

Weingut Rudolf Rabl

Langenlois, Kamptal, Austria

Press Dossier

March 2013





WEINGUT RABL **Langenlois, Kamptal, Austria**

The black raven on Rabl wine labels (Rabl = little raven) represents single vineyard wines and animating entry-level wines. Whether white, red or sweet wines from Grüner Veltliner, Riesling, Traminer or Zweigelt: scrupulous work with unerring attention to detail in the vineyards and the cellar is the basis for superb wines that earn recognition from wine specialists and numerous accolades from all over the world.

The Rabl Winery can be traced back to the year 1750, when it was a traditional mixed farm. Even more than 100 years ago wine was sold in wooden barrels to local innkeepers. 70 years ago Rabl wines were filled in 0.7 litre bottles – an exception for the time that indicated outstanding quality.

In 1986 Rudolf Rabl junior (Rudi), joined his father Rudolf senior at the winery. From this moment on, the joined efforts of father and son allowed to expand the size of the winery from then 20 ha to now 80 ha of privately owned estate vineyards. Not only the size has grown, the reputation has grown with it as numerous national and international awards prove. Weingut Rabl exports 50% of its wines and is therefore one of the best-known Austrian wineries worldwide.



CHRONICLE

- 1750 Around 1750 mixed agriculture was practiced at today's winery. Parts of the original vaulted cellar still exist and are now over 300 years old.
- 1900 Rudi's great-grandfather Ignaz Deibl already sold wine in wooden barrels to local innkeepers.
- 1946 Rudi's grandfather Karl Pell began bottling his wines. He was one of the first to use 0.7 litre bottles. The origins of the Riesling Schenkenbichl and Grüner Veltliner Käferberg single-vineyard wines date back to his era.
- 1951 Grüner Veltliner Käferberg 1950 becomes champion of the Wachau Valley and Kamptal region. A great success for Karl Pell!
- 1968 Rudolf Rabl senior joins the family business.
- 1986 Rudolf Rabl junior appears on the family business scene. Start of the expansion from 20 ha to 80 ha.
- 1991 Lower Austria Champion with Weissburgunder (Pinot Blanc) 1990; "Salon Champion" at Salon Österreichischer Wein.
- 1996 Lower Austria Champion with Traminer Auslese 1995.
- 2001 Lower Austria Champion with Weissburgunder (Pinot blanc) 2000.
- 2004 "Best Austrian Winery 2004" at 'Vinitaly' in Verona; Lower Austria Champion with Chardonnay V.O. 2003.
- 2006 Grüner Veltliner Käferberg 2004 wins the trophy for "International White Single Varietal" at the "Decanter World Wine Awards 2006" in London.
- 2007 Grüner Veltliner Käferberg 2005 is awarded the "Austrian White Wine Trophy" at the "International Wine Challenge 2007" in London; "Salon Champion" at Salon Österreichischer Wein.



- 2008 Numerous international distinctions: winner of the 'Austrian Sweet Regional Trophy' at the Decanter World Wine Awards 2008; Winner of the 'Ice Wine trophy' at the International Wine Challenge in London.
- 2009 Another very successful year! "Winery of the Year" in Sweden. At Mundus Vini all three wines entered won gold medals achieving more than 90 points each. And numerous distinctions in Austrian wine press and competitions.
- 2010 "Sweet Wine Trophy" at the Decanter World Wine Awards in London for Grüner Veltliner Eiswein 2007.
- 2011 Gold Medal at the "Decanter World Wine Awards" in London for Riesling Schenkenbichl 2010.
- 2012 Both Riesling Vinum Optimum and Schenkenbichl among the "Top 100" at "Best of Riesling" in Germany. Winner of the "Mature White Wine" category at the AWC Vienna with Grüner Veltliner Dechant "G". Lower Austria Champion with Riesling Schenkenbichl 2011.

THE RABL-FAMILY



Rudolf Rabl senior

Born 1946

Oversees the vineyards. He took over the winery from his father in 1968.

Irina

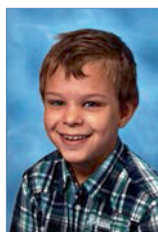
Rudolf Rabl's second wife

Responsible for the Central and East European markets

David

born 2004

son of Irina and Rudolf





Rudolf "Rudi" Rabl junior

born 1968

Manages cellar operations, business management and marketing. He joined his father in the winery at age 18. Father and son expanded the Rabl Winery to its present size and increased its reputation in an impressive tempo.

Christiane Rabl

born 1967

Rudi's wife.

**Johanna Rabl, born 1997, and
Tobias Rabl, born 2002**

Children of Rudi and Christiane



PHILOSOPHY

There are many factors behind the high quality of the Rabl wines. First of all the vineyards themselves — Schenkenbichl, Käferberg, Steinmassl and Steinhaus – are some of the best primary rock soil vineyards in and around Langenlois. The deep loss vineyards Spiegel, Dechant and Kittmannsberg are of the same high calibre.

While Rudolf Rabl senior is primarily responsible for the vineyards, Rudi manages cellar operations, business management and marketing. The division of tasks has not only allowed growth in size, but also an increase in wine quality and thus reputation.

The three guiding principles of the Rabl Winery:

1. Only perfect grapes can yield a top wine.
2. Must from perfect grapes allows minimal intervention.
3. No fear of powerful wines!

VINEYARDS

With 80 estate hectares, the Rabl Winery is one of the largest in the Kamptal winegrowing region. This size makes it possible to select grape charges both for easy-drinking, entry-level wines as well as complex single-vineyard wines. To transport the expression of the terroir of his top sites to the wine glass, Rudi Rabl favours handcraft in the vineyards and respects the individuality of his vines and says, “This is more important than perfectly groomed vine rows. After all, a vine is not an ornamental plant. Each vine is unique.” Despite this, meticulous canopy management is practiced to achieve optimal aeration and exposure to sunlight. Rudi’s primary principle is: “Only perfect grapes can yield a top wine!”



CELLAR

Rudi Rabl gives his wines “plenty of freedom” in the cellar. He is a true advocate of spontaneous fermentation and long maceration. This ensures that the natural enzymes draw more extract and aroma from the pulp and skin. Fermentation takes place at moderate temperatures of 20-21°C (68-70°F), and varies from eight weeks to four months.

Rudi Rabl states, “If you rely on whole-bunch pressing, you practically discard the skins and with them all their aroma and compounds. These wines may have a high alcohol content, but despite this, remain thin.” Because he is “not afraid of power”, thin wines are not something you will find at his winery, but rather wines with depth of aroma, extract and complexity.

“I know that my ancestors also made good wines. They just didn’t talk about them as much as we do nowadays,” says Rudi. “We are not people who just blare out everything we do. We work more quietly.”



THE REGION

Kamptal

Kamptal gets its name from the river Kamp that flows directly through it. With a vineyard area of 3,802 hectares, Kamptal is one of the most important wine regions in Austria, and is home to many outstanding quality wine producers. Culture and tourism also play a significant role in the region. As of the 2008 vintage, the Kamptal DAC defines wines made from Grüner Veltliner or Riesling in two dry wine styles: a classic, medium-bodied wine (Kamptal DAC) and a rich, opulent style (Kamptal DAC Reserve).

Kamptal boasts a variety of terroirs, ranging from loess over gravel to striking parcels of primary rock and even volcanic elements.

Along the steep terraces of the south-facing slopes, that in places are so steep that no loess deposits could form, Riesling vines are planted. These produce powerful, mineral wines with exceptional aging potential. Moving southwards towards the Danube, there is a change in the soil structure to broader loess and loam terraces that offer perfect conditions for traditional full-bodied Grüner Veltliner, as well as the red and white Pinot varieties and Zweigelt. The latter varieties are marketed under the origin designation of "Niederösterreich" (Lower Austria). Kamptal enjoys the influences of the warmth from the Pannonian Plains to the east and the cooler Waldviertel (Forest Quarter) plateau towards the northwest. The preservation of fine, delicate aromas and vibrant acidity is due to the unique combination of warm days and cool nights.

Langenlois

is Austria's largest wine-producing city. Settlers from the north called the spot "Liubisa", the lovely. First documented in the 11th century Langenlois became a centre of winegrowing and commerce. A historically flourishing community is exhibited in the many splendid Renaissance buildings.



SUPERB SOILS FOR GREAT WINES: THE VINEYARDS

The Rabl Winery has cultivated some of the best hillside vineyard slopes around Langenlois since 1750, true to the mottos: "Excellent soils are essential for producing top-quality grapes," and "Our vineyards are the foundation for exquisite wines."

Spiegel

The name "Spiegel" (mirror) was given to this 35 ha vineyard south of Langenlois because the sun shines on it as into a convex mirror. It is a warm site, inclined towards the southeast with an elevation of 250 – 270 m. The vines are planted on broad loess terraces that are up to 40 m deep. Usually the grapes are absolutely healthy and yield powerful wines with vibrant acidity and mineral elegance.



Kittmannsberg

Situated west of Langenlois, this vineyard is essentially the extension of Spiegel and is comprised of deep loess soil with traces of chalk. Gently inclined towards the southeast in a convex protected from the wind, the broad terraces of the Kittmannsberg represent a warm site with early ripeness. Rudi Rabl states, "The loess terraces of Kittmannsberg form a southeast facing amphitheatre that is probably the best loess vineyard of Langenlois!"

Käferberg

It is well known that beetles love warm sites, but the Käferberg (Käfer = beetle) is only a moderately warm vineyard. Its microclimate is tempered by its easterly orientation and partially strong, cooling winds that sweep over its 340 m high crest. The soils vary from loam with limestone on the east side to amphibolite on the west side and have nearly no humus at all; a perfect place for Grüner Veltliner.



Dechant

Dechant means "Dean" in English and the name is thought to stem from the neighbouring Gobelsburg Monastery. Dechant, situated next to Käferberg, is orientated towards the south to southeast and is well protected from cool northern winds, but nevertheless well aerated. The soil is finely ground loess than can reach 20 meters depth on embankments and is interveined by gravelly inclusions. This makes Dechant predestined to grow white and red Burgundian varieties as well as full-bodied, complex Grüner Veltliner.

Schenkenbichl

Situated below the Käferberg, the Schenkenbichl is comprised of mixed soils with a high content of chalk, brown chemozem and amphibolite with quartz, allowing the vines to take up abundant minerals. The upper part of this south-facing vineyard is terraced. The wind sweeps in from the west and the wines from this site are rather full-bodied. Rudi Rabl says, "Schenkenbichl has primary rock soils with layers of limestone. This gives the wines their stunning mineral character and soft, creamy nuances."



Steinhaus

This south-southeast orientated vineyard is planted with Riesling in the upper part comprised of gneiss and slate soils. The lower parts possess deeper soils and are used for Grüner Veltliner. This is a warm site that lends wines a unique smoky mineral character.



THE MAIN GRAPE VARIETIES

Grüner Veltliner

Importance and conditions: The most important grape variety in Austria. Grüner Veltliner achieved worldwide awareness and popularity at the end of the last century. It is a fertile variety and therefore requires yield regulation. It grows particularly well in deep loess soils, does not like dryness, is sensitive during flowering, and is susceptible to peronospora and chlorosis. The ripening time is mid-season.

Wine: Grüner Veltliner delivers many styles - from light, crisp wines to opulent late harvest wines. The site and the yield are crucial to quality. Consumers prefer spicy, peppery interpretations or versions yielding stone fruit notes.

Riesling

Importance and conditions: Riesling is a world-known variety that, next to Grüner Veltliner, has great prominence and importance in the wine-growing regions along the Danube river and its tributaries, an area rich in weathered primary rock soils. The late ripening grape is highly demanding in the vineyards, and is sensitive to grape stalk necrosis, stalk rot and grape Botrytis. Botrytis is mainly undesirable - except for noble rot.

Wine: Young Riesling wines exude charming fruitiness and flavour, and can develop into great and complex wines through ageing. For these, notes of stone fruit are dominant and include peach, apricot and exotic fruits. Wines especially from the terroirs of the Wachau, Kremstal, Kamptal and Traisental reflect a minerality reminiscent of slate or flint. Riesling ripens slowly and reaches the highest quality as aged wines with rose-like scent. When the late harvested grapes are infected with noble rot, then special wines are the result – Auslese and Beerenauslese styles with outstanding quality.

Zweigelt

Importance and conditions: Zweigelt is a new crossing from St. Laurent and Blaufränkisch, created by Dr. Fritz Zweigelt in 1922 at the Education and Research Centre for Viticulture and Horticulture (LFZ) in Klosterneuburg.

As the most widespread red wine variety in Austria, Zweigelt grows in favourable sites in all of the country's wine regions. The wine spectrum ranges from easy-drinking, fruity wines to full-bodied, oak matured examples. The variety is also often used as a component in blended wines. The variety demands little from the soil but, because it is a very vigorous grape, requires rigorous canopy management and yield reductions. The ripening time is mid-season.

Wine: The variety yields red-purple coloured wines with soft tannins. Mature, full-bodied wines deliver notes of Morello cherry. High-quality wines are matured also in small oak barrels.





IMPORTANT WINES

Grüner Veltliner Liss

Soil: Loess

Medium bodied, fermented and aged in steel tanks. Fine green pepper and mineral spice flavours, bouquet of fresh fruit with delicate nuances of grass. Pair with light starters or as an aperitif.

Grüner Veltliner Spiegel

Soil: Loess

Age of vines: 15 – 30 years

Medium bodied single-vineyard wine, spicy with citrus fruit; dry, fermented and matured in steel tanks. Delicate grassy pepper spice with mineral undertones, beautiful fruit, lime, Reinette apples, lemon balm; crystal clear structure, elegant, with incredible length. Pair with poultry, salad and starters with fish and seafood.

Grüner Veltliner V.O. Kamptal Reserve

Soil: different sites, ca. 50% loess, 25% primary rock, 25% gravel and clay

Age of vines: 25 – 50 years

V.O. means "Vinum Optimum": selected grapes from old vines.

Distinctive peppery and spicy nose, red clover, Brussels sprouts, pumpkin; pronounced fruit flavours with hints of nettles on the palate as well; expressive from start to finish. Pair with white meat, vegetable dishes and curries.

Grüner Veltliner Käferberg Kamptal Reserve

Soil: primary rock

Age of vines: 30 years

Great juiciness, clear and intense spice; from the rocky „Käferberg“ (= bug's hill) site.

Bouquet reminiscent of rock flour, a dash of peppercorns paired with vegetal blossom tones, dried herbs and rhubarb; great juiciness, clear and intense spice; long. Pair with turkey, chicken, prawns or vegetable curry.

Grüner Veltliner Dechant Kamptal Reserve

Soil: deep loess

40% of this wine is fermented in 500 litre oak barrels, the rest in steel tanks.

Blended after 8 months, bottled after 14 months. Displays rich fruit and clear-cut structure with perfect balance and a creamy structure. Pair with veal, monkfish in buttery sauce and Asian infused spicy cuisine.



Riesling Steinhaus

Soil: Gneiss and slate with loess (Steinhaus = house of stone)

Age of vines: 17 – 24 years

Medium bodied, dry, juicy, tight yet charming; Wonderful bouquet of highly ripe grapes reminiscent of apricot mash accompanied by very dry fruit tones; juicy, powerful, good length; tight yet charming. Pair with sweet water fish or Asian inspired cuisine.

Riesling V.O. Kamptal Reserve

Soils: 80% primary rock, 20% loess

Age of vines: 25 – 50 years

V.O. means "Vinum Optimum": selected grapes from old vines.

A mixture of peach, apricot and gooseberry; wonderful balance between acid and sugar; long dry finish.

Riesling Schenkenbichl Kamptal Reserve

Soils: Primary rock, limestone and chernozem

Unfolds slowly at first, but then shows its full force on the palate with green apricots, peaches and pineapple; finely structured, powerful and mellifluous with the promise of an even more spectacular future.

Blauer Zweigelt

Ruby red, elegant sour cherry aromas, beautiful tannins, perfect finish, great drinking pleasure thanks to its fruitiness and elegance. A versatile companion to pasta dishes or pizza.

Zweigelt Titan V.O.

Sour cherries, red currants and coffee cream in the nose; typical Zweigelt fruit flavours at first, merging into nice tannins and finishing off with smooth roast tones; great integration of fruit and wood. Pair with grilled or braised red meat, stew or tuna steak.

The Rabl Winery also offers a further assortment of white wines from Welschriesling, Pinot Blanc, Sauvignon Blanc, Chardonnay, Gelber Muskateller, Traminer as well as red wines from St. Laurent, Cabernet Sauvignon, Merlot, Pinot Noir, and Syrah. The assortment is completed with sweet wines and specialties like Grüner Veltliner G.Bungt V.O., matured in new small oak barrels.



INTERNATIONAL ACCOLADES

The Rabl Winery continues to export 50% of their wines; 15% of Canada's wine imports from Austria have a black raven on their bottles and the best known Austrian wine there is Rabl's "Grüner Veltliner Spiegel".

AWC Vienna: Gold medals for Blauer Zweigelt Tonneau (2006), Traminer Trockenbeerenauslese, Riesling Trockenbeerenauslese and Grüner Veltliner Eiswein (2007) and for Grüner Veltliner V.O. (2008).

IWC London: Grüner Veltliner Käferberg 2005 is awarded the "Austrian White Wine Trophy" (2006). Winner of the "Ice Wine Trophy" with Grüner Veltliner Eiswein 2006 (2007).

Decanter World Wine Awards, London: "International White Single Varietal"-Trophy for Grüner Veltliner Käferberg 2004 (2006); winner of the "Austrian Sweet Regional Trophy" (2008). Gold medal for Grüner Veltliner 2008 and Riesling Schenkenbichl 2010 (2012).

Allt om Vin, Sweden: The Rabl winery was elected "**Winery of the year 2009**" by the most influential wine journalists of Sweden.



PRAISE AND RECOGNITION: WHAT OTHERS SAY ABOUT RABL

"It is always a pleasure to meet Rudi in the vineyards. He is a wonderful member of the team that won the 'Floh-Weincup' (an Austrian championship of wine villages) for Langenlois. He is always positive and dynamic and is a man of integrity. He will continue to advance viticulture in Langenlois!"

Willi Bründlmayer, Weingut Bründlmayer, Langenlois, Austria

"Rudi Rabl's wines are made to mirror the quality, strength and character of the region and the winemaker. They have great character and underlying minerality with rich, generous and refreshing finish."

Yves Fourcade, Wines and Drinks buyer, Marks & Spencer

"I met Rudi and his wines 5 years ago - since then his wines have become an integral part of METRO Austria's success story in wine business. Rudi's wines are like Rudi - reliable and incorruptible when it comes to quality!"

Marcus Wieschhoff, Category Manager Food, Wine & Sparkling, METRO Austria

"As Wijnkooperij de Lange we have been working with Rudi for the last 10 years and thanks to the high quality of his wines, his enthusiasm and interest in our market he helped build the status and awareness of Austrian wines in general as well as the reputation of his own wines. Many Michelin-decorated restaurants in the Netherlands serve his wines and more and more wine lovers are actively seeking them."

Paul Frankhousen, De Lange Wijnkooperij, Netherlands

"For me, Austria, Kamptal, Langenlois and Rabl belong to the most exciting things the wine world has to offer. The stunning beauty of the landscape combined with his way of focused winemaking make this a very special place. I can't wait to return!"

Claes Lofgren, winepictures.com, Sweden

"Working with Rudi is something that gives us great pleasure. Every contact with him is a positive experience and one leaves each meeting and each tasting with the feeling that everything is possible and that the sky is the limit. The wines are deep and powerful but always with a refreshing minerality and a great elegance. Therefore they pair wonderfully with Swedish cuisine."

Håkan Johansson, Johan Lidby Vinhandel, Sweden

"Highest quality, character, origin and drinking pleasure are reflected in the wines from Rudi Rabl. With enormous personal commitment and plenty of sensitive intuition, he creates unforgettable wines - even in difficult vintages."

Elisabeth Eder "Weinflüsterer", Wine Journalist and Educator, Austria



GENERAL INFORMATION

Vineyards: 80 ha

Wines:

68% white

27% red

3% rosé

2% sweet

Grape varieties:

Grüner Veltliner 35%

Riesling 20%

Blauer Zweigelt 18%

Chardonnay 10%

St. Laurent 5%

Merlot 3%

Pinot Blanc 2%

Cabernet Sauvignon 2%

Traminer 1%

Others 4%

Production: 400.000 bottles per year

97% dry

2% semi-dry

1% sweet

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