



**Fruit flavour** is so obvious that it almost goes without saying. We are lucky in our Rutherglen and North East region to enjoy a climate that allows the development of good deep fruit flavours in the vineyard. It is our job to harness those flavours and ensure that they don't over develop and become jammy or "dead fruit" like. On picking, it is important to have that balance of accumulated sugar with retained acidity and a lack of green character. If we get borrow an Olympic saying, it becomes our job in this right then we are fast out of the blocks (to balance on the palate goes hand in hand with enjoyment for me. It is important that all the winemaking (ie. oak maturation, lees stirring, skin maceration) that we perform enhances the fruit flavour and is in balance with it, rather than dominate. It is also important to ensure that the acidity and tannin (astringency) in the wine is also in balance with the fruit and winemaking flavours. Once you have this right then the wine becomes **eminently drinkable**.

**Fineness or elegance** in a wine is very important to us. I like to think of our wines having high cheek bones, **a lovely elegant beauty**. We are lucky enough to have the flavour, however we don't need to make it like a sledge hammer in your mouth (picture the Listerine ad). Our full bodied reds and fortifieds have a lovely elegance on the palate which gives a seductive length of flavour. As our wine is most often enjoyed with food, I like to say that the meal is not in the glass; the meal is on the plate and is enhanced by the wine.

Hello our "prairiut" friends of Pfeiffer, Welcome to this, our **October 2012 Wine Club pack**, which contains the scarce 2010 reds. It is marvellous that these wines have been critically acclaimed and, most importantly, well received by our customers. Sadly though, they have nearly run out, so savour them because they are delicious now and will be even more so in a couple of years.

I have just been through our range of wines this afternoon with a buyer from the UK and it has highlighted to me the consistency of style within our wines. The key words that Jen and I look to use in assessing our wines are: **fruit flavour, balance, fineness and savouriness**. If we are able to develop these characteristics in our wine, then it has all the potential of being a cracker.

# Reflections



"PFEIFFERS PFINE WINE PFOR PFINE PFOOD and PFABULOUS PFOLK"

CARLYLE CUTTINGS  
— SPRING 2012 —

*Chris Pfeiffer*  
Chris Pfeiffer

In vino veritas

Enjoy your Pfeiffer selection.

**Savouriness** is a big favourite of ours. This is more applicable to our dry table wines than our fortifieds. We seek all those characters that help make a wine savoury: racy, crisp, spicy, long soft tannins. If our wine is savoury, then it is almost as though it is calling you to come and have another sip, it is alluring. It is also much easier **to match with food**. Our delicious Topagues and Muscats have a great balance of fruit and sweetness which is balanced by acidity and tannin such that they are not cloying, leaving your mouth with a freshness that is also alluring.

I have to say that I was chuffed at the line up. It showed a **reliable winemaking style** which, though not perfect (always room to improve), was pretty good never the less. Given the challenge of the vintages since 2000, it was gratifying to observe that consistency and truthness to style. Our challenge is to ensure that we maintain that level while still striving to do better.

Enjoy your Pfeiffer selection.

- Our current pack includes the following wines:**
- Pfeiffer Riesling 2012
  - Pfeiffer Marsanne 2011 (2 bottles)
  - Pfeiffer Chardonnay 2011 (2 bottles)
  - Pfeiffer The Carson Gewurztraminer 2012 (2 bottles)
  - Pfeiffer Cabernet Sauvignon 2010 (2 bottles)
  - Pfeiffer Shiraz 2010 (2 bottles)
  - Pfeiffer Late Harvest Muscadelle 2012



**12 Bottle Pack - \$210** ~~\$260.50~~

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- Pfeiffer Chardonnay 2011
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  - Pfeiffer Cabernet Sauvignon 2010
  - Pfeiffer Shiraz 2010



**4 Bottle Pack - \$70** ~~\$82.40~~

## WINE CLUB PACKS SPRING 2012



**PFEIFFER WINES**

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

NEXT WINE CLUB DELIVERY - APRIL 2013

# WINE CLUB FOOD PAIRINGS

-Spring 2012-

**4 PACK \$70**  
**12 PACK \$210**

## Pfeiffer Chardonnay 2011

Our modern style Chardonnay is elegantly creamy with fresh stone fruit flavours. Pair it with a three cheese soufflé with fresh thyme for a heavenly combination.



## Pfeiffer The Carson Gewürztraminer 2012

Check out the delicious recipe from The Teller Collective below.



## Pfeiffer Cabernet Sauvignon 2010

This wine has loads of blackberry flavours with a hint of dried herbs. Serve it with baked veal shanks and creamy mashed potato. Mmm Mmmm!



## Pfeiffer Shiraz 2010

Pair this stylishly spicy Shiraz with dark berry fruit flavours alongside a garlic and pepper beef stir-fry with jasmine rice and blanched Asian snake beans.



## Pfeiffer Riesling 2012

Match this crisp, clean, citrusy wine with a fresh seafood salad. Try a selection of mixed salad leaves topped with seared squid and a lime and chili vinaigrette.



## Pfeiffer Marsanne 2011

With fresh stone fruit and citrus flavours, serve our Marsanne alongside a freshly made tomato and goats cheese tart with a simple green salad. Great for spring!



## Pfeiffer Late Harvest Muscadelle 2012

It's back! The elegant apricot and honey flavours in this wine are ideally suited to soft runny cheeses, or for the traditionalist, any berry or chocolate based dessert.



# THE TELLER COLLECTIVE

## Crispy Fried School Prawns With Spiced Salt & Mayonnaise ~ Serves 4 as a starter

Recipe kindly supplied by The Teller Collective, Shepparton [www.thetellercollective.com](http://www.thetellercollective.com)

200g school prawns  
1 tbs salt  
500ml water  
Corn flour for dusting  
Oil for frying  
Lemon wedges to serve

Clean prawns by removing heads (optional). Combine salt and water add prawns and brine for ten minutes. Pat prawns dry and dust with cornflour. Heat oil to 180°C. Fry prawns in batches for 30 seconds to 1 minute, or till crisp and crunchy. Sprinkle prawns with 1 tsp of the spiced salt, and serve with mayonnaise and a wedge of lemon.



### Spiced salt

2 tbs salt  
1/2 tsp cumin seeds  
1/2 tsp fennel seeds  
1/4 tsp fenugreek seeds  
2 cloves  
1/4 tsp ground nutmeg  
1/2 tsp ground turmeric  
1/2 tsp coriander seeds  
1/4 tsp black peppercorns  
Small piece of cinnamon stick  
1/2 tsp paprika  
2 tsp sugar

Dry fry whole spices with salt until fragrant, add the ground spices. Add spices to spice grinder or mortar and pestle and grind to a fine powder. Add sugar.

### Basic Mayonnaise

1 egg yolk  
1 tbs lemon juice  
2 cups canola oil  
1 tbs dijon mustard  
1 tbs white wine vinegar  
Salt & pepper

In a food processor combine egg yolk, dijon mustard, lemon juice and vinegar. With blender running slowly add oil in a thin steady stream, continue till mix is thick and all oil is incorporated. To one cup of mayonnaise add:

1 tsp lemon juice  
1/2 tsp sugar  
1 tsp worcestershire sauce  
1 tsp tomato sauce  
1 tsp spiced salt  
Tabasco to taste

# HELLO TO YOU ALL,

When looking over the selection of wines in the packs for this shipment, and thinking about the 2010, 2011 and 2012 seasons, **I realised that the last few years I have been making wine with my gumboots on!!!**

I know you must be wondering what am I talking about – surely most winemakers wear gumboots from time to time during cleaning operations, etc??? That is true, but the shoe of choice for most winemakers and cellar hands is the work boot – they are comfortable, keep most of the water (and the wine) out and if steel capped, they are very safe around the winery.

I am like most winemakers in that my preference of shoe is the work boot, but the last three years, I have been forced to put on my gumboots and head out to a wet and soggy vineyard and assess fruit.

Prior to 2010, I had never really experienced a wet vintage. **My first vintage was 2000**, and there was some late rain that caused a few issues in that year, but other than that, rain rarely fell. So when we received 70mm on the first Sunday in March 2010, I didn't know what to think!!!! The lab flooded for the first time since it was built in 2001 – but what was going to happen to our vines???

Chris gave me some advice, saying **“in good, dry years, the winemaker's influence should not be noticed, but in difficult conditions, it is the influence of the winemaker that is so important”**.

So inspired to prove my worth, I waited for the rain to pass, then put on my gumboots and went to the vineyard the following day. The impact of the rain was immediately apparent, the berries had taken up some of the water and had swollen in size, some had even split. It was obvious that every block would need to be assessed, row by row, vine by vine, to see the extent of the damage

and determine a plan of action. **That was the beginning of the gumboots!**

Clearly we recovered very well in 2010, with several of our table wines receiving **gold medals and trophies**. In fact, you guys get to enjoy the fantabulous **2010 Pfeiffer Shiraz** and **2010 Pfeiffer Cabernet Sauvignon** in this pack (seriously good wines).

With the “wet” vintage of 2010 behind me, I was looking forward to more normal conditions in 2011. How wrong was I? We received higher than average rainfall throughout spring and into summer, culminating in a 4 day rain event of 275mm in the first week of February! Not a grape had been harvested!!!! I immediately went out to buy a new pair of gumboots – I was going to need them!

From the experience of 2010, **I was committed to making the best wines possible**. The key to this was our fruit selection in the vineyard. Every block was assessed prior to picking – only fruit that was up to standard was selected. This was done by hand picking only the best fruit from each vine. It broke everyone's heart to leave some of the fruit on the vine, but in the end it has been the best decision from a quality point of view.

Our 2011 whites were great – our **2011 Pfeiffer Riesling** didn't miss a beat, and the **2011 Pfeiffer Chardonnay** on offer in this pack is an absolute cracker. It just picked up a silver medal at the Riverina Wine Show, and is full of citrusy, peachy fruit, with beautifully integrated oak. A classic Pfeiffer Chardonnay!!! And having just finished bottling our 2011 big reds, I can say that all that effort in our fruit selection was worth it for those wines too!!!

2012 provided some much needed relief. We had manageable rain throughout spring and vintage started in mid-February, with lovely clean fruit full of character. Those of you who came to the

**Wine Club Members Weekend** at the end of February will remember the hub of activity in the winery – we picked the **Shiraz** on Friday and the **Gamay** on the Saturday. Unfortunately the rain fell on the Sunday, and it didn't stop for 6 days, with 300mm falling in that time. The lab flooded again!

We were grateful for all the fruit we had picked – we had harvested most of our whites, our **Pinot** and **Gamay** and even some of the **Shiraz**. However, there was still a lot of fruit on the vine – it was time to put the gummies back on and start the process of extensive fruit selection again. I'm pleased to say that the 12's are looking good! Just look at the **Gewurz** – so lively and fruity and full of life!

Like most things in life, the effort put in is always rewarded, and that has been the case with the last 3 vintages. But just between you and me, I am hoping that next year I will stay in my work boots!!!!

Cheers,

*Jan Pfeiffer*



## WHAT'S ON

Wednesday 17th October 2012

### AN ARTISTS AFFAIR

Local artists and art enthusiasts are invited to visit the winery and paint, draw, sketch or photograph their “pfavourite” winery scene before indulging in a leisurely lunch with fellow artists on our picturesque Sunday Creek Bridge. Artists are then invited to exhibit their works at our annual Pfeiffer Wines Art Show at the end of the year which will culminate in a People's Choice Award.

**Where** Pfeiffer Wines  
**From** 10am to 4pm – lunch from 1pm  
**Cost** FREE! Bring your own lunch (No BYO alcohol) to enjoy on our picturesque Sunday Creek Bridge, with wines by the glass available from just \$5. You will have access to complimentary tea and coffee facilities throughout the day and unique access to the winery grounds.  
**Bookings** Are required - Pfeiffer Wines 02 6033 2805

Sunday 4th November 2012

### PFEIFFER PFROLIC – GAMAY LONG LUNCH

LIMITED SEATS REMAINING!

Sunday 9th December 2012

### CAROLS BY THE CREEK

Join the Pfeiffer “family” for a “pfabulous” afternoon of Christmas “pfestivities”. With lots of your “pfavourite” Christmas carols to sing along to and “pfun” kids’ activities, this is a free 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.

Thursday 27th December 2012 – Saturday 26th January 2013

### PFEIFFER WINES ART SHOW

The Pfeiffer Wines Art Show celebrates the work of artists who have visited the winery and have painted, drawn, sketched or photographed a distinctive winery scene – be it the natural bush setting, the historic buildings or the century old wooden bridge. Visitors are also 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  
**Cost** No charge

Saturday 29th December 2012

### SUMMER FARMERS MARKET

Summer heralds a bounty of seasonal produce, from fresh cherries and berries to juicy apricots and peaches. Vegetables are at their most vibrant and colourful best and the assortment of summer herbs are fragrant and perfumed. Celebrate all things in season this summer with our Summer Farmers Market. With loads of fresh seasonal produce, gourmet foods and great coffee, it is the perfect time to come along and stock up on all the goodies you will need to celebrate into the New Year!

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



NEXT YEAR'S EVENTS ARE COMING UP FAST! DETAILS TO COME BUT DON'T FORGET TO SAVE THE DATE SO YOU DON'T MISS OUT....

Friday 22nd February – Sunday 24th February 2013

### WINE CLUB MEMBERS SPECIAL WEEKEND

Saturday 9th and 16th and Sunday 10th and 17th March 2013

### TASTES OF RUTHERGLEN

Saturday 9th and Saturday 16th March 2013

### AN EVENING ON THE BRIDGE

Saturday 30th and Sunday 31st March 2013

### EASTER BREAKFAST ON THE BRIDGE

Saturday 6th April 2013  
**AUTUMN FARMERS MARKET**

FOR MORE DETAILS CHECK OUT OUR WEBSITE [WWW.PFEIFFERWINES.COM.AU](http://WWW.PFEIFFERWINES.COM.AU)