



DEINHARD *V*INTAGE *L*ETTER

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No. 14/2009



# DEINHARD VINTAGE LETTER

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DEINHARD VINEYARD REPORT 2009

**THE 2009 VINTAGE IN THE VINEYARD - A BRIEF SUMMARY**

A long, very cold winter caused Mother Nature to make us wait, but her best gift to us was a warm, sunny April that set a beautiful stage for a growing season that was... *(text continues)*

**WEATHER CONDITIONS AND VEGETATION PROGRESS**

Most weeks experienced mild to... *(text continues)*

**The vineyard and the vines**

The vineyard and the vines... *(text continues)*

**It was a good year for wine**

It was a good year for wine... *(text continues)*

*Michael Keller*

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SPOT ON THE NEW DEINHARD COLLECTION

CLEAR LINES AND HIGH BRAND RECOGNITION FOR THE WINE AND SPIRITING WINE RANGE

The new Deinhard collection... *(text continues)*

**Discovering the character of the collection**

Discovering the character of the collection... *(text continues)*

**The collection character**

The collection character... *(text continues)*

**THE SPIRITING WINE RANGE**

The spiriting wine range... *(text continues)*

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Whether made in full the history of Deinhard... *(text continues)*

**THE TWENTIES**

It was in the twenties... *(text continues)*

**THE FORTIES**

Our Deinhard girls... *(text continues)*

*Deinhard*

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## DEINHARD VINEYARD REPORT 2009



### THE 2009 VINTAGE IN THE VINEYARD – A BRIEF SUMMARY

*A long, very cold winter caused Mother Nature to awake unusually late (late budding) – a warmer, sunny April then saw a rapid catch-up and explosive growth – cool nights and plenty of rain at the beginning of May slowed the process down somewhat – optimal vine growth – early blossom beginning of June – the course of blossoming varied greatly - a damp and cooler June slowed down the early grape vegetation of some 10 days again and led to a highly variable and long flowering period – extremely high differences in growth in the vineyards– an unsettled July with hot days and heavy thunderstorms once more resulted in a good development of grape vegetation – Will this lead to an early grape harvest again in 2009? – August and September will tell.*

### WEATHER CONDITIONS AND VEGETATION PROGRESS

**Bud break** happened in mid-April, a good two weeks ahead of 2008 despite an extremely cold and long winter, close to the same day in 2007.



It took a spell of warm, sunny weather in the second half of April to trigger a rapid catch-up and explosive growth. The month of **May** was highly unsettled, cool nights and lots of rain favoured the vine growth so that they developed quickly and **started flowering** as early as the beginning of June.



*Grape blossoming*

**„The damp and cool June – a colder spell and many thunderstorms bringing high precipitation – caused a very long and varying bloom“.**The long and continuously interrupted course of flowering led to extreme differences in development in almost all wine-growing regions.

The growing conditions in **June/July** were good to excellent, so that the grapes developed very quickly after flowering and benefited from the plentiful rain in the previous months.

Matthias Walter  
Deinhard Chief Winemaker



## SPOT ON THE NEW DEINHARD COLLECTION

CLEAR LINES AND HIGH BRAND RECOGNITION FOR THE  
WINE AND SPARKLING WINE RANGE

*The new Deinhard collection celebrates its grand entrance. The entire product range has been face-lifted. Classical elegance and clear lines characterise the new design. The brand's dynamic strength was pronounced by accentuating the appearance of the golden Deinhard lion by a greater extent*



**D**efining the character of the relaunch was the simple elegance of the **Deinhard Lila**, the flagship of the sparkling wine brand family. The characteristic lilac sash, which has always mirrored the special quality of this premium sparkling wine, is the prototype for the new collection of sparkling wines and sets the tone for the modern appearance in a fresh, uplifting and very summery look. Deinhard Rosé de Blanc et Noir promises pure sparkling wine seduction by virtue of its fruity and fresh appeal.

The Deinhard selection of wines, the classic grape variety wines as well as the traditional range emerge in a new, harmonious style.



The traditional **Deinhard Green Label Riesling** has stood for a fresh and delicate fruity flavour for over 100 years. The grapes from which it is pressed originate from the best vineyards of the Bernkastel wine growing region in the Mosel valley.

The three elegant varieties **Piesporter Riesling, Piesporter Goldtröpfchen Riesling** and the **Cuvée Hanns Christof** are also part of the Traditional Range.

The double gold-framed, gently curving label visually accentuates the elegance and lightness of both the fruity mineral tones of the Deinhard Piesporter Riesling, as well as the pronounced fruity Deinhard Piesporter Goldtröpfchen Riesling, which comes from one of the best terroirs. To complete the trio: Deinhard Hanns Christof, an aromatic cuvée pressed from Rivaner, Silvaner and Riesling grapes; it impresses with elegance and an exotic fruity aroma.



## SPOT ON THE NEW DEINHARD COLLECTION



**T**he trio of fine white wines from three top producing regions is accentuated with bright colours. **Deinhard Riesling** from Rheinhessen – the bestseller of the series – comes in green and impresses with its dry freshness. **Deinhard Pinot Blanc** from the Palatinate region wears royal blue and has a

delicate flavour of apricot and almond, while the balanced dry **Deinhard Pinot Gris** from Baden appears in an expressive yellow to underline its earthiness.

The two line extensions made from Pinot Noir grapes display an especially seductive colour: **Deinhard Rosé** is not only visually a crisp enticement; it also satisfies the demand for tingly rosés in a most elegant fashion. **Deinhard Pinot Noir Red** beguiles with full-bodied fruitiness and a light but expressive body.



The colour of the labels and the bottle caps are guided by the contents of the bottles. This clear and attractive colouring system helps the wine connoisseur with orientation and instils trust while selecting.

*The highly renowned reputation of the Deinhard brand will be further emphasised by the new, classic, elegant design.*



# DEINHARD VINTAGE LETTER

## INDESCRIBABLY FEMININE

*Whoever wants to tell the history of Deinhard, can't get round the women. They're the better half of this exiting connection between sparkling excitement that ignites this thrilling sensation of feminine elegance, beauty and attractiveness, and those men - who pretend to be so strong.*

**C**ast your eyes on the past; come with us when we follow the traces that girls, women and ladies in publicity have left behind for the House of Deinhard.



### THE TWENTIES

We are in the years after World War I. For the first time Deinhard waitresses in a white apron that says: "Dein Sekt sei Deinhard" (May Deinhard be your brand of sparkling wine) appeared on the cinema stage. Over the years the Deinhard waitress turned into famous actresses. More yet: Inspired by fashion and cosmetics this friendly housewife changed into a new type of woman in advertisement. Famous illustrators and artists documented her social development in the course of the decades.

### THE FORTIES

Our Deinhard girl turns into a woman. After World War II fashion illustrator and graphic artist Erhard Klepper drew famous actress Dorit Kreysler for Deinhard Cabinet.



*Die einen finden kein Ende und den anderen wieder, den Stillen, fällt der Anfang schwer, wenn es gilt, ein Fest zu feiern. Für sie der Rat: Den Abend schon zuhaus mit einer Flasche DEINHARD-KABINETT beginnen. Er löst mit seiner marschierenden Melodie Herz und Zunge der kleinen Frau.*

## Deinhard Kabinett

DEINHARD & CO KOBLENZ / RHN.



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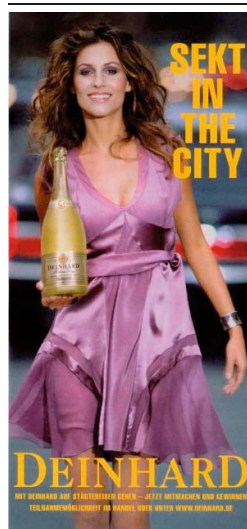
### THE FIFTIES AND SIXTIES

The elegant woman holding a glass of sparkling wine was created.

### THE SEVENTIES

Popular advertising spot for Deinhard Lila starring the emancipated lady drummer was born, calling: "Where's my Deinhard!" She is one of those high-powered women from the House of Deinhard; the attorney at law who celebrates the case she won with a charming smile - and with a good bottle of Deinhard for all we know. All she needs is this light snip of her finger. And whoever is an expert in pins and needles knows what she wants: A glass of Deinhard, please!

The drum roll she becomes emancipated with, is a passionate one. At the end of the eighties she drums out into the world the new self-image of a modern woman. So hard, the drum skin bursts: Where's my Deinhard? dressed in pink hinting at „Deinhard Lila“ (pink) - In a second meaning of this colour also the symbol of women's lib.



### TODAY...

... it's this self-assured woman in "Sekt in the City". (Sparkler in the City.)