

SUMMER 2024-2025

Dear Pfriends of Pfeiffer,

The other day I was listening to a gardening programme while I was cooking, so I wasn't actually watching the show. Then I heard the presenter talk about 'playful gardening exuberance'. Now that got my attention. And it made me think about wine, which of course, is never far from my thoughts. When I substitute 'gardening' for 'wine' and come up with '**playful wine exuberance**', I get a myriad of memories and emotions, as well as expectations.

As we near the end of our 40 year journey of Pfeiffer Wines, I reflect on how earnest and serious wine and wine experiences were way back then. People didn't purchase by the bottle to enjoy soon. People purchased by the dozen and I mean, a dozen of the same wine, so that particular wine could be cellared, monitored throughout its journey of 10-20 years of maturation and shared at quite formal dinner parties, where we spent hours choosing the 'correct' wine to match to our best course of food, being served on our finest plates and using our best cutlery. "Ah, those were the days", I hear some of you sigh.

Yes, we used to do those things too and loved it. Just as an aside, it was because of one such heady dinner party, I got my first dishwasher, but that is a story for another time!

Then we had years and years of the growth of our business and more and more people learning about us and our wines and the visitation to the cellar door became very busy. Sometimes it was hard for you to battle your way to the counter, to capture our attention so you could be served a tasting of our delicious wines. I also remember a few embarrassing experiences where people would start eating other people's cheese platters or even worse, telling them...(not asking)...to "get out of the way!". That was when I would be glad to slide sideways to serve someone else. Luckily there was never a confrontation other than a laugh and some red faces. Thank you for your perseverance and loyalty during those years of 'stand up' wine tastings.

Then COVID hit and the world changed...for us, forever. Once allowed to re-open, we had very strict controls as to how we could operate, to keep you safe, to keep our staff safe and to keep ourselves safe. So developed the **Seated Wine Experiences**, which I know you all love and enjoy. This has become the 'playful wine exuberance'. Visitors come as individuals and feel comfortable being served as they sit and relax at one of our barrels, without having to wrestle their way through groups of people. Visitors come in pairs and enjoy the quiet chit chat with one another while discovering the wines they want to enjoy together and visitors come with friends. We love it when your friends become our 'pfriends'. The best recommendation has always been a personal one and we sincerely thank you, one and all, for all the visitors you have sent our way, recently and over the last 40 years.

Wine tasting, wine experiences, wine and food pairing, and wine events have all changed. Once upon a time, Chris and I would load up the car, drive to 'The Exhibition of Victorian Winemakers', stand behind our little stand for 5 days and nights, serving and selling our wines, and encouraging visitation to Rutherglen, especially if we had a local event coming up. And what wonderful events we had.

Some we continue to have, like the **Tastes of Rutherglen**, next 8th and 9th March, 2025. 'Tastes' as we affectionately call it, began in 1988 as a Bi-Centennial Celebration and continued its fun-filled food and wine festival experience all those years ago, never missing a single year, not even during the COVID years. Now that says something about 'playful wine exuberance'. Book your accommodation now, in Rutherglen, Wahgunyah or Corowa, to make sure you can get the most out of being close by, for all the food and wine



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on offer over those 2 days, 8th and 9th of March.

Roam Rutherglen, held over the King's Birthday weekend, grew out of Winery Walkabout. Now if 'playful wine exuberance' is what you love, this is a weekend never to be missed. For many, it is their right of passage to wine, their annual catch up with friends and their once-a-year chance to come to a giant adult dress-up party and have fun. I have been at all of them since 1974 and I never tire of the 'pfun and pfrivoly' of that weekend, which will be the 7th and 8th June, 2025. Once again, book your accommodation now.

You might be thinking that Roam Rutherglen is the jewel in the crown, especially given it is over the King's Birthday weekend, but just recently, Rutherglen's inaugural, 10-day festival of intrigue and 'playful wine exuberance', **The Dark Side of Wine**, took out the top, YES, the top award at the prestigious Australian Communicators Award night for being the Best Wine Themed Event in 2024. With such 'playful wine exuberance' as a Masquerade Ball, a Murder Mystery night, Stargazing from the undisturbed darkness of the vineyard, Burning of the Canes, dinners, lunches, secrets shared about special wines, stories and more. It's another reason to book your accommodation to come to Rutherglen between the 8th and the 17th of August, in 2025.

Well, that is next year sorted for you with lots of road trips to plan, leading you to our beautiful region, bordering the Mighty Murray River all the way through to our highest mountain peaks and bountiful valleys.

But before this year slips away completely, I would like to thank you, as would my family, as does our staff. We all say thank you. Thank you for your support, your loyal devotion of our wonderful wines, your visits to our winery, your Wine Club membership, the wine orders that we happily deliver, the lunches and functions you attend and the festivals you come to here in Rutherglen. Thank you. We love to see you, to talk with you, and to share the love and 'playful exuberance' of wine.

Merry Christmas and may 2025 bring you bucket loads of good health and happiness.

My kindest regards,



Robyn

Robyn Pfeiffer | The Matriarch

