

CRUASIA

## UNCORKED FLAVOURS

a monthly newsletter on WINE!



## Embracing Gemütlichkeit: A Unique Austrian Celebration for Chinese New Year!



GREETINGS, wine enthusiasts and welcome to our latest newsletter!

As many of you eagerly anticipate the arrival of the Chinese New Year, we're thrilled to share a taste of Austrian Gemütlichkeit – a concept deeply rooted in warmth, coziness, and the joy of togetherness. Join us in discovering the charm of Gemütlichkeit, paired with the exquisite flavors of Austrian wines, as we toast to the upcoming festivities!

### Gemütlichkeit (“Gi-MOOT-lish-kite”)



Gemütlichkeit is a German word used to convey the idea of a state or feeling of warmth, friendliness, and togetherness. Gemütlichkeit is that warm feeling you get amongst friends.

In Austria, Gemütlichkeit is a concept that goes beyond that. It is part of the Austrian culture to savour life's simple pleasures together with friends and family. Picture yourself surrounded by the warmth of close ones, enveloped in the cozy ambiance of a Viennese "Heuriger" or coffeehouse, and you'll begin to understand the magic of Gemütlichkeit.

HARD TO SAY.

EASY TO ENJOY!

## VIENNESE HEURIGER



The Viennese "Heuriger" is a unique and cherished tradition in Austria, particularly in Vienna. The term "Heuriger" refers to a wine tavern or wine bar where local winemakers showcase and sell their own new wine, also known as "heuriger" wine. Serving as crucial sales outlets for many local winemakers, the Heuriger form an integral part of Vienna's winemaking heritage. They play a vital role in sustaining vineyards and preserving the landscape of Austrian wine culture.

The Heuriger is not just a place to enjoy wine; it's a cultural experience deeply rooted in Austrian traditions. The informal accessibility and budget-friendly options make these distinctive taverns appealing to member of all generations. It's typical to find many wineglasses and slices of bread with various spreads on a dining table at a Heuriger.

The concept of Gemütlichkeit, representing a sense of warmth, coziness, and friendliness, is integral to the Heuriger experience. It's a place where people gather to unwind, enjoy good company, and celebrate life.



© Heuriger Hans Maly



## Bringing Gemütlichkeit to Your Chinese New Year Celebration

As we welcome the Year of the Dragon, consider infusing your Chinese New Year festivities with the spirit of Gemütlichkeit.

When celebrating with friends and families, the easy, friendly and versatile Austrian wines will undoubtedly contribute to the joyous atmosphere of your celebration with your loved ones.

Embrace the joy of gathering, sharing stories, and toasting to the promise of new beginnings.

# CHINESE NEW YEAR *Sale*

**10% OFF  
SELECTED WINES**

**for purchase of 6 bottles or more  
special offer for regular retail and restaurant guests**



福

## UPCOMING at Christoph's

Italian Mixology Magic-  
cocktails by Mattia Coppo

Mar 3rd (sun)

Starts at 4:00 pm

in next issue

The Refreshing Pinot Blanc

Fair Price, Superior Quality –  
Where Value Meets  
Excellence!

 christoph\_cruasia

 +60 10 8010188

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**Cru Asia**  
UNCORK THE FLAVOURS  
EST. 2011

**Christoph's**  
— LIVING ROOM | RESTAURANT —



### SCHRETTENBERG CUVÉE TROCKEN

RM215

A full fruit basket with hearty mousseux, fresh, playful & pleasant to drink.

GRAPE VARIETY: Welschriesling, Grüner Veltliner



### ASIA BLEND CUVÉE



RM136

This cuvée from Gruner Veltiner & Pinot Blanc is perfectly harmonizing with Asian food. It has won Bronze at the Cathay Pacific Hong Kong International Wine & Spirit Competition. Only 36 winemaker were able to earn medals in Hong Kong.

TASTING NOTES: Citrus fresh, zests, firm fruit, delicately sweet, appetizing balance, nutty, dense with refreshing peppery notes, hearty acidity, chalky grip.

FOOD PAIRING: Nyonya Cuisine, Sushi, Sashimi, Dim Sum, Szechuan Cuisine, Tandoori chicken & mild Thai Curry, seafood salad, south-east Asian dishes with ginger or galangal and lemongrass, Vietnamese food.



### GLÜCKSMOMENT ZWEIFELT



RM136

Single Vinyard Ried Schilling. A happy coincidence that grand father Anton planted his first vineyard 70 years ago. 2 years later the Gruner Veltliner turned out to be a Zweigelt. And up to our days the prize for one year of careful vineyard management is a moment of happiness ...sip for sip.

TASTING NOTES: Intense ruby, fresh, cheeky fruit, herb-wrapped sour cherries, silky tannin, extremely pleasant to drink, even when chilled a pleasure.