

Dear "Pfriends" of Pfeiffers,

When Jen was a little girl, a customer asked her what she wanted to do when she grew up. She stood up and said...and I quote, **"when I grow up, I am going to be the best Winemaker in the whole wide world...just like my Dad"**. This newsletter is about the next part of our story to remember our 30 years here, the part that includes Jen.

The photo on the front cover of our Spring Newsletter is a "pfamily pfavourite". It was taken during a vintage, which is why Jen is splattered in red wine and she had taken a brief moment from her vintage tasks to visit some very dear "pfriends", who were picnicking on our Sunday Creek Bridge. Sadly, for us, those very dear "pfriends" are no longer alive, but we will always remember them with great fondness and for the love, friendship and kindness shown particularly to our Jen. **I am going to focus this letter on the "naughties", from 2000 as being a very significant part of our journey of 30 years.**

I think it is funny that we refer to the 2000's as the "naughties", as Jen was our naughty child, yet in this decade, she had very little time to pursue this part of her character. **Jen came home and worked her first vintage here in 2000** and began an incredible journey of her own, as well as being a vital part of the overall Pfeiffer Wines journey. But before we delve into that, let's go back to the really early days.

Jen began school at Rutherglen Primary School in 1985. The school swimming carnival was in the early part of Term 1 and as we hadn't a Liquor Licence, which meant I wasn't working, I went along as a parent helper. I was surprised to find there were NO swimming races just a whole lot of games in the water, like walking in the wading pool with a bean bag balanced on your head. No "Ready, Set, Go", no starter guns or whistles going off, no winners, no losers, no prizes...no nothing! The following day after school drop off, **I was called into the Vice Principal's office and told my husband and I had to stop driving our daughter, "Jennifer" (I knew we were in trouble then), to be SO competitive!** I claimed ignorance and was promptly told how Jen, (it appears single handedly) had turned the Swimming Carnival into a competitive race. She had lined the kids up at the wading pool into groups and had called out the "Ready, Set, Go" and had pronounced teams as winners, though she didn't have blue ribbons to award! Chris and I had caused this by driving our daughter to be competitive...apparently. She was 5 and a 1/2 at the time!!!!

Once we did have our Liquor Licence and opened the Cellar Door, the children would come home on the school bus and always come to see me and tell me what had gone on at school that day. Jen would sometimes be REALLY happy because she had beaten Michael R in Mathematics. Other times, she would be REALLY unhappy because Michael R had beaten her in Mathematics. This was driven by Jen, certainly not by us. We were just very grateful that we never had to ask our children to do their homework. After sharing the day's triumphs with me, they would come home, make their afternoon tea and get on with their homework. **Jen won prizes in drawing. "Rutherglen Agricultural Show", is still hanging in the Cellar Door, in the children's area.** She won 2nd prize for home grown rhubarb at the Ag. Show each year, until the rhubarb died. She entered a very, very long story book in the 1988 Bicentennial Book Competition, called "The Adventures of Snap, Crackle and Pop". Sadly, her school teacher told her she had to finish it when it was over 100 pages long...THAT day! It finished abruptly when those 3 adventurers came to live with us. The rest of it was filled with her imagination and was very exciting. These were early achievements along with being chosen to be in the MacDonald's Tennis Squad, play for Victoria in the Schoolgirls Cricket and feature in the local newspaper for her hockey goal when she ran with the ball from one end of the field to the goal end, winning that game for her team. **Without any input from her parents, Jen was competitive.**

School success was also a place of competition and once those school days were over, the decision to do Science Law was made, and Jen began these studies at Melbourne University. Jen came home for some R 'n' R but it was and still is impossible to not "DO" something in this environment. First it was helping me at the Cellar Door during the busy Christmas holiday season. Then Chris needed some laboratory work done on various parcels of maturing wines. This was easy for Jen from her Science background at School and University. She then progressed to helping her Dad, out the back, which is the working part of



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the winery. **Before we knew it, Vintage 2000 was beginning and Jen was her Dad's cellar hand.** Under Chris's watchful eye, he gave her the task of making the whole vintage of Shiraz. Can I say at this point that this was HUGE! Back then, we only had a small number of parcels of Shiraz to work with. Mess it up and there would be NO Shiraz wine! **So Jen diligently made her first wine, our 2000 vintage of Shiraz.** And guess what? Jen's Shiraz won a GOLD medal. Jen's very first wine show entry won a GOLD medal. This was even HUGER! Is that a word? **It is no wonder that Shiraz is Jen's "pfavourite" red wine variety.**

Since then, Jen has gone on to win so many medals for her wines, not all Gold of course, but many are and even higher accolades when her wines have won Trophies. The Trophy is like the best of all the Gold medals from a Wine Show. **We have a brag section on our website and at the winery called Pursuit Of Excellence.** At the winery this has folders of certificates of awards for her wines. The cabinet underneath is full of the Trophies from many and various wine shows. We have just been given another historic display cabinet from the Corowa Newsagency, which we can begin filling immediately as Jen has already started adding Trophies from the Wine Show circuit of 2014.

Along this journey, Jen was nominated and was a finalist 3 times in the Young Winemaker of the Year Award of the Wine Society of Australia. Chris and I attended the Awards night of the first 2 Awards Nights and Jen was like "the Bridesmaid but never the Bride". On the 3rd occasion, Chris and I were unable to be there. **Guess what? Jen was awarded Sommelier's Choice Young Winemaker of the Year in 2009.** We heard the news while taking a group of Australians through the Douro Valley in Portugal, a beautiful part of the wine world which Jen refers to as her "Spiritual Home". As you read this Jen is actually in Portugal making a special parcel of wine at Quinta Dos Murcas in the Douro Valley.

Throughout the "naughties" Jen had two wonderful opportunities to make wine overseas. In 2005, Jen was invited to Beaujolais, France to make Beaujolais. Gamay is the grape grown there to make the many, many different styles of Beaujolais. We only have a small but very distinctive planting of Gamay on our Sunday Creek Vineyard. It was because of this and the success we have experienced with this rare variety in Australia, that Jen was invited to have this wonderful experience. **From here, she bought back to Pfeiffer Wines, the pigeage, or foot treading which we now employ wherever we can, but ALWAYS with the Gamay.**

In 2007, Jen went to Portugal where not only did she fall in love with the country, the people and the ports, but **she developed and bought home the style that we call, Seriously Pink.** Pigeage was even more important with the making of Vintage Port styles, so now we **ALWAYS pigeage our Christopher's VP.**

They say that what happens on the footy trip, stays on the footy trip. We don't know too much about any "naughtiness" that Jen got up to while away on these learning expeditions, because whatever it may have been has stayed "on the footy trip". However, we are forever grateful for the pigeage and the effect on our wines since then.

Of course, there is so much more that Jen did in the "naughties". This is just a snapshot which shows the on-going competitive streak Jen has. **Having been awarded a Medal or a Trophy in one particular vintage just drives her to do better with the next vintage.** It doesn't always happen of course, but instead of me, the Mum, being called into the Vice Principal's office, Jen calls on her Dad and some other mentors in her life and then sets out to do better next time.

You, dear "Pfriends" of Pfeiffers are the beneficiaries. Make sure you read the Newsletter, the contents behind Jen's happy Winemaker smile to find out what we have in store for you, this Spring and what you can plan for later this year.

Forgive a Mother's written pride,

Kindest regards,



Robyn Pfeiffer

Mother of Jen