

## CRUASIA

## UNCORKED FLAVOURS

a monthly newsletter on WINE!



## Austrian Sustainable Wine vs. Organic Wine: Understanding the Difference

*Welcome*

to our latest newsletter, dedicated to exploring the vibrant world of Austrian wine, with a special focus on sustainable and organic practices. As consumers become more environmentally conscious, the demand for eco-friendly wines has surged. We've previously discussed how Austria is a pioneer in sustainable wine production, leading the way with its commitment to environmentally friendly and socially responsible viticulture. In this edition, we delve deeper into the key differences between sustainable and organic wine production in Austria, their benefits, challenges, and impact on the wine industry.

SUSTAINABLE  
WINE  
PRODUCTION



### A HOLISTIC APPROACH!

Sustainable wine production is a comprehensive approach that seeks to minimize environmental impact while ensuring economic viability and social responsibility. This method integrates a range of practices designed to promote long-term ecological balance, efficient resource use, and community well-being.

ORGANIC WINE  
PRODUCTION



### EMBRACING NATURE!

Organic wine production is characterized by its strict prohibition of synthetic chemicals and genetically modified organisms or GMOs. It emphasizes natural processes to maintain ecological balance and enhance biodiversity, ensuring that wines are produced in harmony with nature.

## SUSTAINABLE WINE PRODUCTION

Imagine a vineyard where the use of synthetic chemicals is kept to a bare minimum, and where winemakers rely on a mix of natural methods to keep pests at bay. This practice, known as Integrated Pest Management (IPM), uses beneficial insects, careful monitoring, and other eco-friendly tactics to protect the vines. Also, soil health is maintained and enhanced through practices such as crop rotation, cover crops, and the addition of organic matter. Water management techniques like drip irrigation, rainwater harvesting, and careful water use help conserve this vital resource and to ensure every drop counts. Energy efficiency is also key, with many vineyards adopting renewable energy sources and energy-saving technologies.

In Austria, the "Nachhaltig Austria" (Sustainable Austria) certification is a badge of honor. It guarantees that a winery is doing everything it can to be kind to the planet, from the vines to the bottle.

## ORGANIC WINE PRODUCTION

Organic winemakers believe in letting nature do its thing, and the results are nothing short of magical. Picture a vineyard where the soil is enriched with natural fertilizers and compost. Pests are managed using natural predators, pheromone traps, and plant-based sprays. Weeds are kept in check through mechanical weeding, mulching, and cover crops. The goal? To create a vibrant, balanced ecosystem where every plant and animal plays a part.

Organic certification in Austria is no small feat. Wineries must adhere to stringent national and EU regulations to earn labels like "Bio Austria." These certifications are a promise to consumers that what they're drinking is as close to nature as it gets.

## BENEFITS, CHALLENGES & IMPACT ON THE WINE INDUSTRY

There are so many reasons to love sustainable and organic wines. They're great for the environment, reducing the use of synthetic chemicals and promoting healthier ecosystems. These practices enhance biodiversity, improve soil health, and conserve water. Economically, there's growing demand for eco-friendly products, creating a premium market for these wines. Socially, they benefit vineyard workers by reducing exposure to harmful chemicals and often involve local communities, fostering shared responsibility and economic growth.

However, it's not all sunshine and grapes. Implementing these practices can be costly and labor-intensive. There's the challenge of obtaining and maintaining certifications, which requires detailed record-keeping and regular inspections. Sustainable and organic wines often face stiff competition from cheaper, conventionally produced wines. And let's not forget the unpredictable nature of, well, nature. Organic vineyards, in particular, can be more vulnerable to extreme weather, pests, and diseases.

Despite the challenges, the impact of sustainable and organic wine production on the industry has been profound. These wines are often celebrated for their quality and unique flavours, which many believe are a more authentic expression of the terroir. In Austria, wine lovers are looking for products that not only taste good but are also produced in an environmentally responsible way. Certifications and labels such as "Sustainable Austria" and "Bio Austria" play a crucial role in building trust and driving demand for these wines. Austrian wineries are leading the charge in this green revolution, with more and more embracing sustainable and organic practices. This trend is not just a response to consumer demand but also reflects a deep-rooted cultural respect for the land and a commitment to preserving it for future generations.

# Spotlight on Austrian Wineries

July 2024

By adopting eco-friendly practices, Austrian winemakers are setting a standard for the rest of the world: producing world-class wines while also taking care of the planet. Now let's shine a light on three fantastic Austrian wineries making waves with their sustainable practices.

“Sustainable Austria” certified, the family winery WEINWURM is located in the north-eastern part of the Weinviertel, a region influenced by Pannonian climate. Wine maker Georg Weinwurm runs the winery in third generation, with energetic support by ambitious family members and his wife Lisa.

The family cultivate their wines in accordance with nature and in consideration of the terroir in order to reflect the top quality of the Weinviertel in our wines. The vineyards are stocked with various grape varieties in red and white, great attention is paid to even rare varieties.

*Sip with Purpose,  
Choose with Care!*

## WEINWURMS ASIA BLEND CUVÉE



RM136

Simple the perfect accompaniment to Asian dishes !



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 winemakers were able to earn medals in Hong Kong.

Combining the Austrian Grüner Veltliner and Pinot Bianco, the result is a supreme mix with thirst-quenching character. Dry with lush fruit flavours and crisp acidity, the cuvée offers refreshing vibrancy that is the ideal counterpoint to spicy food. Try this wine that meets the full gamut of Asian cuisine's complex flavours!

**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.

### AWARDS

- 2022 Drinks Business Global Masters – Vintage 2021 - Bronze
- 2022 Vinaria Summer Wine Tasting – 2nd Place
- 2022 International Wine Challenge (GB) – Vintage 2021 - Bronze
- 2021 NÖ WEIN (AT): Vintage 2020 – Gold
- 2021 LWC London (GB): Vintage 2020 – Silver
- 2020 Cathay Pacific Wine Competition – Vintage 2019 - Bronze



**SUSTAINABLE  
AUSTRIA**





## LAURENZ V.

STRICTLY GRÜNER & SHEER DRINKING PLEASURE

Laurenz V. is a shining example of commitment to sustainable wine production. It stands out for its dedication to sustainable practices. They employ sustainable practices such as conserving water, promoting biodiversity, and using renewable energy. Their commitment results in wines that are pure, expressive, and a true reflection of their terroir, while also ensuring a minimal environmental footprint.

## WEINGUT LAURENZ V. CHARMING GRÜNER VELTLINER RESERVE 2020

RM 160



CHARMING Grüner Veltliner is the proprietary RESERVE wine and is an assemblage of individually blended single-vineyard sites in the Kamptal Valley. Charming matures on the lees for a minimum of 12 months prior to bottling. Aromas of ripe apples and a typical Veltliner spiciness marry to create a fascinating fruit bouquet. On the palate, the wine is soft and juicy, supported by a fine fruit acidity. Very harmonious, allowing for perfectly smooth drinking. *Simply charming!*

Weingut K+K Kirnbauer, a prominent name in Austrian winemaking, stands out for its dedication to sustainable practices. The harmony of wine and wood is THE philosophy of the house. They are fully committed to sustainable cultivation: conservation of nature and resources should also enable future generations to enjoy optimal wine-growing conditions.

## WEINGUT K+K KIRNBAUER K+K CUVÉE

RM 128



The "Little" Phantom.

Aged in large Slavonian oak barrels, this cuvée displays a radiant ruby red colour with a subtle violet glimmer, while exuding playful and ripe aromas of cranberry and sour cherry that are embraced by a captivating salty and spicy framework.

On the palate, the distinctive spiciness of Blaufränkisch intertwines with the fruity sweetness of Merlot and the comforting warmth of Zweigelt, resulting in a harmonious, juicy, and inviting drinking experience. The wine showcases youthful, succulent tannins that contribute to its overall freshness, culminating in a finish that is both invigorating and brimming with spice. *Simply excellent in value!*



KIRNBAUER

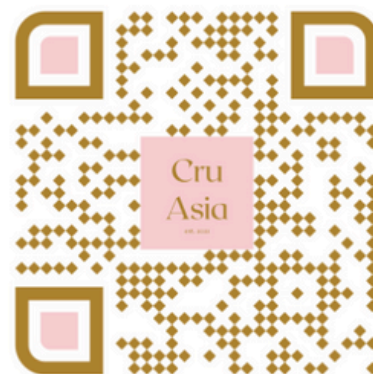


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EST. 2021

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with us!*



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## UPCOMING

### at Christoph's

A GUIDED WINE TASTING EVENT by  
Christoph & Zheng Zhe Khor  
July 6 (Sat), 6:00pm  
RM125+

### in next issue

Uncorking Tradition: Exploring the World of  
Sangiovese

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