

WINTER 2020

Dear Pfriends of Pfeiffers,

“What a Diff’rence a Day Makes” are the words of a lovely song by Dinah Washington way back in 1959, but for all of us this year, the differences from one day to the next have not been so lovely. No matter where we are or what part of the country we live in, we are all having to deal with this pandemic we sadly find ourselves caught up in.

For me living here on the border of NSW and VIC, I can no longer freely cross the border across the mighty Murray River, into NSW. It reminds me of the first time I went overseas and had to show my passport at every border in Europe. It was expected and therefore accepted without querying it at all. **I guess, for us as Australians, we have never had our freedom curtailed. And now, to keep us safe and well, we have.** It can be a hard pill to swallow, but necessary. Like Mary Poppins sang, “just a spoonful of sugar helps the medicine go down” etc. etc.

If we all take our spoonful of sugar, keep our distance, wear our face masks, use sanitiser everywhere, wash our hands and keep our hands away from our faces, we will be fine ...and being a ‘Pfriend’ of Pfeiffer, we especially want you all to be ‘pfine’.

And because you have already been ‘pfine’, **we want to thank you for the most wonderful support you have given us.** For all our continuing Wine Club members who have recently received your July Wine Club packs, we want to thank you for your continued support. For those who have ordered our wines to be delivered for your enjoyment at home, we want to thank you, for those who have visited us when we were able to open again, we want to say thank you. And to those of you who enjoy reading about our comings and goings, (not that we are going anywhere at the moment), we want to thank you too, for your interest in us and our winery.

Now we find ourselves back in Stage 3 restrictions we have been required to close our Cellardoor again for tastings. We are still permitted to sell takeaway bottles for those fortunate enough to be able to come to us. Our online store on our website is also OPEN and we are paying for your freight charges if you order 12 bottles or multiples of 12 bottles (excluding cleanskins). We hope that you will be able to continue to enjoy our wines with your delicious meals in your own home, via these two sales channels. We have our own ‘pfamily pfavourite pfoods’ and as Jen said to me many years ago, “it is very therapeutic chopping up your own vegetables”. So I am about to make one of our ‘pfamily pfavourite’s’, Jen’s ‘pfamous’ tomato pasta sauce and Jen IS right, it is very therapeutic, chop, chop, chopping.

So while that is simmering away, I thought I would fill you in on what has been happening here at Pfeiffer Wines. When you received my last letter we had just closed our Cellardoor which was really hard seeing we had been open for 35 years. However, **we made the most of our time, doing lots of jobs we couldn’t do while we had visitors to the winery** and one of those jobs was painting our tasting counter bright white again. When Chris and I first bought the winery and chose to build the Cellardoor tasting room in the most historic and beautiful part of the complex of buildings, Chris decided a white counter top would be best to see the colours of the wines. Great idea, except when the red wines were accidentally dripped onto the pristine white surface! I became a constant “wiper upperer” and loved it when those magic sponges were invented to remove stains. Now we have once again painted it brilliant white for the same purpose....but no one can stand at the counter to have tastings anymore. When we did open up after the first lockdown, all tastings were seated and I imagine the same will apply when we are allowed to open up again. Our Cellardoor now has 5 barrels and 20 bar stools.



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In lockdown 1.0 Kate also removed all of the brown paint from the front of our Cellardoor counter to reveal the glorious barrel staves that had been hidden for many years. Our pews have all been re-stained and our gardens have been tidied up. Jean has cleaned up and re-organised the warehouse. Jen and her winery team have been busy with the preparations required to bottle the 2019 reds (plus many of the other jobs that happen in the winery at this time of year) and Mick and his team in the vineyard have been pruning, pruning, pruning.

In the Cellardoor the team have worked hard to create lots of interesting online packs that have included products from some of our local market regulars including Warby Wood and Pasta Adele.

We are constantly thinking of as many ways as we can to keep in touch with you. Jen and Chris's Shiraz Masterclass on Zoom was well received a few weeks ago and our online **Muscat Master Blender Experience** has proved to be a huge success and very popular...and can still be booked if you are interested. Please keep a regular eye out in the SPECIAL OFFERS section of our Online Store for all of the ideas we are coming up with as it changes regularly.

We have also been thinking outside the square with our annual capital city lunches. Our Melbourne long and lazy Sunday Lunch to be held this year at Marameo in Russell Street, was still catered by Marameo... but with a twist...with them delivering the meal to enjoy in your own home!! What a 'pfabulous' experience we all shared via Zoom. Technology continues to amaze me and events like these bring me closer to embracing it and feeling more comfortable with it all. Marameo's food was so delicious and the special wines from our 'Pfamily' cellar, paired beautifully with each course.

Our next foray into Zoom and Pfeiffer wine lunches is with our Canberra 'pfriends' in September. Due to the border restrictions, Chris and I are not able to physically come to Canberra, but the team from **Monster Kitchen and Bar** have secured the Mosaic Room in the **Ovolo Nishi** complex in New Acton from 12pm-4pm on **Saturday 12th September** and **Sunday 13th September**. There will be a maximum of 28 people in the Mosaic Room per session. You simply choose which day you would like to attend and we will be joining you virtually for the entire lunch.

If we can organise to do things like this in the other States, where we enjoy our Sunday lunches together, we will, so to our 'pfriends' in Brisbane, Hobart, Sydney and Geelong...watch this space (and our Facebook posts).

One day, we will get to what we consider to be our 'new normal'. At the moment, it seems like a long way off, especially for those of us in Victoria. "It may not happen overnight, but it will happen". Oh my goodness, I am stealing quotes from everywhere as I write this letter. Hopefully the spread of COVID-19 will be contained sooner rather than later and we can get back to our typical Pfeiffer hospitality at our winery Cellardoor again.

Thank you again Everyone. You truly are "Pfriends of Pfeiffers". Stay well.

My warmest regards,



Robyn Pfeiffer

"Pfeiffers pfine wine pfor pfine pfood and pfabulous pfolk"...YOU!.