



PFEIFFER WINES

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PFEIFFER

— WINE CLUB —



"MUSCAT VERAISON"

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

NEXT WINE CLUB DELIVERY - JULY 2013

CARLYLE CUTTINGS

— A U T U M N 2 0 1 3 —

Reflections

Welcome to our "Pfaithful Pfriends of Pfeiffers",

As I commence **my 40th vintage**, I thought it was an opportune time to begin to reflect on what has changed and what has been achieved over those forty years of working in the wine industry and to share this with you all, as you enjoy reading our Carlyle Cuttings.

I joined Lindemans Wines for the **1974 vintage** at Corowa, a fired up and recent graduate of Agriculture from Sydney University. I knew a little more about grape growing than winemaking, (this knowledge was negligible) and I headed for Corowa, to what was then, Lindeman's largest winery. I didn't know a lot about wine, though I did enjoy drinking it. **I was, gloriously titled, the Assistant Winemaker!**

Who can remember what was just about on everyone's lips in those days? None other than Ben Ean Moselle! Ben Ean paid my salary then and for the next few years before Cellar Packs (Bag in Box) started contributing as well. **The fortified wines were still important**, notably the Montillo range of sherries and our famous Macquarie Port, but these were beginning to decline with table wine gaining favour. I was part of the time when post World War II immigration was having a significant impact on the wine industry. Along with what is now the universal dish, pasta, table wine became a part of our lifestyle.

Initially it was red wine through the late 60s, however white wine took over around 1970 and was set to remain king for the next 30 years, before red wine became the more popular style again.

Marketing was quite different in those days. There was almost none! Wine was sold "generically", so we had Riesling, Chablis, White Burgundy, Moselle, Burgundy, Claret and Sauternes. In fact, at Lindemans we made Hunter River Riesling, Hunter River Chablis and Hunter River White Burgundy all from the same grape variety, Semillon! My, how things have changed! Riesling was a wine style, sometimes called Riesling Hock, and the variety was called Rhine Riesling. **Riesling was very important** and we had other "Rieslings" like Clare Riesling (correctly called Crouchen). Today Riesling is the correct name for the grape variety.

The major varieties of the times were Shiraz, Semillon, Riesling and Grenache. The industry also made wine from eating varieties, Sultana and Gordo Muscat. I don't know of anyone making wine from Sultana these days, however Gordo is still important and used widely in the making of the Moscato style (though the Pfeiffer Moscato is made from White Frontignac grapes). Other varieties that played their part in small ways were Cabernet Sauvignon and Marsanne. **The varietal revolution was yet to happen.**

The region was important, however not as significant as it is today. The industry was much smaller in those days and we need to remember that wine was really only significantly grown in Victoria in NE Vic, Western Vic and NW Vic (Mildura/Swan Hill). The Yarra Valley was at the start of its renaissance. Some regions did command more attention, those being the Hunter Valley (especially in NSW) and Coonawarra in SA, as the most significant. Consequently, the two most important contributors to a wine purchase decision were the brand and the "generic" style.

In the 2000's, variety and region have taken precedence in our purchase decisions. We are all keen to know the variety and the region it is grown in and then the brand comes into our thinking. There has been an explosion in the number of varieties available and we have 60 wine regions in Australia now, who all think that they are important.

Your current packs pick up on this theme of change.

Shiraz is there to represent the time when I first joined the industry. Shiraz was the bread and butter red variety of both table wine and fortified wine production. Cabernet Sauvignon is also there as it was in 1974, however it takes on a modern twist with the addition of Merlot (a variety that has grown in popularity over the past 40 years). We were all very pleased that our 2010 Pfeiffer Carlyle Cabernet Merlot was in James Halliday's Top 20 Value dry reds for 2012. Gamay is there as our special wine. Gamay still remains a fringe wine for many winemakers, however we still believe that it is just the style of wine that Australia cries out for, particularly in summer when enjoyed chilled. Pinot Grigio is the latest variety to make its presence felt. The Grigio style is very fashionable, picking up on the trend for Italian varieties.

Our four bottle Wine Club pack is a great reflection of the change that I have seen and hopefully stimulates memories of your own wine journey.

Our twelve bottle Wine Club pack recipients have their memories further tested with the inclusion of the modern varieties: Chardonnay, Pinot Noir and Merlot (with attitude and age, being vintage 2006), plus Marsanne. Marsanne was served at the Queen Elizabeth II Coronation Dinner in 1953.

As a point of interest, we have had Daryl Leahy as a member of our Wine Club since it began in 2003. Daryl was the manager of the Lindeman's Corowa workshop when I first started in 1974. He developed good taste for wine back then and like me, has enjoyed it ever since.

I am sure that you will enjoy your Wine Club packs and the memories that they can trigger.

In vino veritas

Chris Pfeiffer

Chris Pfeiffer

WINE CLUB PACKS AUTUMN 2013

4 Bottle Pack - \$75 ~~\$94.30~~



Our current pack includes the following wines:

- Pfeiffer Winemakers Selection Pinot Grigio 2012 (WCO)
- Pfeiffer Gamay 2012
- Pfeiffer Carlyle Cabernet Merlot 2010 (MR)
- Pfeiffer Shiraz 2011

(Wine Club Only) (Museum Release)

12 Bottle Pack - \$220 ~~\$308.10~~



Our current pack includes the following wines:

- Pfeiffer Winemakers Selection Pinot Grigio 2012 (WCO)
- Pfeiffer Marsanne 2011
- Pfeiffer Carlyle Chardonnay Marsanne 2012
- Pfeiffer Chardonnay 2010 (MR)
- Pfeiffer Gamay 2012
- Pfeiffer Pinot Noir 2009 (2 bottles) (MR)
- Pfeiffer Carlyle Cabernet Merlot 2010 (2 bottles) (MR)
- Pfeiffer Merlot 2006 (MR)
- Pfeiffer Shiraz 2011 (2 bottles)

(Wine Club Only) (Museum Release)

WINE CLUB FOOD PAIRINGS

- Autumn 2013 -

4 PACK \$75
12 PACK \$220

Pfeiffer Winemakers Selection Pinot Grigio 2012

Check out Maggie Beer's "pfabulous" recipe from The Oz Harvest Cookbook below....



Pfeiffer Marsanne 2011

Match a glass of our elegant and textural Marsanne with a salmon terrine with pistachio nuts and a simple green salad. Just delicious!!



Pfeiffer Carlyle Chardonnay Marsanne 2012

Our fresh and unwooded Chardonnay Marsanne is perfectly paired with golden fried haloumi and herb quinoa for brunch, lunch or dinner.



Pfeiffer Chardonnay 2010

With its developmental creaminess developing on the palate our beautiful Chardonnay is delightful alongside a perfectly cooked chicken and asparagus risotto.



Pfeiffer Gamay 2012

For those seeking a meal with a difference match our fresh, vibrant Gamay with a rabbit and mushroom pie wrapped in filo pastry. Mmm mmm!!



Pfeiffer Pinot Noir 2009

The lifted berry flavours and subtle earthiness of our Pinot Noir work superbly when paired with slow cooked pork belly with golden crunchy crackling.



Pfeiffer Carlyle Cabernet Merlot 2010

The perfect balance of fruit, tannin and oak in this blend make it an ideal food wine – try rosemary and lamb skewers and char grilled veggies cooked on the barbie.



Pfeiffer Merlot 2006

Our soft savoury Merlot with rich, ripe fruit characters is delicious when paired with a mixed mushroom ragu with fresh thyme and soft silky polenta. Heaven!!



Pfeiffer Shiraz 2011

Our cracking Shiraz with spice, berries and red pepper is a showstopper alongside slow braised beef, a potato galette and baby carrots.



HELLO TO YOU ALL,

Hello to all!!! And Happy Vintage everyone!!!

Once again, vintage is upon us and we are enjoying the excitement of the vintage and with it, the opportunity to make some wonderful wines.

I hope you will all get to enjoy the fruits of our labour again this year.

This pack sees the return of the Winemakers Selection series – with the inaugural release of our 2012 Winemakers Selection Pinot Grigio. This release certainly exemplifies what our Winemakers Selection is all about – small batch winemaking, with lots of hand inputs and innovation to create original, imaginative and most of all delicious wines **exclusively for you** – our much loved Pfeiffer Wine Club members.

So how exactly did this Pinot Grigio come about?

Early in January 2012, Chris came in to the lab, **looking very pleased with himself.**

"I have just been speaking to Richard," Chris said. Chris was referring to Richard Carson – the man behind the grapes for The Carson Gewurztraminer.

"And he has a small batch of Pinot Grigio available. **I think it would be great to make one for the Wine Club.** I'm going to take it!!!"

And that was that – we were going to make a Pinot Grigio.

As the time drew near for picking, Chris

began asking me if we were going to make **a Gris or a Grigio style.** Typically in Australia, the fuller, richer and slightly sweeter styles are labelled as Pinot Gris (as this is typical to the French Pinot Gris style) and the dry, crisp and refreshing styles are labelled as Pinot Grigio (typical to the Italian Pinot Grigio style). **Our winemaking style has always been one that focuses on fruit flavour, while maintaining elegance,** thus I went with the Grigio style.

The 3 tonne parcel of Richard's glorious fruit was hand picked and then shovelled directly from the bins into the press for whole bunch pressing. Whole bunch pressing is a slow and gentle pressing technique which minimizes tannin, oxidation and colour pick up from the skins, leaving a pristine and fruit driven juice for fermentation.

Those of you who were lucky enough to attend our **Wine Club Members Weekend 2012** were able to taste the juice directly from the tank during Sunday's winery tour.

I certainly remember a lot of people commenting on its distinctive pear aroma and also enjoying the taste of the juice.

Fermentation was carried out in stainless steel tanks at cool temperatures to protect the delicate aromatics of the wine and retain fruit and finesse on the palate. I bottled the wine shortly after fermentation was complete to **lock in the freshness and fruitfulness in the wine.**

As I sip on a glass of this lovely **Pinot**

Grigio as I type away, I certainly see the fresh pear characters on the nose, with citrus fruits and delicate rose petal overtones. The palate is dry and crisp, with lovely acidity keeping the palate fresh and lively.

I think this Pinot Grigio would be a great accompaniment to an antipasto platter, lighter seafood or chicken breast dishes – Salt n Pepper Calamari, Creamy Leek Torte and Chicken Risotto all come to mind as great pairing options.

I certainly hope you all enjoy it.

Jen Pfeiffer



THE OZ HARVEST COOKBOOK

Waste-Not (Definitely Want) Frittata

Serves 4

Recipe by Maggie Beer

The Oz Harvest Cookbook, 2012, page 17

300g leftover baked potatoes
and pumpkin

A little olive oil

2 rosemary sprigs, chopped

2 tablespoons butter

1 leek or onion, sliced

5 free-range eggs

1 tablespoon grated parmesan

3 tablespoons (1/4 cup) chopped

flat-leaf parsley, plus extra to serve

100g ricotta (optional)

Rocket or salad leaves, to serve

Preheat the oven to 240°C. Line
a baking tray with baking paper.

Slice the potatoes and pumpkin, put
on the baking tray and drizzle with olive oil. Season
with salt and freshly ground black pepper and sprinkle
with rosemary. Roast for 8-10 minutes to warm the
vegetables through, then remove but leave the oven
on.

Heat 1 tablespoon of the butter and a little more olive
oil in a frying pan with an ovenproof handle. Add the
leek or onion and fry gently until softened but not
coloured. Remove from the pan and put with the
roasted vegetables. Whisk the eggs in a large bowl
and add the parmesan and parsley. Season lightly with
salt and pepper.

Heat the remaining butter in the frying pan. Add the
vegetables and spread them out, then pour in the egg
mixture – it should puff and frill around the edges.
Reduce the heat to low and cook for about 3 minutes,
or until the bottom is golden but the top still moist. Put
the pan in the oven for 2 minutes to set the top.

Drop spoonfuls of ricotta over the top and return to
the oven for about 1 minute to warm through. Loosen
the bottom and edge of the frittata from the pan with
a spatula, sprinkle with parsley and drizzle with a little
olive oil. Serve with rocket or salad leaves.

Great with our 2012 Pfeiffer Winemakers Selection
Pinot Grigio.



WHAT'S ON

Friday 17th – Sunday 26th May 2013

HIGH COUNTRY HARVEST FESTIVAL

An Australian Aperera is an invitation to adventure. It can
be enjoyed as the sun goes down and it is the ideal way
to “open up” the appetite in preparation for a meal. An
Aperera can be elegant and dry or fruity and fragrant. An
Aperera can even be muddled together with other liqueurs
to be enjoyed as a seriously good wine cocktail. To
celebrate the **High Country Harvest** we invite you to
join us at the winery throughout the 10 day festival to try
our **Aperera Bar** and your choice of either a “Pfine and
Dandy”, “Nutty Sunset” or “Seriously Manhattan” **Aperera
Cocktail** for just \$10. Mixologists across the country
have declared that these cocktails are the hottest party
drinks in town....especially at #aperaoclock. Join us at
Pfeiffer Wines to discover why!

Where Pfeiffer Wines
From Mon-Sat 9am-5pm and
Sundays 10am-5pm
Cost \$10pp
More Info Pfeiffer Wines 02 6033 2805



Friday 7th June 2013

GIANT WAREHOUSE SALE

We will have wine galore at our annual giant warehouse
sale, always held on the Friday before Winery Walkabout.
Make sure you are early to snap up a bargain!

Where Pfeiffer Wines
From 9am – 5pm

Saturday 8th – Sunday 9th June 2013

WINERY WALKABOUT

Costumes and Cabernets attract the crowds for this
fun-filled June long weekend that you should not miss!
We will have new vintages, old “pfavourites” and our
outstanding award winning wine. Our seriously popular
Seriously Pink is BACK as a seriously great slushy,
and be the “pfirst” to try our **2013 Moscato**. Take your
memories home with you with the original “Photo on
a Bottle” or by collecting our **2013 Special Release
Winery Walkabout Fortified Wine Pack**. Access
to the **Reserve Tasting Area** (with 30+ wines) is
only \$10pp with Wine Club Members “pfree”. Plus, we
will have dancing in the Juke Box Tent, hot food by the
Rutherglen Cricket Club, delicious Jasper Coffee and
sweet treats!

Sunday 23rd June 2013

SLOW SUNDAY BRISBANE - A LONG, LAZY LUNCH

Situated in South Bank, The Point Bistro is the ideal
restaurant to spend a long, lazy lunch enjoying some
of Brisbane's best views and some of it's finest cuisine,
matched perfectly to our award winning wines.

Where The Point Bistro, Shop 15, Little Stanley
Street, South Brisbane
From 12noon
Cost \$125pp (Pfeiffer Wine Club \$112.50pp)
Bookings Pfeiffer Wines 02 6033 2805
Note *Very Limited Seats Available...be quick!*

Monday 1st – Wednesday 31st July 2013

PFEIFFER WINES PHOTOGRAPHIC EXHIBITION

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.

Saturday 6th July 2013

WINTER FARMERS MARKET

Brisk mornings, woollen jumpers and roaring fires...
winter is well and truly here. What better way to celebrate
this new season than to stock up on your **“pfavourite”
winter produce** at our Winter Farmers Market. We will
have hot food, live music, good coffee, and of course an
array of the best winter produce available, from the crisp
heads of broccoli and cauliflower to new season apples
and pears. Chestnuts, cheese, bread, olives, meat and
much more....we will have all the necessities that you
will need to get you through the cold winter days.

Where Pfeiffer Wines
From 9am – 3pm
Cost No charge
More Info Pfeiffer Wines
02 6033 2805



Sunday 11th August 2013

SLOW SUNDAY MELBOURNE - A LONG, LAZY LUNCH

Judged a 1 Hat restaurant for the past 5 years Sarti
is a passionate, family owned Italian restaurant in the
heart of Melbourne. Join us at Sarti for a long, lazy lunch,
where we will enjoy fine food and great wine amongst
good friends.

Where Sarti, 6 Russell Place, Melbourne
From 12noon
Cost \$140pp (Pfeiffer Wine Club \$126pp)
Bookings Pfeiffer Wines 02 6033 2805
Note *Very Limited Seats Available...be quick!*

Sunday 25th August 2013

SLOW SUNDAY SYDNEY - A LONG, LAZY LUNCH

Boasting one of the finest harbour front dining positions
in Sydney, Waterfront exudes grandeur and charm. Join
us when we take over the Settlers Room and spend a
majestic afternoon enjoying amazing views, “pfine” wine
and “pfine” food in the heart of The Rocks.

Where Waterfront, 27 Circular Quay West,
The Rocks, Sydney
From 12noon
Cost \$140pp (Pfeiffer Wine Club \$126pp)
Bookings Pfeiffer Wines 02 6033 2805

Sunday 8th September 2013

SLOW SUNDAY CANBERRA - A LONG, LAZY LUNCH

We are very excited to be joining forces with passionate
owner/chef David at his award winning restaurant
Pistachio to bring you a truly special dining experience.
With limited spots available make sure you don't miss
the chance to join us for our last Slow Sunday of the
year!

Where Pistachio Dining,
3A Torrens Place, Torrens
From 12noon
Cost \$125pp (Pfeiffer Wine Club \$112.50pp)
Bookings Pfeiffer Wines 02 6033 2805
Note *Limited Seats Available...be quick!*

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