

Reflections

Dear "Friends of Pfeiffer";

At this time each year we hold the **Rutherglen Wine Show and Australian Fortified Wine Show**. It is an exciting time as it allows the winemakers of Rutherglen to have their wines peer reviewed alongside wines from around Australia. It is a great opportunity to do some benchmarking, to confirm directions for your wine styles and see what other winemakers are doing.

As Chairman of the Judging Panel, Pfeiffer Wines do not enter, however we do get to see what other winemakers are doing, observing the trends and training our palates. We believe that we are extremely fortunate to have this opportunity on our doorstep.

These discussions:

We do like to have our wines benchmarked by our peers and we do this at a number of different wine shows. Not entering at the Rutherglen Wine Show (at Pfeiffer Wine we don't enter wine shows that Jen or I judge), means we have to look elsewhere. **We try and choose shows that allow us to enter as well as have good entries of the wine styles we make.** This is not difficult with table wines as there are plenty

of opportunities here, however there are not many shows that attract significant fortified entries.

The 2 shows that we are drawn to for our fortified entries are the Riverina Wine Show and the Riverland Wine Show. Both are in areas that produce considerable amounts of fortified wines, so we enter our wines to benchmark them against a wider range of wines than in many other wine shows. We are proud to say that our **Pfeiffer Grand Rutherglen Muscat** won the trophy in both the Riverina Wine Show and the Riverland Wine Show for best fortified sweet dessert wine. We also won a number of other Gold medals in both shows and were awarded the most successful exhibitor in the Riverland Wine Show. Those of you who have purchased some of our **2012 Pfeiffer Durif** will be pleased to hear that it won the trophy for best alternate red variety entered in the show.

The 12th Rutherglen Wine Show (yes, it has been running for a long time) was assessed by 12 judges this year, a significant number of whom were, what we might call, the next generation of wine show judges. It was exciting to see the wine styles that they were favouring, as they will have some influence on the direction that wine styles will take. **They certainly love the elegant savoury styles.** This is reassuring to the Pfeiffer Wines team as these are the styles that we enjoy making and is the path we have been taking. We are lucky being in Rutherglen that we can pursue flavour and craft elegance and

savouriness in our wines. A wonderful case in point is our **2012 Pfeiffer Durif (which you will be glad to know features in this Spring's Wine Club packs).**

Achieving success in wine shows is satisfying; however it does not mean that we rest on our laurels. **I have trouble with the concept of a 100 point wine.** Is a wine the perfect example of what the style can be (=100 points), or is it an exceptional example (= <100 points)? We strive for the perfect wine, which results in quality winemaking and high quality wines for our **Pfeiffer "friends" to enjoy.** Perhaps one day I will change my mind and accept that a wine can be the perfect makes our job exciting as we pursue this ideal.

Our Spring Wine Club packs are a nice choice coming into Spring and reflects our desire to pursue elegance and flavour in our wines. Our **2012 Pfeiffer Pinot Noir** is a special wine, as the weather conditions in 2013 and 2014 resulted in very little fruit, consequently little wine. In fact, we did not make a wine in 2013 and we made so little in 2014. We have our fingers crossed for 2015, not just for the Pinot Noir but all across the vineyard. We don't want another frost or high heat conditions leading into 2015 vintage.

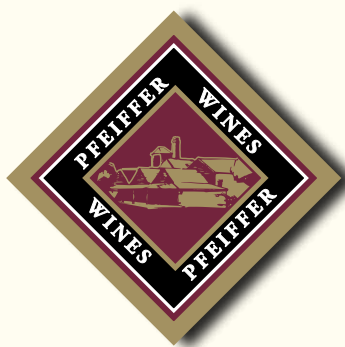
As we approach the years end, we near the completion of celebrating our 30th year. We have enjoyed sharing moments with all our members and customers throughout the year. We, the Pfeiffer Team, all appreciate

the support you continue to give and look forward to catching up over the years to come.

It seems early, however this is the last Cuttings for the year, so the Pfeiffer Team join me in wishing you a Merry Christmas and a Happy New Year. We also remind those that take advantage of our gift giving service in the UK, it is time to act. Jen and I are looking forward to a great vintage in 2015. It is only bud burst at the moment, with a number of vines approaching 2 leaf stage, so a lot can impact on us. **However we are confident that we will make some delicious 2015 wines.**

In vino veritas,

Chris Pfeiffer



PFEIFFER WINEMAKING "PFAMILY"



PFEIFFER WINES

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

NEXT WINE CLUB DELIVERY - FEBRUARY 2015

CARLYLE CUTTINGS
— SPRING 2014 —

WINE CLUB PACKS SPRING 2014

4 Bottle Pack
\$75 ~~\$92.50~~



Our current pack includes the following wines:

- 2013 Pfeiffer Carlyle Chardonnay Marsanne
 - 2013 Pfeiffer The Carson Gewürztraminer (MR)
 - 2012 Pfeiffer Pinot Noir
 - 2012 Pfeiffer Durif
- (MR = Museum Release)

12 Bottle Pack
\$220 ~~\$302.10~~



Our current pack includes the following wines:

- 2010 Pfeiffer Riesling (MR)
 - 2012 Pfeiffer Winemakers Selection Pinot Grigio
 - 2013 Pfeiffer Carlyle Chardonnay Marsanne
 - 2013 Pfeiffer Chardonnay
 - 2013 Pfeiffer The Carson Gewürztraminer (MR)
 - 2012 Pfeiffer Pinot Noir
 - 2012 Pfeiffer Merlot
 - 2010 Pfeiffer Cabernet Sauvignon (MR)
 - 2011 Pfeiffer Carlyle Shiraz (MR)
 - 2012 Pfeiffer Carlyle Shiraz (MR)
 - 2012 Pfeiffer Shiraz
 - 2012 Pfeiffer Durif
- (MR = Museum Release)

HELLO "PFRIENDS",

Greetings from Portugal!!!!

I'm here doing vintage at Quinta Dos Murcas in the Douro Valley. Quinta Dos Murcas is a small winery situated in a tiny little town called Covelinhas (in between Pinhao and Regua for those of you who have been there before). I think we are about 1/2 way through the vintage as I write this, with most of the remaining fruit set to come in next week. I've had a great time but that's a story for another time.....

As we approach the end of this year (boy how the time flies!), I would like to thank all of you for sharing our 30th anniversary year with us, through our dinners and long lunches, your visits to the winery and all the lovely emails, phone calls and cards congratulating us. We've had a wonderful year.

As you all probably know, I came home to work for the vintage in 2000. At that point in my life, I didn't really know if I wanted to be a winemaker, I was just thinking I would be able to save a bit of money and then possibly head off overseas and travel for a year or so. Dad gave me the responsibility of making the Pfeiffer Shiraz that year (under his careful watch of course). Pretty soon I was hooked on this winemaking thing and to add more fuel to the fire, the 2000 Pfeiffer Shiraz (my very first wine) won a gold medal. While Dad lets me take all the credit for that wine, I think he can be credited with getting me hooked on winemaking.....and now I can't stop!!!!

So that was the beginning of the "pfamous" "pfather"- daughter winemaking team, Chris and Jen Pfeiffer. One of the things that make Rutherglen such a unique and special region is the cross-generational winemaking. And we are all enjoying the benefits of that now at Pfeiffer Wines. While Dad and I don't always see eye to eye (just ask Mum, she's always saying she's the jam in a very headstrong sandwich), the combination of all of Dad's experience and wisdom, with my enthusiasm and drive, is allowing us to make some great wines, evidence of which can be seen in our now bulging trophy cabinet!

One of the great things about working with Dad is that he isn't afraid to try new things. We are always trying new

winemaking techniques to improve the quality of our wines. Together, we have introduced several new wines into the Pfeiffer range - including Gewürztraminer, Tempranillo, Seriously Pink, Moscato and this year, Durif. Our Gewürztraminer and Durif are both on show in this pack....and I'm delighted to say that Dad and I now have another trophy to put in the cabinet for our Durif!!!!

Of course there are some funny stories surrounding the physical work in the winery - and I think my favourite dates all the way back to 2001. We had just bought a new press, which was bigger than the old one, and we had hoped it was going to make our life a lot easier. The trouble was that we weren't experienced with this type of press and we kept over-filling it which made the pressing process a lot slower. One day we had loaded up fermenting Muscat into the press....and guess what? We had overfilled it. The screens in the press blocked and no juice could run out of the press. This created a pressure chamber inside the press with the fermenting Muscat.

With all my inexperience, I decided that the best way to reduce the pressure in the press would be to open the door and allow some gas to be released. Of course, this turned out to be the absolute worst thing to do, as fermenting Muscat shot out at extreme force all over the winery.....one hour before we had a team of sales reps coming to visit!!!!

It certainly was all hands on deck, cleaning up this horrible muck that had been sprayed all over our tanks and other equipment. Dad, ever the professional, conducted the tour and the tasting as if nothing was wrong (we had cleaned up before they arrived) and then once the group had left, set about fixing the problem of the pressurized press.

Like all good ideas, we decided upon this one at around midnight. Dad's solution was to put a hose on the axial valve of the press and for him to direct the Muscat into a couple of picking bins whilst holding on to the hose. We could then unblock the screens and hopefully get pressing again. May I point out that the pressure inside the press was now over 200kpa!!!!

My job was to open the valve on Dad's say so.....let me tell you, I have never seen anything quite like it in my life - the Muscat came out of the hose with such force, Dad was literally bouncing up and down off the ground, hanging on to the hose for dear life and trying to direct this Muscat into these bins. I think he lost 2kgs there and then!!!! I didn't want to laugh, but it was something straight out of the movies!!!!

I remember at 3am when I was standing on top of the press, shoveling this stuff back in as we'd finally got the press going, thinking to myself, why the hell am I doing this???? Well now I know the answer....it was because I was, and still am, hooked on this winemaking caper. And 13 years on from that memorable night, I would do it all again if I had to.

Enjoy the wines, and hope to catch up with you soon.

Cheers, Jen.

Jen Pfeiffer

Jen Pfeiffer



TASTING NOTES -SPRING 2014-

2010 Pfeiffer Riesling

With a pale straw colour, intense citrus flavours and a crisp clean finish, its no wonder our Riesling is a Pfeiffer "pfamily favourite".

92/100 2012 James Halliday Australian Wine Companion

2012 Pfeiffer Winemakers Selection Pinot Grigio

Hand picked and whole bunch pressed, this elegant wine has fresh pear and blossom flavours with a clean, crisp finish. So, so, so, good with fresh seafood!

2013 Pfeiffer Carlyle Chardonnay Marsanne

This easy drinking, unoaked wine is fresh and clean with subtle stone fruit and citrus flavours and a crisp finish. Great any time of day, or for any occasion.

86/100 2015 James Halliday Australian Wine Companion

2013 Pfeiffer Chardonnay

Our contemporary Chardonnay offers delicate stone fruit and citrus flavours on the palate, complemented by an elegant creamy texture.

92/100 2015 James Halliday Australian Wine Companion

2013 Pfeiffer The Carson Gewürztraminer

Our Gewürtz exhibits an exotic nose of musk, rose petals and citrus fruits. The palate has attractive floral and citrus fruit, balanced acidity, and a crisp, long finish. The perfect Asian food partner.

2012 Pfeiffer Pinot Noir

Our unique medium bodied Pinot Noir has juicy berry and cherry flavours with a touch of spice and a fine, long finish. You will be surprised as this is no ordinary Pinot!

2012 Pfeiffer Merlot

With a beautiful deep maroon colour, a fresh perfume of cherries, mint and violets and a surprisingly full flavoured palate, our Merlot is a great partner to any Lamb dish.

93/100 2015 James Halliday Australian Wine Companion

2010 Pfeiffer Cabernet Sauvignon

Our Cab Sauv is in perfect harmony with lots of blackberry flavours a vibrant nose of mint and cassis and a lovely long finish.

95/100 2013 James Halliday Australian Wine Companion

2011 Pfeiffer Carlyle Shiraz

Pepper, spice and all things nice! This Shiraz has all those things which are complemented by plump ripe berry fruit and a lovely texture.

90/100 2014 James Halliday Australian Wine Companion

2012 Pfeiffer Carlyle Shiraz

This Shiraz offers delicious ripe red berries and hints of spice and cloves on the nose with rich plum and berry flavours and a long savoury finish.

93/100 2015 James Halliday Australian Wine Companion

2012 Pfeiffer Shiraz

With a vibrant purple-red colour, an inviting nose of dark fruits and spice and plenty of rich ripe fruit on the palate, this Jen Pfeiffer special is a cracker!

94/100 2015 James Halliday Australian Wine Companion

2012 Pfeiffer Durif

Our Durif offers a wonderful inky colour that sticks to the glass. This leads its way to plump black fruit flavours, a hint of spice and lingering tannins. Think earthy red meats like Venison and Kangaroo as a food match.

94/100 2015 James Halliday Australian Wine Companion

WHAT'S ON

Thursday 23rd October 2014

PFEIFFER WINES ADELAIDE DINNER

Our year long celebrations continue as we head to The Marquis in the heart of Adelaide where we will spend a wonderful evening indulging in a contemporary menu designed to highlight a "pfabulous" selection of "pfine" Pfeiffer wine. We can't wait!

Where The Marquis, 13 Gouger Street, Adelaide
From 6:30pm
Cost \$130pp (\$117pp Pfeiffer Wine Club Members)
Bookings Pfeiffer Wines 02 6033 2805
More info **More seats now available!**

Sunday 2nd November 2014

PFEIFFER PFROLIC - GAMAY LONG LUNCH

Join us for our "pfamous" Pfeiffer Pfrolic, our annual long lunch, held on our idyllic Sunday Creek Bridge on the Sunday prior to the Melbourne Cup, to celebrate the release of our delicious 2014 Pfeiffer Gamay.

Where Pfeiffer Wines Sunday Creek Bridge
From 11am
Cost \$130pp (\$117pp Pfeiffer Wine Club Members). This price includes all food and wine enjoyed during the lunch. 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
Note **Limited seats remaining!**

Thursday 13th November 2014

PFEIFFER WINES HOBART DINNER

Our year long 30th Anniversary Celebrations will finish with a bang in the heart of Hobart! We will share an intimate evening of delicious dishes designed to match a superb selection of "pfine" Pfeiffer wine. Hobart, here we come!

Where The Astor Grill, 157 Macquarie Street, Hobart
From 6:30pm
Cost \$130pp (\$117pp Pfeiffer Wine Club Members)
Bookings Pfeiffer Wines 02 6033 2805
Note **Limited seats only!**

Sunday 7th December 2014

CAROLS BY THE CREEK

Join the Pfeiffer "pfamily" for a "pfabulous" afternoon of Christmas "pfestivities". With lots of your "pfavourite" Christmas carols to sing along to and "pfun" kid's activities, this is a community event for the whole family.

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

Saturday 27th December 2014

SUMMER FARMERS MARKET

Summer heralds a bounty of seasonal produce, from fresh strawberries and vibrant, colourful vegetables to juicy apricots and deliciously fragrant peaches. To celebrate the return of Summer we invite you to our Summer Farmers Market. We will have hot food, live music and good coffee, and of course on an array of the freshest Summer produce available, from plump tomatoes to new season nectarines, specialty cheese to home made pasta, verjuice to artisan breads. Plus, all of our award winning Pfeiffer wines will be available for tasting and sales.

Where Pfeiffer Wines
From 9am - 3pm
Cost No charge
More info Pfeiffer Wines 02 6033 2805

Saturday 27th December 2014 - Monday

26th January 2015 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.

Where Pfeiffer Wines
From Winery hours
Cost No charge

Saturday 27th December 2014 - Sunday

11th January 2015 BRIDGE BAR

Head down to our picturesque Sunday Creek Bridge and relax with a glass or two of delicious Pfeiffer wine in the afternoon sun.

Where Pfeiffer Wines Sunday Creek Bridge
From 4pm - 8pm
Catering Wines available by the glass and bottle. Cheese platters from \$25. Strictly NO BYO alcohol allowed.

Friday 20th February 2015 - Sunday 22nd

February 2015 WINE CLUB MEMBERS SPECIAL WEEKEND

For details please keep an eye out in your mail box for your personal invitation.

SAVE THE DATE!!

Saturday 7th and Sunday 8th March 2015

TASTES OF RUTHERGLEN

Saturday 7th March 2015

TASTES OF RUTHERGLEN DINNER

Saturday 14th and Sunday 15th March 2015

PFEIFFER WINES FOOD & WINE FESTIVAL

Saturday 14th March 2015

PFEIFFER WINES FOOD & WINE FESTIVAL DINNER

Saturday 4th and Sunday 5th April 2015

EASTER "PFUN" AT PFEIFFER WINES

Saturday 11th April 2015

AUTUMN FARMERS MARKET

Friday 5th June 2015

GIANT WAREHOUSE SALE

Saturday 6th and Sunday 7th June 2015

WINERY WALKABOUT

Wednesday 1st - Friday 31st July 2015

PFEIFFER WINES PHOTOGRAPHIC EXHIBITION

Saturday 4th July 2015

WINTER FARMERS MARKET

Be sure to stay tuned, as we are going to head your way again in 2015 for our interstate wine lunches and dinners!!

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