

# Reflections

Welcome to our "Friends of Pfeiffers"; I am sitting next to the heater trying to keep warm, as the High Country celebrates the large amount of snow that was dumped on the weekend. The wind must be blowing straight off it! We start pruning tomorrow, long Johns will be essential.

I have just refreshed my memory as to what is in the current Wine Club packs. Jen and I must have known that it was going to be cold when they were despatched. There is a great choice of full flavoured wines, both white and red. There is also a good representation of vintage 2012, which produced full flavour in the grapes, just ideal for cooler weather.

**Chardonnay and Marsanne** both produce fruit flavours that spread across the palate giving a fullness and, at times, a soft sensation in the mouth. We talk about peach and melon and fig when referring to Chardonnay, all succulent fruits. Marsanne attracts descriptors like honey suckle and grassy, again richer flavours. These are the flavours that are so inviting in the cooler weather, as they are just right when accompanying a pork or chicken dish with that winter warming sauce. In making both these whites, we build the sensation in the mouth through prolonged yeast contact. Following fermentation, when the yeast has done its job of converting sugar to alcohol, the dying cells settle to the bottom of the tank (in the case of the Marsanne) or the bottom of the barrel (the Chardonnay). Each week for at least 6 months, we stir the wine, which brings the yeast into suspension within the wine, building mouth feel (body). Once we build enough mouth feel, we then let the yeast settle and prepare the wine

for bottling. In choosing this method of making these wines, we **accentuate those succulent richer flavours**, producing a wine that matches the fuller flavoured dishes.

**Cabernet Sauvignon and Tempranillo** are two varieties that have some similarities, but then are different. Both varieties present with elegant fruit flavours and both are rich in tannins. Then, however, they separate. Cabernet Sauvignon loves to produce wines that are alive with cassis like flavours, very fresh and almost racy. The fruit is refined on the palate, with the tannins becoming evident as the wine finishes its journey across your palate, providing lovely length. Tempranillo produces wines that have elegant savoury flavours, almost like dark chocolate, that run across the palate as the tannins become obvious towards the finish, similarly contributing to the length of the wine. **Both are lovely fine wines** that call out for Roast Lamb from the wood stove.

Our Wine Club members who receive the **12 bottle pack**, will be receiving some lovely wines from our museum. Our **2005 Pfeiffer Riesling** is just beautiful. We served this wine at our 30th Anniversary Commemorative Dinner Party on the bridge in April and the wine looked so fresh with fine elegant citrus and toast like flavours, with a wonderful clean finish. Lovely flavours, that can continue to develop for another five years. Oh, I do enjoy Riesling that has been aged.

Adding to the diverse selection, we include **Pinot Noir, Merlot, Shiraz, and Shiraz Cabernet**. A great opportunity to taste the range of red wine that we make. Call this "putting your wine making journey on the line";

Jen and I are pleased that we can showcase all these wines, we believe that with the **4 bottle pack** you have two whites and two reds that you can compare, observing the differences and similarities, adding to your understanding of the wines. It makes a great exercise and helps you develop your tasting skills. **Take up the challenge.**

On a sad note, on the Tuesday after the long weekend, we lost one of our pine trees. **100 years of growth came down overnight.** Apart from the wonderful shade that it provided; it is the loss of someone's legacy, someone's foresight that we feel most. We are now challenged to plant a tree that can provide a similar legacy in 50 to 100 years time. We could replant a pine, which would be an easy decision. Or we can choose a tree that leaves our legacy. We are still in discussion; however there is not a great hurry.

We are grateful that the tree came down overnight, as it was over 20 metres high and had a span of around 15 metres. It **missed the building by a mere 15 centimetres.** We were blessed that it did not come down during the Winery Walkabout long weekend with all the visitors on the property, particularly as it came down on the spot where the Rutherglen Cricket Club were preparing the food. It only took 2 days to clean it up through the chipping machine (4 truck loads), yet it took 100 years to grow. You will understand our sadness when we look out our cellar door. We did save some of the trunk and, after drying, we are hoping to have a piece of furniture made that can sit proudly within the property.

*Chris Pfeiffer*

In vino veritas,

that, is worth drinking to.

**A small reminder, we are on the road again with dinners/lunches in a number of cities.** Brisbane has been a great success, and Melbourne and Sydney are booked out. We still have places in Canberra (Fathers Day lunch on the 7th September) and, new to our calendar, Adelaide (dinner on the 23rd October) and Hobart (dinner on the 13th November). Our dinners are relaxed and "fun", where we all enjoy "fine", "food", great company and "pine" Pfeiffer wine.

Thank you all for supporting us over the past years and as you enjoy a Pfeiffer wine during the year, think that you have helped the Pfeiffer "Pfamily" achieve 30 years and that, is worth drinking to.



"A HISTORY IN WINE"



**PFEIFFER WINES**

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

NEXT WINE CLUB DELIVERY - OCTOBER 2014

CARLYLE CUTTINGS  
— W I N T E R 2 0 1 4 —

# WINE CLUB PACKS WINTER 2014

**4 Bottle Pack**  
\$75 ~~\$102.80~~



Our current pack includes the following wines:

- 2012 Pfeiffer Marsanne (MR)
  - 2012 Pfeiffer Chardonnay (MR)
  - 2011 Pfeiffer Cabernet Sauvignon (MR)
  - 2012 Pfeiffer Tempranillo
- (MR = Museum Release)

**12 Bottle Pack**  
\$220 ~~\$355.60~~



Our current pack includes the following wines:

- 2005 Pfeiffer Riesling (MR)
  - 2011 Pfeiffer Marsanne (MR)
  - 2012 Pfeiffer Marsanne (MR)
  - 2012 Pfeiffer Chardonnay (MR)
  - 2009 Pfeiffer Pinot Noir (MR)
  - 2010 Pfeiffer Merlot (MR)
  - 2011 Pfeiffer Cabernet Sauvignon (2 bottles) (MR)
  - 2012 Pfeiffer Tempranillo
  - 2011 Pfeiffer Winemakers Selection Shiraz Cabernet
  - 2012 Pfeiffer Shiraz
  - Pfeiffer Classic Rutherglen Topaque
- (MR = Museum Release)

## TASTING NOTES -Winter 2014-

Your Winter Wine Club packs "pfeature" an amazing selection of "pfine" Pfeiffer wines which deserve to be served alongside something just as special...

### 2005 Pfeiffer Riesling (Museum Release)

With fresh citrus flavours and a delicate mineral finish, this wine would be ideal with a seafood extravaganza! Try pan roasted fresh seafood including scampi, clams and king prawns, served with a squeeze of fresh lemon and topped with fresh tarragon leaves.

### 2012 Pfeiffer Marsanne (Museum Release)

For a wonderful lunch or brunch idea, match our medium bodied unwooded Marsanne with fresh citrus and stone fruit flavours and a crisp finish with a freshly baked bagel topped with lashings of sour cream, shaved smoked salmon and salmon roe.

### 2011 Pfeiffer Marsanne (Museum Release)

Dazzle your friends with a starter that shows true class. Ricotta and herb stuffed fried zucchini flowers finished with a drizzle of herb oil served alongside our texturally creamy Marsanne with gentle fruit flavours and a fresh, dry finish.

### 2012 Pfeiffer Chardonnay (Museum Release)

Our modern and elegant, subtle creamy Chardonnay with fresh citrus flavours lends itself to classically French dishes. Why not be brave and try Escargots à la Bourguignonne (snails with garlic and herb butter) for something a bit unique!

### 2009 Pfeiffer Pinot Noir (Museum Release)

Our full flavoured Pinot Noir offers soft cherry and lifted berry flavours and a lovely long finish which when paired with a juicy coniff duck leg with a red wine reduction is a match made in heaven.

### 2010 Pfeiffer Merlot (Museum Release)

As a rich, decadent wine, our Merlot has a deep brooding colour, bountiful fruit flavours and a long savoury finish. This wine shines when matched with a dish just as complex, try an earthy Porcini risotto topped with shaved black truffles.

### 2011 Pfeiffer Cabernet Sauvignon (Museum Release)

We have a wonderful reputation for making outstanding Cabernet and the 2011 does not disappoint! Showing dark berry flavours and a fine, long, tannin finish, pair this succulent wine with a perfectly cooked rack of lamb with baby carrots and a mint sauce.

### 2012 Pfeiffer Tempranillo

Not a traditional Temp, but a Rutherglen special... warm spicy nose, rich dark colour and vibrant, juicy red fruit flavours. With its savoury nature our Tempranillo would be ideal served alongside traditional Paella with chorizo and seafood surrounded by all the family.

### 2011 Pfeiffer Winemakers Selection Shiraz Cabernet

A generous wine with lifted spice and rich ripe berry fruit on the palate, our Shiraz Cabernet oozes dedication and love, so match it with something just as special...roasted eye fillet of beef wrapped in prosciutto alongside perfectly cooked Yorkshire puddings. Mmm mmm!

### 2012 Pfeiffer Shiraz

Our classically rich, full bodied Shiraz with dark fruit and spice flavours would be delicious alongside a perfectly cooked venison fillet finished with a blackberry sauce. The perfect winter warmer!

### Pfeiffer Classic Rutherglen Topaque

With heavenly rich toffee and malt flavours our Topaque suits something just as decadent. Try an oozy molten chocolate pudding with a velvety butterscotch sauce alongside our Topaque for a combination out of this world.

## HELLO "PFRIENDS",

Greetings from London! I am currently on a promotional trip through the UK, and am enjoying a beautiful sunny day in the park as I write this. Certainly being in the UK gives me the opportunity to reflect on how much our business has **grown over the last 30 years** and how the wine world has become a much more global environment in which we must compete.

I remember the heady days of the 1990s when **Australian wine exploded on the UK scene**, and saw a huge level of unprecedented growth in the wine industry.

Australian wine producers were courted by agents wanting to capitalise on the wave of success Australian wine was having in the UK – and Pfeiffer Wines were no exception. We were in fact approached by two agents, one of whom said that the brand "Pfeiffer" would never work in the UK due to its German origins!

Unsure of the validity of the advice, Mum and Dad made two shipments to the UK, one under the "Pfeiffer" label, and the other under the **"Carlyle" label**, named after the parish of Carlyle in which we are based.

As fate would have it, the Carlyle label was a runaway success and hence saw the birth of the Pfeiffer Carlyle brand of which we are very proud.

Over the years, we have seen **different label designs** come and go, many of which can be seen on the cover of this edition of our Cuttings. Like the changes in the label designs, there have also been many trends and changes in wine styles over the years. As part of our 30th Birthday Celebrations, we have been opening several back vintages of the various wines, which allows us to not only see evolution in wine style across decades, but also evolution through bottle ageing, which is a very rewarding experience.

And naturally there are some old "pfavourites", and some wonderful surprises along the way. After completing a tasting with Dad of both Pfeiffer Riesling and Pfeiffer Chardonnay, dating back to the 1980s, Dad concluded

that **"we really do make age worthy whites"**. The delicious 1991 Pfeiffer Chardonnay that we shared for dinner that night was testimony to that!!!!

Of course, we have been delighted to see how our red wines are ageing too – the 1990s yielded a wonderful decade of excellent vintages, and our Pfeiffer Cabernet Sauvignon and Pfeiffer Pinot Noir are the shining lights. The 1994 Pinot Noir has blissful elegance, with cherry and berry fruit and amazing complexity. And Dad produced vintage after vintage of stunning Cabernet Sauvignons, of which I think the 1997 is his "pfavourite"!!!! As the decade of the 90s drew to an end, we released our inaugural vintage of Merlot – the 1994 as a 5 year old gem. Dad was committed to releasing the wine with 5 years bottle age on it, with a salute to the Pomerol wines from Bordeaux (which are made from Merlot). While our Pfeiffer Merlot is released as a young wine now, the foundation was laid to produce what some leading commentators describe as the **best Merlot in Australia!!!!**

The big change in the 2000s was of course the **emergence of screwcaps**. We were one of the first wineries in Victoria, and certainly the first winery in Rutherglen to bottle our wines under screwcap. As we are starting to see wines now under screwcap that have 10 years of age on them, I feel confident in saying that it has been the correct decision, with the wines still showing aged characters, but retaining a freshness of fruit that only the best corks deliver. Those of you with many of our 2006 wines in your cellar – get excited – it is shaping up to be a most age-worthy vintage!!!

With all this reflection, it is also natural to think about what the **future will bring**. New varieties are rapidly emerging in Australia, with consumers seemingly more willing to experiment and try new things. Pinot Grigio and Tempranillo are enjoying some time in the sun at the moment, but Australians are interested in discovering more about Italian, Spanish and Portuguese varieties.

Of course, the way we do business now is changing quickly – online sales and marketing is now a huge part of our wine business. We also must ask ourselves, how will we make our mark in an ever competitive wine world? What new markets will evolve?

These challenges are part of what keeps the wine industry such a vibrant and dynamic industry to be a part of. I certainly hope **the next 30 years of Pfeiffer Wines** allows us continued success.

In the meantime, delve into the depths of your cellars, grab a dusty old bottle of Pfeiffer's "pfine" wine, and enjoy the delights that ageing our wine can bring.

Have fun!!!

Cheers, Jen.

*Jen Pfeiffer*

Jen Pfeiffer



## WHAT'S ON

Sunday 10th August 2014

### PFEIFFER WINES MELBOURNE LUNCH



Where Sarti, 6 Russell Place, Melbourne  
From 12noon  
Cost \$140pp (Club Members)  
Bookings Pfeiffer Wines 02 6033 2805

Sunday 24th August 2014

### PFEIFFER WINES SYDNEY LUNCH



Where Bistro Avoca, 133 Avoca Rd, Randwick  
From 12noon  
Cost \$140pp (Club Members)  
Bookings Pfeiffer Wines 02 6033 2805

Sunday 7th September 2014

### PFEIFFER WINES CANNBERRA LUNCH



The next stop on our celebratory journey will take us to the "pfamous" Pod Food in the heart of Canberra. Set in a tranquil setting surrounded by beautiful established gardens, we will spend the afternoon indulging in a delectable menu of gourmet dishes matched perfectly to some of our "pfavourite" Pfeiffer wines. We look forward to spending the afternoon with you!

Where Pod Food, 12 Beltana Road, Pialligo  
From 1pm  
Price \$130pp (\$117pp Pfeiffer Wine Club Members)  
Bookings Pfeiffer Wines 02 6033 2805

Saturday 20th September 2014

### SPRING FARMERS MARKET

The arrival of Spring is always an eagerly awaited event – in the paddock, for the farmer and within the garden, for this is the season where the bounty of the harvest begins. To celebrate its return we invite you to join us at our picturesque winery when we host our Welcome To 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 goat 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 sales.

Where Pfeiffer Wines  
Time 9am – 3pm  
Price No charge  
More Info Pfeiffer Wines 02 6033 2805



Thursday 23rd October 2014

### PFEIFFER WINES ADELAIDE DINNER



Our year long celebrations continue as we head to The Marquis in the heart of Adelaide where we will spend a wonderful evening indulging in a contemporary menu designed to highlight a "pfabulous" selection of "pfine" Pfeiffer wine. We can't wait!

Where The Marquis, 13 Gouger Street, Adelaide  
From 6:30pm  
Cost \$130pp (\$117pp Pfeiffer Wine Club Members)  
Bookings Pfeiffer Wines 02 6033 2805  
Note More seats now available!

Sunday 2nd November 2014

### PFEIFFER PFROLIC – GAMAY LONG LUNCH

Join us for our "pfamous" Pfeiffer Prolic, our annual long lunch, held on our idyllic Sunday Creek Bridge on the Sunday prior to the Melbourne Cup, to celebrate the release of our delicious 2014 Pfeiffer Gamay.

Where Pfeiffer Sunday Creek Bridge  
From 11am  
Price \$130pp (\$117pp Pfeiffer Wine Club Members). This price includes all food and wine enjoyed during the lunch. 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



Thursday 13th November 2014

### PFEIFFER WINES HOBART DINNER



Our year long 30th Anniversary Celebrations will finish with a bang in the heart of Hobart! We will share an intimate evening of delicious dishes designed to match a superb selection of "pfine" Pfeiffer wine. Hobart, here we come!

Where The Astor Grill, 157 Macquarie Street, Hobart  
From 6:30pm  
Price \$130pp (\$117pp Pfeiffer Wine Club Members)  
Bookings Pfeiffer Wines 02 6033 2805  
Note Limited seats only!

Sunday 7th December 2014

### CAROLS BY THE CREEK

Join the Pfeiffer "pfamily" for a "pfabulous" afternoon of Christmas "pfestivities". With lots of your "pfavourite" Christmas carols to sing along to and "pfun" kid's activities, this is a community event for the whole family.

Where Pfeiffer Wines  
From 12pm – 4pm  
Price No charge  
Catering Bring your own picnic hamper and rug (no BYO alcohol). Cheese platters, wines by the glass and kids and adult slushies available.

Saturday 27th December 2014

### SUMMER FARMERS MARKET

Summer heralds a bounty of seasonal produce, from fresh strawberries and vibrant, colourful vegetables to juicy apricots and deliciously fragrant peaches. To celebrate the return of Summer we invite you to our Summer Farmers Market. We will have hot food, live music and good coffee, and of course and array of the freshest Summer produce available, from plump tomatoes to new season nectarines, specialty cheese to home made pasta, verjuice to artisan breads. Plus, all of our award winning Pfeiffer wines will be available for tasting and sales.

Where Pfeiffer Wines  
Time 9am – 3pm  
Price No charge  
More Info Pfeiffer Wines 02 6033 2805



Saturday 27th December 2014 –  
Monday 26th January 2015

### PFEIFFER WINES ART SHOW

The Pfeiffer Wines Art Show celebrates the work of local artists who have painted, drawn, sketched or photographed a distinctive winery or wine related scene. Visitors are invited to participate in the People's Choice Award by voting for their "pfavourite" artwork whilst at the winery. All original artworks will be for sale.

Where Pfeiffer Wines  
Time Winery hours  
Price No charge



FOR MORE DETAILS CHECK OUT OUR WEBSITE [WWW.PFEIFFERWINES.COM.AU](http://WWW.PFEIFFERWINES.COM.AU)