



PFEIFFER WINES

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PFEIFFER
— WINE CLUB —



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



Liquor licence No. 32805422

NEXT WINE CLUB DELIVERY - JULY 2023

CARLYLE CUTTINGS

MARCH 2023 TO JUNE 2023

WINE CLUB PACKS

MIXED 12 Bottle Pack \$230 ~~\$348~~

2021 Pfeiffer Riesling
 2021 Pfeiffer Chardonnay Marsanne x 2
 2019 Pfeiffer Marsanne
 2018 Pfeiffer Chardonnay
 2022 Pfeiffer Ensemble Rose
 2021 Pfeiffer Carlyle Cabernet Merlot
 2021 Pfeiffer Tempranillo
 2018 Pfeiffer Cabernet Sauvignon
 2021 Pfeiffer Shiraz
 2021 Pfeiffer Winemakers Selection Great Western Shiraz
 2021 Pfeiffer The Piper

MIXED 4 Bottle Pack \$85 ~~\$123.00~~

2022 Pfeiffer Riesling
 2019 Pfeiffer Chardonnay
 2018 Pfeiffer Cabernet Sauvignon
 2021 Pfeiffer Winemakers Selection Great Western Shiraz

WHITE ONLY 12 Bottle Pack \$225 ~~\$330.00~~

Pfeiffer Prosecco
 2022 Pfeiffer Riesling x 2
 2017 Pfeiffer Riesling
 2021 Pfeiffer Chardonnay Marsanne x 2
 2022 Pfeiffer Marsanne
 2021 Pfeiffer Chardonnay x 2
 2018 Pfeiffer Chardonnay
 2020 Pfeiffer Vermentino
 2015 Pfeiffer Winemakers Selection Pinot Gris

WHITE ONLY 4 Bottle Pack \$80 ~~\$115.00~~

Pfeiffer Prosecco
 2022 Pfeiffer Riesling
 2021 Pfeiffer Chardonnay
 2017 Pfeiffer Funky Pi.G

RED ONLY 12 Bottle Pack \$250 ~~\$370.00~~

2021 Pfeiffer Carlyle Cabernet Merlot x 2
 2018 Pfeiffer Carlyle Cabernet Merlot
 2021 Pfeiffer Merlot
 2021 Pfeiffer Tempranillo x 2
 2018 Pfeiffer Cabernet Sauvignon
 2021 Pfeiffer Shiraz x 2
 2021 Pfeiffer Winemakers Selection Great Western Shiraz
 2021 Pfeiffer The Piper
 2021 Pfeiffer Durif

RED ONLY 4 Bottle Pack \$90 ~~\$130.00~~

2021 Pfeiffer Tempranillo
 2018 Pfeiffer Cabernet Sauvignon
 2021 Pfeiffer Durif
 2021 Pfeiffer Winemakers Selection Great Western Shiraz

FORTIFIED 4 Bottle Pack \$100 ~~\$137.50~~

2015 Pfeiffer Christopher's VP
 Pfeiffer Rutherglen Muscat
 Pfeiffer Classic Rutherglen Topaque
 Pfeiffer Classic Rutherglen Muscat



Reflections

Welcome to all our Pfeiffer Pfamily,

Here we are entering 2023 and it is a significant year for me, as Vintage 2023 will be my 50th Australian Vintage. Little did I realise where I would be after 50 vintages, when I began my career as a winemaker, after graduating from Agricultural Science at Sydney University. In fact, my final year of study was centred on Horticulture, notably Viticulture, with no winemaking or fermentation classes available to attend. However, Lindemans offered me a position at Corowa as an assistant winemaker and, as they say, the rest is history. Even though I was chasing a viticultural position, the emphasis at the time was on winemaking and consequently that was the role offered.

I was fortunate to have been offered this position, as over the next 11 years I had the opportunity to move around Australia, being exposed to winemaking in a large number of the wine regions in Australia. At the time, Robyn's brother was in the army and it was a family joke that we moved more often than he did. My education with Lindemans included stints in Corowa, Sydney (head office), Hunter Valley, Coonawarra, Corowa (again) and Mildura. My final position with Lindemans was as Group Fortified Winemaker, which included responsibility in the Barossa Valley as well, all providing an on the job learning opportunity. I was also fortunate in working with some of the industry luminaries at the time, all of whom were willing to share their knowledge and experience. We made friends in all these regions who still remain friends and colleagues to-day. Lindemans were considered one of, if not, the leading wine company of the day, (yes, Ben Ean Moselle contributed greatly to my salary) and my time instilled in me the importance of quality in your product, no matter the price point. **This remains a core value in Pfeiffer Wines.**

I enrolled in the Wine Science degree at the Riverina College of Advanced Education in 1974, which was only delivered through distance education. The Institution morphed through a number of name changes during my time there and is now known as Charles Sturt University, and is referred to in the industry as Wagga. I was part of the first intake into the course, along with a number of people who were already in good positions within the industry, which made it exciting to be part of. We formed wonderful friendships which last through to today. It is special to be part of the

first graduates from the course. The course has gone on from strength to strength and Steve Thomson, one of our Assistant Winemakers, completed the course at the end of last year.

Fifty years has seen significant changes in the industry. There are three major changes that spring to mind.

Firstly the nature of the industry has moved from being a domestic focussed industry to having an export focus. The impact of the China trade sanctions shows how dependent we are on those export markets, with the impact of this loss of market resulting in grapes not being made into wine in 2022 and 2023, by some wineries. At the height of our exports, the wine industry exported two bottles of wine for every bottle of wine opened in Australia and the industry needs to return to this situation if it is to enjoy good health.

Secondly the mix of wines sold has changed significantly. On joining the industry in 1974, fortified wine was still a significant player (around 50% at its peak) in the total wine landscape. The wines sold covered everything from entry level through to ultra premium. My first manager, Ron Prince, told me that if I altered the flagon Cream Sherry blend there would be more complaints than if I altered the premium muscat blend, such was the following for and knowledge of the Lindeman Montillo Sherry series (no longer made). In 2023 the fortified segment of the market has declined in total volume and percentage market share, with a growth in the significance of the Tawny segment and the growth within the whole premium fortified segment compared to 1974. The segment of entry level Apera (the old Sherry) is almost non-existent in 2023 as well as the premium Apera wines being in serious decline, though Pfeiffer Wines proudly fly the flag high, for these extraordinarily complex wines. Anyone for Seriously Fine or Seriously Nutty?

In 1974 we were commencing the white wine boom, after the red wine boom of the late 60's early 70's. We credit this move from fortified wine to table wines, to the Italian and Greek migrants, hence the initial surge in the red wine segment. However, our climate intervened and white table wine surged, led by Lindeman's Ben Ean Moselle. Table wine consumption has continued to grow, with a shift to red wine over the past ten or so years. The English influence of drinking fortified wine has been replaced by the Mediterranean influence of table wine preferences. This shift to table wine has also been driven by the export market, which has a greater focus on table wine, and in particular red table wine, which was driven by the China demand. Australia is known for Shiraz around the world and Shiraz would be the lead wine for most wineries in the export market.

Thirdly we have seen major change in the industry structure over the past 50 years. In 1974 there were a considerable number of what we would now call medium size companies, mostly family owned and a small number of smaller wineries. We witnessed the commencement of the consolidation at the bigger end of the industry in the early 80s with lots of amalgamations, to the extent that in 2023, the large four winery groups in Australia crush in excess of 80% of the Australian grape crush. We have also seen the growth in the number of wineries that are listed, answering to shareholders, not family. The growth in small wineries has been exponential, with in excess of 2200 wineries, crushing between 5 and 10 % of the crush, with a small number of medium sized wineries in the middle. All wineries have a place in our industry however, the needs of each winery sector have grown so significantly, that it is to the industry's credit that we can work together for the advancement of all.

Not quite as significant, however still important to the smaller wineries, is the growth in interest in wine and its pedigree. Though the bulk of wine sold is entry level through the chains, the interest in regions and wine styles has grown, without which the smaller winery may well not be here. Wine and its subtlety creates conversations with the smaller makers taking risks to deliver differences in their wines, with resulting enjoyment of different sensations in the mouth. The growth of the smaller wineries has also allowed our interested customers to relate with the stories behind the wines, something the larger makers can struggle with.

I am running out of space and have not even touched on the technology changes over 50 years, maybe after the 50th vintage which is calling (surely 50 vintages means I receive some leeway).

Again, thank you all for your ongoing support of this small winery.

In vino veritas

Chris Pfeiffer

Chris Pfeiffer



*Wines highlighted in gold are Museum/ Limited Release and Wine Club ONLY wines.

CONGRATULATIONS CHRIS ON YOUR 50TH YEAR AS A WINEMAKER



FROM THE KITCHEN

CHATEAUBRIAND

Ingredients

- 700g -1kg of Chateaubriand steak (Eye fillet)
- 2 shallots chopped finely
- 1 cup of dry white wine (we suggest Pfeiffer Marsanne)
- 1 teaspoon chopped fresh tarragon
- 120g of butter
- 1 teaspoon chopped parsley
- pepper
- prepared pan juices



Method

To continue with our theme of celebrating Chris's 50th year as a Winemaker, I dutifully asked Chris what his all-time favourite recipe is that would match well with our special release of The Piper. After a moment of thoughtful consideration his answer was "Chateaubriand". So here it is, straight out of a Julia Childs guide to French Cuisine. I hope that you enjoy it! Cheers from Sue!

Chateaubriand steak is a thick slice cut from the choicest part of fillet of beef – the 'eye' of the fillet. It is cooked in one piece, then sliced for serving.

Step 1

Heat half the butter (60g) in a pan. Season the meat with pepper then add to the pan, brown quickly on all sides. Allow approximately 10 minutes cooking time per 500gm for rare meat, slightly more for medium-rare (this will also depend on steak thickness).

Step 2

When the meat is cooked to the desired level, remove from the pan and keep warm. Drain butter from pan and pour in the wine. Boil rapidly until reduced by two-thirds, stirring to collect any pan juices. Add any juice which may have run from the fillet whilst resting. This liquid now forms the basis of the sauce, set aside in a jug.

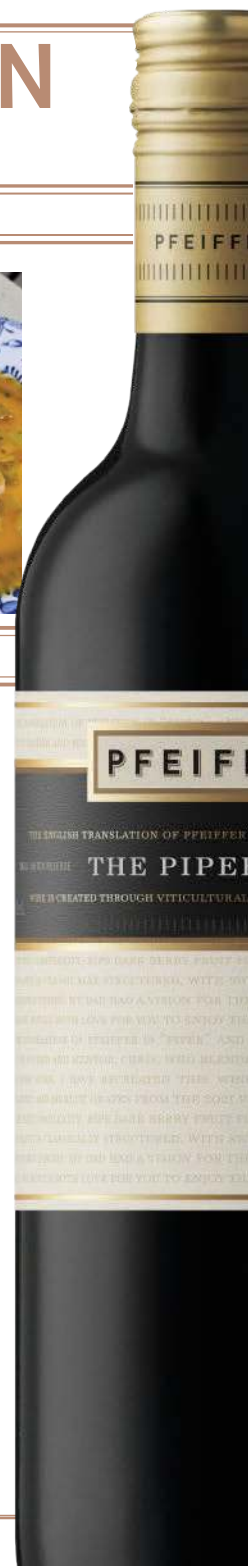
Step 3

Heat the half of the remaining butter and add the shallots. Cook until softened, then pour in the prepared sauce base. Cook for a few minutes, remove from heat and swirl in remaining butter. Stir gently, as the butter melts the sauce will thicken. Add the tarragon and parsley.

Serve

Slice Chateaubriand steak thickly and place on a serving dish. Spoon over the sauce.

Service with baked potatoes and fresh green beans or broccolini and, of course, a glass of 2021 Pfeiffer The Piper.



G'DAY "PFRIENDS"!!!

G'day Pfriends,

Happy New Year to you all!! I hope 2023 brings you good health, happiness and naturally plenty of 'pfine' Pfeiffer wine!!!

A LOT has happened since our last Carlyle Cuttings update in October. Chris had spoken about what a wet Spring we were having.... Well, as most of you know, the rain just kept on coming and coming and coming. We experienced one of the wettest Springs on record – with 403mm of rain falling across the season. This, accompanied with the flows entering the Murray River catchment areas created flooding in the Murray River, which affected both our Carlyle and our Sunday Creek vineyards. The river peaked on November 15th with a level of 8.1m recorded at Corowa (as of today its recorded level is 3.2m). This is comparable to the floods of 1996 at 7.6m and 1975 at 8.5m. We lost access to the Sunday Creek vineyard just under 6.0m, with Sunday Creek completely breaking its banks, leaving parts of the vineyard completely underwater; and did not regain access until the water level had dropped to about 5.0m (while we were also waiting for the ground to dry so we didn't get bogged).

The bottom part of the Carlyle vineyard was also flooded from the Lake Moodemere wetlands, coming over our levee bank and restricting our access into the vineyard.

We were left being unable to spray or tend to the vines for around 6 weeks during this critical growing period and as a result have lost a good part of next year's crop to disease from all the water.

The vines that were completely submerged dropped all their fruit and all their leaves, and we were very worried that root rot may set in and kill these vines, but thankfully they have all re-shot (without fruit for this year) and look to have survived, which we are very happy about, particularly our precious Pinot Noir vines planted in 1961 and 1962.

As is always the case in agriculture, we continue to look forward and remain positive for the rest of the season. The mild summer conditions lends itself to producing some wines with lovely flavour, and rest assured we are trying our very best to maximise all we get from the vineyard for vintage 2023.

We are also celebrating a very special milestone for Dad this year – the completion of his 50th vintage as a winemaker. I am coming up to my 26th vintage....and thinking about completing my 50th makes me feel....well a little bit tired to be honest. There has been a lot of blood, sweat and tears for Dad over that time, lots of very late nights and very early mornings, lots of things going wrong and needing to quickly change a plan, but most of all a lot of delicious wines and a wonderful sense of satisfaction as to what he has achieved in his career and life.

It seems fitting that we are releasing a very special wine to you with your Mixed 12 and Red 12 packs, The Piper 2021.

Dad made the first incarnations of The Piper in 1989, with follow up vintages in 1990 and 1992. Dad had a vision for this wine to be enjoyed as a lovely aged

wine, so decided to cellar the wine for ten years before release. It was a blend of Cabernet Sauvignon, Cabernet Franc, Cabernet Sanzey and Merlot – and was Dad's homage to the wines of Bordeaux he so admired.

To this day, we still hear from lovers of that wine, remembering how much they enjoyed it, and asking if we would ever do it again.

Well, finally, here it is – but this time it is my tribute to my Dad, his vision for Pfeiffer Wines, and his mentorship of me. Of course, I wouldn't be me if I just did things Dad's way....so this wine is a blend of Cabernet Sauvignon, Cabernet Sanzey and Merlot (no Franc for me!!); and I have released it as a young wine with encouragement to mature the wine to enjoy it as Dad intended.

The Piper is just one highlight of the packs. The brand new vintage of Pfeiffer Riesling 2022 is a shining star, being racy and zippy in the mouth, leaving you salivating and wanting more (especially on a hot Summer's day). I love the lip-smacking lemon/lime zestiness in the wine, and its minerally notes. It will certainly reward a few years in the cellar too!!!

Another new arrival is the Pfeiffer Winemakers Selection Great Western Shiraz 2021. After losing our crop to bushfire smoke taint in 2020, we contacted our industry friends and colleagues in areas that had been spared from the fires. One of the families who extended a helping hand were the Thomson family from Great Western, who had recently purchased the Sugarloaf vineyard around 5kms south-west from the town. Being an absolute lover of Shiraz from the Great Western region, I

was very excited to have the opportunity to work with that fruit, and loved the wine that we made in 2020 (forming the backbone of our 2020 Pfeiffer Carlyle Shiraz). I wanted to make the wine again!! I was hooked on the incredible aromatics of black pepper, dark fruits and spice, and the concentrated, yet refined and savoury palate. Yum, yum yum!!! I made the call - in 2021 it was going to be a stand-alone wine!! Fortunately, the Thomson family were happy to continue to supply us with the fruit, and the result is now in the bottle, and soon in your glasses!! It is a wonderful collaboration of two passionate winemaking families coming together.

I trust that you will enjoy all the wines in your selection, and raise a glass to Dad in honour of his 50th vintage.

Cheers, and happy drinking,

Jen Pfeiffer

Jen.

