

## AUTUMN 2020

Dear Pfriends of Pfeiffers,

Chris and I bought this property 36 years ago. From the time we got our Vignerons License, which meant we were able to sell our few wines from Vintage 1984, we have never had a day that we were open, where we didn't make a sale. **We did come close though.** Our first day of being open, I changed the sign from "Opening Soon" to "Open", having painted over the "ing Soon". I had painted the whole sign in my best School Teacher writing, so I did feel like a qualified sign writer!!!!!!

**Our first customer had to teach me how to use a corkscrew!!!!** Chris was in the vineyard and I was cleaning out the second hand domestic fridge when customer number 1 walked in and wanted to taste our Riesling. Day 1 was great, sales were made and I had learnt to use a corkscrew!

Day 2 was even better.

Day 3 was a cold, grey, wet and drizzly day. No one came in. Sad and sorry for ourselves, Chris and I were standing on the verandah outside Cellardoor at 5.15pm lamenting the fact that we hadn't had a customer and therefore hadn't made a sale. Then, all of a sudden, a car (a Holden I think), pulled in just near where we were standing and said, "Sorry, am I too late, I just want to buy 3 bottles"? "Come in Sir, come in", was our energetic reply. "No thanks, it's wet and cold, I just want a Rhine Riesling, (as it was called back then), a Shiraz Cabernet and a Port". Done! How good did we feel? We had been there ALL day waiting for a customer, we felt despondent at the end of the day without one, and then this wonderful gentleman came by and saved the day....at 5.15...phew!

**From that time to this, we have NEVER had a day without a sale of some wine to someone. Until now.** I can't believe what is happening in the World at the moment. Well, really, I CAN believe it, as it is staring me in the face. Like you, every news item on the radio or TV is full of the latest reports about the COVID-19 pandemic. Our hands are worn bare with constant washing, but if this is what it takes to keep us safe and well, it is a small price to pay.

So this letter is to let you know what is going on at Pfeiffer Wines during these unprecedented times. We have made some decisions that REALLY hurt, but are in the interests of our own staff and their safety, and the community at large. **After 36 years of making sales, we have temporarily closed the Cellardoor.** Our Cellardoor Staff are still working and we have a skeleton staff onsite to answer the phone and your emails, and to send wine out, which is something we are very grateful for, but we are no longer offering the hospitality that we are "pfamous" for at our Cellardoor.

We are still in the critical production season of picking grapes and the beginnings of making wine and fortunately the Federal Minister for Agriculture has made it very clear that the agriculture industries, including wine are classed as essential. He understands that the next 4-6 weeks is a critical period for grape and wine businesses in Australia and that we have just one chance per year to grow grapes and make wine. **So we are the lucky ones compared to many businesses throughout the world at this time,** but we are also still very aware that further restrictions will occur in the coming weeks so Chris, Jen and



**PFEIFFER WINES**

A B N 4 2 2 6 9 4 4 1 4 8 6

PO BOX 36

167 DISTILLERY ROAD  
WAHGUNYAH VICTORIA  
AUSTRALIA 3687



TEL: (02) 6033 2805

FAX: (02) 6033 3158

CELLARDOOR@PFEIFFERWINES.COM.AU

WWW.PFEIFFERWINES.COM.AU

their team are currently working around the clock to get the job done.

If you are still wanting to “pfill” your glass with “pfine” Pfeiffer wine at this time, please order online, over the phone or via email for delivery to your given address. We are offering “pfree pfreight” for your selection of wines, on a minimum of 12 bottles, or multiples of 12. Freight surcharges apply to certain remote postcodes.

**We truly do appreciate enormously the support you are giving us to keep us going through such challenging times.**

We wish you all the very best to stay well, to be virus free and to be physically and mentally able to cope with these difficult times we are living through, something none of us have **EVER** experienced before.

If enjoying our wine can help in any way, please watch this space, keep an eye out for our emails, connect with us on Facebook, Instagram or Twitter to see what we come up with to preserve our business, keep our staff employed and keep you happy.

My family joins with me as I send you my very fondest regards and best wishes to each and everyone of you.

Robyn Pfeiffer.

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

Remember, “Pfeiffer’s pfine wine pfor pfine pfood and pfabulous pfolk” ...YOU.



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**“PFEIFFER’S PFINE WINE PFOR PFINE PFOOD AND PFABULOUS PFOLK”**