

## SUMMER 2014/2015

Dear "Pfriends" of Pfeiffers,

When man landed on the Moon, my Grandmother said she had seen it all. From horse and cart, to automobiles, to aeroplanes, space rockets and NOW, man walking on the Moon! She also said there was nothing left that could happen now! I so well remember that day in my life. I was in the middle of a History exam for my HSC in NSW and everyone put their pens down and listened to the broadcast over the school PA system. After school I visited my Grandmother and we shared in the wonder and amazement of that achievement. I often think about that conversation and marvel at all the things that have happened since then, not just in transport and space, but in every aspect of our lives. **Who would think in this day and age of communication changes, that I would still be writing my letters to you?**

This year of 2014, **our 30th year of having our own wine business**, my letters have reflected upon the past 3 decades and the things that really impacted upon us in each decade.

**The 80's** were full of the excitement of starting up, developing our business and realising our dreams...all tinged with "thank goodness we have survived".

**The 90's** were the years when floods devastated us which forced us into growth and development of our Carlyle vineyard, our relationships with vital people around us, like our wonderful grape growers and most importantly, our "pfantastic" staff and again, that sigh of relief that we had survived.

**And then came the "Naughties"**, when Jen came home in 2000, and has grown into a very talented and well respected winemaker...(I know, I am her Mum)...and has taken our wines and our winery to a different level with her youthful exuberance and enthusiasm to always strive for something better than before.

So my year of reflecting upon the past 30 years has made me realise how we too, were filled with that youthful vigour and enthusiasm which gave us the drive and energy to develop and build Pfeiffer Wines into what it is today. **Now, as the year is ending I find I am wondering about the future, about the next 30 years and whether I will still be writing these letters to you at 93 years of age.** Somehow I don't think so but I know that Jen writes a good yarn, so hopefully, this way of communicating with you will still be happening. It has continued for as long as it has because so many of you, dear readers, tell me how much you enjoy reading my letters. Thank you.

**So what will the future bring to Pfeiffer Wines?** Our 4 year old Grandson is often very busy making wine in the bath. I am sure his Kindy teachers wonder about his knowledge of Cabernet Sauvignon and Shiraz, let alone his ability to work with "pfun" Aunty Jen moving barrels around the winery!!!! Who knows where this will end? Will Jen end up building a new, modern, easily workable winery on the Carlyle block and keep the wonderful old buildings (which can be a source of frustration for modern winemaking), as the place that visitors still love to come to? That is such an important part of a winery visit, to marvel how beautifully our winery was built over a century ago, to take in the aromas of that century of wine that has soaked into the timbers and bricks and is housed in the wonderful wine casks and vessels? Will our "pfamous" Sunday Creek Bridge stand for the 99 years that the original Bridge stood for, before needing renovation and refurbishment again? I certainly hope so and expect this to be the case. Will people still



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picnic on the Bridge, feed the turtles and soak up the peaceful ambience that being on the Bridge brings as you take in our beautiful piece of Australia? I expect they will.

As Chris and I have adjusted to change over the last 30 years, we continue to want to grow and develop. **We want to keep the winery invigorated and alive for you and future generations of your families to enjoy.** Already we are seeing the adult children come with stories of being brought to the winery by their parents. It is exciting and wonderful for us to see.

It is lucky I am the Matriarch and not a fortune teller isn't it? I still have my dreams and ideas, one of which is to continue next year with our travel plans to you for dinners and lunches. Another is something I have wanted to try for years and this Summer I am going to do it. **I am opening...THE BRIDGE BAR...! Yes, from 4pm to 8pm each evening from December 27th to January 11th, I will be in the Nook, by our Bridge, with wine, charcuterie and I am told, cocktails!!!** I can only do this because my wonderful team at our Cellar Door will look after you in the day so I can look after you in the evening. I am really looking forward to sharing my special spot on our property with you. After all, it was the Bridge which clinched the leap of faith into the future for me. I loved it from the start and am very happy to share it with you.

The other thing that is brand new for us next year is **our very "pfirst" Pfeiffer Wines, Food, Wine and Music Festival.** This is seriously exciting. Please read within our Newsletter for more details but more importantly, watch out for emails and social media updates as this develops. I am SO pumped about this, I almost feel like I am 33 again. I just can't wait to see it unfold so plan NOW to share this next part of our journey with us.

Talking of social media makes me think back to the story about man landing on the Moon. Who would have thought all those symbols for social media would have developed as quickly as they have and thought about the changes to communication and information that they have? Certainly, we, like many others stood in front of our fax machine and marvelled at how someone's handwritten message could arrive at our place looking exactly the same as when it was put in the machine at the other end, which still fascinates me. But there I go, reflecting back again. **This is a new era beginning for me "pfull " of that youthful exuberance I had 30 years ago. Maybe I will be able to write the Dear "Pfriends" Letter when I am 93!**

"Pfinally", thank you everyone reading this for being part of our journey. It is because of you that we are here. Thank you to all who have worked for us over the years, for your contributions to keep Pfeiffer Wines growing and developing and particularly to my current loyal band of hard workers. You are "the best". Thanks of course to my family and they want to join with me to wish you all a Happy Christmas. May 2015 be as great and exciting for you as I think it will be for me.

My very best regards and grateful thanks,



Robyn Pfeiffer

**"Pfeiffer's pfine wine pfor pfine pfood and pfabulous pfolk"...YOU!**

**PS:** Visit the Channel Pfeiffer section on our website to join us in a trip down memory lane as we re-visit 30 years of Pfeiffer Wines.

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**"WE RESPECT OUR HERITAGE AND ARE ENERGISED BY THE FUTURE"**