

WEINGUT  
WEIXELBAUM

Press folder

## The Weixelbaum Winery

True value – Great wines

### At a glance

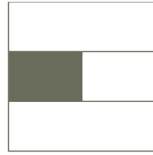
- family-owned winery located in Strass, a town in Lower Austria's Kamptal wine-producing area
- size: 22 ha, 90 % white wine, 10 % red wine
- exports: 30 %; Switzerland, Germany, Netherlands, Denmark, United Kingdom, USA
- new: rosé made from Merlot, Syrah and Cabernet; sweet wine made from Sauvignon Blanc
- awards: winner of Falstaff Grüner Veltliner's Grand Prix, "Salonwinner and Landeswinner"
- special features: wine vinothèque, annual vintage tastings, holiday apartments
- contact: [weixelbaum@vinoweix.at](mailto:weixelbaum@vinoweix.at), [www.vinoweix.at](http://www.vinoweix.at)

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as of: January 2012

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## **1. The Weixelbaum Winery – prize-winning and family-owned**

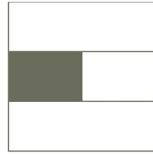
Its 22 hectares rank the Weixelbaum Winery in the middle in size of the family-owned operations in Strass, a town located in Lower Austria's wine region. Ninety percent of Weixelbaum's production is white wines, 10% red wines. One third of the wine produced is exported, with the main markets being Germany, Switzerland, Denmark, the Netherlands, the United Kingdom and USA. The winery has received a number of awards. This success is due to a perfect interplay between advanced technologies and ecological principles, and to the maintenance of traditional values.

The professionalism and the passion with which the winery is operated is expressed in the guiding principle of Heinz Weixelbaum: "to produce wines that I love to drink, and that I love to watch others enjoying them."

Since 2000, the winery has been led by Gabi and Heinz Weixelbaum, the third generation of the family of the same name. Heinz is responsible for entire production, starting with the cultivation of the vineyards and extending to the vinification. His wife Gabi is responsible for marketing, sales and accounting. The two of them take turns presenting the wines and going on sales tours. Heinz's mother still very much helps cultivate the vineyards. She is joined in doing so by other family members and friends, with this especially being the case in the work-intensive seasons of spring and summer. Their joining in enhances the joy of cultivation. It also guarantees that the cultivation will feature the requisite care and flexibility. The size of the operation requires the permanent employment of a staff member in the vineyard and the cellars. Should such be needed, helpers are hired on a seasonal basis to do the manual work in the vineyards.

## **2. Wine vinothèque and tasting room – sampling the taste of the years**

A wine vinothèque featuring an excellent selection constitutes the memory of a good winegrower. Set up in 2009, the wine vinothèque of the Weixelbaum Winery contains wines as old as 1969. This selection enables the conducting of exciting tastings of individual vintages of wines. The spaciouly-designed tasting room is in front of the wine vinothèque. The room invites guests to enjoy wines and life. Both small groups and individual persons come to taste the wine. The Weixelbaum family generally conducts these tastings themselves. These tastings can be scheduled for any time. Please make your reservations on the phone or by mail.



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### 3. The management of the vineyards – adhering to the laws of nature

The Weixelbaum family places a high priority on cultivating its vineyards in a way according with the needs of nature, with which it is thus compatible. This protection of nature starts with the green manuring of the vineyards. To achieve this, a mix of seeds is put together to meet the needs of the ground, and then sown. The result of this sowing is a blossoming of senfdotter, phacelia, fennel, various kinds of clover and other plants. These are located between the grapevines. The plants are beautiful to look at. They also constitute the ideal habitat for bees and other useful insects. The objective is the holistic cultivation of the vineyard and of its soil, so to ensure and sustain the high quality of the grapes. The pruning of the leaves in the vineyard is done by hand, and is thus carried out in a highly nature-compatible way. This close relationship to nature yields the great advantage of enabling the quick and efficient response to the unusual events and upheavals brought each year by climate and weather.

### 4. Cellaring techniques – the principle of gravity

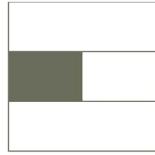
The Weixelbaum family's insistence on maintaining high quality in its vineyard is to be seen in the wine cellars. The winepress house was revamped in 2010 to be state-of-the-art technology. In the house, the grapes harvested by hand are sent by gravity down the three-store processing system. The grapes then land in one of the two pneumatic tank presses. This enables the flexible responding to the amount of grapes, and to produce grape juice in a gentle – using a maximum of 1.5 bar - way.

The new winepress house joins the tank cellar that was modernized in 2008 in creating a way of individually processing even the smallest of the batches. Computer-controlled stainless steel tanks featuring cooling jackets have been used since 2008 to process white wines. This equipment enables a controlled fermenting.

The light wines are fermented and stored exclusively in steel tanks prior to being filled in bottles. The somewhat stronger vintage wines are aged longer on the yeast. The “Wahre Werte” (true values) line of products features a targeting of the contact with the yeast. This is partially extended by storing the wine in large wooden barrels.

Further innovations are the fermenting tanks, each holding up to 5,000 liters of red wine. In these, the fermenting is performed using an inundation system.

The maintenance of a proprietary bottling system enables the highly flexible and quick handling of special customer wishes.



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## 5. Terroir – on the paths of the mammoth hunters

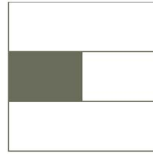
The area in which grapes are cultivated was once, 30,000 years ago, the grounds upon which valiant hunters speared mammoths. The preconditions for the cultivation of wine are, however, much older than that. Primeval forces configured the Kamptal, bequeathing this valley's agriculture and particularly its winegrowers soils comprised mainly of primary rocks, loess and clays. The region's "Gföhler Gneis" – its primary gneiss – provides the wine with its finely-articulated minerality. The Ices Ages featured a wafting over of sand from the Chalk Alps. This sand was compacted into the loess. The Grüner Veltliner realizes its full potential in a loess ground. The banks of the Kamp River are comprised of a rich, nutrient-heavy loam in which red wines and burgundies flourish especially well.

The Kamptal's microclimate also contributes special features to the wines. The microclimate is formed by the encounter of the dry and hot Pannonian climate with that of the raw weather of the Waldviertel. The Kamptal's summers and autumns are characterized by hot days and cool nights. These provide the ideal preconditions for producing superior wines featuring a finely-articulated minerality and capable of being stored for a long time. These contradictory climatic conditions enable the Grüner Veltliner to unfold all of the facets of its pungent spiciness. The Kamptal winegrowing region also permits such other types of grapes as Riesling, Burgundy or Sauvignon Blanc to develop unmistakable and terroir-specific aromas.

## 6. Individual storage – guaranteeing diversity and quality

### Map of winegrowing areas in Strass:





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**Gaisberg:** The Gaisberg is located to the west of Strass at an elevation of 326 meters. Its soil is comprised of mica slate, and is thus ideal for the cultivation of mineralistic Rieslings. The lower third of the Gaisberg has a ground featuring a slight covering of loess. This offers, in turn, the optimal preconditions for the production of a strong Grüner Veltliner.

**Wechselberg:** The Wechselberg is located to the north of Strass. It has one of the top locations in the region. That is thanks to its facing south and to its elevation of 328 meters. These traits produce a special microclimate. Its great differences of daytime and nighttime temperatures favor the development of the aromas contained in the Grüner Veltliner type of grape.

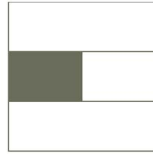
**Strasser Sandgrube:** The Strasser Sandgrube forms a sub-site of Wechselberg. The intensive sunlight that it receives produces the ideal microclimate for fruity and strong Sauvignon Blancs.

**Hasel:** This area is named after the hazelnut shrubs found here. Its exceptionally fruitful loess is a legacy of the Ice Age. It is comprised of pulverized quartz, limestone, mica and clay particles, and is capable of storing moisture exceptionally well. This, in turn, is a guarantee for the production of such intensive and main Austrian wines as Grüner Veltliner and Zweigelt.

**Absdorfer:** The Absdorfer site is situated in a basin that faces south and which is a continuation of the Wechselberg. It is comprised of loess-clay soil and of a sandy-gravelly underground. These came into being through the weathering of granite and gneiss, and through the decalcification of loess and of glacial deposits. The soils' traits and the special climate prevailing in the basin yield ideal conditions for the growing of mineralistic Grüner Veltliner and Sauvignon Blancs.

**Gautscher:** The Gautscher (354 Meter) features red – thanks to its large concentrations of iron – remnants of a primeval ocean. The Gautscher is thus one of the most interesting sites in Strass. Countless weather-beaten but also well-preserved fossils form a unique cocktail of minerals. These, in turn, provide the perfect soil for the growing of such mineralistic and pungent wines as Riesling and Roter Veltliner. The Gautscher site also yields the Cuvée Tesca.

**Brunngasse:** Brunngasse is the site bordering on the Weixelbaum vineyard. Brunngasse's soil is a combination of crushed stone and clay. The Chardonnay grown on it is a striking mix of elegance and of a harmony of strength and fullness.



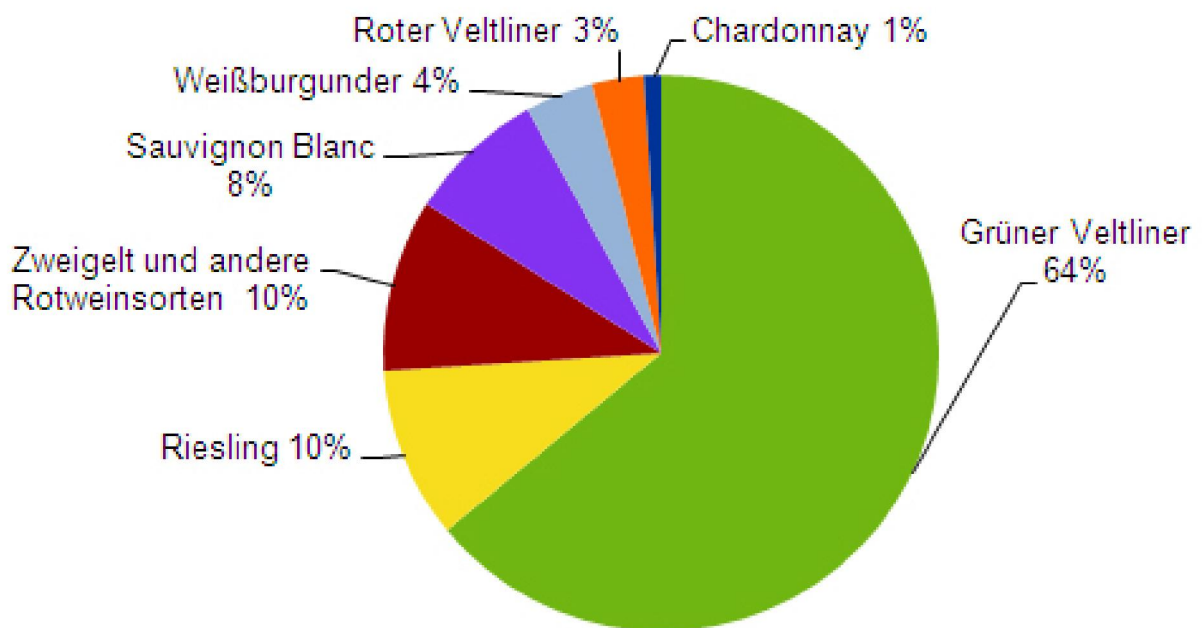
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## 7. Types of grapes – unmistakably from Kamptal

Type of grapes: pie chart

Weissburgunder = Pinot Blanc

Zweigelt and other vintages of red wine grapes

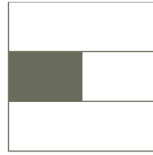


### Grüner Veltliner

The Grüner Veltliner is the most widely-planted and important type of wine grape in Austria. The grape offers the largest range of tastes, ranging from sprightly and pungent to mineralistic and exotic. The geology and climate of the Kamptal area yield the unmistakable character of the wines produced in it.

### Riesling

Riesling can best realize its potential when grown on the Kamptal's soils, which are comprised of weather-processed primary rocks. These soils give the wine its unmistakable and understated minerality, which melds with its gentle stone fruit and citrus aromas. This synergy of minerality and delicate fruity acids gives the Riesling a long potential for storage.



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### **Roter Veltliner**

The Roter Veltliner belongs to the Veltliner family of wines. It has a taste featuring a fine pungency and acidity. This type of wine grape grows especially well on the loess and clay soils found in the Kamptal. No wonder that the Kamptal is one of the main regions for the growing of this rather rare and very tasty type of grape.

### **Pinot Blanc**

This Burgundy type of grape has a taste reminiscent of nuts. It also has aromas of apples, citrus and acacia blossoms. This is a wine that reaches its potential in the fullness of its years and thus not in its youth. It according needs a length of time of maturing in barrels or bottles.

### **Chardonnay**

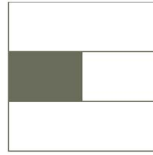
The Chardonnay is exceptionally suited for maturing in wood barrels. This is, however, not a must. The results are wines with an elegance and a harmony of tastes reminiscent of ripe apples, pineapple and quinces.

### **Sauvignon Blanc**

This type of grape stems from France and has a striking and unmistakable taste. This can vary from yellow and red peppers to elderberry blossoms, white gooseberries and red or black currants, with these depending upon the year and area of cultivation.

### **Zweigelt**

The Zweigelt is a mix of the Blaufränkisch and St. Laurent types of grapes. The Zweigelt is one of Austria's most beloved kinds of red wine. This is due to its dark red color and to its scent and taste, which remind one of sweet and sour cherries.



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**8. Assortment of products** – two lines promising the highest of quality

I – Selection

The “Selection” line stands for light, fruity and highly drinkable wines. The production is undertaken exclusively in a steel tank.

Roter Veltliner Ried Gautscher  
Kamptal DAC Grüner Veltliner Stephanus  
Kamptal DAC Grüner Veltliner Ried Absdorfer  
Kamptal DAC Grüner Veltliner Ried Wechselberg  
Kamptal DAC Reserve Grüner Veltliner Alte Reben  
Kamptal DAC Riesling Ried Gautscher

Zweigelt Strassertal

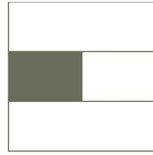


II – WAHRE WERTE

As its name suggests (“true values” in German) the WAHRE WERTE is a premium line standing for strong wines that have been selected for their ability to be stored. Thinning out, several harvesting procedures and an optimal time of picking the grapes by hand yield the highest quality of grapes for processing.

WAHRE WERTE Kamptal DAC Riesling Ried Gaisberg  
WAHRE WERTE Weißburgunder Ried Gaisberg  
WAHRE WERTE Chardonnay Ried Brunngrasse  
WAHRE WERTE Sauvignon Blanc Ried Sandgrube  
WAHRE WERTE Kamptal DAC Reserve Grüner Veltliner Ried Gaisberg  
WAHRE WERTE Grüner Veltliner Eichenfass  
WAHRE WERTE Zweigelt Ried Hasel  
WAHRE WERTE Zweigelt Eichenfass  
WAHRE WERTE Cuveé Tesca



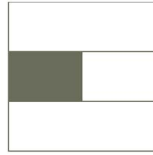


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**The story of the bottle's label:**



The label found on the bottles of the WAHRE WERTE line of wines shows a photograph of Heinz Weixelbaum's grandfather (left) and a friend of his. This historic photograph symbolizes the launching of wine production in 1928. This took place on a site on Weinbergweg in Strass, which is today the location of the Weixelbaum vineyard. The production of wine by Weixelbaum's ancestors in Strass dates back to 1770. They began in the center of the town. Weixelbaum's grandfather built in the period between the two World Wars a small house, in which he made wine, had a horse and cart, and managed the cultivation of his fields. The friend shown on the photograph was fond, by the way, of doing more than drinking wine. He was also the one who decorated the wood barrels with carvings. These barrels are still being used in the old "cellar of barrels". Upon taking over operations from his father, Heinz Weixelbaum's father decided to exclusively specialize in producing wine. He started out with 10 hectares under cultivation. Heinz has by now expanded this to 22 hectares. Heinz produced the first wine of his own in 1996. While searching for a new label for his wine, he came across this old photograph, thus bringing matters full circle. This link between traditions and modernity and between values of culture and cultivation is expressed in the WAHRE WERTE line of wines.

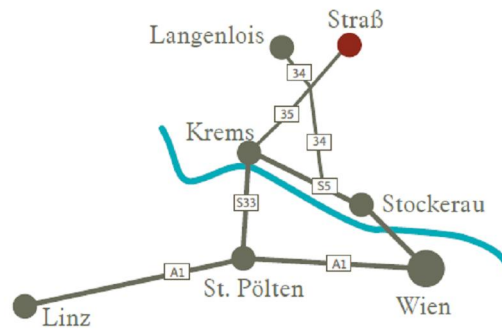


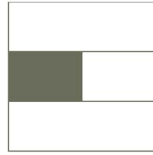
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## 9. Contact information – directions to our vineyard

Weixelbaum Winery  
Gabi and Heinz Weixelbaum  
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Austria - Kamptal

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## 10. Appendix: events, awards, distribution partners, holiday apartments

### Events

We invite you to visit the following wine-related events:

- 4.-6.March 2012: Germany, Düsseldorf Wine trade Fair PROWEIN  
“Österreich Halle” 07 / Stand Nr. **70A05**
- 28. – 29.April 2012: Weixelbaum Winery, Kamptal Wine Spring – a weekend of an open “wine cellar” – each day starting at 10 a.m.
- July 2012: Germany, Berlin
- September 2012: The Netherlands, Utrecht: AT organized by ÖWM

Our Website updates the events on an ongoing basis.

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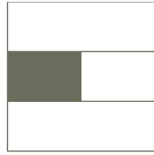
### Distribution partners

An up-to-date list of our distribution partners in Austria, Germany, Denmark, the UK, USA and the Netherlands is to be found on our Website [www.vinoweix.at](http://www.vinoweix.at).

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### Holiday apartments located directly in the Weixelbaum vineyard

Two comfortable and modern holiday apartments promise to provide you with an unforgettable “holiday in the vineyard”. The vineyard’s wine tastes especially good when drunk on the apartments’ terrace, which is located at ground level in the vineyards. Kamptal’s most beautiful sights are but a few minutes’ drive away from the apartments: Schloss Grafenegg, the Loisium world of wine enjoyment and Krems’ historic center.  
Category: 4 suns.



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## Awards

### Gault Millau



In 2011, Gault Millau awarded 3 grapes to the Weixelbaum vineyard.

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### A LA CARTE



The A la Carte Riesling Trophy issue of October 2010:

WAHRE WERTE *RIESLING RIED GAISBERG 2009* is one of the top 15 Rieslings in Austria.

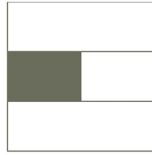
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### A LA CARTE



91 points WAHRE WERTE *RIESLING RIED GAISBERG 2009*

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91 points WAHRE WERTE WEIßBURGUNDER RIED GAISBERG 2009  
90 points WAHRE WERTE SAUVIGNON BLANC RIED SANDGRUBE 2009  
90 points GRÜNER VELTLINER RIED WECHSELBERG 2009

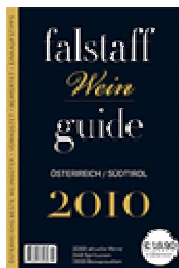
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**awc Vienna**



91 points WAHRE WERTE CHARDONNAY RIED BRUNNGASSE 2009  
90 points WAHRE WERTE GRÜNER VELTLINER RIED GAISBERG 2009  
90 points GRÜNER VELTLINER RIED WECHSELBERG 2009

**falstaff**

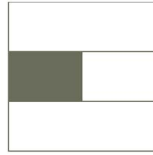


92 points GRÜNER VELTLINER WAHRE WERTE EICHENFASS 2007  
91 points GRÜNER VELTLINER RIED WECHSELBERG 2009  
(90-92) points GRÜNER VELTLINER ALTE REBEN 2009

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**falstaff**





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KAMPTAL DAC GRÜNER VELTLINER *RIED ABSDORFER* 2009 has been ranked by the "**Falstaff Grüner Veltliner Grand-Prix 2010**" as being one of the 30 best Grüner Veltliner in Austria (dry, with less than 13% alcohol by volume)

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**A LA CARTE**



92 points WAHRE WERTE KAMPTAL DAC RESERVE GRÜNER VELTLINER *RIED GAISBERG* 2009

**selection**



3 stars for the RED VELTLINER *RIED GAUTSCHER* 2009 – it is thus among the best wines of summer 2010!

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**wein.pur**



RED VELTLINER *RIED GAUTSCHER* 2009 – honored as being the ideal wine for picnics and for summer in general!