





PFEIFFER WINES

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



NEXT WINE CLUB DELIVERY - OCTOBER 2015



PFEIFFER

— WINE CLUB —



WINTER AT PFEIFFER WINES

CARLYLE CUTTINGS

— W I N T E R 2 0 1 5 —

Reflections

Hello our wonderful "Pfriends" of Pfeiffer,

Here we are at the beginning of **winter** with another vintage behind us, we have commenced pruning and so the **cycle begins** again.

Our winemaking fraternity are locked into the **rhythm of the seasons** and to some extent are captives of this. As we continue to learn, no two seasons are the same and this is what really contributes to winemaking being such an exciting pursuit. Each year nature gives us the opportunity to learn and in most seasons nature is gentle with us, so the lessons are subtle.



In **2015** we were presented with challenging conditions. The fruit ripened all of a sudden and we finished picking fruit in mid-April, **the earliest time in my 42 vintages**. We had to balance flavour ripeness (which we strive to pick by) with sugar ripeness. This is important as sugar directly correlates to alcohol levels and the Pfeiffer style is all about flavour without high alcohols. We were very conscious of picking as soon as possible after flavour ripeness (ie the loss of green characters) was reached so that we could keep our alcohol levels balanced in our wines. Warmer conditions favour the accumulation of sugar at a faster rate than the development of flavour, and this is what we had to balance this year. It means lots of time in the vineyard as we are constantly monitoring fruit development and this is a major part of my role in vintage. **If we can catch the fruit at the right time, then we have the balance that we are seeking and we are well on the way to great wine.**

Vintage 2015 was hectic as all the parcels of wine were picked as close to optimum as possible in a compressed time frame. Our days were long and we were looking for extra hands as time went by. We were lucky that Viktor, an Austrian intern from two years ago, found himself looking for

a job mid-way through our vintage as the winery he was working at finished much earlier than expected. This expanded the international flavour of the team with **Australia, Austria, Italy** and the **UK** all represented. The entire team were happy that we had Viktor join us to help spread the work load.

The vintage was the best **Muscadelle** (Topaque) year for some time, as we did not get the early rain break we have had in the last few years. We were really happy to have so much fruit ripen for this style. It was a great joy for the team. This will be good news for all those of you who love the Topaque style. Our twelve pack includes the delicious museum release, **2005 Late Harvest Muscadelle**, which underlines the fact that we love good Muscadelle years.

In the next few weeks, Jen and I will be doing our vintage tasting, reviewing what we have made and allocating them to the various products. This is an exciting time as we find all those flavours coming to the fore, assessing the vintage, determining the blends and then, looking forward to how we plan for the next vintage. **Winemaking is an exciting occupation as you always are presented with new challenges**

with each vintage.

I trust that you enjoy all the wonderful winter warmers in our **winter pack**. Jen and I enjoyed selecting the wines for your enjoyment and once again have been reminded how some cellaring patience delivers complex flavoursome rewards. I encourage you to taste the younger vintages and then get some more to hide for your enjoyment in the years to come.

Thank you for being great supporters and appreciative of our endeavours at Pfeiffer Wines.

In vino veritas,

A handwritten signature in blue ink that reads "Chris Pfeiffer".

Chris Pfeiffer

WINE CLUB PACKS WINTER 2015

MIXED 4 Bottle Pack \$75 ~~\$103.80~~

Pfeiffer 2012 Marsanne Viognier
Pfeiffer 2013 Chardonnay
Pfeiffer 2012 Cabernet Sauvignon
Pfeiffer 2012 Shiraz



MIXED 12 Bottle Pack \$220 ~~\$341.60~~

Pfeiffer 2013 Marsanne x2
Pfeiffer 2013 Chardonnay x2
Pfeiffer 2010 Merlot
Pfeiffer 2012 Cabernet Sauvignon x2
Pfeiffer 2010 Cabernet Sauvignon
Pfeiffer 2012 Shiraz x2
Pfeiffer 2013 Durif
Pfeiffer 2005 Late Harvest Muscadelle



RED ONLY 4 Bottle Pack \$80 ~~\$123.50~~

Pfeiffer 2012 Cabernet Sauvignon
Pfeiffer 2010 Cabernet Sauvignon
Pfeiffer 2012 Shiraz
Pfeiffer 2013 Durif



RED ONLY 12 Bottle Pack \$230 ~~\$371.50~~

Pfeiffer 2010 Merlot x2
Pfeiffer 2013 Tempranillo x2
Pfeiffer 2012 Cabernet Sauvignon x2
Pfeiffer 2010 Cabernet Sauvignon
Pfeiffer 2012 Shiraz x2
Pfeiffer 2010 Shiraz
Pfeiffer 2008 Shiraz
Pfeiffer 2013 Durif



WHITE ONLY 4 Bottle Pack \$75 ~~\$105.70~~

Pfeiffer 2015 Pinot Grigio
Pfeiffer 2012 Marsanne Viognier
Pfeiffer 2013 Chardonnay
Pfeiffer Winemakers Selection 2010 Marsanne



WHITE ONLY 12 Bottle Pack \$220 ~~\$342.50~~

Pfeiffer NV Pfizz White
Pfeiffer 2014 Riesling
Pfeiffer 2015 Pinot Grigio x2
Pfeiffer 2013 Marsanne x2
Pfeiffer Winemakers Selection 2010 Marsanne
Pfeiffer 2013 Chardonnay x2
Pfeiffer 2007 Chardonnay x2
Pfeiffer 2005 Late Harvest Muscadelle



[LIMITED RELEASE MUSEUM WINE] [WINE CLUB ONLY]

G'DAY "PFRIENDS",

I hope you are keeping warm this winter – it certainly is the time of the year for rich, full bodied reds and whites, not to mention our impeccable, warming Rutherglen fortifieds.

My **Carlyle Cuttings** always provides a moment to reflect on things – and realising that I have now been working back at home for 15 years makes me think about all the changes that have taken place in the winery in that time.

When I first came home, we were a much smaller business and winery than what we are now. In that time we have added some new wines to our range, like our **Chardonnay Marsanne** in 2003, our **Gewürztraminer** in 2008, our **Moscato** in 2011 and who could forget our **Tempranillo** and **Durif** in 2012.

Of course the classics still remain and they feature prominently in our packs.

Chardonnay has been a part of Pfeiffer Wines from the beginning. Mum and Dad inherited 10 acres of established Chardonnay vines when they purchased our property from Seppelts in 1984 and we have been making Chardonnay ever since. Certainly with our Chardonnay, it is a case of "some things change and some things stay the same." In the early days, we used to only use fruit from our Sunday Creek vineyard – this was more than enough to fill our requirements. As sales of our Chardonnay have grown, we found that we needed to find another source of fruit. We have added a parcel from Richard Carson (the man behind our Carson Gewurz). His vineyard is in the upper King Valley and offers lovely white peach fruit flavours, complementing the citrus flavours we achieve in the Sunday Creek vineyard. This addition has brought another level of complexity to the wine.

When Dad was starting out, he didn't have a lot of money to buy barrels, but he bought a few American oak puncheons (500L barrels) to mature the Chardonnay in. After a couple of years, Dad started fermenting the Chardonnay in the barrels, and over the years we were able to buy more and more barrels for the Chardonnay.

When I first came home in 2000, Dad had evolved the style to only using 225L barrels and a mix of American and French oak. Things keep changing all the time, and we now only use French oak

– and a combination of one year old and brand new 225L barrels. We have also introduced the **amphora** (our terracotta "egg") in 2014, and last year made our first wine in it. This year, we have experimented again with our amphora, fermenting our Chardonnay in it on skins and now we are leaving the wine on the skins for the course of the year to see what happens!!!!

What hasn't changed is our love for barrel fermentation in our Chardonnay – this allows for the lovely integration of fruit and oak, and helps build the delicious, creamy texture in the wine. We have and will continue to keep the wine on its yeast lees (the solids and dead yeast cells), with weekly barrel stirring to keep the lees in suspension to again increase the texture and complexity in the wine.

And more than anything else, Mum's love of Chardonnay hasn't changed!!! And we all need to look after our Mum's!!!!

The **2013 Pfeiffer Chardonnay** shows where we have taken the style today – lovely peach and citrus fruit, enhanced by spicy, toasty oak derived flavours, with a lovely long and creamy palate. It is the perfect winter white, I recommend serving slightly chilled (not straight out of the fridge), with a smoked salmon risotto or a classic roasted chook! Yum yum!

Shiraz has been one of the wines that I feel I have really put a stamp on since coming home in 2000. Dad has always loved his Cabernet, but I am definitely a Shiraz girl! Dad gave me the responsibility of making the Pfeiffer Shiraz 2000 and I was lucky enough to win a gold medal with my very first time, and was subsequently hooked.... not only on winemaking but also Shiraz!

One of the most telling decisions we have made with our Shiraz, is our sugar level at picking. We now are picking our Shiraz slightly riper than we used to, and this is giving us greater richness and depth. We are very careful not to allow the fruit to get over-ripe as then we would lose the lovely freshness in the wine.

The other really big decision we have made is to reduce the cropping levels of our Shiraz in the vineyard. This has also given us greater concentration and fullness in the wines. We are trying a range of varied techniques on individual

parcels, including cold maceration before fermentation, open vat vs closed vat fermentation, and barrel fermentation.

Like the Chardonnay, our oak regime is evolving too – we used to use exclusively American oak when I came home. In the 15 years I've been here, we are using more and more French oak to provide a more subtle and savoury oak flavour, rather than the high vanillin notes that American oak provides. While we still use American oak, we are choosing barrels that are more subtle and elegant in their character.

It's clear to see all these measures are working, with the wonderful string of awards we have received over the years – from my **Young Winemaker of the Year Award** with the 2008 Pfeiffer Shiraz to the Trophy for the **Best Shiraz in Victoria** with our 2010 Shiraz, and all the golds along the way.

The **2012 Pfeiffer Shiraz** shows exactly where we're at with our Shiraz style – it has a beautiful colour, lovely purple-red and a fresh and vibrant nose of ripe red berries, plums and a touch of spice. The palate is rich, complex and balanced, with a plush mouthfeel and terrific length. I do love the Pfeiffer Shiraz for a reason!!

I hope you enjoy these two special wines now, as you have done over the years as they have evolved to where they are today. They are a part of a delicious selection of wines in these packs – just the thing to keep you warm this winter.

Cheers, Jen.

Jen Pfeiffer

Jen Pfeiffer



HERE

AT PFEIFFER WINES

WE WILL SEE YOU

THERE

PFEIFFER WINES PHOTOGRAPHIC EXHIBITION

Wednesday 1st July - Friday 31st July, 2015.

Where Pfeiffer Wines
From Winery hours
Cost FREE Entry

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.

PFEIFFER WINES SPRING FARMERS MARKET

Saturday 26th September, 2015.

Where Pfeiffer Wines
From 9am - 3pm
Cost FREE Entry

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. Join us and our passionate producers celebrate all things spring at our wonderful Spring Farmers Market. We will have hot food, the amazingly talented children from VIOLINOPEDIA, good coffee, and of course an array of the freshest spring produce available...plus, all of our award winning Pfeiffer wines will be available for tasting and sale.

PFEIFFER'S "PFAMOUS PFROLIC" ON THE BRIDGE

Sunday 1st November, 2015.

Where Pfeiffer's Sunday Creek Bridge
From 11am
Cost \$140pp or Wine Club Members \$126pp
Seats 100 people

30 years of Pfeiffer "pfrolics"! 30 years of loads of "pfun"! Join the "pfamily" as we brunch into lunch, "pfeast" on "Pfine Pfood" and "pfrolic" our way through lots of Pfeiffer's "pfine" wines, including celebrating the release of the "pfantastic" 2015 Pfeiffer Gamay. This is the party we started 30 years ago and hope to continue for the next 30...if not longer...a generational experience!

PFEIFFER WINES ART SHOW

Sunday 27th December, 2015 -
Tuesday 26th January, 2016.

Where Pfeiffer Wines
From Winery hours
Cost FREE Entry

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.

PFEIFFER WINES SUMMER FARMERS MARKET

Saturday 2nd January, 2016.

Where Pfeiffer Wines
From 9am - 3pm
Cost FREE Entry

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. We will have hot food, live music and good coffee, and of course an array of the freshest summer produce available...plus, all of our award winning Pfeiffer wines will be available for tasting and sale.



Pfeiffer Prolic

MELBOURNE LUNCH

Where Sarti, 6 Russell Place, Melbourne
When Sunday 9th August 2015 at 12 noon
Cost \$150pp or Wine Club Members \$135pp
Seats 70 people
Bookings Pfeiffer Wines 02 6033 2805

BOOKED OUT

We return for our 3rd year in a row to be spoiled by the crew at Sarti. Join us as we have plenty of everything you would expect for a Sunday afternoon of wining and "pfine" dining.

SYDNEY LUNCH

Where Young Alfred, 31 Alfred Street, Sydney
When Sunday 23rd August 2015 at 12 noon
Cost \$150pp or Wine Club Members \$135pp
Seats 80 people
Bookings Pfeiffer Wines 02 6033 2805

Right in the heart of Sydney at Circular Quay (nice and easy for public transport from everywhere), Young Alfred in the historic Customs Building is opening just for "lucky"us!

CANBERRA LUNCH

Where Pod Food, 12 Beltana Road, Pialligo
When Sunday 13th September 2015 at 12noon
Cost \$140pp or Wine Club Members \$126pp
Seats 60 people
Bookings Pfeiffer Wines 02 6033 2805

Dining at Pod is like being in a beautiful home in a gorgeous garden setting except today you don't have to lift a finger, except when you enjoy Pod's "pfabulous pfood" and Pfeiffer's "pfantastic" wines, matched beautifully to each course.

ADELAIDE DINNER

Where Caledonian Hotel, 219 O'Connell Street, North Adelaide
When Friday 16th October 2015 at 7:30pm
Cost \$130pp or Wine Club Members \$117pp
Seats 50 people
Bookings Pfeiffer Wines 02 6033 2805

A wine and food adventure between kindred spirits who are passionate about ALL their food and wine matches.

HOBART DINNER

Where The Astor Grill, 157 Macquarie Street, Hobart
When Thursday 12th November 2015 at 7pm
Cost \$140pp or Wine Club Members \$126pp
Seats 45 people
Bookings Pfeiffer Wines 02 6033 2805

Fall in love with this hidden gem of Hobart where you will be amazed with "pfantastic pfood" beautifully presented with "pfine" Pfeiffer wines. You can even stay in the hotel to really relax before Christmas...I will be!



Robyn raring to go at our Melbourne Lunch!



Pod Food Canberra



The Astor Grill Hobart

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