



## Press Information

### Facts about Sonnenmulde Estate Winery

*Weingut Sonnenmulde - Tradinnovative and in touch with nature.*

*The Sonnenmulde Estate Winery with it's 16 hectares of vinyards is managed by the Schreiner family. It is situated in Gols on the norhtern edge of the Seewinkel region in Burgenland/Austria. The growing area is divided almost equally between white and red grapes which is reflected in our assortment of wines. And of course great sweets are included as well.*

*The winery is owned and managed by the Schreiner's since generations so it's no wonder that everything revolves around wine in the family.*

*The Schreiner's have always been close to their environment and known about their responsibility for it. After many years of careful and thoughtful work in the vinyards they decided to fully and officially convert the winery into a truly organic farm in 2007 and have had great success with it since then.*

*The wines are distributed in Austria and internationally as well. Important markets besides Austria are Germany, the Netherlands, Denmark and Finland and some Sonnenmulde wines can also be found in Brasilia. Future plans include further expansion into the swiftly emerging markets of the newly industrialized countries around the world.*

*Sonnenmulde Estate Winery is slowly but steadily growing by means of buying or leasing selected new vinyards. If an opportunity arises and a good growing area becomes available an acquisition is considered, but in any case quality considerations always take precedence.*

*In the Sonnenmulde Estate Winery personal work is much valued. If in the vinyards, the wine cellar or when talking to customers, someone of the Schreiner family is always involved and cares about it. Only that way the very best wine quality, the best customer service and of course their maximum satisfaction can be ensured.*





## The Winery

Winegrowers know their vines. Since generations the Schreiner family has lived in harmony with them and through the grapes they bear. Being entirely a family business the family members constantly work in the vineyards and with the vines themselves. That allows a comprehensive knowledge about the growing areas, the condition of all vines and about the grapes in every single year. This intimate knowledge then enables them to yield the best grapes possible. Individualised and experienced work in all stages of wine creation does pay off. And this is exactly what can be done best in a family business where everyone is involved wholeheartedly. Their wines can develop that bring joy to more and more people all over the world, all the time.

Awareness of tradition and affinity with nature are most important for the creation of the wines. On the other hand, the winemakers Hans and Andreas Schreiner do not refuse new ideas by default because not every tradition is good simply because things have always been done this way just as not every new trend is a smart thing to follow. Because of this it is very important for both of them to combine modern winemaking techniques which add to wine quality with old traditional methods wherever reasonable and possible. The Schreiner's simply call this *Tradinnovation*.





## The Schreiner Family

The Schreiner family has been growing wine ever since they can remember and have always been at the forefront when it came to top wine quality. Even back in the 1920's the winery was well known for exalted wine culture and high quality standards and this attitude still forms the fundament and is the driving force behind the company's philosophy.

Naturally lots of things have changed in the many years since that time but still all family member are as much and as wholeheartedly involved as back then and year after year they strive to create great wines. In 1983 Hans Schreiner took over the winery and since then always managed it together with his family. By now Andreas and Kathrin have taken over a big part of the responsibilities already but all family members are still sharing all work as well as all enjoyments of living a winemaker's life.

*Hans Schreiner* - He took over control from his parents in 1983. In the following years he comprehensively modernized all vinyards and began to implement more nature-oriented production methods. Combined with contemporary know-how in vineyard and cellar he has always been standing for for successful top level wine-growing since then.

*Renate Schreiner* - Also descended from a wine-growers family Renate really knows her craft. She is responsible for most of the manual work that has to be done out in the vinyards and takes care of many organisational things that are needed in the winery.

*Andreas Schreiner* - Involved in the winery from his earliest days on, his career choice has always been clear to him. He graduated from enologist school in Klosterneburg and the University of Natural Resources and Applied Life Sciences in Vienna. Now he introduces his knowledge into the winery works with the wines in the cellar and also presents our wines at Austrian as well as international events.

*Kathrin Schreiner* - She is primarily active in the business domain of our winery. After completing her business studies at the University of Vienna also worked in an international environment to gain experience. Following a half year's work in China she is now responsible for most of the organisational work in the winery. And when you call us, it's most likely her who answers the phone.





## Organic Wine-growing

Following twenty years of nature-oriented work the Schreiner's finally decided to take the big step and switched to fully certified organic wine-growing in 2007. After a couple years of transition they state this as "Without question one of the best decisions we ever made and a great success in every aspect."

Adhering to organic growing techniques means intensely working with the soil, the plants and all the lifeforms that make up a vineyard and not just looking after the grapevines. It's all about creating and nourishing a colourful ecosystem instead of a barren monoculture. Invigorating the soil by using green and compost manures can provide all nutrients the grapes need, no synthetic fertilizer necessary (or even allowed for that matter). Lots of beneficial insects find an ideal home in an ecologically managed vineyard. They help controlling the vermin and bring with them bigger animals like birds and mammals. A vital environment leads to healthy and strong vines that can yield the very best grapes, full of sweetness, aroma and entirely natural in taste.

Only from these grapes the Schreiner's make their great wines. All of them wines are fermented gently and are given plenty of time to settle, age and to get ready for drinking. The family is proud of their old traditional wine cellar with big oakwood barrels that are combined with modern winemaking equipment where needed and beneficial.

A living and healthy environment is very important to us. To illustrate that we have chosen selected animals and plants that live in our vineyards to represent our wines on the labels. Each one shares a characteristic or a little fact with the wines they stand for and the wines and every bottle helps to get the word out that there is much more than just vines in an organic vineyard.





## Success Stories

A basic philosophy that runs throughout everything in the Sonnenmulde Estate Winery is that organically made wines don't just have to compare to each other but to all wines available on the market. Thus they have to be at least as good if not better. It takes effort and a total focus on quality but there is no question that it can be done.

Sonnenmulde wines enter several wine competitions every year and they are rated highly throughout. The wines have for example scored gold medals in every year they entered the AWC - International Wine Challenge, the most comprehensive wine competition under the patronage of the L'Organisation Internationale de la Vigne et du Vin, the International Organisation of Vine and Wine.

But beside all awards and merits, the very best impression can only be had by tasting oneself. Taste the wines and see for yourself why the Schreiner's have chosen their path and why they are so confident to be right. Just taste - you'll see!





## More Information

Press Info Texts: <http://www.sonnenmulde.at/downloads-en/>

Photos und Company Logos: <http://www.sonnenmulde.at/downloads-en/>

Awarded Sonnenmulde Wines: <http://www.sonnenmulde.at/wines/awards/>

All information material <http://www.sonnenmulde.at/downloads-en/>

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