



PFEIFFER WINES

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PFEIFFER
— WINE CLUB —



Thank you for being a part of our Wine Club “pfamily”.



NEXT WINE CLUB DELIVERY - FEBRUARY 2021

CARLYLE CUTTINGS

OCTOBER 2020 TO FEBRUARY 2021

WINE CLUB PACKS

MIXED 4 Bottle Pack ~~\$104.99~~ \$85

Pfeiffer Prosecco
2018 Pfeiffer Marsanne
2018 Pfeiffer Merlot
2017 Pfeiffer Shiraz



MIXED 12 Bottle Pack ~~\$345.30~~ \$230

Pfeiffer Prosecco
2019 Pfeiffer Riesling
2019 Pfeiffer Pinot Grigio x 2
2018 Pfeiffer Marsanne
2018 Pfeiffer Pinot Noir
2018 Pfeiffer Merlot
2016 Pfeiffer Winemakers Selection Malbec
2014 Pfeiffer Cabernet Sauvignon
2017 Pfeiffer Carlyle Shiraz
2017 Pfeiffer Shiraz x 2



WHITE ONLY 4 Bottle Pack ~~\$120.30~~ \$80

Pfeiffer Prosecco
2010 Pfeiffer Riesling
2018 Pfeiffer Marsanne
2014 Pfeiffer Carlyle Gewürztraminer



WHITE ONLY 12 Bottle Pack ~~\$328.70~~ \$225

Pfeiffer Prosecco
2010 Pfeiffer Riesling x 2
2019 Pfeiffer Pinot Grigio x 2
2018 Pfeiffer Carlyle Chardonnay Marsanne x 2
2018 Pfeiffer Marsanne x 2
2014 Pfeiffer Carlyle Gewürztraminer x 2
2007 Pfeiffer Chardonnay



RED ONLY 4 Bottle Pack ~~\$123.00~~ \$90

2018 Pfeiffer Pinot Noir
2018 Pfeiffer Merlot
2016 Pfeiffer Winemakers Selection Malbec
2017 Pfeiffer Shiraz



RED ONLY 12 Bottle Pack ~~\$340.00~~ \$250

2018 Pfeiffer Pinot Noir
2018 Pfeiffer Carlyle Cabernet Merlot
2018 Pfeiffer Merlot
2016 Pfeiffer Winemakers Selection Malbec
2018 Pfeiffer Tempranillo
2016 Pfeiffer Tempranillo x 2
2014 Pfeiffer Cabernet Sauvignon
2017 Pfeiffer Carlyle Shiraz x 2
2017 Pfeiffer Shiraz x 2



FORTIFIED 4 Bottle Pack ~~\$112.00~~ \$100

Pfeiffer Classic Rutherglen Tawny
Pfeiffer Classic Rutherglen Topaque
Pfeiffer Rutherglen Muscat
Pfeiffer Classic Rutherglen Muscat



*Wines highlighted in blue are Museum/Limited Release and Wine Club ONLY wines.

Reflections

Welcome to our pfabulous Pfeiffer Pfriends,

2020 has been a year for us all to remember for many reasons. Our wine industry is hurting following the drought, bush fires and COVID-19, and now along comes our issues with China which could have a significant impact on our Australian Wine Industry.

The Australian Wine Industry relies on many export markets to stay healthy and viable. **Two out of every three bottles of wine produced in Australia high-value, and China accounts for 37% of our wine exports.** The value of wine exports from Australia is \$2.8 billion per year, with China being our highest value market. Consequently, a major disruption to our wine trade with China could have significant ramifications. It is not a simple case of finding other markets to take up the surplus, as we are already a major player in export markets (Australia is the number one supplier to the UK for instance). **Yes, it will be possible to grow some of our markets, we are particularly hopeful of increased sales in the US (something that has been targeted for the last two years), however, there will be wine that will have difficulty finding a home and will come back to the domestic market.** A potential result of this is that a number of our industry may become unviable and exit our industry, something I believe needs to be avoided. The industry will have a nervous twelve months as it responds to the Chinese dumping claims, something that is hard to imagine in our highest value market. The barley outcome reminds us that we have to present a strong case, as China was a high value destination for their product. Cross your fingers for our industry, so that we can remain vibrant for everyone's benefit.

Enough! Let's move onto something more positive.

COVID-19 has provided most of us with more time to think about our businesses. Obviously many have been thinking outside the square to drive income streams for their businesses. **Online has seen a lot of activity and we too have been working on our presence here.** Our whole team thanks all those of our supporters who have supported us here.

More importantly, we have been thinking of the future directions for our winery. **Our team has been slowly working down the path of greater sustainability for some time. The lockdown phase has allowed us to put in place plans to further our endeavours.** We have started in the vineyard with a large focus on a further reduction in non-organic inputs. Two nights ago, we had a B double truck deliver compost for the vineyard, which will be a great supplement to the poultry manure we are now using. A lot of man-hours has gone into the trellises within the vineyard to help create an environment that minimises disease and, consequently, the need for remedial action. Pruning has also been modified to help create a more open vine canopy helping in our minimising of disease. All the team are excited about this project.

Our winery has been always quite a minimalist in its approach to winemaking. We like to maximise the potential of the grapes in the vineyard and then our work in the winery is about preserving and enhancing the grapes. Over a number of years, we have been utilising the indigenous yeasts that come in from the vineyard to ferment certain styles of wines. On some wine styles we still prefer to use a selected yeast to carry out the fermentation.

However, our big decision in the winery this year was around refrigeration. Our current refrigeration

plant was on the limit of its capability, so the winery needed to upgrade. We made the significant decision to move from Carbon based refrigerants (the Freons) to Ammonia-based refrigerant. It has allowed us to design a refrigeration plant that will be much more efficient, thereby reducing our carbon footprint. It is exciting and we are expecting the unit to be commissioned at the end of November, man-hours permitting.

Slowly, but surely, we are moving down a sustainability path which will lead us to be able to badge our product with sustainability credentials.

We are approaching the end of 2020 and looking forward to 2021 with great expectations. We are hopeful that we will be trading at the cellar door by Christmas and be able to hold both our Artisan Christmas market and our Farmer's market. We are highly anticipating a great 2021 harvest, we have had a good start so far, still quite some time to go though.

We would like to thank you for your ongoing support of our family winery. It is our customers that share in our wine triumphs, which brings us joy. **We would like to take the opportunity to wish you the very best for the upcoming festive season and we are all hoping for a healthy, happy and safe 2021.**

In vino veritas,

Chris Pfeiffer

Chris Pfeiffer



G'DAY "PFRIENDS"!!!

I have a confession to make – **I can't get the song *My Favourite Things* from *The Sound of Music* out of my head!!!** It immediately came to mind when we decided on the make-up of our October packs, and now it seems like it's stuck on repeat!!!

You see, the October packs really are full of my favourite things. **People ask me all the time what my favourite wine is, which is a really hard question to answer because I put my heart and soul into all of them.** However, I have particular wines from particular seasons that I love...this happens when my vision is fully realised by the way the wine finally comes together. It's a combination of things; having the right seasonal conditions, getting my picking decisions spot on, managing the fermentation and maturation to perfection, and actually having the components to put the final blend together just as I imagine.

Of course, for each wine I am trying to achieve this year-on-year (that is the great challenge and fun in making wine) but naturally things don't always go to plan.

Often it is not until I have finished making the wine that I have the chance to reflect on it and think about how it has all come together.

The Pfeiffer Merlot 2018 is definitely one of those wines; 2018 was a wonderful vintage, particularly for the reds. We had enjoyed good rainfall throughout the end of 2016 and into 2017, creating a great soil profile for the growing season for the 2018 vintage. Conditions were generally warm and dry (without being too hot) giving us

excellent ripening conditions and delivering great colour and tannin in the reds. I remember recently being served the 2018 Pfeiffer Merlot at home in a blind tasting...all I knew was that I had a dry red wine in my glass. My first comment was "Gee, that's good." Then I set about trying to guess what the wine was...I was well off the mark guessing it was a 2017 Cabernet Sauvignon from Coonawarra!!! We winemakers can get it wrong from time to time too you know!!!

The reason I guessed it was a Cabernet Sauvignon is due to the fullness and depth we achieve in our Merlot (many of you know we like to call it Merlot-with-muscle!!!); but also due to the tannin structure of the wine, giving it great line and length. You can imagine how happy I was to discover that I had actually made this wine and how delicious it was!!! I have been spruiking its claims ever since!!

Speaking of the 2018 vintage, the 2018 Pfeiffer Marsanne is another one of those wines that just came together exactly as I envisaged. Again, the good rainfall from the previous year ensured there was a strong canopy which helped provide shade to the fruit and prevent sunburn damage. I think we got the timing of our picking right on the money, going for flavour but still retaining the freshness and vibrancy of the fruit. In terms of the winemaking, I tried to retain that vitality with cool fermentation temperatures in stainless steel tanks but then built the complexity and depth into the wine through extended lees ageing in tank, with weekly agitation to create a gentle creamy texture on the mid-palate. Now, with a couple of years bottle age under its belt, it really is time for this wine to shine!

I love its stone fruit and citrus flavours, the lovely mouthfeel and texture, and its clean and fresh finish. Just try it with some pan-fried salmon fillets, risotto primavera or a creamy pasta carbonara and you'll be a very happy customer!

Back to the reds (and a wine I am really proud of) the 2017 Pfeiffer Shiraz. **2017 was one of the most challenging vintages I have experienced.** Spring of 2016 was incredibly wet and coupled with huge volumes of water being released from the catchment areas into the Murray system, we found ourselves with our Sunday Creek vineyard underwater from most of the month of October!!! The cooler and wetter conditions saw vintage start around 4 weeks later than usual, and we were on a knife's edge with picking decisions dodging rain events to maintain fruit quality. In the end, that extra hang time really seemed to allow great flavour development in the fruit and the subsequent wines; and I've got to say while I had no idea this was going to be the case at the time, 2017 is going to go down as a classic for our wines across all table wine varieties.

Most of you know I am a self-confessed Shiraz-head! I love making it, I love drinking it and I love sharing it with you. I remember putting the 2017 Pfeiffer Shiraz blend together on the tasting bench... picking the eyes out of around 45 different barrels to determine the very best 30 barrels to go into the blend. **I was so happy and confident in the wine I immediately declared, "this wine WILL win gold medals!"** As my nerves rose around the time I was entering it into wine shows, I'm pleased to say that this wine did indeed win gold medals, it in fact even won two trophies!! What a relief!!

And last, but certainly not least, is my very first attempt at making Prosecco. It's always fun to challenge ourselves by making a new variety or wine style, and we definitely learn plenty along the way. While I have been making the Sparkling Pfizz White and Pfizz Red for quite a few years now using the traditional bottle fermented method, I have never made any sparkling using the Charmat tank fermented method (traditionally used for Prosecco). **I was blessed with some lovely, delicate fruit from the upper reaches of the King Valley that allowed me to make a drier, more elegant style of Prosecco, with a beautiful fine bead.** Using my winemaking instincts and experience, I was able to craft a wonderful sparkling that has proven to be very very popular. It is absolutely the drink for warm, balmy evenings and alfresco dining. Cheers to that!

Before I sign off, I want to wish you and your family a very happy Christmas, and a safe and healthy new year. **Thank you all for your ongoing support of our small family winery.** We all know that 2020 has been a very difficult year for many people, and we are truly grateful to have such a wonderful and loyal customer base, who over time become our valued friends.

Fingers crossed we can welcome you at the winery sometime again soon!!

Cheers,

Jen Pfeiffer

Jen.



COVID-19 UPDATE

BY ROBYN PFEIFFER

It is "pfantastic" to have Wine Club members at our Cellardoor once again. Thankfully most people have done and continue to do the right thing, personally and within their community.

Since reopening we have done so with tighter rules and regulations that we must and will abide by. [For these reasons we have been required to make some significant changes to the way you visit.](#)

Seated Tasting Experience

Along with all wineries in regional Victoria we are permitted to have two Indoor Tasting Areas with a cap of 10 seated visitors per tasting.

All wine tastings must be seated where we personally serve you. At our Cellardoor, (to be known as Tasting Room 1), we can take 10 visitors and you will sit at one of our five tasting barrels.

We will have another area (Tasting Room 2), that can also take 10 visitors as an overflow inside area.

[These numbers are quite restrictive, but it is being done to keep you well and to keep us and our staff well too. We need to service these two areas with very strict COVID safe practices, which we are happy to do, to welcome back our visitors into the safest of environments, while visiting our winery.](#)

To achieve this, we have decided to charge a fee which will help to contribute to the service you will receive from our staff and the tasting opportunities within our sanitised and safe environment.

The \$10pp fee for your Seated Tasting Experience is fully refundable upon a purchase of Pfeiffer wines to the value of \$80 or more, at our Cellardoor on the day of your tasting.

[We strongly encourage you to book this tasting online before you visit. That way, you will know what dates and times are available so you can book your Seated Tasting Experience, at a time to suit you. There is no charge for non tasters but it is important to remember non tasters and children are included in the cap count and MUST be included in your booking.](#)

[As a Pfeiffer Wine Club Member, you DO NOT pay this fee. AND as a further benefit for being in our Wine Club, you can bring another 3 guests with you and they DO NOT pay this fee either. This may be your "nearest and dearest", friends and neighbours, relatives or those you are](#)



staying with while visiting the Rutherglen Wine Region.

The Great Outdoors

[In line with government guidelines and regulations, we kindly ask that all visitors over 12 years of age to Pfeiffer Wines, wear a Face Mask that covers your nose and mouth. Your Face Mask can be removed once you are seated and tasting, or if you are seated and eating or drinking.](#)

Even if you are coming onto the property just to have a walk around our beautiful grounds, or to feed the turtles who are slowly coming out of their Winter hidey holes, you need to register for being on the property.

[We are allowed to have 50 people outside but in no bigger group than 10 people together. To monitor the numbers, you MUST book. None of us have the freedoms we used to have, but to continue with these that we do have right now, we must do as we are asked.](#)

We continue to encourage you to come and visit to enjoy our naturally beautiful Australian bush setting. You are welcome to book one of our picnics, to pre-purchase a cheese platter or to book a seat on the bridge.

All we ask is that you comply with COVID safe requirements and liquor licensing laws, which prohibit you from bringing alcohol onto our licensed property. These days the fines for everything are enormous so it is best just to "do the right thing"...for you and for us all.

Thank you for being accepting of these changes and understanding why they are necessary.

We can't wait to see you back at the winery.

FROM THE KITCHEN

ROBYN'S HONEY PRAWNS

Thanks to Wine Club Member Robyn McEearney, who supplied us with this great recipe.

"A very tasty meal, and the sweetness goes with the wine really well!"

Ingredients

- 700g large green prawns, peeled, tails intact
- 1 tablespoon sesame seeds
- vegetable oil, for deep-frying
- 1 ¼ cups cornflour
- ¼ teaspoon salt
- 1 egg
- ½ cup chilled water
- ⅓ cup honey
- steamed broccolini and snow peas

Method

1. Using a sharp knife, cut prawns along the back from top to tail. Remove vein. Place sesame seeds in a small, non-stick frying pan over high heat. Cook, shaking the pan, for 3 to 5 minutes or until golden. Transfer to a plate.
2. Half-fill a wok with oil. Heat over medium-high heat until hot. Meanwhile, place cornflour and salt in a large bowl. Make a well in the centre. Add egg and chilled water. Whisk with a fork until just combined. Dip prawns, 1 at a time, into batter and carefully drop into the hot oil. Deep-fry 3 to 4 at a time, carefully turning with a slotted spoon, for 3 to 4 minutes or until the batter is crisp and light-golden. Transfer to a wire rack over a tray lined with paper towel to drain.
3. Heat the honey in a non-stick frying pan over low heat for 1 minute or until runny. Place steamed broccolini and snow peas on a serving plate and top with prawns. Spoon warm honey over prawns and sprinkle with sesame seeds.

Enjoy with a glass of **Pfeiffer Marsanne**.

Email us with your favourite recipe matched to your "pfavourite" current release Pfeiffer wine and we can share it with everyone.

