



PRESS RELEASE
August 2009

KEEN TO BE GREEN: GERMAN WINES FOR ECO LIVING

As the return of the Soil Association's Organic Fortnight this month showed, UK consumers are becoming increasingly interested in "eco-living". Many of us have changed our shopping habits as we now consider the environmental impact of our food purchases and it seems this interest is now affecting our wine purchases; a recent survey by Off Licence News showed that despite the economic downturn, there is more interest than ever in organic and biodynamic wines in the UK market and the Soil Association's 2009 Market Report found that sales of organic alcoholic drinks have grown 21.9% over the past year.¹

As consumer demand for ethically-produced wines grows, German producers are leading the way with many now producing organic and biodynamic wines. Since 2007, Germany's organic wine growing area has grown by 60 % and now, almost 5 % of all German vineyards are organically farmed. However, for them it's not just about consumer demand, but about quality and respect for the environment. Changing the way they farm to become organic or biodynamic is no small feat – it requires commitment and significant cost but those that make the switch are convinced that by doing so, their wines will better reflect the "terroir" on which they are grown, resulting in a purer, more complex wine with more balance and natural character.

Here's a selection of some of the best ethically-produced German wines available in the UK to tantalise your taste buds...

The family-owned Von Buhl estate in the Pfalz region has been practising organic and biodynamic farming methods in their vineyards since 2005 with the aim of producing natural wines with a youthful, pure character. A fine example is the **Von Buhl Deidesheimer Herrgottsacker 2007 Riesling (Jascots Wine Merchants, £13.50)**. Bursting with ripe, full-flavoured fruit, it is a perfect accompaniment to grilled freshwater fish with summer vegetables.

The Melsheimer winery in the Mosel is a member of Germany's "Ecovin" movement, a united effort to foster and guarantee organic vineyard management. Melsheimer rely completely on estate-grown fruit and traditional fermentation techniques, making them one of Europe's leading producers in the effort to naturalise and revitalise centuries-old vineyards. Try **Melsheimer Reiler Goldlay 2007 Riesling Kabinett (The Winery, £13.99)**, a deliciously dry Riesling with floral notes and an almost ethereal delicacy, typical of top quality Mosel Riesling.

Knobloch Riesling Kabinett Trocken 2007 (Vintage Roots Ltd, £8.99) is a deliciously zesty, dry wine made from organic Riesling grapes, grown in the Rheinhessen. With fresh lime and apple fruit flavours and a hint of praline, this is an excellent wine offering real value.

Another convert to biodynamic winemaking is Peter Jakob Kühn, in the Rheingau. This family-owned winery has been a biologically certified estate since 2004, producing top quality wines that reflect the terroir on which they are

¹ "Tough times for the Good Life", Christine Boggis, Off Licence News, 14th August 2009

grown by using only natural substances, such as chamomile tea rather than artificial fertilizers to treat the vines.

Peter Jakob Kühn Rheingau 2007 Riesling Trocken (The Winery, £11.99) is a fresh, well balanced wine, with a natural fruit character complemented by a steely minerality and a slight hint of herbs.

For red wine lovers, Weingut Knobloch in the Rheinhessen have produced **Knobloch Dornfelder 2006 (Vintage Roots, £9.99)** - a juicy, upfront fruity wine made from organically grown grapes. Medium-bodied with inviting plummy fruits, it's hugely adaptable and can be enjoyed anytime.

So if you're keen to be a bit more "green", try German wines - you won't be disappointed!

-ENDS-

For more information contact the Wines of Germany team at Phipps
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NOTES TO EDITORS

Stockists:

2007 Peter Jakob Kühn Rheingau Riesling Trocken - £11.99

The Winery, 4 Clifton Road, London, W9

Web: www.thewineryuk.com

Phone: 020 7286 6475

2007 Melsheimer Reiler Goldlay Riesling Kabinett Trocken - £13.99

The Winery, 4 Clifton Road, London, W9

Web: www.thewineryuk.com

Phone: 020 7286 6475

2008 Von Buhl Deidesheimer Herrgottsacker Riesling - £13.50

Jascots Wine Merchants

Web: www.jascots.co.uk

Tel: 0208 9652000

2007 Knobloch Riesling Kabinett Trocken - £8.99

Vintage Roots Ltd (Hampshire)

Web: www.vintageroots.co.uk

Tel: 0800 980 4992

2006 Knobloch Dornfelder - £9.99

Vintage Roots Ltd (Hampshire)

Web: www.vintageroots.co.uk

Tel: 0800 980 4992

Notes to Editor:

A new book for consumers about biodynamic wines entitled "When Wine Tastes Best 2010: A Biodynamic Calendar for Wine Drinkers" will be available from September 2009. The book advises readers which days are optimum wine-drinking days and which days to avoid according to the lunar calendar, if you want your wine to taste its best. Starting from December 2009, this is an ideal Christmas gift for wine lovers. For further details, contact Chani at Floris Books:

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