

SUMMER 2017/2018

Dear Pfriends of Pfeiffers,

**“Success”! “Congratulations”! “Well done”! “Good job”! “Yay”! “Terrific news”!
“You must be SO proud”. “You rock”! “Awesome”!**

These are all expressions we have been, and continue to be “pfortunate” to hear spoken, and to read often. Every time I see a Trip Advisor review, my heart swells with pride at the AMAZING job our wonderful staff members of our Pfeiffer “pfamily” are doing every day of the year... well on the 361.5 days each year that we are open.

Congratulations to my Team; those lovely ladies who greet you at the Cellar Door.

You will have met at least one of them and probably more than one. These are also the voices behind the names when you phone the winery to find out about...well anything... yes, my Team are REAL people. They are Kylie, Jean, Natalie (Nat), Kate, Monikka (Mon), Angelina and Lorraine.

Then, of course, the words I hear and read about our wines are much the same as those up above, but let’s add the most expressive word there is about wine, **“yummy”!**

That really says it all doesn’t it? When I enjoy our wines and you do too, then we have both won the prize. And many wine prizes have been won, not only recently but for many years. 2017 has been a year “pfull” of a lot of successes at various Wine Shows and Competitions with our most recent accolade being the **Most Successful Exhibitor** at the **Victorian Wines Show**. We won 6 Gold Medals across 6 different classes or styles of wines, which shows the overall quality of our wines in every category, whites, reds and fortifieds. In “pfact” throughout 2017 we were awarded a total of 5 Trophies, 2 Top Gold Medals, 13 Gold Medals, 20 Silver Medals and 27 Bronze Medals (and that is not including the Ballarat Wine Show). **Congratulations to the “Making Team” behind all the work and skill to produce the quality and consistency in our wines across the large range we produce.** This Team is led by our talented and amazing winemaking daughter, Jen. Jen has a permanent team with her in Jamie and Steve in the winery and Mick and Lisa in the vineyard as well as Michelle and Melissa working a lot BTS. And then, in the thick of things like harvest, vintage and pruning, there are a tribe of casuals who come to help out as well. **Everyone contributes to our success.** Everyone is part of Jen’s Team.

It is no wonder that Chris and I often hear or read ... “you must be so proud”! And yes, we are. We are very proud of our daughter Jen and her dedication and success achieved, not just at the various Wine Shows where we happily collect Trophies and Awards but also for the mark she is making on the Australian Wine Industry. Congratulations Jen.

We are also proud of every single person who works here with us to form part of the team that makes up our Pfeiffer “Pfamily”. You all contribute to the pleasure it is for our customers, the readers of this letter, to visit Pfeiffer Wines and continue to buy and enjoy drinking our wines. Thanks Everyone and I know the readers of this letter, thank you too.

And of course I couldn’t be on my journey as a retiring (not just aspiring) wife, mother and boss, unless I had this



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AMAZING Team at home to keep the home fires burning and turning. My role as maker of coffee (if I am there) and writer of this letter, the "Dear Pfriends" ... oh ... and collector of trophies from Wine Shows, could not exist without such a team of incredibly talented and "pfabulous" people.

"Pfinally", none of us would exist in our roles at Pfeiffer Wines if it wasn't for YOU, our truly valued "Pfriends of Pfeiffer". To YOU, who continually buy our wines, who visit us at our Cellar Door, who picnic on our "pfamous" Sunday Creek Bridge, who receive our regular wine deliveries through our Wine Club, who serve our wines through your establishments, who gift our wines to your "pfriends" and "pfamily", both here and in the UK, we all want to say a HUGE "Thank You"! Thank you for your loyal and on-going support of our winery and everyone here behind it.

Everyone here joins with me in wishing you all a happy and joyous Christmas and a wonderful 2018 full of good health and happiness.

My warmest regards,

A handwritten signature in black ink that reads "Robyn". The letters are cursive and fluid, with a prominent 'R' and 'y'.

Robyn Pfeiffer

