



PFEIFFER WINES

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



NEXT WINE CLUB DELIVERY - FEBRUARY 2016



PFEIFFER

— WINE CLUB —



JEN IS HOPING FOR A GREAT VINTAGE 2016

CARLYLE CUTTINGS

— SUMMER 2015/2016 —

WINE CLUB PACKS

SUMMER 2015/16

MIXED 4 Bottle Pack \$75 ~~\$90.50~~

Pfeiffer Carlyle 2014 Chardonnay Marsanne
Pfeiffer Carlyle 2015 Gewürztraminer
Pfeiffer 2013 Shiraz
Pfeiffer 2013 Durif



MIXED 12 Bottle Pack \$220 ~~\$286.30~~

Pfeiffer Pfizz NV White
Pfeiffer 2014 Riesling
Pfeiffer Carlyle 2014 Chardonnay Marsanne
Pfeiffer Carlyle 2015 Gewürztraminer
Pfeiffer 2012 Pinot Noir
Pfeiffer Carlyle 2013 Cabernet Merlot x 2
Pfeiffer 2012 Merlot
Pfeiffer 2013 Tempranillo
Pfeiffer 2013 Shiraz x 2
Pfeiffer 2013 Durif



RED ONLY 4 Bottle Pack \$80 ~~\$104.00~~

Pfeiffer Carlyle 2013 Cabernet Merlot
Pfeiffer 2013 Tempranillo
Pfeiffer 2013 Shiraz
Pfeiffer 2013 Durif



RED ONLY 12 Bottle Pack \$230 ~~\$326.00~~

Pfeiffer 2012 Pinot Noir
Pfeiffer Carlyle 2013 Cabernet Merlot x 2
Pfeiffer 2008 Merlot
Pfeiffer 2013 Tempranillo
Pfeiffer Carlyle 2013 Shiraz x 2
Pfeiffer 2009 Shiraz
Pfeiffer 2013 Shiraz x 2
Pfeiffer 2013 Durif x 2



WHITE ONLY 4 Bottle Pack \$75 ~~\$96.80~~

Pfeiffer Pfizz NV White
Pfeiffer 2008 Riesling
Pfeiffer Carlyle 2014 Chardonnay Marsanne
Pfeiffer Carlyle 2015 Gewürztraminer



WHITE ONLY 12 Bottle Pack \$220 ~~\$265.20~~

Pfeiffer NV Pfizz White
Pfeiffer 2014 Riesling
Pfeiffer 2008 Riesling
Pfeiffer 2015 Pinot Grigio x 2
Pfeiffer 2014 Chardonnay
Pfeiffer 2010 Chardonnay x 2
Pfeiffer Carlyle 2014 Chardonnay Marsanne x 2
Pfeiffer Carlyle 2015 Gewürztraminer x 2



[LIMITED RELEASE MUSEUM WINE] [WINE CLUB ONLY]

G'DAY "PFRIENDS",

It is hard to believe that we are already in October, and before we know it, Christmas will be just around the corner! And we all know what comes after Christmas.....**vintage!**

Spring is a wonderful time in the vineyard, full of promise for the vintage to come – we have had a few nervous moments up until now. We have a constant watch on the weather, and have our fingers permanently crossed that we don't get a severe frost, which can literally burn the foliage and fruit back to the vine.

The vineyard looks great at the moment – our new vineyard manager Mick is going through his first full growing season and is working hard to deliver the fullness of flavour and high quality grapes that we desire for our wines. At this stage, we have only a light foliage cover across the vineyard, but as the fruit forms and the canopy continues to grow, we will assess the vine balance and look to remove shoots to open up the canopy and keep our yields low to allow each vine to perform to its peak.

I am already starting to think about **my oak barrel requirements for 2016** – with the barrels being produced in Europe and the USA, we have to plan well in advance to ensure the barrels are delivered in time. We mainly use French oak these days – it is more subtle and savoury in character; while American oak is fuller and richer in style. We still use American oak on our Shiraz, Tempranillo and our Durif, combined with some French oak as well.

The manufacture of oak barrels is not so dissimilar from the production of wine. **Much like there are different varieties of wine, there are different species of oak trees that offer their own unique characteristics.** Certain countries around the world are more suited to growing oak trees for oak barrel production than others. Within these countries, there are individual regions and forests that create different characters and flavours within the oak. And if that didn't provide enough variety, then like a wine maker, the cooper likes to make a mark on style of the barrel. The cooper will season the wood staves (leaving them outdoors to dry out whilst exposed to the elements) for what is considered the optimum time (24-36 months generally). The staves are then heated, either over an open fire or using steam, and, when soft enough, are bent into the barrel shape, with

the hoops (metal rings) holding the wood in place. Winemakers can choose from fire or steam bent barrels, and can also choose different toasting or firing levels on the inside of the barrel. All of these production techniques impact on the final flavours derived from the barrel.

With all these decisions to make just to choose a barrel, **it's enough to drive anyone to drink!!!** Just kidding!!!!

Other early preparations for the vintage include the finalisation of our casual staff. We have had some wonderful international trainee winemakers who have previously worked as part of the team. It's always great to see how other wineries make wine, and take home ideas back to try for yourself. At this stage, we have a Portuguese agricultural scientist who has been working in the Douro Valley (home of port wine) for the last 2 years. She is very excited about the opportunity to see the differences and similarities between the Douro and Rutherglen. We have also been talking to a young French winemaker from a small family vineyard in the Loire Valley in France, and an Italian winemaker from Piedmonte region in the north of Italy also looking to broaden their experience. It should be a good mix and no doubt a lot of fun!

Without a doubt, the most influential person on the quality of the vintage is **Mother Nature** herself! I can only hope I will be rejoicing much like the photo on the cover of this booklet, with what turns out to be a great year. Ideal conditions would see a cooler summer period, with a couple of low level rain events to give moisture and nutrition, followed by a long, dry autumn. Come on!!!

All this talk of vintage 2016 is making me excited!! I hope you will join me in grabbing a glass of your favourite wine from this pack, and toasting Mother Nature (can't hurt to be in her good books) for her help previously and in the future.

And while I'm at it, I would like to wish you and your loved ones a very happy and safe Christmas, and a terrific 2016.

Cheers,

Jen Pfeiffer

Jen Pfeiffer



CAROLS BY THE CREEK

Sunday 6th December 2015

Where Pfeiffer Wines
From 12pm - 4pm
Cost FREE Entry
Catering Bring your own picnic hamper and rug (no BYO alcohol). Cheese platters, wines by the glass and kids and adult slushies available.

Join the Pfeiffer "pfamily" for a "pfabulous" afternoon of Christmas "pfestivities". With lots of your "pfavourite" Christmas carols to sing along to and "pfun" kid's activities, this is a community event for the whole family.

PFEIFFER WINES ART SHOW

Sunday 27th December 2015 –
 Tuesday 26th January 2016

Where Pfeiffer Wines
From Winery hours
Cost FREE Entry

The Pfeiffer Wines Art Show celebrates the work of local artists who have painted, drawn, sketched or photographed a distinctive winery or wine related scene. Visitors are invited to participate in the People's Choice Award by voting for their "pfavourite" artwork whilst at the winery. All original artworks will be for sale.

PFEIFFER WINES BRIDGE BAR

Sunday 27th December 2015 –
 Sunday 10th January 2016

Where Pfeiffer Wines Sunday Creek Bridge
From 4pm - 8pm
Catering Pfeiffer wine will be available for sale by the glass and bottle, we will also have delicious cocktails, charcuterie and cheese platters. Strictly NO BYO alcohol allowed.

Enjoy a majestic sunset from our Sunday Creek Bridge with your drink of choice in hand this summer. Our Bridge Bar, located beside our Sunday Creek Bridge will operate each afternoon, serving a selection of award winning Pfeiffer wines, wine cocktails and nibbles for your enjoyment.

PFEIFFER WINES SUMMER FARMERS MARKET

Saturday 2nd January 2016

Where Pfeiffer Wines
From 9am – 3pm
Cost FREE Entry

Summer heralds a bounty of seasonal produce, from fresh strawberries and vibrant, colourful vegetables to juicy apricots and deliciously fragrant peaches...and our Pfeiffer Wines Summer Farmers Market. We will have hot food, live music and good coffee, and of course an array of the freshest summer produce available...plus, all of our award winning Pfeiffer wines will be available for tasting and sale.

PFEIFFER WINES TASTES OF RUTHERGLEN DINNER

Saturday 12th March 2016

Where Pfeiffer Wines
From 7:30pm – 11pm
Cost \$130pp (\$117pp Pfeiffer Wine Club Members)
A bus pick up/drop off service is available for an additional \$15pp if staying within the townships of Wahgunyah, Corowa or Rutherglen.

Join us in our iconic winery setting for a magical evening of "pfine" wine, "pfantastic" "pfood" and "pfabulous" "pfolk" – a unique Tastes Of Rutherglen event that should not be missed.

TASTES OF RUTHERGLEN

Saturday 12th and Sunday 13th March 2016

Tastes of Rutherglen is Rutherglen's premiere wine and gourmet food event. With award-winning wineries partnering with leading regional chefs and producers, Tastes of Rutherglen is the perfect way to sample the best of what the region has to offer.

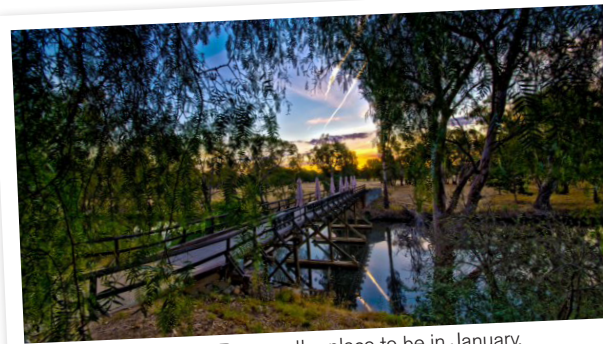
Pfeiffer Wines is excited to again team up with Adam Pizzini from Rinaldo's to produce two sumptuous meals to be enjoyed over the festival weekend – a savoury dish on the Saturday and as is tradition, something sweeter on Sunday. Dave Daly is Pfeiffer "pfamily" and we are thrilled he is back to entertain us all weekend with his beautiful sounds and his soulful lyrics on both days.

AN AUTUMN EASTER AT PFEIFFER WINES

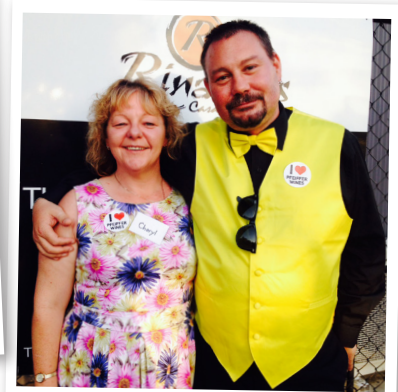
Saturday 26th – Monday 28th March 2016

Where Pfeiffer Wines
To Do Picnic On The Bridge, LIVE music, Pentaque, Totem Tennis, Quoits, Turtle "pfeeding", Hopscotch, Box Castle Building
Cost FREE Entry

Blue Sky, Vibrant, rich Colours, Warm Days, Cool Nights, Fine Wine, Outdoor Music, A Gathering of Family and Friends – An Autumn Easter at Pfeiffer Wines.



The Bridge Bar was the place to be in January.



Did you attend the 1st Members Weekend the 2nd weekend or the 2nd Members Weekend the 1st weekend? Rosie and Cheryl celebrated their wedding anniversary the weekend they came.



Our inaugural Food Wine and Music Festival was a HUGE success in March.



Our High Country Harvest Riedel Masterclass was at capacity in May. Goldie, Sam, Beth and Tim enjoyed the show Emily and Jen put on.



Easter 2015 was 'eggscellent'!



Everyone got into the "pfun" for Winery Walkabout including Robyn.

Reflections

Welcome, our wonderful “Pfriends” of Pfeiffer, to our October wine packs

Sustainability is the buzz word going around the wine industry at the moment and, of course, this just reflects the debate in the wider community. In the wine industry, this can take a number of forms. We have our organic producers and our biodynamic producers. The vast majority within the wine industry like to consider our industry to be clean and green. This does not mean that we don't take protective measures within our vineyards and wineries, it means that we take a just in time approach. It is called Integrated Pest Management in the vineyard, which means that we constantly monitor our vineyards for the signs of either pest or disease and then take protective measures. We also monitor the weather closely as we understand the conditions that favour the development of various diseases in the vineyard, eg. Downy Mildew and Botrytis, so we can protect our vines from these disease outbreaks. Similarly with the common pests

of the vineyard, notably Light Brown Apple Moth, we are constantly monitoring the vines for the early outbreaks and we are fortunate to have natural sprays available for use. These sprays are only effective if the moth is there, so pre-emptive spraying is a waste of time and money.

Farmers are really conservationists without really knowing it. They have an economic interest in ensuring that their property remains sustainable. Their future income is tied up in preserving the resources within the soil, sustaining them for future generations, often their own children. It is the same situation within the vineyard and we at Pfeiffers are working to improve our environment for future generations. One of the major initiatives is the composting of the “marc” (the residue from the grapes after juice extraction) for incorporation back into our vineyards. We are using cover crops in our rows to keep the soil open, encouraging worm activity and water infiltration.

The winery is different to the vineyard. Winemaking is a very natural process, it is simply the conversion of the sugars within the juice into alcohol. **The winery's contribution to a sustainable future centres on two major areas, energy consumption and treatment of waste water.**

Wineries are substantial users of energy, mainly in refrigeration. Fermentation produces heat as a by-product and controlling the heat generation is important to the retention of the wonderful volatile aromas so important to the character of the wine. As a result, we use substantial amounts of electricity to drive our refrigeration plants.

In the winery we endeavour to reduce the refrigeration load through simple mechanisms like using insulated buildings to minimise external heat load and also we insulate our individual tanks to cut heat load and reduce heat exchange from within the tank to the outside environment.

Our next step is to use “green” power, so a number of wineries are installing solar panels to reduce their demand on the grid. Here at Pfeiffers we are investigating the feasibility of such an installation. The latest development in the industry, so far with limited uptake, is the conversion of the “marc” (the residue of skins and seeds left after juice extraction) into power through combustion and using the heat to drive a turbine for electricity production. Pfeiffers have looked at this over the last five years, however our electricity demand is not large enough to justify the investment.

Our major sustainability project at Pfeiffers has been the development of a treatment process for our waste water stream. Wineries use a lot of water, particularly for cleaning. We have minimised water use in the winery for cleaning with simple techniques like using more brooms for sweeping, the use of sieve baskets in drain sumps to catch grape residues and, as part of the process, discovered that cleaning requires a certain amount of water. **The major project has been to develop an anaerobic digester that can break down the organic matter** within the waste water stream so the recovered water can be re-used for grounds maintenance or more importantly irrigation within the vineyard. It has been a

challenging project due in no small part to the seasonality within the wine industry.

It is important to the Pfeiffer team that we pursue all these actions as we all are keen on sustainability. We have briefly shown the steps that we are taking to build on our “clean and green” image. **We all are keen to ensure that the legacies we are building up, notably the Muscat, Tawny and Topaque stocks, have a future and sustainability is a significant part of this.**

I just had a quick reminder of the wines in the packs and for those who receive the mixed packs, there is great summer drinking with some flavoursome wines. I recommend that you taste the wines and get some more for all the festivities over Christmas and New Year.

Our next Carlyle Cuttings will be after vintage 2016 has commenced, so we will have all enjoyed Christmas and New Year. I join with all of the Pfeiffer Team in wishing you a Happy Christmas and a 2016 that brings all you hope for. Thank you for your ongoing support, as I often mention to the Team, without your support, Pfeiffer Wines would be very different.

In vino veritas,



Chris Pfeiffer

