



**PFEIFFER WINES**

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**PFEIFFER**  
— WINE CLUB —



WINTER AT PFEIFFER WINES

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



**NEXT WINE CLUB DELIVERY - OCTOBER 2016**

**CARLYLE CUTTINGS**

**WINTER 2016**

# Reflections

Hello to our valued "Pfriends" of Pfeiffer,

It is winter and so we expect cold weather and rain. I have just put a stop to the pruning as the rain intensifies and so I sit at the computer writing to all our loyal supporters.

The steady rain on the tin roof encourages me to think of fortified wine, across all the delicious styles. **Fortified wine is quite topical at the moment, with a lot of press on its future.** I am presenting a paper on the future of fortified wine at the triennial Australian Wine Industry Technical Conference later this month in Adelaide, consequently fortified wine is front and centre in my mind at the moment.

**Over the past forty years fortified wine has taken a few hits on the chin.** The advent of random breath testing severely curtailed the sale of these wines in restaurants, people watching what they drank and the fortified wines were left out to stay under the limit. Then finishing the dinner party with a lovely glass of Muscat or Tawny or Topaque fell off the agenda as well. And

now there is pressure from the alcohol health lobby to modify your intake, and once again the fortified wine category appears to be doing the heavy lifting.

The result of all this is that fortified wine sales have been declining. However most of the decline is at the entry level. **Fortunately for all of us in Rutherglen, premium fortified wine has been holding its own and we have seen some slight growth.** This is reassuring to our team at Pfeiffers, as we have been quietly building our stocks of these wines over the past thirty years. Apart from the fact that we enjoy drinking them, **we strongly believe that there are plenty of opportunities for growth and a solid future for the wines.**

The team at Pfeiffer Wines are committed to and passionate about all the styles, we offer a comprehensive range. We are one of a small handful of wineries in Australia that make Apera.

**What drives our passion for these wines? It is simple, FLAVOUR.**

In order to build the flavour we need to dedicate time for these wines to gracefully age in barrel developing the aged characteristics so important for the style. The accountants amongst you, and there are plenty in the big corporates, see all that capital tied up and contemplate whether a better return can be made elsewhere. Well the answer is, most likely it can be. Then, what drives us to produce these wines?

**Rutherglen Muscat and Rutherglen Topaque have a special place in the world of wine, they are in fact**

**Australia's unique contribution to the tapestry of world wine styles.** We are extremely proud to be one of the handful of producers that keep producing these styles. It takes time, dedication and, most importantly, commitment to make them. So, it is no surprise that the family wineries dominate the list of producers.

**I often liken maturing fortified wines to raising children.** The wines are nurtured along their development path and you have input but still the wines have a character of their own. So our duty is to enhance that character so the wine can be a good expression of the particular style you are making. **Yes, you become attached to the wines, drawing great satisfaction watching the development. Then they are ready to release to the world, a moment of pride.**

Always remember that on opening a bottle of these wonderful wines that they have a long shelf life, once open. The wine can be enjoyed over a number of days, even weeks. This is quite different to table wines, where you only have a couple of days to best enjoy the wine.

Nutty, raisins, malt, toffee, mocha, butterscotch, rose petal, vanilla, savoury, luscious, complexity. These are all terms that can be used to describe the various styles of fortified wine, all contributing to their FLAVOUR.

In completing the research on fortified wines, it became apparent that a significant number of people had a bottle of fortified wine in their cupboard. The big problem was that it rarely came out of the cupboard. If you fall into this category, then **pull the wine out of the**

**cupboard and remind yourself how great these wines can be.** ML for ml, fortified wines pack quite a punch.

**We also need your help in proving the commentators wrong. Support this part of our wonderful industry.**

Again, thank you for your ongoing support, without the support we would not be the winery we are today. I am confident that your pack will bring lots of satisfaction in the weeks ahead.

In vino veritas,



Chris Pfeiffer



# WINE CLUB PACKS

## WINTER 2016

### MIXED 4 Bottle Pack \$75 ~~\$113.30~~

Pfeiffer 2014 Chardonnay  
Pfeiffer 2010 Riesling  
Pfeiffer 2013 Cabernet Sauvignon  
Pfeiffer 2014 Durif



### MIXED 12 Bottle Pack \$220 ~~\$325.80~~

Pfeiffer 2010 Riesling  
Pfeiffer 2008 Chardonnay  
Pfeiffer The Carson 2013 Gewürztraminer  
Pfeiffer Carlyle 2012 Cabernet Merlot x 2  
Pfeiffer 2014 Merlot x 2  
Pfeiffer 2013 Cabernet Sauvignon x 2  
Pfeiffer 2014 Shiraz x 2  
Pfeiffer 2014 Durif



### RED ONLY 4 Bottle Pack \$80 ~~\$117.50~~

Pfeiffer 2013 Cabernet Sauvignon  
Pfeiffer 2014 Shiraz  
Pfeiffer 2011 Shiraz  
Pfeiffer 2014 Durif



### RED ONLY 12 Bottle Pack \$230 ~~\$349.00~~

Pfeiffer Carlyle 2012 Cabernet Merlot x 2  
Pfeiffer 2014 Merlot x 2  
Pfeiffer 2008 Merlot  
Pfeiffer 2013 Cabernet Sauvignon x 2  
Pfeiffer Winemakers Selection 2011 Shiraz Cabernet  
Pfeiffer 2014 Shiraz  
Pfeiffer 2011 Shiraz  
Pfeiffer 2014 Durif x 2



### WHITE ONLY 4 Bottle Pack \$75 ~~\$114.20~~

Pfeiffer 2010 Riesling  
Pfeiffer The Carson 2013 Gewürztraminer  
Pfeiffer 2014 Chardonnay  
Pfeiffer 2008 Marsanne



### WHITE ONLY 12 Bottle Pack \$220 ~~\$339.60~~

Pfeiffer 2014 Riesling x 2  
Pfeiffer 2010 Riesling  
Pfeiffer 2008 Riesling  
Pfeiffer 2014 Chardonnay x 2  
Pfeiffer 2010 Chardonnay  
Pfeiffer 2008 Chardonnay  
Pfeiffer 2008 Marsanne  
Pfeiffer The Carson 2013 Gewürztraminer  
Pfeiffer Winemakers Selection 2015 Pinot Gris x 2



## G'DAY "PFRIENDS"!!!

I am actually writing these Cuttings sitting on a train from Colchester to Hungerford, via London. **I'm in the UK promoting our wines to our customers here.** There's been a big storm in Colchester overnight, and there is water everywhere – drains are overflowing, roofs are leaking and the paddocks are literally soaked with rain not able to drain through quickly enough. I can't help but think it sure is a different summer to what we experience in Australia!

I have been showing off the 2014 Carlyle Chardonnay Marsanne and 2014 Carlyle Shiraz on this trip, and keep talking about the cooler nature of the 2014 vintage. **As you will also notice, there are quite a lot of 2014 wines featured in your packs this time as well – so let's go back 2 years in time and see what things were like back then!**

2014 in Rutherglen started off with the typical 40°C day on New Year's Day, but overall January and February had below average temperatures. These cooler temperatures slowed down the maturation of the fruit, meaning vintage kicked off later than it has been recently, not commencing until the 3rd week of February. **This had a really positive effect on the fruit quality, with both white and red table wines showing lovely brightness and vibrancy of fruit.**

Again the cooler conditions provided us with wines that had much better natural acidity than normal, also contributing to the vitality of the wines. We found the fruit ripeness was achieved at lower sugar levels, thus meaning our alcohol levels were lower in the 2014 wines than in other years (I'll leave it up to you guys to work out if that's a good or bad thing!!! 😊)

**A feature of the 2014 wines is their great balance.** While the wines show some elegance of style, they are not light in any way, and have lovely balance of fruit, tannin and acidity that makes the wines eminently drinkable now, but with good potential for long term cellaring.

**One of my favourite wines from the vintage was the 2014 Chardonnay** – as this wine saw us christen our brand new amphora (675L terracotta, egg shaped tank). Amphoras

originate in Georgia, where they have been used to make wine for centuries, traditionally stored underground (don't ask me how they clean them like that!!!). Ours came on a stand and is positioned with our barrels of Chardonnay, so they are all in the same environment. Today amphoras are back in vogue, particularly with those producers interested in biodynamic winemaking.

What interested Chris and me was how convection currents were meant to keep the wine moving at all times, and thus mirror a barrel with lees stirring. So our experiment was with some wild ferment Chardonnay, from our Sunday Creek vineyard – we handled the fruit exactly the same way, then transferred some directly to the "egg" and the remaining volume directly to the barrels. Fermentation occurred with wild (or indigenous) yeasts that are naturally occurring on the fruit. After fermentation, both the barrels and the egg were topped so that they were full, the egg then closed up to do its "thang", and the barrels stirred weekly. We left the Chardonnay maturing like this for 9 months – **and what we found ourselves with, were two very good parcels of wine.**

The wine in barrel obviously had the new oak flavours, but also had great texture and mouthfeel. The wine in the egg probably had more apparent funkiness from the wild ferment and had amazing texture and mouthfeel, most likely more noticeable because there were no oak flavours to mask these other characters in the wine. In the end both parcels were blended together, along with one other parcel of a conventionally fermented, barrel fermented Chardonnay, to make a cracking 2014 Pfeiffer Chardonnay, and keep Mum very happy and in good supply of her favourite wine.

**For those lovers of our reds, there's good news for you too! 2014 was an absolute cracking Durif vintage!** The cooler, but dry conditions, saw delicious black cherry, berry and violet like aromas develop, with rich, ripe fruit flavours follow through on the palate. And while elegance is not a word that I would use to describe Durif, certainly the 2014 has a real elegance about it (relatively speaking of course!!!). I also trialled some lightly toasted French oak barrels for this vintage.

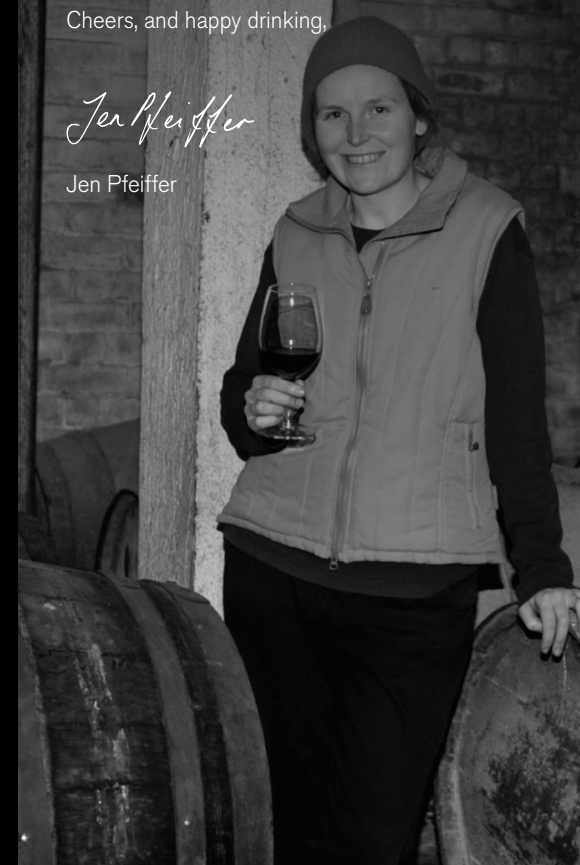
One of the reasons for this is I had noticed that oak can add a large amount of tannin to Durif (which is already rich in tannin and really doesn't need much more) – the barrels I had been using with heavier toasting levels (meaning the wood had a slightly more charry flavour) seemed to promote the tannins from the grapes and from the barrels themselves. The move to a lighter toasting really allowed the fruit to be more expressive, and let the grape tannins provide the backbone to the wine. **This was a real success and has been the basis of my oak program for Durif moving forward.**

Depending on your pack type – there will be more gems from the 2014 vintage for you to explore. I do hope you enjoy them all, **and don't be surprised that these are the wines in 10 years time that we are rolling out for dinners, as they are looking so good!!!!**

Cheers, and happy drinking,

*Jen Pfeiffer*

Jen Pfeiffer



# WHAT'S ON

## Monday 1st August – Wednesday 31st August 2016 TWO OF A KIND

This August, we are thrilled to present a joint exhibition by Norma Neil, whose tonal paintings appear regularly at Montsalvat in Melbourne, alongside local sculptor, Maree Castles, with her contemporary limestone sculptures of the female form.

Maree is also our August Artist In Residence. Maree will be onsite for five days - between Thursday August 4th and Monday August 8th (from 10.30am to 2.30pm each day) – creating and transforming raw limestone into her personal works of art within the grounds at Pfeiffer Wines. Maree will be available each day to discuss her works and to engage and interact with the public.

The works of Norma Neil and Maree Castles are available for sale throughout August.

<b>Artists</b>	Maree Castles and Norma Neil
<b>Medium</b>	Stone and Design
<b>Exhibition</b>	1st – 31st August 2016
<b>Where</b>	Pfeiffer Wines
<b>AiR</b>	Maree Castles
<b>From</b>	4th – 8th August from 10.30 – 2.30pm
<b>Entry</b>	FREE entry

## Sunday 7th August 2016

### PFEIFFER WINES MELBOURNE LUNCH

Sarti is a sassy Melbourne restaurant that exudes an unpretentious and hip vibe. Hidden down a laneway off Little Collins Street the Sarti team serves delicious Italian food with a twist.

One of our "pfavourite" Melbourne restaurants, we are delighted we are returning to Sarti to again be spoiled by the crew. We invite you to join us for an afternoon of "pfine" Pfeiffer wine, a fusion of traditional and contemporary Italian cuisine and of course some "pfabulous" Pfeiffer hospitality.

<b>Where</b>	Sarti, 6 Russell Place, Melbourne, VIC, 3000
<b>From</b>	12pm – 4.30pm
<b>Cost</b>	\$150pp (\$135pp Pfeiffer Wine Club Members)
<b>Bookings</b>	Pfeiffer Wines 02 6033 2805

## Sunday 21st August 2016

### PFEIFFER WINES SYDNEY LUNCH

Located in the heart of the CBD, Fix St James is a wine bar and restaurant like no other. A polished menu with European influences, "pfine" Pfeiffer wine and plenty of "pfabulous" Pfeiffer hospitality... this is one Sydney Sunday lunch you will not want to miss!

<b>Where</b>	Fix St James, 111 Elizabeth Street, Sydney NSW 2000
<b>From</b>	12pm – 4.30pm
<b>Cost</b>	\$150pp (\$135pp Pfeiffer Wine Club Members)
<b>Bookings</b>	Pfeiffer Wines 02 6033 2805

## Sunday 11th September 2016

### PFEIFFER WINES CANBERRA LUNCH

Nestled in the heart of Kingston, Pomegranate is a charming neighborhood 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!

<b>Where</b>	Pomegranate, 31 Giles Street, Kingston ACT
<b>From</b>	12pm – 4.30pm
<b>Cost</b>	\$150pp (\$135pp Pfeiffer Wine Club Members)
<b>Bookings</b>	Pfeiffer Wines 02 6033 2805

## Saturday 24th September 2016

### 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.

<b>Where</b>	Pfeiffer Wines
<b>From</b>	9am – 3pm
<b>Cost</b>	FREE entry
<b>Music</b>	Violinopedia

## Saturday 1st – Sunday 2nd October 2016

### 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!

<b>Where</b>	Pfeiffer Wines
<b>Cost</b>	FREE
<b>Prizes</b>	Best Scarecrow Best School Scarecrow Best Business Scarecrow People's Choice Best Living Scarecrow

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

**Other Activities** Scarecrow makeovers with crazy hair and face painting all weekend.

## Sunday 30th October 2016

### 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 in the release of the newest vintage of Pfeiffer Gamay. Join us this year to help celebrate the release of our Pfeiffer Gamay from vintage 2016 with a brunch into lunch that includes some of our "pfinest" Pfeiffer wines, a "pfeast" of "pfabulous" "pfood" and of course a "pfrlicking" good time.

<b>Where</b>	Pfeiffer Wines Sunday Creek Bridge
<b>From</b>	11am
<b>Cost</b>	\$145pp (\$130.50pp Pfeiffer Wine Club Members)
<b>Transport</b>	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

## Monday 31st October 2016

### GAMAY GAMAY GAMAY

Explore and expand your knowledge of Gamay - the light red of the moment! Our morning begins with an intimate wine tasting masterclass featuring a carefully selected vertical flight of Pfeiffer Gamay's. We are then off to the vineyard for a firsthand look at our old and new Gamay vines, finishing with a delicious picnic lunch...and Gamay, on our historic timber bridge.

<b>Where</b>	Pfeiffer Wines
<b>From</b>	10.30am
<b>Cost</b>	\$70pp (\$63pp Pfeiffer Wine Club Members)
<b>Bookings</b>	Pfeiffer Wines 02 6033 2805

## Sunday 4th December 2016

### CAROLS BY THE CREEK

Unwind this "pfestive" season with a free afternoon of Christmas carols and entertainment performed by various local choirs and bands; all within the historic, century-old cellar grounds nestled on beautiful Sunday Creek at Pfeiffer Wines.

Bring your "pfamily" and "pfriends", grab a bite to eat (or pack a picnic), choose your "pfavourite" glass of Pfeiffer wine, warm up your voices and sing along to some of your "pfavourite" Christmas carols and songs.

<b>Where</b>	Pfeiffer Wines
<b>From</b>	12pm - 4pm
<b>Cost</b>	FREE entry
<b>Catering</b>	Bring your own picnic hamper and rug (no BYO alcohol). Cheese platters, wines by the glass and kids and adult slushies available.

## Wednesday 28th December 2016 – Thursday 26th January 2017

### 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.

<b>Where</b>	Pfeiffer Wines
<b>From</b>	Winery hours
<b>Cost</b>	FREE entry

## Wednesday 28th December 2016

### Sunday 8th January 2017

### PFEIFFER WINES BRIDGE BAR

Enjoy a majestic sunset from our Sunday Creek Bridge with your drink of choice in hand this summer. Our Bridge Bar will operate each afternoon, serving a selection of award winning Pfeiffer wines, wine cocktails and nibbles for your enjoyment.

<b>Where</b>	Pfeiffer Wines Sunday Creek Bridge
<b>From</b>	4pm - 8pm
<b>Cost</b>	FREE entry
<b>Catering</b>	Pfeiffer wine will be available for sale by the glass and bottle, we will also have delicious cocktails, charcuterie and cheese platters. Strictly NO BYO alcohol allowed.

## Saturday 31st December 2016

### 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.

<b>Where</b>	Pfeiffer Wines
<b>From</b>	9am – 3pm
<b>Cost</b>	FREE entry
<b>Music</b>	Michael Brennan