

Rust, May 2004

Merlot – somewhat DIFFERENT?

A somewhat DIFFERENT statement on Merlot from Austria

During the past years, Austrian consumers have made Merlot a highly appreciated red varietal. It is known to display toasty, roasted aromas and flavors, mingled with coffee, smoke or dark chocolate. BUT – have you ever experienced its ripe blueberry, dark elderberry, black cherry notes? Classic and fruit-driven, the vigorous and vibrant Merlot is a charming novelty representing good value for money. It is ideal for restaurants to be offered by the glass. Exactly that idea was put into action with our 2003 Merlot.

What makes us jump to this conclusion?

Both of us worked in the wine trade and import business for several years. At that time we noted that the domestic fine wine sector exclusively offered high-priced Austrian Merlots. Yet, we believe in the versatility of this varietal and its suitability for traditional vinification, thus providing an interesting drinking alternative to Austrian consumers. Above all, at a price point of € 10.00 - € 11.00.

In addition, we want to contribute to the quasi-emancipation of this varietal in Austria. We aim to free it of its "barrique cage", to let it display its aromatic spectrum and demonstrate its multifaceted flavors. We started to pursue this goal by selecting and grafting our own Merlot clones, which are especially small. The attached fact sheet will give you further background information.

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Samples to write about:

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