

# HANNES REEH

Press Pack

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Andau, Neusiedlersee, Burgenland

## Contents

<b>PERFORMER</b> // Hannes Reeh .....	3
<b>Backstage</b> // Wine Estate .....	5
<b>Stage</b> // The wine-growing region Neusiedlersee, Andau .....	6
<b>Instrumental</b> // Climate and Soil .....	8
<b>Sound</b> // Wines .....	11
<b>Awards</b> // Bewertungen .....	12
<b>Facts</b> // Facts & Figures .....	16
<b>Featuring</b> // Where to Buy .....	17
<b>Contact</b> // Wine Estate .....	23
Hannes Reeh .....	23

## PERFORMER // Hannes Reeh

“Hannes Reeh is a modest winemaker with a feel for lasting sustainability”

Hannes Reeh is young, modest and uncomplicated. The winemaker, born in 1981, took full charge of the family winery in 2007. He is supported by his sister Kathrin, along with his parents Hans and Ingrid.

Reeh learnt the necessities for successfully managing the winemaking elements of an agricultural business at the oenology college in Klosterneuburg, which was followed by work placements at leading national and international wine producers. Following an internship in Burgenland, Hannes went into the big wide wine world, and learnt a great deal at wineries such as Weingut Koch in the Pfalz in Germany, and Veritas Winery Rolf Binder in Barossa Valley, Australia. Here, he was able to take an inside look into the international wine branch. Hannes Reeh was also winemaker with John Nittnaus in Gols. By autumn 2007, he had already vinified his debut vintage at his own winery in Andau, and since then, he is responsible for the whole wine production.

In 2007, he produced some 50,000 bottles, and from the 2013 vintage, this grew to 500,000.



The focus was always on the red wine variety Zweigelt; Hannes Reeh's passion. Zweigelt in all styles, from 'Klassik', 'Heideboden' to 'Unplugged'. All wines are great and offer authentic expression and typical varietal character. The favourable climate, coupled with the Andau soils, enhance these positive characteristics and set the wine perfectly in its scene.

Following the two successful vintages of 2007 and 2008, the family-run agricultural farm was converted to the Hannes Reeh GmbH private limited company in 2009. Hannes Reeh therefore carries the full responsibility for the whole winery, both financially, and also for all aspects of work that need doing, which he largely does himself, and by himself. Regardless of whether he is in the vineyards, the cellar, selling or in the office.



## Backstage // Wine Estate

The wine estate is situated in the village of Andau, in the wine-growing region of Seewinkel in Burgenland. The estate was traditionally run as an agricultural farm, that grew a mixture of crops, over many generations. The winemaking and vinification elements were extended some twenty years ago. Up until this time, the grapes harvested were simply sold to other wineries. At this point of time, the estate owned eight hectares of vineyards that were vinified in the Reeh family cellar.

The total wine production up to 2007 was approximately 50,000 standard bottles, and this increased to 200,000 bottles with the 2010 vintage, when grapes were harvested from a vineyard area of forty hectares. Hannes Reeh's most significant changes to date include the construction of a new, much larger winery, as well as the introduction of new labels and logo design.

The next quantum leap was the increased volume of grapes to both the harvest, and vinification process, with the 2013 vintage, after the vineyard area grew to 75 hectares. The construction of the new cellar started at the beginning of 2011, in order to accommodate the larger quantity of grapes. The new winery was completed in September 2011, in perfect timing for its inaugural harvest.



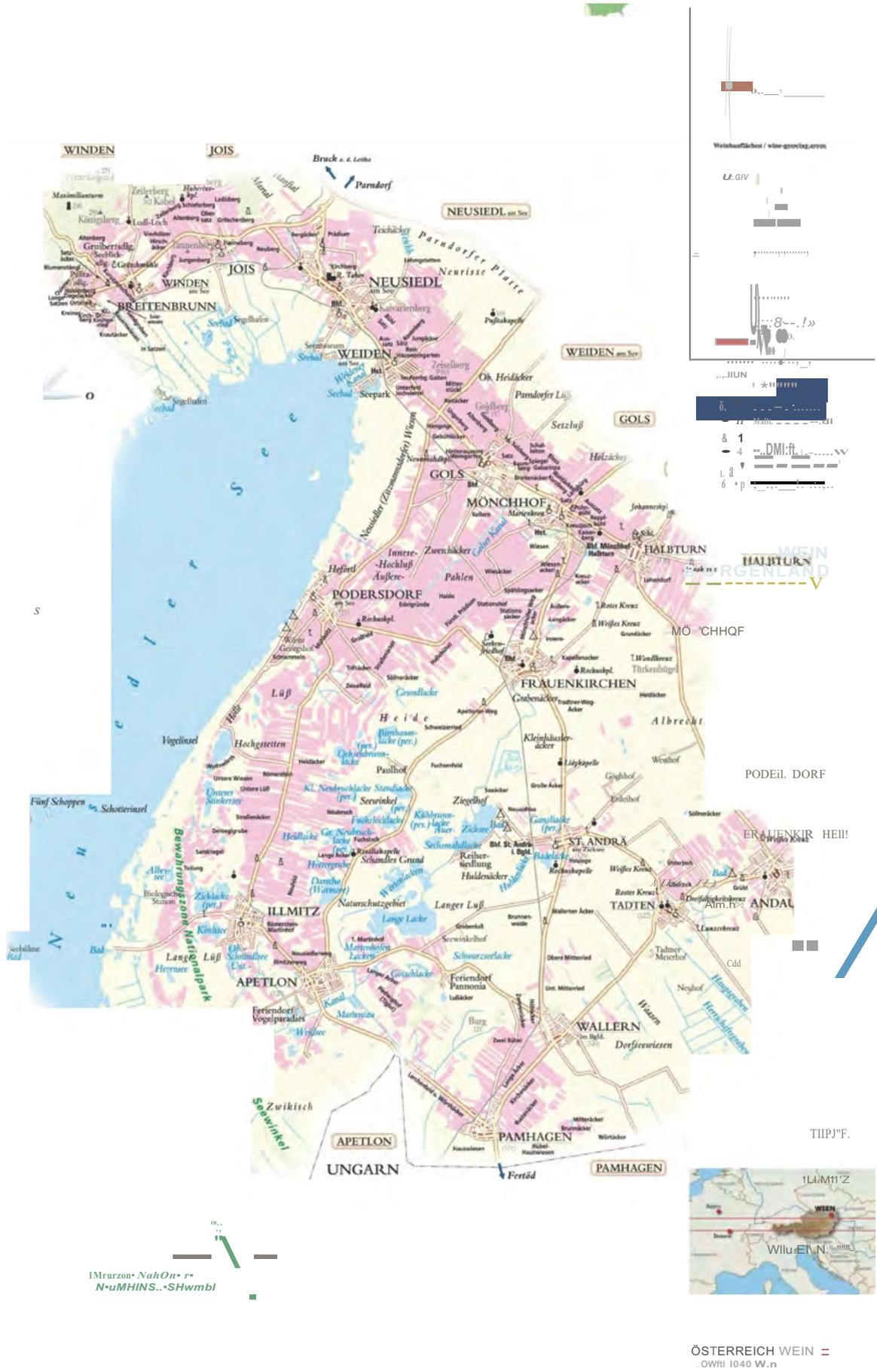
## Stage // The wine-growing region Neusiedlersee, Andau

The wine-growing region of Neusiedlersee lies on the eastern shores of Lake Neusiedl. The vineyard area of 7,500 hectares offers a wide spectrum of grape varieties, from spicy, full-bodied white wines to powerful reds. The most significant wine-growing towns in Neusiedlersee include Gols, Halbtorn, Podersdorf, Illmitz, Apetlon, and of course, Andau.



Andau, with a population of around 2,300 inhabitants, is by no means the largest town in the country, yet it does boast historical significance. Until 1920/1921, the town was located in Hungarian territory, and the terms of the peace treaties following the First World War enabled it to become part of Austria. In 1956, in light of the Hungarian Revolution, thousands fled across the border into neighbouring Western countries. One of the last means of escape was the famous Andau bridge, over which some 70,000 refugees crossed, prior to it being destroyed by Soviet troops in 1956. In 1996, the bridge was reconstructed as a monument.

The region around Andau is agriculturally important, due to its favourable weather conditions and fertile soils. Viticulture plays a key role, alongside arable farming and growing vegetables. Andau is also part of the protected Neusiedlersee-Seewinkel National Park.



Source: Austrian Wine Marketing Board, www.austrianwine.com

# Instrumental // Climate and Soil

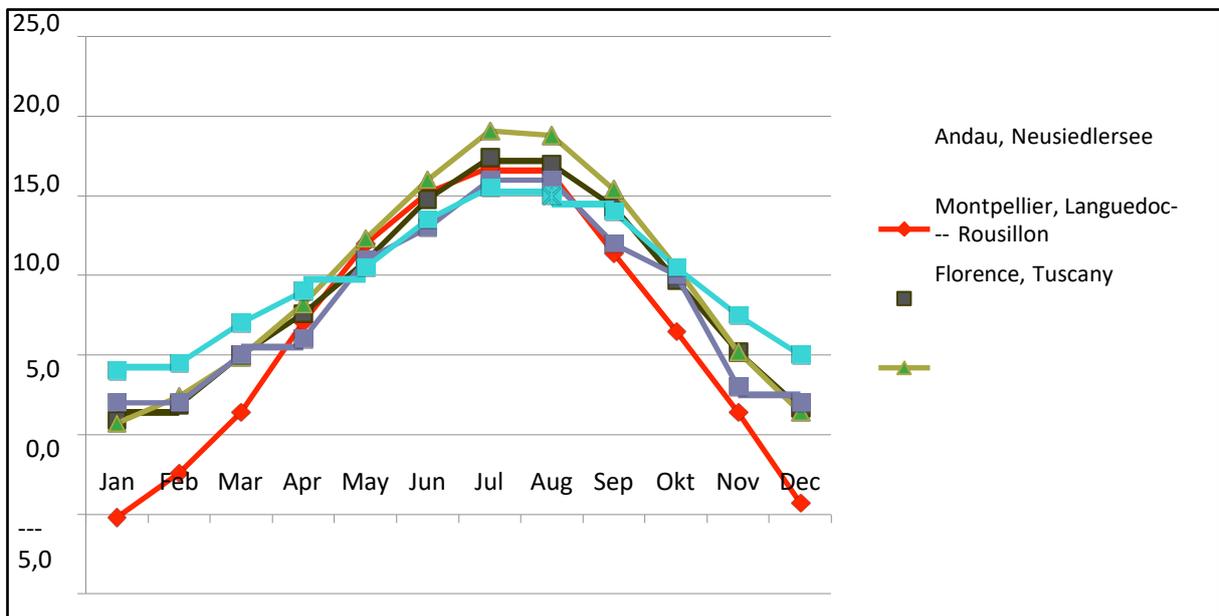
## Climate

The climate here is fundamentally continental, yet the enormous surface area of Lake Neusiedl has a moderating effect on the heat during the summer, as well as throughout the cold temperatures of winter. The much quoted term of "pannonian climate", to describe the very dry spells of weather, is certainly true in this region. Andau has more sunshine hours per year than any other region in Austria, with a record 2,400 hours, and coupled with annual precipitation of 600mm, it is also one of the driest regions in the country. This is where exceptionally ripe grapes can mature, to produce wines with elegant depth and body.

## Comparable regions

Internationally, there are four well-known wine-growing regions with similar climatic conditions. These include the Languedoc-Roussillon (Montpellier), Tuscany (Florence), Bordeaux (Bordeaux), along with the Douro (Pinhão). These regions also share a high average temperature and low levels of rainfall.

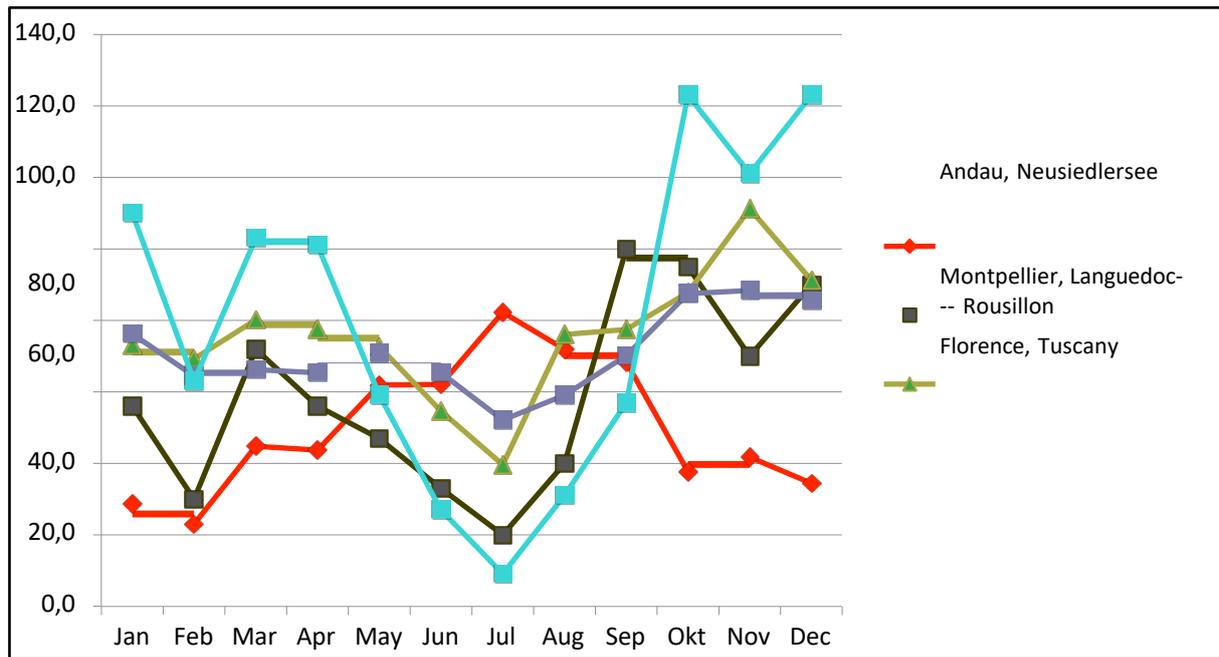
30,0



Average monthly temperatures (measured in °Celsius)

Source: ZAMG, www.klima.org

160,0



Average monthly rainfall (in mm)

Source: ZAMG; www.klima.org

## Soil

The soils, on which Hannes Reeh's vines grow, are largely barren and are comprised of gravel, yet have a fertile topsoil. This predominant layer of gravel ensures effective drainage, and the roots of the vines are thereby forced to delve into deeper soils towards the water level, where there is moisture and vital nutrients.

Gravel on the surface of the soil is generally a sign that the soil retains warmth, which in turn supports the rapid and optimal maturity of the grapes. Wines that grow here display pronounced aromas and a ripe, rich structure.



## Heideboden

The 'Heideboden' is the most significant and best known vineyard in the estate. This 'Großlage' – literally an extended vineyard site shared by many winemakers – lies beneath the Wagram, along the foothills of the Parndorf Plain, and extends towards Lake Neusiedl. The soils consist of a sandy-gravelly sediment, and offer the best requirements for the cultivation of red wine varieties like Zweigelt. Yet white wines also have a long tradition here as well.

Within the large 'Heideboden' commune, Hannes Reeh has select parcels of vines that grow in the smaller single-vineyard sites of Prädium, Oberes Heidenfeld, Lehmgrube and Entenseefeld.



## Sound // Wines

The range of wines follow a clear structure:

### HAUS & HOF

This range was created for our classics, our Haus & Hof wines. They are varietals, both red and wine, that offer simple enjoyment. They represent us as a family and as a vineyard, and are the perfect wines for any occasion. The Haus & Hof range includes Weißburgunder, Zweigelt, Merlot, and Syrah.

### ANDAUER

Our homeland of Andau can be detected in every single one of our wines: With our Andauer range, we emphasize precisely this quality. The three Andauer wines – the Cuvée Weiß, Rosé, and Zweigelt – unite everything that we treasure about this region: the coarseness of the soil, the salty Pannonian air, the sunshine – all resulting in beautifully rounded, full-bodied wine-drinking pleasure.

### HEIDEBODEN

The soil that our wine grows in is what feeds it and gives it its personality. For us, it is the Heideboden that produces exceptional wines in combination with the unique Pannonian climate. Three of our cuvées are named after it. They unite a full bouquet and full-bodied style with an elegant freshness. The Cuvée Rot showcases velvety tannins that make it the perfect accompaniment to food. Our Cuvée Weiß features an aromatic style with mild acidity. We also offer a sweet cuvée, which shows off its sophisticated style when paired with strong cheeses, ripe fruits or elegant pastries.

### UNPLUGGED

Wine is like music to us – so that's why we've borrowed a term from the world of music for our wines: unplugged. Unplugged means making music without any electronic amplification. It's simple, pure music, the kind you would listen to around a campfire. And the wines in our Unplugged range are just as straight and pure. They can hold their own without any unnecessary gimmicks, without finings or other cosmetic treatments – and that's exactly what makes them so unique. Our Unplugged range includes Chardonnay, Zweigelt, Merlot, Cabernet Sauvignon, Cabernet Franc, and a cuvée. In particularly good years, these wines are bottled without even being filtered. \* In Germany, this range is called Rohstoff.

## Facts // Facts & Figures

Annual production:	Approx. 500,000 standard bottles
Vineyard area:	75 hectares (approx. 180 acres)
Grape varieties:	Approx. 50 % Zweigelt
	15 % Merlot
	15 % Chardonnay
	Other varieties: Cabernet Sauvignon, Weißburgunder (Pinot Blanc), St. Laurent, Sauvignon Blanc
Share of Red/White wine	80 % / 20 %
Distribution Channels:	70 % on-trade sales through wholesale merchants in Austria.
	5 % cellar door sales
	25 % Export (Germany, Switzerland, USA, Singapore, Sweden, Netherlands and Poland)



## Contact // Wine Estate

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