

INFORMATION 2009

The Company

WINZER KREMS reg.GenmbH. is one of the most **significant producer and most successful exporter of estate bottled quality** wine in Austria with its domicile in Krems, Sandgrube 13 (Lower Austria). The business is solely owned by 1,280 member winegrowers. They deliver their grapes from 990 hectares of vineyards in Krems and the surrounding wine growing regions (Kremstal, Traisental, Wachau, Wagram, Kamptal). WINZER KREMS is the only producers' cooperation, which works on base of fixed contract areas – each winegrower has to register the exact vineyards size and the grape variety.

Board of Managers

Chairman of the Board: Mr. Franz **BAUER**
Managing Director: Mr. Franz **EHRENLEITNER**
Chief Winemaker: Mr. Franz **ARNDORFER**
Export Manager: Mr. Ludwig **HOLZER**

No. of employees: 85

Consultancy in the vineyards – Winegrowers deliver the best grapes

First priority is that grapes are delivered completely **physiologically ripe, healthy** and just harvested to be pressed freshly. The winegrowers receive guidelines for pruning, soil treatment, foliage treatment, pest management and the harvest. Selective harvest reduction plays an important role for them. Our quality consultant and his team check the compliance with these guidelines during the whole wine year. At the harvest he is in the vineyards and convinces himself of the quality of the grapes. Since 2003 our consultants have received support by the University of Agriculture in Vienna.

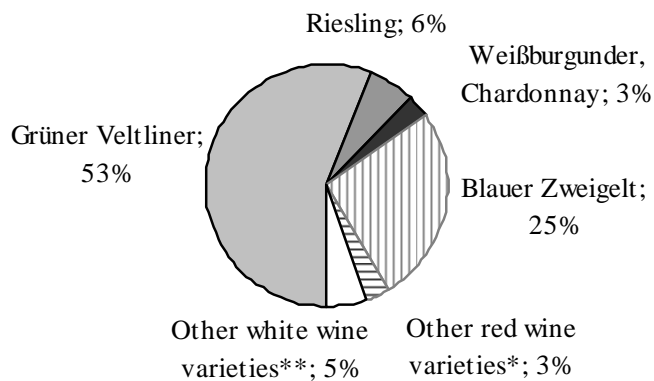
The persistent strive for quality and the hard work and efforts of the winegrowers have been worth while. WINZER KREMS wines regularly receive many highest **national and international awards** – our KREMSEER GOLDBERG GRÜNER VELTLINER ranks among one of the best Grüner Veltliner in Austria (SALON 2008) and the A la carte magazine awarded our KREMSEER PFAFFENBERG Riesling as “Grand Cru Winner”. Further we are particularly proud in the rating of the US wine magazine WINE SPECTATOR – we received 93 points for EDITION CHREMISA Grüner Veltliner as one of the best 100 wines worldwide. Our wine is the best of Austria on 33rd place (Edition June 2008).

Harvest Management / Qualification

Exclusively hand-picked grapes are delivered by the member winegrowers according to an exact harvesting plan. The grapes are separated due to their sugar content (measured in Oechsle), quality level, grape variety and origin. All winegrowers are urged to deliver unhurt, healthy grapes with a minimum sugar content of 74° Oechsle (= necessity for quality wine in Austria). Basically the payment is done following a quite sophisticated qualification-system, which is based upon the grape variety, the sugar content and an internal qualification system of vineyards. The origin alone can cause a difference in price amounting to 30% of the base price per kilogram!

Due to these strict measures WINZER KREMS could establish itself as the biggest and most important quality wine producer in Austria during the past ten years.

Grape Varieties



*)
St. Laurent,
Blauburger,
Pinot Noir,
Blauer Portugieser

**)
Traminer,
Muskat Ottonel,
Muskateller,
Welschriesling,
Roter and Frühroter Veltliner,
Müller Thurgau

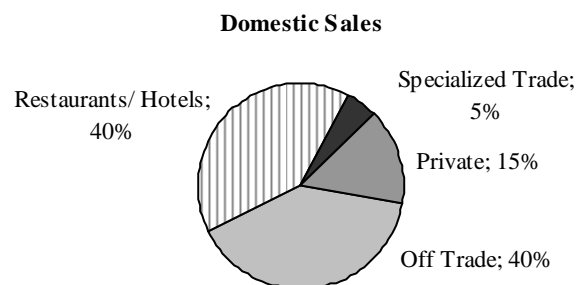
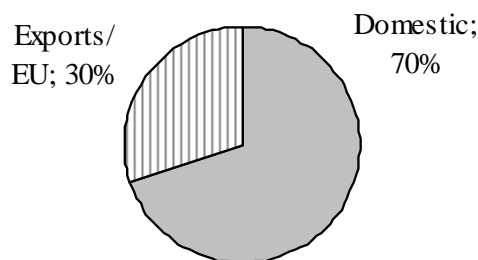
Grape Treatment

In August 2005 the most extensive reconstruction works ever on the winery had been finished. The total building for grape acceptance, grape processing and grape fermentation was renewed and one of the most modern cellars in Europe was created. When processed the grapes follow the principle of gravitation: after the acceptance of the grapes they go on to the below pressing station and then as must to the new fermentation cellar below.

At the harvest 1995 WINZER KREMS started working with **whole-cluster pressing**. The juice of all white grapes is extracted directly by pneumatic pressing in a very gentle manner without prior destemming or crushing. The results are especially fresh-fruity qualities with a pronounced varietal character and pureness and a low content of polyphenols, thus the wines can be matured with a minimum of SO₂:

The fermentation of the must is carried out under temperature control and the elaboration of the young wine takes place in stainless steel tanks, classically, reductively with cold-sterile bottling to the exclusion of oxygen. The red grapes are fermented on the skin. The most precious red wines mature in the small oak casks (barrique) after the fermentation.

Sales and Marketing



About 30% of a WINZER KREMS harvest are exported or delivered to EU countries. The biggest part of this amount is marketed via the subsidiary in Passau/ Germany, which was founded in 1972.

Other export markets: USA, Canada, Netherlands, Switzerland, Belgium, France, Great Britain, Italy, Norway, Sweden, Czech Republic, Russia, Poland, Japan, South Korea

The heart of the rebuilding process in SANDGRUBE is the newly created wine **experience** "SANDGRUBE 13 **wein.sinn**". In an 8-stop trail our visitors experience the fascination of wine with all their senses and learn everything about wine, wine production and our wine region (www.sandgrube13.at).