

# EXPORT

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## DIE THEMEN IN DIESER AUSGABE

„Die Welt liebt Wein aus Deutschland“ bemerkt **Spiegel Online** im März, kurz bevor die ProWein in Düsseldorf ihre Tore öffnete: überall in Deutschland und in den Exportmärkten beobachten und kommentieren Journalisten zur Zeit mit großem Interesse, was sich im deutschen Weinbau und -export tut.

Neben dem Thema Nr. 1, der **Riesling Renaissance**, sind in den letzten Wochen zwei weitere Themenfelder in der internationalen Berichterstattung aufgefallen: Dies sind einmal die durch den **Klimawandel** bedingten Veränderungen und Erwartungen und zum anderen der deutsche **Rotwein**, insbesondere der **Spätburgunder**. So verkündet das DWI in einer Pressemeldung im April auch: „Nicht nur in Deutschland, sondern auch in den USA erfreut sich das deutsche **Traumduo Riesling und Spätburgunder** derzeit großer Beliebtheit“.

Dass diese Beobachtung neben dem U.S.-Markt auch auf andere Exportmärkte zutrifft, zeigen die Presseauschnitte in dieser Ausgabe des „Presse spiegels Ausland“, insbesondere aus Groß-

britannien und Belgien. Beispielsweise konnten deutsche Spätburgunder bei einem **Pinot Noir Symposium in Brügge** sehr viel Anerkennung verbuchen.

In **Großbritannien** stellen Journalisten fest, dass die deutsche Weinwirtschaft ihre wichtigsten Hausaufgaben in puncto Qualitätssteigerung und Modernisierung von Weinstilistik sowie Ausstattung inzwischen bewältigt habe, um aus dem uralten Imagekonflikt heraus zu kommen. **David Furer** kommentiert in der Fachzeitschrift **Harpers**: „The German wine industry just needs to persuade more people to give it a go... The difficulty now is getting overseas wine markets to pay the higher price. Particularly the UK“. Immerhin zeige inzwischen das deutsche Weinssegment im Preisbereich von 6 bis 7 Pfund erste Wachstumsraten, so Furer.

Unter den internationalen Weinswettbewerben kann auf den **Concorso Internazionale di Verona/Vinitaly** hingewiesen werden. Dort haben fünf Winzergenossenschaften aus Franken und Baden sehr hohe Auszeichnungen gewonnen. Zum Beispiel ging eine Große Goldmedaille für eine trockene Rieslaner Spätlese an die Winzergenossenschaft Nordheim/Franken.



„Die deutschen Weine ernten die Früchte ihrer neuen Strategie“, erklärt **Stijn Eeckloo** in der belgischen Zeitschrift **Convenience** (Feb. 2007, Auflage: ca. 48.000).

Die deutschen Winzer hätten jetzt richtig viel Wind in den Segeln und sie entscheiden sich zunehmend für einen international trockenere Weinstil, ohne jedoch ihre Tradition aus dem Blick zu verlieren. Vielversprechend seien vor allem die Rotweine aus 2006, findet Eeckloo.



„Green light for German reds“ verkündet **Jancis Robinson** auf ihrer Website am 26. April, hier im Bild mit Steffen Schindler in Brügge.

„Good luck to the Germans with their attempts to communicate to the outside world that they are now serious red wine producers“, schreibt Jancis Robinson. >>

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„Deutschland bleibt das beste Rieslingland“, so lautet das Fazit einer Rieslingverkostung **Bruno Vanspauwens** in der belgischen Tageszeitung „De Standaard“ (03.03.07, Auflage: ca. 99.000).

## DEUTSCHE ROTWEINE IN DER AUSLANDSPRESSE

### “Good-Bye Chardonnay – Hello Red Spätburgunder“

#### Großbritannien

“Green light for German reds“

“(Sort of) good news for Riesling lovers: such is worldwide enthusiasm for the greatest white wine grape, especially but not exclusively from the US, that the Germans are running out of Riesling.

The German have therefore been turning their attention to what else of theirs they might be promoting and have come up with. . . Spätburgunder, or Pinot Noir.

Only the other day at an international symposium on Pinot Noir in Bruges, the German table at the tasting afterwards was one of the most popular with August Kessler, Rudesheimer Berg Schlossberg Spätburgunder 2004 Rheingau (in tall, flute bottle) absolutely stunning: fragrant, polished texture for sophisticated drinking over the next five years. Bernhard Huber showed an impressive range too and there were particularly fine examples from Diel, Fürst, Knipser and Rebholz“.

- *Jancis Robinson, 26. April 2007*

“There has been an increase in red wine plantings in Germany over the past five years (a 26% increase in Pinot Noir and 89% for Dornfelder) and Wines of Germany expect more reds and rosé to hit UK shelves in the next few years.“

- *The Grocer, Robyn Lewis, 17 Feb. 2007*

“In addition to Germany being far and away the biggest Riesling producer in the world, it is also the number three producer of Pinot Noir (or Spätburgunder): Baden alone produces more than Australia and New Zealand combined. Dornfelder too, with its soft, red fruit easiness is making inroads abroad after becoming a fashionable choice in Germany. In the UK, following a thorough revamp of its range Tesco – which itself reported a 71% increase year-on-year for 2006 on German Rieslings above £5 – has had much success with a Dornfelder from Reh Kendermann.“

- *Drinks International, Andrew Catchpole, März 2007*

“Luckily, the lovely lady sommelier guides us helpfully - rather than patronisingly, which is often the way - towards a 2003 Spätburgunder (£ 49), a German red wine, can you believe? And? It is entirely delicious: a full-bodied, dark ruby red which is both Pinot Noir-ish and Very More-ish. Fill ‘em up, love, I would say...“

- *The Spectator, 17. März 2007 (eine Glosse von Deborah Ross über einen Restaurantbesuch im The Ledbury, London W11)*

“Another crossing, called Dornfelder, can be served chilled and has a youthful style of rich berry aromas, excellent for summer al fresco entertaining.. But the finest and foremost red variety has to be Spätburgunder, more commonly known to us all as Pinot Noir, and in my opinion a superb example of German red wine at its best.“

- *Bournemouth Daily Echo, 19. März 2007, Alexander Rocca, Master Vintner Asda Stores.*

#### JAPAN

##### Japanische Lifestyle-Journalisten in Baden und am Bodensee



*Foto-Shooting im Weinberg: Japanische Journalisten und Fotografen von sechs Lifestyle-Titeln besuchten mit dem DWI im April das Anbauggebiet Baden, wo sie neben den weltweit bekannten Rieslingen auf weitere deutsche Rebsorten, insbesondere den Spätburgunder, aufmerksam gemacht wurden.*

#### USA

##### The New York Times 20. September 2006 Pinot Noirs Born Across the Tracks Eric Asmiov

“But room on the pinot noir spectrum must be made for wines like our No. 1, a 2003 spätburgunder from August Kessler in the Rheingau, which combined long-lasting flavors of black cherry, mint and earth. We were lucky to happen on this wine; a change in importers has made it hard to find in the New York area.“

# DEUTSCHER WEIN EXPORT

**Los Angeles Times**  
24. Januar 2007  
Corie Brown

"Wine & Spirits; A scorching future; Global warming is altering the world wine map. Bordeaux reds and German whites may be better than ever, but what's in store for Champagne and Napa?"

"Scientists say that, in 50 years, Napa could be as hot as the Central Valley's Lodi appellation is now. Bordeaux is on track to have a climate similar to France's southern Languedoc region. Germany, on the other hand, will be producing luscious red wines."

„Riesling, Pinot Gris and Pinot Noir have always been suitable for Germany. But in 20 to 50 years, Schultz's research indicates that Merlot and Cabernet Franc may be more appropriate.“

**Economist**  
Better Spätlese than never - German wine  
10. Februar 2007

"Today's Rheingau Rieslings are again winning accolades, putting the era of cheap and sickly German wines such as Liebfraumilch to rest. But warmer average temperatures are threatening to redraw the wine map. Red-grape varieties such as cabernet sauvignon and merlot, traditionally grown in the south, will migrate northwards by 200-400km and up hillsides by 100-150 metres, says Hans Schultz of the Research Institute at Geisenheim in the Rheingau. By 2040, cabernet sauvignon will flourish where Riesling does now."

"German growers are also leaning more towards red grapes, though they favour the more traditional pinot noir and dornfelder varieties over merlot and cabernet sauvignon. For their part, German consumers are choosing more locally made reds than they did four years ago - 27% of their red wine intake in 2006, up from 17% in 2002."

**The New York Sun**  
2. Februar 2007  
Sexy Germans By the Bottle  
Peter Hellman

"Goodbye, chardonnay. Hello, red spätburgunder! That's German for pinot noir - and the crowd at Mercedes Benz Fashion Week will be getting to know it."

**The New York Times**  
12. März 2007  
German Grapes From Two Eras  
Howard G. Goldberg

"Elbling, an ancient white Mosel grape grown on limestone, and Dornfelder, a red grape bred in 1956, provide Germany with savory minor wines. Elbling Dry, a 2005 aperitif from Ernst Hein, a Mosel producer, resembles Chablis. The screwcapped 2005 Dornfelder from Winzerverein Deidesheim, in the Pfalz, is luscious."

## BELGIEN

**Bruno Vanspauwen – Simonne Wellekens**  
De Standaard, 30.03.2007  
( Auflage: ca. 100.000)

"Mit einem Pinot Noir von Bernhard Huber kehrten wir zurück. Der europäische Weinstil war deutlich zu erkennen: leicht, samtig, mit sehr feinen Tanninen im Abgang. Die Aromen (2004) erhöhten die Komplexität."

In dem Artikel werden u.a. auch 2 Spätburgunder des Weingutes Knab bewertet:

- 2005er Spätburgunder – Holzfass, 4 Sterne: sehr guter Wein
- 2005er Spätburgunder –Barrique, 5 Sterne (Maximum): außergewöhnlicher Wein

"Kräftiger Wein, der neben vielen großen Burgunderweinen stehen kann... Absolut beeindruckend für diesen Preis..."

**Frank Van der Auwera**  
Wijntrends 15.03.2007

"...Der Spätburgunder, der (oft günstigere) deutsche Cousin des Pinot Noirs..."

**Stijn Eckloo**  
Delicatesse 1.03.2007

"...vor allem deutsche Rotweine aus 2006 sind vielversprechend..."

## GROSSBRITANNIEN

### Alexander Rocca: „If you think you know German wine, drink again”

“Of course it will always be possible to find cheap German wine, but there’s a new cornerstone emerging in Germany’s wine production. Producers have succeeded in developing a newer style of drier and more contemporary wines for the British market, with Riesling, as expected, being the front runner.

A few names who have undertaken this new turn around are Kendermanns and Devil`s Rock, but if you want to spend a little more on a finer and most elegant Riesling then ask for Ernst Loosen. These wines are available from most supermarkets (Asda/Tesco/Sainsburys/Waitrose).

In the future there is a promise of tantalising red wines, which are rapidly becoming more available on retailers’ shelves.”

(Alexander Rocca, Master Vintner Asda Stores, Bournemouth, Daily Echo, 19.03.2007)

### David Furer: “German wines of £ 6 - 7 are on the increase”

“Even more encouraging is that although overall yields have been decreasing slightly over the past five years, the quality, measured by ripeness levels, and in particular the increasing availability of German reds, has seen a commensurate rise in the critical acclaim for German wine.”



“The German wine industry just needs to persuade more people to give it a go.... from the mid-nineties onwards producers such as Kendermanns and St. Ursula, have been willing to invest and pay more for their grapes, which in turn has encouraged growers to plant superior varieties and concentra-

te on quality over quantity. The difficulty now is getting overseas wine markets to pay the higher price. Particularly the UK.”

“... German wine has left its descent into obscurity and been embraced by a new generation of wine lovers in the U.S. If what we hear is true then UK is showing signs of following suit.”

(David Furer, Harpers, 13.04.2007)

### “The Drinks Network: “Germans buy German”

“Over 700 local wineries from across Germany’s 13 appellations will be presenting at ProWein 2007. The spotlight will be on their Riesling and Pinot Noir varieties in particular, since these are fast becoming international favourites.”

(The Drinks Network, Februar 2007)

### Schloss Johannisberg: „The historic ‘Cathedral of Riesling’ is relishing the revival of this stunning grape.”



Der **Independent** befasst sich im Zusammenhang mit der „Riesling Renaissance“ in seiner Wochenendausgabe vom 31. März mit dem Schloss Johannisberg im Rheingau. **Jonathan Ray** hatte dazu Dömänenleiter **Christian Witte** befragt. “After almost 300 years in business, Schloss Johannisberg seems well prepared for this Riesling renaissance. “A renaissance is a rebirth and far better than a boom that ends in dust,” says Witte. “We’ll win back consumers by doing what we do well. We are traditional, but only in the sense of passing on the flame, not keeping the ashes.”

## “Geoffrey Williams looks at the Rise of Riesling”

“At long last – and not before time, the crisp, stylish and distinguished wines made from the Riesling grape are making a comeback....There’s a bit of good news. German wine, and I mean good German wine, is particularly good value...alongside equivalents from Bordeaux, Burgundy or the better wines from the New World, German Riesling wine is very competitive – and especially attractive.”

(Geoffrey Williams, East Lothian Life, März 2007)

Für **Wine & Spirit** (Märzausgabe) haben Tim Atkin MW, Charles Metcalfe, Derek Smedley MW und Peter Combie MW die Weine von 30 Airlines unter die Lupe genommen.

Unter den Weißweinen gefiel ihnen am besten eine **2004 Ürziger Würzgarten Riesling Spätlese** aus dem **Weingut Dr. Loosen** bei **Singapur Airlines**.

## “Rieslings .... are among the most flowery aromatic refreshings whites on earth”

“German wines have never been cool with the kind of upwardly mobile consumer, who is now decrying chardonnay as ‘so yesterday’ and was weaned off merlot by the movie Sideways..... rieslings from the Mosel, Ruwer and Rheinpfalz areas are among the most flowerily aromatic refreshing whites on earth – and low in alcohol.”

**Neil Sowerby** weist auf moderne deutsche Weine hin, so The Naked Grape von Ernst Loosen bei Waitrose, einen 2005 Leitz Riesling Kabinett bei Tesco, und einen 2005 Kendermanns Pinot Grigio/Chardonnay, ebenfalls bei Tesco.

(Neil Sowerby, Manchester Evening News, 16.03.2007)

## USA

## „Germany’s Stunning 2005 Rieslings“

**Bruce Sanderson** ist begeistert von den deutschen Rieslingen 2005: „The 2005 vintage is a stunning year for German Riesling. .82 Rieslings received classic scores (95 to 100 points) in 2005, with more than 220 others rating outstanding (90 to 94 points). Together these make up two-thirds of the more than 450 wines blind-tasted in Wine Spectator’s New York office, an impressive percentage that underscores the overall quality of the vintage.... The sheer volume of outstanding and classic Rieslings at all levels earns 2005 a vintage rating of 98 points.”

“In certain wine regions around the world, vintners are desperately working to increase ripeness and concentration to please the changing tastes of the global marketplace. Nature is making it easy for Germany to achieve this

style, but some vintners are resisting in an attempt to retain the traditional character of their wines. It’s too early to know how this tension will play out in Germany’s Riesling vineyards. In the meantime, though, exceptional vintages such as 2005 are delivering extraordinary wines, in every style and at every price point.”

(Bruce Sanderson, Wine Spectator, 30. April 2007)

## Dan Berger: „I do believe it (Riesling) is greater even than Chardonnay.“

“... a barrier that has hereto kept Riesling from assuming its rightful place atop the world’s white wines as The Greatest. And yes, I do believe it is, greater even than Chardonnay..... Riesling is an infinitely more versatile grape, and though many are sweet, others are bone dry and utterly delightful with that scallop dish, and a lot of other victuals.”

(Dan Berger’s Vintage Experiences, 22.03.2007)



## „Discovering the Dry Side of German Riesling“

“Wine quiz: Are German Rieslings sweet or dry? Sounds like a no-brainer. For wine drinkers in the U.S., German Riesling is the classic example of residual sugar in the glass. But ask a German, or look through a German restaurant wine list, and the answer is this: Riesling is dry, getting drier.”

(Tim Patterson, Wine Enthusiast, April 2007)

## “Rethink Riesling; a great food partner”

“People have many misconceptions about Riesling that makes them hesitant to drink it. For example, they think that all Rieslings are sweet or that they are ‘wimpy’.”

Katherine Cole hofft, dass sich die Menschen dem Riesling gegenüber öffnen, denn dieser sei „arguably the world’s greatest wine.“

(Katherine Cole, The Oregonian, 24.04.2007)

## KANADA

### Die Macht der Presse

**Michael Vaughan** ist auf der German Wine Fair Toronto fündig geworden. In der **National Post** empfiehlt er eine Schloss Reinhartshausen Erbacher Marcobrunn Riesling Spätlese mit dem Kommentar:

„For those who don’t know : Germany’s Rieslings reign supreme. They are one of the world’s best wine buys.“



Dazu meldet das DWI- Informationsbüro in Kanada, dass dieser Wein bereits zwei Tage nach Erscheinen des Artikels beim LCBO ausverkauft war.

## JAPAN

### Stuart Pigott informiert in Tokio über deutschen Riesling

Der bekannte Weinjournalist und Autor Stuart Pigott erklärte sich während seiner Japanreise im April bereit, in Tokio die Werbetrommel für deutschen Riesling zu rühren. Bei einem Presselunch mit Journalisten von neun Lifestyle-Medien demonstrierte er auf eindrucksvolle Weise die Harmonie zwischen japanischen Speisen und trockenen Rieslingen aus sechs verschiedenen Gebieten. Dabei vermittelte er auch, dass der deutsche Weinbau mit jungen dynamischen Weingütern einer sicheren Zukunft entgegengelt.



Nach dem Presselunch lud der deutsche Botschafter zu einer weiteren Verkostung mit Fachjournalisten, Sommeliers und Vertretern der Kaufhäuser in seine Räumlichkeiten ein. Dort stellte Pigott gemeinsam mit Megumi Ichinose und Chikako Oshima (DWI-Büro Japan) moderne trockene Rieslinge vor.



