

2010 VILLA WOLF GEWÜRZTRAMINER



The winery portion of the Italian style villa at J.L. Wolf.

THE J.L. WOLF ESTATE

Founded in 1756, the J.L. Wolf winery was a very successful wine estate in the 18th century. It entered an even more glamorous period in 1843 when its owner, Johann Ludwig Wolf, finished construction of an Italianate estate house and villa. The exceedingly ornate estate house is now a nationally protected historic site.

In 1996, Ernst Loosen took over the vineyards and winemaking facilities in a quest to make full-bodied, traditionally crafted Pfalz wines to complement his lighter Dr. Loosen wines from the Mosel. In the classic style of the Pfalz, these wines are more full-bodied than Mosel wines, with higher alcohol and rich flavors of ripe fruit and stone.

THE PFALZ REGION

The Pfalz (aka 'Palatinate') lies between the Haardt mountains and the Rhine River in southwest Germany, directly north of France's Alsace region. As in Alsace, the mountains protect the area from cold Atlantic weather, making it one of the warmer and drier areas of Germany.

Because of this unusual climate, surprising things, such as almonds, figs and lemons are grown in this region, which is sometimes referred to as "the Tuscany of Germany." Naturally, wine grapes also do quite well here where it is possible to achieve full ripeness in every vintage. The predominant soil type in this area is well-drained, weathered sandstone. It produces wines with a fruit-driven purity and a stony richness.



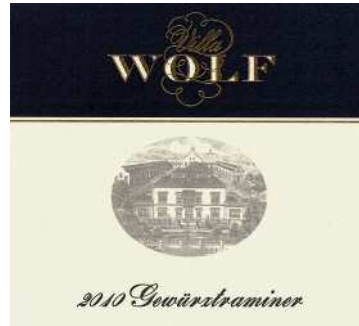
VILLA WOLF – VARIETAL VALUES

The Villa Wolf label is used for a value-priced line of varietal wines that supplement J.L. Wolf estate-grown fruit with grapes from contracted growers. These are very affordable, classic Pfalz wines from traditional grape varieties.

ABOUT GEWÜRZTRAMINER

Gewürztraminer is a spicy ("gewürz" means "spice" in German), highly aromatic variety that is typically characterized by a pronounced aroma of yellow roses and exotic fruits, such as lychee. It is well known as one of the major grapes of the Alsace region of France, which is immediately adjacent to the Pfalz in the Rhine valley. Recent genetic analysis has shown that Gewürztraminer is the progenitor of some of Europe's most classic grape varieties, including Cabernet Sauvignon, Pinot Noir and Riesling.

VILLA WOLF GEWÜRZTRAMINER



Villa Wolf Gewürztraminer is clean, fruity and wonderfully light on its feet. It shows off the aromatic charm of the variety without becoming heavy or ponderous. It has a deliciously juicy texture and a delightfully delicate aroma of spice and fresh roses. Because it

is lighter and more elegant than many other Gewürztraminers from around the world, it is very refreshing to drink on its own and makes a perfect accompaniment to spicy Asian cuisine.

REGIONAL STYLE NOTES

France's Alsace region is immediately south of the Pfalz, along the west bank of the Rhine valley, but the two regions have very different winemaking styles. The Germanic style in the Pfalz is to harvest before the grapes get overripe and to avoid botrytis. This keeps the alcohol down and maintains a fresh acidity in the finished wine.

Lightly floral on the nose, the 2010 Villa Wolf Gewürztraminer is clean and delicate on the palate, with a hint of spiciness and a silky, juicy mouth feel. The finish is one of gentle persistence.

ACCOLADES FOR ERNST LOOSEN

- Star Winemaker, Europe, 2010, *Wine Behind the Label*, 7th ed.
- Man of the Year 2005, *Decanter*
- White Wine Maker of the Year 2005, *Wine International*
- World's 50 Most Influential Winemakers, *Wine & Spirits*
- Germany's Winemaker of the Year 2001, *Gault Millau*