



# Understanding Fine Wines

## Grüner Veltliner: Austria's Next Big Export

(NAPSA)—From “The Sound of Music” to the Vienna Boys Choir to a movie star turned California governor, Austria has many famed exports. Fortunately for the U.S., that now includes its premium quality wines as well.

Wine in Austria dates back to Roman times and most of the wine production is focused in the northeast of the country across the three main valleys of Wachau, Kamptal and Kremstal. Traditionally the domain of small farmers with production only for their homes, today, there are more than 48,000 acres of grapevines planted—70 percent to white grapes.

The main grape is the indigenous variety of Grüner Veltliner (Gr-oon-err Velt-lean-err), which accounts for one-third of total wine production. Considered by many as a “chameleon” due to its versatility, its aromas are often described as a harmonious blend of the floral perfume of German Riesling with the zip flavor of Sauvignon Blanc and the lusciousness of Pinot Grigio.

### The Mosers: Wine Pioneers

A pioneer in the production of quality Grüner Veltliner is the Moser family, which has been making wine in the Lower Austria region since 1124.

Most famous of the 15 generations was “Grandpa Grüner”—Professor Dr. Lorenz Moser III—who pioneered a system that allowed for better-quality fruit and increased wine production. His innovation fundamentally changed how grapes were grown, and Dr. Moser’s technique is used in many of the prestige wine regions of the world.

Today, “Grandpa’s” legacy is carried by LAURENZ V. It’s named



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for the owner Laurenz “Lenz” Moser V, who produces a number of Grüner Veltliners in a wide variety of styles to showcase this grape.

### A Tasty Trio

- Named after Lenz’s twin daughter Sophie, “Singing” is a modern and fruity style of Grüner, perfect for sipping by the beach or with a simple salad or fresh seafood.

- Due in the U.S. just in time for summer, “Forbidden” is a sweeter style of Grüner Veltliner. Filled with aromas and flavors of apricots, white peach and pear, it can be enjoyed with spicy Thai curries, fresh Vietnamese cold spring rolls, or a fresh seafood platter.

- “Charming” is the flagship wine available in the U.S. and is the most prestigious Grüner produced by the family. Selected from 35 individual vineyards across the Kamptal region, it works well with richer-flavored dishes such as beef tartare, baked chicken with braised mushrooms, or the classic Austrian staple Wiener schnitzel.

LAURENZ V. wines are available from fine wine stores nationally. Learn more at [www.laurenzv.com](http://www.laurenzv.com).