

SUMMER 2021/2022

Dear Pfriends of Pfeiffer,

Pfeiffer Wines has a lot of reasons to be grateful.

We are grateful to all of you who kept us going in and out of lockdowns, restrictions and new rules throughout the Pandemic. Thank you.

Like many businesses, we have had to change the way we used to do things to be able to cope with the new rules. And that is the really good thing to be thankful for. Our **Seated Wine Experience** was developed to follow the rules after the very first, nationwide lockdown. Our visitors very quickly embraced the new, very personalised way of how we presented our wines, and our staff just love this way of serving and interacting with our visitors to the winery. Now that our Melburnian 'pfriends' and our NSW and ACT neighbours are able to come and visit again, we are embracing being busy and getting to know you again and welcoming your friends as they too become our Pfeiffer 'pfriends'. Thank you for your loyalty and 'pfriendship'.

On a personal level, I have a lot to be grateful for as well. If you look at the front cover of the newsletter, you will see a happy snap of me, the winery Matriarch, (also known as the Coffee Maker) alongside my winemaking daughter, Jen.

As a little girl, Jen used to say when she grew up, she was going to be 'the best winemaker in the whole wide world', just like her dad. Well, in 2000, Jen came home to the family winery for vintage and started on the journey to achieve that childhood dream.

I can't believe that is 21 years ago, which means Jen has now made wine for 22 vintages here, and had several vintages in France as well as her beloved Portugal. During that time, Chris, her dad, has handed over the winemaking responsibilities to Jen and with all those years of experience, Jen has just received a massive accolade with her success at the **2021 Rutherglen Wine Show**.

For over 30 years, Pfeiffer Wines has not been able to exhibit at the Rutherglen Wine Show which is a national show receiving wine entries from all over Australia and in every winemaking category. Chris was Chairman of Wine Show Judges from 1986 to 2019 and as such, was not able to enter Pfeiffer wines into the Rutherglen Wine Show. We were always happy and grateful for our success at other Wine Shows, but this year's success at Rutherglen really takes the cake...or should I say, the trophies. We have won **6 trophies**, the highest award, and **12 gold medals**, as well as many silver and bronze medals. It is impossible to wipe the smiles from our 'pfaces'.

Congratulations also go to Jen's team as the making of wine is a joint effort of work, contributed to by everyone and over several years, as you will see by the different vintages of wines that have been awarded. Thanks to everyone in Jen's team.

It seems as if everyone has been thanked except for those who you see when you come to visit or speak to when you ring. I refer to them as 'my team', even though I am trying to retire...still. We get so many compliments as to how beautifully you have been looked after by a member of my team, how kind and helpful someone has been to you and what a lovely environment has been created at the cellar door by my team. Thank you for your feedback and thanks to everyone in my team.



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'Pfinally' we turn to Christmas, as it appears to be looming even more quickly than in other years. Lots of you know about our amazing, convenient and affordable way of gifting a special selection of our wines to your nearest and dearest in the UK.

The wines are already over there, just waiting to be picked, packed and despatched in time for Christmas giving and enjoyment.

And of course we can also send your selection of wines to your nearest and dearest in Australia. My 'team' have some wonderful Christmas ideas and special offers planned...watch this space. I am hoping my family read about **'The Four Ways To Enjoy Chardonnay'**. Can someone drop a hint for me please?

Whatever you are planning for the 'pfestive' season, may you be free to spend this special time with those who matter the most to you, those you have missed over the last 18 months, those you love, those you want to hug and those you want to thank, just as in closing, I want to thank you again.

Merry Christmas!

My kindest regards,

A handwritten signature in black ink that reads "Robyn". The letters are cursive and fluid, with a prominent 'R' and a long, sweeping tail on the 'n'.

Robyn Pfeiffer

