



STIFT
KLOSTER
NEUBURG

WINE ESTATE

Klosterneuburg monastery
wine estate

Press Portfolio

March 2016

Weingut Stift Klosterneuburg GmbH

Stiftsplatz 1, 3400 Klosterneuburg, Österreich
T: +43 (0) 2243/411-522, F +43 (0) 2243/411-550
weingut@stift-klosterneuburg.at
www.stift-klosterneuburg.at

DVR Nr. 0124656, FN 124327i, Landesgericht Korneuburg
UID ATU 17003800
Raiffeisenbank Klosterneuburg, BLZ 32367, Kto.Nr. 6700
IBAN AT373236700000006700, BIC (SWIFT) RLNWATWW367



Weingut Stift Klosterneuburg

Shaping the History of Austria Viniculture

CONTENTS

THE OLDEST AND LARGEST WINERY IN AUSTRIA	3
WINE OF PRIME TERROIR.....	3
EXCEPTIONAL VINEYARDS FOR EXCEPTIONAL WINES.....	3
THE GRAPE VARIETY ASSORTMENT AT WEINGUT STIFT KLOSTERNEUBURG.....	5
SUSTAINABLE VINEYARD MANAGEMENT	5
MODERN TECHNOLOGY IN HISTORIC CELLARS.....	6
THE ASSORTMENT OF PRODUCTS	6
ACCOLADES: CONFIRMATION OF HIGH QUALITY DEMANDS.....	8
THE WINE EXPERIENCE AT STIFT KLOSTERNEUBURG	11
THE CULTURAL AND SOCIAL RESPONSIBILITY OF STIFT KLOSTERNEUBURG... 	11
THE TEAM AT WEINGUT STIFT KLOSTERNEUBURG	12
CONTACT DETAILS AND OPENING HOURS.....	13





THE OLDEST AND LARGEST WINERY IN AUSTRIA

Upon completing the construction of the Klosterneuburg monastery in 1114, Leopold III, Margrave of Austria founded the institution's winery. Wine from the monastery's vineyards was drunk at the inauguration ceremony of the basilica in 1136. Viticulture played a prominent roll throughout the long history of Stift Klosterneuburg. A 900-year-old tradition makes the Stift Klosterneuburg winery the oldest in Austria. In addition to that it is also the largest. More than one hundred hectares of vineyards are currently in yield and dispersed between three wine-growing areas: the "Grosslage" Klosterneuburg with vineyards directly in the vicinity of the winery, Vienna with vineyards in the Kahlenberg district and in the Thermenregion wine-growing area with extensive vineyards near the villages of Gumpoldskirchen and Tattendorf. Ecological soil management, organic fertilization, and cultivation methods that encourage beneficial insects are an integral part of the environmentally conscious vineyard management principles for the monastery's entire properties.

Uncompromising quality standards and innovation are combined with a rich tradition in efforts to develop Austrian wine culture. A superb example of this is the foundation of the world's first viniculture college initiated by the Augustinian Cannons in 1860. The Federal College of Viticulture and Pomology Klosterneuburg (Höhere Bundeslehranstalt für Wein und Obstbau Klosterneuburg) continues to be a leading international institution for research and education.

WINE OF PRIME TERROIR

The diversity of soils and microclimatic conditions in the vineyards makes it possible for the Weingut Stift Klosterneuburg to cultivate several different grape varieties in their ideal terroir. The slopes of Klosterneuburg are dominated by sandstone and loess soils on which Grüner Veltliner, Riesling and Sauvignon Blanc thrive. The sites on in the Kahlenberg district of Vienna are comprised of clay and loam and offer ideal preconditions for Pinot Blanc (Weissburgunder), Chardonnay, Gewurztraminer and Pinot Noir. The vineyards of Gumpoldskirchen south of Vienna exhibit calcareous brown podzolic soil, ideal for the autochthon varieties Zierfandler and Rotgipfler. The outstanding red wines of Stift Klosterneuburg are sourced from St. Laurent, Zweigelt, Blaufränkisch, Cabernet Sauvignon, Cabernet Franc and Merlot which thrive on the warm gravelly soils near Tattendorf.

EXCEPTIONAL VINEYARDS FOR EXCEPTIONAL WINES

Ried Hengsberg, Klosterneuburg

The southeast aspect and exceptional microclimate of the Hengsberg site offer an ideal environment for Grüner Veltliner. Optimal sun exposure and weathered sandstone with loess topsoil provide perfect preconditions for high ripeness of the medium large, green-yellow berries that are typical for this variety. Good soil aeration and well-balanced nutrients encourage the development of aromatic and concentrated Grüner Veltliner.

Ried Franzhauser, Klosterneuburg

Franzhauser is Weingut Stift Klosterneuburg's steepest and oldest vineyard. The meagre soils of the steep south-facing slope originate from the tertiary era and are comprised of weathered sandstone with loess and loam topsoil. This is the most famous site in Klosterneuburg and yields Rieslings of unique character which exhibit exceptional mineral substance and appealing acidic structure.



Ried Jungherrn, Vienna

This vineyard has been under the patronage of the monastery ever since the 13th century. Burgundian varieties are said to thrive on fertile, deep calcareous soils and that is exactly what Pinot Blanc finds here. The soil is weathered limestone with heavy loess and clay topsoil. The well-drained soil forces roots to drive deep where the vine finds an ideal source of minerals. Jungherrn is small parcel in the Kahlenbergerdorf district of the Vienna wine-growing area.

Raflerjoch, Vienna

The gentle, favourable and protected southeast slopes of the Raflerjoch vineyard offer the finicky Pinot Noir grape variety optimal conditions. The weathered marine limestone with loess and clay topsoil is ideal for the demanding Pinot Noir (Blauburgunder) and promotes soft aromas of wild raspberry, red currant and gingerbread as well silky tannin structure.

Altweingarten, Vienna

The Altweingarten vineyard is a south-facing slope at the foot of Mount Leopold in the Kahlenbergerdorf district of Vienna. Favourable conditions for physiologically ripe and elegant Chardonnays prevail here. The limestone with loam and clay in the Altweingarten provide the roots of this white Burgundian variety with exactly the right amount of water and minerals throughout the year.

Nussberg, Vienna

The Nussberg, Vienna's legendary vineyard, possesses a truly unique microclimate. Weathered limestone warms easily in the sun and provides white grape varieties with delicate fruit and refreshing acidity. Grüner Veltliner, Welschriesling and Riesling thrive here and are vinified by the cellar master into a fruit-driven blend. This wine comprises an exemplary Viennese "heurigen wine", a drinking experience of the highest standard.

Stiftsbreite, Tattendorf

The large Stiftsbreite is justifiably a highly prized vineyard. The alluvial chalky gravel soils are dispersed with podzolic brown earth and are extremely well-drained, forcing vines to thrust their roots deep. Gravel stores the heat of the day, releasing it slowly during the night. This promotes the perfect ripening of great red wines. The Stiftsbreite is the largest contingent St. Laurent vineyard in the world and the St. Laurent variety demands exactly this type of warm and well-drained site. The black-blue berries achieve optimal ripeness and the great classic of Austrian red wine culture performs here at peak. The "St. Laurent Ausstich" of the Weingut Stift Klosterneuburg is a selection of the best large wooden casks of the vintage. The aromas of this Burgundian variety are highlighted by maturation in small oak casks in the "St. Laurent Barrique". The "St. Laurent Reserve" comprises the pinnacle of quality from this site and is vinified only in very good vintages.

Wiegen, Gumpoldskirchen

Ried Wiegen is at the heart of the wine-growing area Thermenregion, famed for its white wine and in particular for its classic autochthon variety Zierfandler (Spätrot). This variety adores the southeast facing slope of calcareous podzolic brown earth. Zierfandler from this site excels with concentrated and complex fruit aroma and a harmonious play of acidity bedded in a juicy structure.



THE GRAPE VARIETY ASSORTMENT AT WEINGUT STIFT KLOSTERNEUBURG

The approximate vineyard area shares of the diverse grape varieties of the Weingut Stift Klosterneuburg are listed here:

St. Laurent		35 %
Grüner Veltliner		18 %
Riesling		9 %
Chardonnay		7 %
Pinot Blanc		6 %
Zweigelt		4 %
Pinot Noir, Blaufränkisch, Traminer	each	3 %
Cabernet Sauvignon, Merlot, Rotgipfler, Sauvignon Blanc	each	2 %
Zierfandler, Neuburger, Welschriesling	each	1 %

SUSTAINABLE VINEYARD MANAGEMENT

The vineyard manager Johannes Steurer has developed a vineyard strategy that is adapted to fit each individual site ideally. This vineyard program includes measures for revitalizing the soil, specialized canopy management, promotion of biodiversity within the vineyard as well as preservation and exploration of old vine material.

1.) Soil revitalization

The goal of soil revitalization is the improvement of nutrient balance and organic activity. Cover crops provide aeration and stabilization of the soil surface. The choice of plants used for cover crops varies according to each site and its soil. Composted grape pomace helps to improve humus content and soil composition on a long-term basis.

2.) Canopy management

Canopy management provides advantageous exposure of the fruit zone and well-aerated leaf surface area for photosynthesis. This management system is adapted to each site, vine age and grape variety. Manual care of each vine by experienced vineyard specialist plays an essential role in this department.

3.) Promotion of biodiversity

Another focus of activity in the vineyard is use of plant-derived preparations to enhance disease resistance. This helps to limit the need of chemical-synthetic plant protection substances. Crop cover between the vines improves soil structure and biodiversity.

4.) Preservation of valuable vine material

The Stift Klosterneuburg vineyards include some very old vines that were planted long before the years that vines were trained for high yields. These vines are currently being observed and assessed in detail. The goal of this work is to isolate and select vine material that has thrived in these sites for decades for purposes of propagation and future plantings. This will help enhance the unique character and terroir of the Stift Klosterneuburg wines in the future.



MODERN TECHNOLOGY IN HISTORIC CELLARS

Extensive cellars from the baroque era are at the disposal of Weingut Stift Klosterneuburg. These vaulted caves extend over four stories reaching a depth of 36 meters under the monastery. These cellars have been transformed into a highly modern vinification facility. Every modern technology needed to produce high-quality wines is found here. Pneumatic press tanks ensure a gentle crush of no more than 1.5 bar pressure. Nineteen new fermentation vessels of 15,000 litres each are equipped with variable cap management systems (pump-over, submerge and Puls-Air) for the vinification of red wine.

The choice of vinification vessel depends on the desired style and the vintage character. Large wooden casks with 5,000 to 11,000 litres, small oak barrels for the maturation of premium single-vineyard wines and stainless steel tanks for particularly fruity wines are all part of the regime. One of the newest investments in the baroque cellar is a highly modern bottling line. Through the highest technological standards, the entire chain of production methods remains gentle and ensures the highest possible wine quality.

THE ASSORTMENT OF PRODUCTS

The wines of the Weingut Stift Klosterneuburg are divided clearly into two product lines:

1.) Classic wines

These varietal wines are distinguished by their youthful, refreshing quality and highlight typical Austrian fruitiness. The grapes for these wines are always sourced from one wine village and reflect the typical character of their geographic origin. The labels are easily recognizable through the Stift Klosterneuburg coat of arms. White Stift wines are made from the varieties Grüner Veltliner, Riesling, Pinot Blanc (Weissburgunder), Chardonnay, Sauvignon Blanc Spätrot-Rotgipfler and Gewurztraminer. There is also a rosé and reds are made from Blaufränkisch, Zweigelt and St. Laurent. All of the Stift wines are sealed with a screw cap.

2.) Single-vineyard wines

These wines excel through the special selection of fruit. Manually harvested grapes are sourced from the best vineyard plots, some of which have been cultivated by the monastery for centuries. Physiologically ripe grapes yield unique, age worthy wines of inimitable character and powerful structure which amplify their terroir. The labels of these wines are adorned with an attractive vine branch.

The white single-vineyard wines are sealed with a glass stopper while the reds are under natural cork.

The most important single-vineyards are:

Klosterneuburg:	Hengsberg (Grüner Veltliner) Franzhauser (Riesling)
Vienna:	Jungherrn (Pinot Blanc) Altweingarten (Chardonnay) Raflerjoch (Pinot Noir)
Tattendorf:	Stiftsbreite (St. Laurent)
Gumpoldskirchen	Wiegen, Hofpoint (Zierfandler, Rotgipfler)



St. Laurent: our specialty

St. Laurent enjoys a special position among all the red wines of Weingut Stift Klosterneuburg. This variety was first planted in Klosterneuburg in 1890 and spread throughout the rest of Austria's wine-growing areas from here. A total vineyard area of 40 ha is cultivated in Tattendorf, south of Vienna. The Ried Stiftsbreite is not only the largest St. Laurent vineyard in Austria, but in the entire world.

3.) Rarities, sparkling wine, brandy and juice

Weingut Stift Klosterneuburg has an extensive wine archive reaching back to the 1956 vintage. Several special rarities can be found and among them are several valuable predicated sweet wines. Further specialties of the house include the sparkling wines "Klostersekt" and "Mathäi", a premium sparkling wine bottle fermented according to the traditional method. The assortment also includes brandies distilled from the monastery's own wine and fruit as well as unfiltered varietal apple juices. Rounding out the range of products are gourmet specialties such as grape seed oil, jelly from St. Laurent Ausstich, pumpkin seeds and handmade chocolates made with St. Laurent or Welschriesling ice wine.





ACCOLADES: CONFIRMATION OF HIGH QUALITY DEMANDS

The following is a selection of the most recent accolades for Weingut Stift Klosterneuburg:

Falstaff wine guide 2016

95 P. - VELUM 2011

93 P. - St. Laurent Reserve 2013 (category winner)

A LA CARTE - WINEGUIDE 2016

93 P. - St. Laurent Große Reserve 2011

93 P. - St. Laurent Reserve 2013

93 P. - Grüner Veltliner Reserve 2014

92 P. - Mathäi brut 2012

Gault Millau 2016

16 P. - Weißburgunder Reserve 2014

16 P. - Pinot Noir Reserve 2012

16 P. - St. Laurent Reserve 2013

15,5 P.- Grüner Veltliner Hengsberg 2014

Salon 2015

Mathäi brut 2012

Falstaff wine guide 2015/16

92-94 P. - St. Laurent Reserve 2013

91-93 P. - Grüner Veltliner Reserve 2014

91 P. - CHORUS 2012

90-92 P. - St. Laurent Ausstich 2013

Vinaria 2015

16,6 P. - St. Laurent Große Reserve 2011

16,0 P. - CHORUS 2012

15,1 P. - Pinot Noir Reserve 2012

Austria red wine GUIDE 2015

5 Gläser - St. Laurent Reserve 2012

5 Gläser - Pinot Noir Reserve 2012

5 Gläser - CHORUS 2012

A LA CARTE - WINEGUIDE 2015

92 P. - St. Laurent Reserve 2012

92 P. - Grüner Veltliner Reserve 2013

91 P. - MATHÄI 2011





falstaff red wine guide 2014

95 P. - VELUM
93 P. - St. Laurent Reserve
92 P. - CHORUS
92 P. - St. Laurent Große Reserve
90 P. - ESCORIAL
90 P. - Pinot Noir Reserve
90 P. - Pinot Noir Raflerjoch
90 P. - St. Laurent Ausstich

Salon 2014

Mathäi brut 2011

WINE ENTHUSIAST Magazin

94 Points - Chardonnay Eiswein, Wien 2011
92 Points - Zierfandler-Rotgipfler 2012
91 Points - Zierfandler-Rotgipfler 2013
90 Points - Grüner Veltliner 2013
90 Points - Wiener Gemischter Satz DAC, Wien 2013

State Wine-Championship, Austria 2014

Gold medal - Weißburgunder Jungherrn, 2013
Gold medal - Wiener Gemischter Satz DAC, 2013
Gold medal - Gewürztraminer, 2013
Gold medal - Chardonnay, 2013

SALON 2014

Mathäi brut 2011

WEIN GUIDE Österreich 2014

5 glasses – CHORUS 2011
5 glasses – ESCORIAL 2011
4 glasses – St. Laurent Reserve 2011

falstaff wine guide 2014

92 P. Mathäi 2010
91 P. St. Laurent Reserve 2011
90 P. ESCORIAL 2011
90 P. CHORUS 2011
90 P. St. Laurent Ausstich 2011

AUSTRIAN WINE CHALLENGE 2013/2014

Gold medal - St. Laurent Reserve, 2011
Gold medal – Chorus, 2011
Gold medal – Zierfandler-Rotgipfler, 2012
Gold medal – Chardonnay Eiswein, 2011





State Wine-Championship, Austria 2013

Category winner – St. Laurent Reserve 2010

Category winner – Mathäi brut 2010

IWC – International Wine Challenge 2013

Gold medal – Chardonnay Eiswein 2011

A LA CARTE - WINEGUIDE 2013

94 points - St. Laurent Große Reserve 2009

92 points - CHORUS 2010

92 points - St. Laurent Ausstich 2010

92 points - Weißburgunder Jungherrn 2011

VINARIA

15,8 points - Pinot Noir, Raflerjoch 2010

15,5 points - ESCORIAL 2010

15,4 points - St. Laurent Ausstich 2010

falstaff - wine guide 2012/13

92 points - CHORUS 2010

91 points - St. Laurent Reserve 2010

AUSTRIAN WINE CHALLENGE 2012/2013

Gold medal - St. Laurent Große Reserve, 2009

Gold medal - Escorial, 2010

Gault Millau 2012/2013

15.5 points - Escorial 2010

15.5 points - St. Laurent Ausstich 2010

15.5 points - Gewürztraminer 2011

WINE GUIDE Austria 2012

5 glasses – CHORUS 2009

4 glasses – St. Laurent Reserve 2009

4 glasses – Grüner Veltliner Hengsberg 2011

4 glasses – Weißburgunder Jungherrn 2011

Marmite, The magazine for food and beverages in Switzerland 2012

17.5 points – St. Laurent Reserve 2009 – best St. Laurent

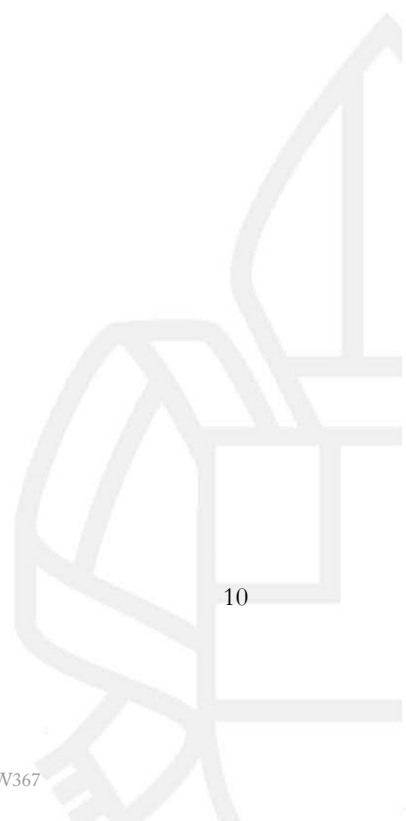
16 points – St. Laurent Ausstich 2009

A LA CARTE - WINEGUIDE 2012

93 points – St. Laurent Reserve 2009

92 points – Chorus 2009

91 points – Weißburgunder Jungherrn 2010





MARKETING AND DISTRIBUTION

Distribution channels and export

The premium quality of the wines from Weingut Stift Klosterneuburg defines the distribution structure. 40% of the wines are sold on-trade, a further 20% ex-cellar in the on-premise wine shop and 20% are sold off-trade. Export is increasing and currently makes up 20% of sales. Following Germany, important export markets are Great Britain, Switzerland, Italy, Netherlands, France, Spain, Scandinavia and Poland. The current focus is on Canada, Japan and China. The export goal for 2010 is to gain position on the American market and further increase sales in Great Britain, Switzerland and Denmark.

THE WINE EXPERIENCE AT STIFT KLOSTERNEUBURG

The wine shop at Weingut Stift Klosterneuburg is a special attraction for all those that appreciate outstanding wines. The vaulted cellar, constructed around 1300, joins a historic building with modern architectural elements to provide a pleasing ambience for the cultivated enjoyment of wine. Wines from the current vintage, rare old wines, gourmet specialties and exclusive gift sets are available for purchase.

THE CULTURAL AND SOCIAL RESPONSIBILITY OF STIFT KLOSTERNEUBURG

The Stift Klosterneuburg is one of Austria's most important cultural treasures and plays a prominent public roll. Opportunities for cultural encounters include daily guided tours of the artistic treasures of the monastery ("The Sacred Tour", "The Imperial Tour") as well as specialised tours and a lively Summer Academy. A myriad of concerts, exhibitions, guided tours through the monastery gardens and an opera (also for children) round out a broad cultural programme.

The Stift Klosterneuburg makes an active effort to fulfil its social responsibility. For this reason, ten percent of the profits made by Stift Klosterneuburg are donated to charity. Among other things, Stift Klosterneuburg offers financial and organizational support for Father Georg Sporschill's many projects such as those to help the street children of Romania and Moldavia.





THE TEAM AT WEINGUT STIFT KLOSTERNEUBURG

Wolfgang Hamm, Managing Director

The Weinviertel native studied business administration and wrote his doctoral thesis on wine marketing. He rounded out his education by gaining experience at wine estates in Austria and France. The WSET diploma holder and lecturer at the Austrian Wine Academy worked for several years in international food marketing and as a wine marketing consultant before he took managerial responsibility for the Weingut Stift Klosterneuburg in September 2007.

Günther Gottfried, Technical Director

The native Burgenlander, Günther Gottfried gathered experience at the two well-known cellars of sparkling wine Szigeti and Schlumberger after the successful completion of the Federal Secondary College and the federal Office for Wine and Fruit Growing in Klosterneuburg. Followed by advisory activities for viticulture at the chamber of agriculture as well as a ten year tenure as production manager at Winzerkeller Andau. Since 2014 is Günther Gottfried head of the winemaking team at the Stift Klosterneuburg wine estate.

Johannes Steurer, Vineyard Manager

Johannes grew up among the vines as the son of a vintner in the Carnuntum wine-growing region. After graduating from the Vocational High School for Viticulture and Pomology, Johannes gained valuable experience at his family's wine estate as well as at other renowned wine producers. Johannes also enjoys the outdoors in his free time. His dog Cora, fishing and hunting are his favourite hobbies.

Markus Schodl, Pomiculture Manager

Markus Schodl tends our orchards with dedication. He studied viticulture and oenology at the highly reputed college in Geisenheim, Germany. Markus gained extensive experience at wine producers in Australia, Italy, Germany and the Wachau before taking responsibility for the management of the vineyards and orchards of the Stift Klosterneuburg. As of mid-2012, he now concentrates on his passion for our orchards and manages a winery in the northern Weinviertel as a side job.

Heinz Hausgnost, Sales Director Austria, Germany and Switzerland

Heinz Hausgnost was employed in sales at Schlossweingut Graf Hardegg in Weinviertel before joining Weingut Stift Klosterneuburg in 1997 where he also worked as managing assistant and in sales. In 2003 the Weinviertel native took over responsibility as sales director for West Austria, Germany and Switzerland.

Victoria Deutsch, Export Director

Victoria Deutsch discovered the passion for wine during her education in the field of tourism, as restaurant manager and as sommelier. She completed her Bachelor studies „company management“ and continues the Master study program „International wine marketing“ extra occupational. Victoria Deutsch takes care of our export and Eastern Austrian customers. The native upper Austrian enjoys hiking in her spare time.



CONTACT DETAILS AND OPENING HOURS

Weingut Stift Klosterneuburg

Stiftsplatz 1
A-3400 Klosterneuburg
T: +43(0)2243/411-522
F: +43(0)2243/411-551
weingut@stift-klosterneuburg.at
www.stift-klosterneuburg.at

Vinothek Stift Klosterneuburg

Rathausplatz 24,
A-3400 Klosterneuburg
T: +43(0)2243/411-548
F: +43(0)2243/411-551
vinothek@stift-klosterneuburg.at

MO-FR 9 am to 6 pm
SA 9 am to 5 pm
SU 12 pm to 5 pm
Closed on public holidays.

Weingut Stift Klosterneuburg GmbH

Stiftsplatz 1, 3400 Klosterneuburg, Österreich
T: +43 (0) 2243/411-522, F +43 (0) 2243/411-550
weingut@stift-klosterneuburg.at
www.stift-klosterneuburg.at

DVR Nr. 0124656, FN 1243271, Landesgericht Korneuburg
UID ATU 17003800
Raiffeisenbank Klosterneuburg, BLZ 32367, Kto.Nr. 6700
IBAN AT37323670000006700, BIC (SWIFT) RLNWATWW367

