovely winter warmers in the packs to keep you more than satisfied on a chilly night, and **many wines from the outstanding 2015 vintage.**

**2015 was a vintage that comes around once or twice a decade.** The last vintage that was really like it was the excellent 2010 vintage. What made 2015 unique was the outstanding quality across all wine styles – from our sparkling Pfizz White, through both the white and red table wines, and who could forget the fortifieds??

We were truly blessed with all the right conditions in the lead up to vintage – we had enjoyed good Spring rain, the crops were naturally on the lighter side, and we had a mild summer, dotted with a couple of rain events here and there. Generally speaking, **the best vintages in Rutherglen are the vintages that are dry and mild.**

Now in most cases, Rutherglen is blessed with dry conditions throughout the summer and autumn. This is really important for some of our later ripening varieties, such as Durif, Cabernet Sauvignon and the fortified varieties.

The mild vintages are harder to come by. I would describe a mild summer in Rutherglen with only a couple of days

above 40°C...our grape vines shut down above 38°C, and sustained temperatures above 38°C can induce stress in the vines, producing fruit that ripens in sugar faster than in flavour.

**One thing we have noticed in the last 10-15 years, is that in our changing climate,** we are experiencing more extreme weather events...we have had heatwaves in 2008 and 2016, bushfires in 2007 and 2009, we had the drought breaking rains in 2011 and generally we receive more thunderstorms and short sharp summer rainfall events than we used to. This certainly challenges us both in the vineyard and the winery, but it also makes us really happy when we get great conditions, such as those we enjoyed in 2015.

**One of the highlights from the packs is the 2015 Winemakers Selection Rutherglen Shiraz.** Shiraz is Australia's most widely planted variety – it is also my favourite red variety. I love that it is grown all over our country, in all types of climates, and makes many diverse styles of wine. **Rutherglen Shiraz is typically rich and full bodied, with ripe plum and red berry fruit, and with savoury, earthy tannins that give the wine a lovely dry finish.** Chris and I have tried to capture these regional characters in this wine, delivering a wine that is so satisfying now, but will certainly reward long term ageing (10-15 years).

**It's also great to see our 2015 Pfeiffer Marsanne in the limelight in these packs.** Marsanne is a wine that loves a bit of age to really fill out and enhance the textural qualities we seek in the wine. It's showing lovely ripe peach and stone-fruit flavours, and a touch of toastiness from

its three years in bottle. It makes a great partner to a warming fish pie, home-made chicken schnitzels or pumpkin ravioli with a burnt butter sauce. Yum!

And last, but certainly not least, is our 2015 Pfeiffer Merlot. Not for the faint hearted, this is a Merlot with muscle and will be sure to convert even the most ardent Shiraz drinker to its charms!!! **Our 2015 Merlot has incredibly rich and powerful fruit.** It's got beautiful flavours of dark cherries and berries, with a rich and rounded palate and rich tannins that give the wine great length. **I'm really proud of this wine and so excited to be sharing it with you in the July packs.**

**So here's cheers to the 2015 vintage, and the lovely wines we produced that year.** I hope you enjoy all of the wines in the pack, and that they offer warmth and comfort this winter and beyond...because let's face it, it'll be 2019 before we know it!!!

Cheers, and happy drinking,

Jen Pfeiffer



# WHAT'S ON

## Wednesday 1st – Friday 31st August 2018 WAHGUNYAH HISTORICAL EXHIBITION

**Display** Historical Display of The Wineries of Rutherglen  
**Where** Pfeiffer Wines  
**From** Winery Hours  
**Cost** FREE Entry

## Sunday 5th August 2018 MELBOURNE WINE LUNCH

We are THRILLED to be back at the French Brasserie in Malthouse Lane, at the top end of town for the 2018 Melbourne Long Sunday Lunch.

We just love the soaring ceilings and vast glass expanses at The French Brasserie. We also love the chic contemporary atmosphere and the friendly attentive staff. What we love most though, is the innovative, modern French cuisine and we cannot wait to match this very special menu to a selection of our "pfine" Pfeiffer wines at the Melbourne lunch this year.

**Where** The French Brasserie, 2 Malthouse Lane, Melbourne VIC 3000  
**From** 12pm – 4pm  
**Cost** \$150 (\$135pp Pfeiffer Wine Club Members)

## Sunday 19th August 2018 SYDNEY WINE LUNCH

We LOVED working alongside Lino Mascolo and his beautiful family at last year's Sydney Long Lazy Sunday Lunch, so naturally we jumped at the opportunity to work with them again in 2018.

La Capannina is certainly Milsons Points best kept secret. With an authentic Italian menu, "pfine" "pfamily" hospitality, spectacular Harbour Bridge views and plenty of "pfabulous" Pfeiffer wine ...this is one Sydney Sunday lunch you will not want to miss!

**Where** La Capannina, 41 Alfred St S, Milsons Point NSW 2061  
**From** 12pm – 4pm  
**Cost** \$150 (\$135pp Pfeiffer Wine Club Members)

## Saturday 1st – Sunday 30th September 2018 ARTIST IN RESIDENCE – JOHN TAYLOR

**Medium** Painter  
**Where** Pfeiffer Wines  
**Cost** FREE Entry

## Saturday 29th – Sunday 30th September 2018 SCARECROWS SAUSAGES AND SHIRAZ

A two day weekend where quirky and colourful scarecrows leap to life amid a spring celebration of Shiraz, sausages and song!

**Where** Pfeiffer Wines  
**Cost** FREE Entry  
**Prizes** Best Scarecrow | Best School Scarecrow | Best Business Scarecrow | People's Choice | Best Living Scarecrow  
**Music** Richard Perso Both Days

**Wine** Current vintage and limited Museum release award winning Pfeiffer Shiraz will be available for tasting and sale all weekend.

## Sunday 9th September 2018 CANBERRA WINE LUNCH

Nestled in the heart of Kingston, Pomegranate is a charming neighbourhood restaurant that puts a creative spin on refined, seasonal fare.

Focusing on Modern Australian food, drawing flavours and inspiration from the Mediterranean, Chef Erkin Esen will create a seasonal selection of mouth-watering courses reflecting the best of the season and the freshest possible ingredients for us, all superbly matched to our award winning Pfeiffer wines. We hope you can join us!

**Where** Pomegranate, 31 Giles Street, Kingston ACT 2604  
**From** 12pm – 4pm  
**Cost** \$150 (\$135pp Pfeiffer Wine Club Members)

## Saturday 6th October 2018 SPRING FARMERS MARKET

Our dedicated regional producers and growers will showcase an array of the freshest spring produce available, from crisp asparagus to new season garlic, gourmet cheese and tender spring beef to artisan sourdough breads. There will be hot food and fresh coffee all day, live music and of course all of our award winning Pfeiffer wines will be available for tasting and sale.

**Where** Pfeiffer Wines  
**From** 9am – 3pm  
**Cost** FREE Entry  
**Music** Violinopedia

## Thursday 1st – Friday 30th November 2018 ARTIST IN RESIDENCE – ANN KILLEEN

**Medium** Photography  
**Where** Pfeiffer Wines  
**Cost** FREE Entry

## Sunday 4th November 2018 PFEIFFER'S "PFAMOUS" PFROLIC ON THE BRIDGE

The very "pfirst" Pfeiffer Pfrolic On The Bridge was celebrated way back in 1986. More than three decades on, this iconic lunch is still going strong.

Always held on our bridge on the Sunday prior to the Melbourne Cup, the Pfeiffer Pfrolic heralds the release of the newest vintage of Pfeiffer Gamay. Join us this year to help celebrate the release of our Pfeiffer Gamay from vintage 2018 with a brunch into lunch that includes some of our "pfinest" Pfeiffer wines, a "pfeast" of "pfabulous" "pfood" and of course a "pfrolicking" good time.

**Where** Pfeiffer Wines Sunday Creek Bridge  
**From** 11am  
**Cost** \$150pp (\$135pp Pfeiffer Wine Club Members).  
**Transport** A bus pick up/drop off service is available for an additional \$15pp if staying within the townships of Wahgunyah, Corowa or Rutherglen.  
**Bookings** Pfeiffer Wines 02 6033 2805

## Sunday 2nd December 2018 ARTISAN CHRISTMAS MARKET + CAROLS BY THE CREEK

Stroll around the many "pfabulous" stalls featuring the works of our passionate local artists, artisans and makers and stock up on all your special Christmas gifts.

Christmas carols and entertainment will be performed by various local choirs and bands throughout the day. There will be lots of food, hot coffee and of course "pfine" wine; all within the shady grounds of Pfeiffer Wines which is nestled on the banks of Sunday Creek.

**Where** Pfeiffer Wines  
**From** 11am - 4pm  
**Cost** FREE Entry

## Thurs 27th Dec 2018 – Thurs 31st Jan 2019 PFEIFFER WINES ART SHOW

The Pfeiffer Wines Art Show celebrates the work of local artists who have painted, drawn, sketched or photographed their "pfavourite" thing.

Visitors are invited to participate in the People's Choice Award by voting for their "pfavourite" artwork whilst at the winery. All original artwork will be available for sale.

**Where** Pfeiffer Wines  
**From** Winery hours  
**Cost** FREE Entry

## Thurs 27th Dec 2018 – Sun 6th Jan 2019 PFEIFFER WINES BRIDGE BAR

"Sitting under an umbrella on the century-old Sunday Creek Bridge on a clear late summer afternoon at Pfeiffer Wines in Wahgunyah would have to be one of the great Australian pleasures." Mark Eggleton

We have to agree with Mark, and this Summer you can also enjoy the view from our Sunday Creek Bridge... with your drink of choice in hand.

Our very popular Bridge Bar will operate each afternoon between 4pm and 8pm, serving a selection of award winning Pfeiffer wines, wine cocktails and nibbles for your enjoyment.

**Where** Pfeiffer Wines Sunday Creek Bridge  
**Time** 4pm - 8pm  
**Catering** Pfeiffer wine will be available for sale by the glass and bottle, we will also have delicious wine cocktails, charcuterie and cheese platters. Strictly NO BYO alcohol allowed.

## Saturday 29th December 2018 SUMMER FARMERS MARKET

Summer heralds a bounty of seasonal produce, from fresh strawberries and vibrant, colourful vegetables to juicy apricots and deliciously fragrant peaches...and our Pfeiffer Wines Summer Farmers Market. There will be hot food and fresh coffee all day, live music and of course all of our award winning Pfeiffer wines will be available for tasting and sale.

**Where** Pfeiffer Wines  
**From** 9am – 3pm  
**Cost** FREE Entry  
**Music** Michael Brennan

# Reflections

**Welcome to all our Pfriends of Pfeiffer,**

**As can be seen from the cover picture, Robyn and I have been flying the flag for Australian wine and, in particular, Pfeiffer Wines.** Each year, Robyn and I pack our suitcases and head off into our international markets. They are always in the first half of the year in the Northern Hemisphere. Our dear friends in the wine industry in the North, put on their events in the quiet part of their year, normally their winter and away from their vintage, which makes it the exact opposite of our conditions in the Southern Hemisphere. Now this wouldn't be a large problem if it wasn't for the occurrence of vintage in the South. So they are all quick trips only doing what has to be done, so we can ensure we are back participating in the most important event of our year, Vintage. The cynic in me, often whispers in my ear that they do this on purpose, so as not to get too much participation, (competition) from the South.

**The cover picture is of Robyn and I participating in the 2018 Winnipeg Wine Fair in Canada,** a large public event organised by the Manitoba Liquor and Gaming Board (they sell around 90% of all liquor sold in Manitoba) in conjunction with the Special Olympics of Manitoba. It is a hectic event and we catch up with our loyal Pfeiffer "pfans" in Manitoba (we have been participating in this fair for 10 years). It is busy, but great, and as a result, Manitoba

has become our largest market in Canada. **As they say, the small fish are often the sweetest.** Those of you who are into social media most likely saw the posts from the event (our agent is big on social media).

**We like to fly the Australian flag at all the events we attend, re-enforcing where we come from.** We even like to fly the flag when we are on an Australian stand, like in the UK and at Prowein (Germany). We are strong believers in the Australian quality wine proposition that is taken to the world and, consequently, we aim to re-enforce it. Also, if someone cannot get our wine, then we still want them to think Australian in their purchase decision.

**Exports are critical to the Australian industry. Exports of Australian wine passed AUD2.5 billion for calendar year 2017** and account for 60% by value of all Australian wine made. Consequently a healthy Australian Wine Industry requires a healthy export industry.

**Australia exports to 126 destinations worldwide and is the fifth largest exporter of wine in the world.** Australia's major markets are mainland China (33% by value), the USA (18% by value), the UK (14% by value), Canada (7% by value) and Hong Kong (5% by value). Pfeiffer Wines has a presence in all these markets, plus a couple of others. We believe that it is important to visit our markets regularly, so we can provide support to our distributors in those markets. This is a common approach of many Australian winemakers and, **in fact, Australia has developed a reputation around the world for being one of the best supporters of their wines in the**

**marketplace, which it is well regarded for.** It is especially appreciated when we are often praised for coming so far. Our response is that "it is only a day" and we encourage them to come and visit us.

**Robyn and I attended Prowein, the largest and most influential trade wine show in the world, in Germany, for the first time in 2017.** We were overwhelmed by the sheer size of the event. We were one of 150 Australian wineries amongst 6800 wineries from around the globe, a small 2.2%. I mention this as it indicates how much competition there is in the marketplace and gives some explanation as to why we make our regular market visits. It also helps explain why we are keen to promote Australian wine as well. We need to keep some presence within the customer's mind for Australian wine for when they make their purchasing decision. Then of course, we hope they choose Pfeiffer.

**Exports play an important part to Pfeiffer Wines, however our domestic market is bigger and not forgotten.** Robyn and I began our travels within Australia with the first of our promotional lunches in Brisbane. We put our events in our quiet time, that is, away from our vintage. We look forward to the coming lunches in Melbourne, Sydney, Canberra and hopefully, Hobart, and catching up with a number of our "pfriends". The great advantage of our domestic market is that it is easier to catch up with you as the travel is not as great. We will also have the opportunity to catch up with our Canberra and Melbourne "pfriends" as part of the Winemakers of Rutherglen activities later in the year. And

of course, there are plenty of opportunities at our cellar door. Our team simply love to host our "pfriends" when they visit.

**In selecting the wines in your current pack, we placed an emphasis on the "pfuller pflavoured" wines which we thought would be great for the cooler weather. I encourage you to taste them and place an order for the wines that you really enjoy, which of course will be all of them.**

Thank you for your ongoing support as it is what provides the motivation to our whole team to keep striving to do the best we possibly can in providing quality wine of character for you.

In vino veritas

*Chris Pfeiffer*

Chris Pfeiffer

