

Rust, November 2003

OUR MUSCATO IS LAUNCHED!

Aromatic varieties have always polarized wine consumers. There are those who refuse them without ever having tried them. Others take great efforts to precisely find the specific aromatic archetype of a Muskateller, Muskat Ottonel or Gewürztraminer. It does in fact make sense, and is totally legitimate, that a product like the Muscato is for the first time launched by a primarily red-wine-producing enterprise. Pathetically expressed, this fruity and delicate bubbly is to create harmony and eliminate contradictions. To the vinous world its diversity (... and individuality)!

There are, however, some frequently asked questions:

What in the world made us create such thing?!

It's as simple as this: Pleasure can be a strong driving force! No later than on the second day of your trip to Piedmont, when your palate has become weary of the tannin-loaded reds, that you will long for a sip of white stuff displaying sweet fruit flavors. Or – who has not yet been through it? A party with your wine buddies, late at night, one too many blockbuster wines opened, and no Mosel Spätlese on hand. That's exactly when you need something light, aromatic, buoyant! To sober up, so to say!

Is it really that new?

Yes, in Austria it is. By contrast, in Italy – especially in Piedmont – they have been drinking Moscato for ages. There, 75 million bottles are produced every year. This means 1.5 bottles per Italian. Actually not very much, if you think of how quaffable it is. Besides, trade insiders have reported that aromatic varieties are presently booming in Italy. That's an upsurge Austria might profit from too.

Are you actually allowed to call it MUSCATO?

Yes, you are. The cooperative experts of the Austrian Ministry for Agriculture expressed it like this: "As long as the label does not mention »d'Asti«, you may call it what you want". Well, its origin is Burgenland and hence clearly defined. An application for trademark protection has already been filed in Austria.

And how about its culinary aspect?

Very fine, indeed. Well-chilled, Muscato is an elegant alternative to the sorbet course. It is, of course, also perfectly suited when you take time out on the patio, or as a light after-dinner drink. But be careful: It's a real starter drug! And if you want to match Muscato with food, you only need to read through the tasting notes. Italian culinary literature classically recommends thin shortcrust pastries with racy, fruity jam. Here, they call it "Spitzbube" because of the checkered dough strands on top. But also mango pieces dipped in chocolate or home-made chocolate bananas have proved to be perfect accompaniments.

And in terms of viticultural politics?

There are some absolutely interesting aspects. On the one hand, a new niche has popped up here for refining grapes of the Muscat family. On the other hand, an amendment to the Wine Law is expected for the beginning of 2004, by which such semi-sparkling wines with even lower alcohol contents might be anchored. This would certainly also be appreciated by the Traffic Safety Board.

What about the potential of this new product?

Muscato's potential resides in its multi-faceted contribution to menus, blind tastings and high-spirited meetings of wine buffs. Since this semi-sparkling wine lives on its beguiling primary fruit, we strongly advise you to drink it within one and a half to two years. It should be perfect within that period of time.

Where to buy Muscato?

For instance, at all WEIN&CO shops, at "Blumen Thell" in Weiden am See or at "Richard Triebaumer, Wein & Regionales" in Rust, Burgenland. And, hopefully, in the near future also at other specialty boutiques.

Restaurateurs are also taking great interest in this innovation.

Final consumer price: € 13.90 incl. VAT (WEIN&CO)

You need some more information about Günter Triebaumer?

Günter Triebaumer is the eldest son of Paul Triebaumer, vintner in Rust. Günter gathered experience through years of travel and stints at wineries abroad (South Africa). For some years, he managed the wine shop at the Austrian Wine Academy in Rust, where he has also been working as a lecturer for WSET wine courses. He subsequently had a leading position in the wine trade before he founded his own enterprise "triebaumer wein distribution" in June 2003 serving as a retailer for his family winery. His long-term friendship with Pinot specialist Rudi Bauer of Quartz Reef Estate in Central Otago led him to import Pinot Noir and Sparkling Chauvet from New Zealand.

If you have questions or need a sample in order to publish a review, please contact:

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