



WINERY HIRTL - TYPICAL WEINVIERTEL



In the Winery Hirtl 300 years of tradition meet the spirit of modern bon-vivant-culture. The estate is situated in Austria's wine capital Poysdorf, a small town in the heart of the Weinviertel region north of Vienna. Genuine origin, top quality and personal service by the winemakers Andrea and Martin Hirtl is the mission of the family already as early as their takeover of the estate in 2001. Since the strongest expression of Weinviertel origin is the Grüner Veltliner under the appellation Weinviertel DAC, the Winery Hirtl offers such a broad spectrum of peppery Veltliners, as only a few wineries between the hill Manhartsberg and river March do. In addition, Hirtl's focus is on red wines of international style. The full-bodied cuvee One in Red draws the bow from Poysdorf to Bordeaux.

„Our wines are long-living, stylish Weinviertel with depth and structure.

We make sure that they have a good shelf life and are very fine food companions for the traditional Austrian cuisine as well as for the

international gourmet cuisine‘, says Andrea Hirtl. To develop this unique character of high quality and origin from the cool climate region Weinviertel, Martin Hirtl works as close as possible to nature to make his vines strong and resistant. Consequent selection at the harvest and long maturity on the yeast is the key to Hirtl's typical style. „We do not believe in fast trends and fashions, because this would be inconsistent with our commitment to the Weinviertel,‘ explains Andrea Hirtl. The constant development in quality also means to stand next to the client and to be acknowledged by independent institutions. As such, the Winery Hirtl holds the certificate of being a „Weinviertel leading estate“ since 2012.

WINERY HIRTL - TYPICAL WEINVIERTEL SINCE 1729

1729 a winemaker couple planted a vineyard next to a small village 60 km north of Vienna. Today this small village is the wine capital and sparkling wine city Poysdorf. Wine dynasties as the Hirtls are responsible for the development of this small town. To carry on this tradition and history, is a great challenge and honour for the Hirtl family, and Andrea and Martin already teach their sons Christian and Markus to learn this responsibility.

◆ THE FAMILY



Mastermind behind the stylish wines of the Winery is Martin Hirtl, graduate from the School of Viticulture in Mistelbach and cellar master. The tinkerer is constantly on the lookout for further development and brimming with new ideas. Therefore, he keeps small vineyards for trying new methods there.

Andrea was drawn to the Weinviertel by love. In the winery, she is responsible for marketing and sales. Her determination and strength have brought fresh wind to the traditional winery. The two sons Christian and Markus sniff already into the operation and thus learn about the responsibility towards history, the wine capital, the nature and the customer.

◆ THE PRODUCTION

This responsibility is also being implemented in the 25 hectares of vineyards. Sustainability and the specific needs of each grape variety stand above all working steps. Greening for an active soil life and a canopy management, which is fitted to the terroir and microclimate are the alpha and omega. However, Martin Hirtl is convinced that the state of the art is often not enough to reach out brilliant qualities, 'We rely on grapes subdivision instead of the wide spread Green Harvest, because the thinning of grapes prevents the vine from developing its power evenly. Therefore we leave all the grapes on the vine, but cut them into half. This guarantees a uniform development of the vines what makes them more resistant.' In the cellar Martin Hirtl uses temperature-controlled stainless steel tanks for the classic wines and barrique barrels from Allier oak with medium toasting for the red wines.

TYPICAL SOILS FOR TYPICAL WINES

One third of the vineyards are planted with Grüner Veltliner. So the Winery Hirtl can show all the facets and the full potential of this fascinating grape variety. To bring out this depth of character even more, the Hirtls focus on single vineyard wines.

Each winemaker in Poysdorf who thinks highly about himself should own a vineyard on the **KIRCHBERG** – an old adage says. This is probably because this exposed slope with its airy loess soil and fine gravel has always been a high-quality and therefore a sought-after location. The Grüner Veltliner there reaches splendid maturity and can thus develop into a fine-exotic, peppery wine with stimulating acidity. Hirtls have two Grüner Veltliners from this hill in their assortment: Weinviertel DAC Kirchberg and Weinviertel DAC Franz. The latter is lovingly cultivated and harvested by Martin's Uncle Franz. Only the bottling is up to the nephew.

On the hill **WALDBERG** the Grüner Veltliner develops more body and density with an intensive nose of peaches and spice on the palate. This is caused by the clay content in the loess soil and by facing south high levels of maturity are possible. Therefore, also the Weinviertel DAC Reserve grows there.

The **BÜRSTING** is among the highest and windiest hills around Poysdorf and consists of a fine mixture of sand and brash. This soil and dry microclimate makes the Grüner Veltliner particularly fine in its structure with a vibrant complexity and delicate apricot and pepper notes.

The **HERMANNSCHACHERN** is the oldest documented vineyard of Poysdorf and extends on a south-facing slope below a forest. Since the beginning of the 14th century winemakers are planting vines on this soil of clay. This is the best place for the giant Chardonnay Selection of Winery Hirtl.

WEIßER BERG and **RÖSSLBERG** are hilltops with sandy-loamy soils that are well suited for Chardonnay, Pinot Blanc and Yellow Muscat. On the hot Veigelberg the red wine varieties find a perfect place to develop. The slight loess and the southern alignment bring juicy fruit, fresh acidity and a lot of potential due to the high ripeness.

The Weinviertel and particularly Poysdorf is characterised by Pannonian climate with continental influence. This means extremely hot summers and very cold winters. Temperature differences of 60 degrees celsius in one year are possible. In addition, the Weinviertel is one of the driest regions in Austria. Most soils are from gravel and loess. Loess is a shifting sand deposition from the ice ages and a very light, permeable soil. The gravel and the gentle hills make the Weinviertel's history when it was still on the seabed, visible. Standing on the top of the Rösslberg and looking over the landscape's hills, you can still see the waves of the sea. And digging a little, you will soon find fossilized marine life.

WEINVIERTEL LEADING ESTATE - QUALITY STANDARD WEINVIERTEL



2003 the Weinviertel was the first Austrian wine region to adopt the appellation DAC. With the vintage 2009, it was the first time a reserve category was added to these wines of origin appellation.

This Quality-Management-System, which was developed by the Regional Wine Committee and the Institute of Marketing and Innovation of the University of Agricultural Sciences Vienna in 2007, includes inspections in sustainability in the

wineyard, quality in terms of product safety and traceability, marketing, service and infrastructure at the estate. Evaluation has three stages, starting with the ‚Weinviertel-Aufsteigerbetrieb (rising winery)‘, next the ‚Weinviertel Vorzeigebetrieb (model winery)‘ to the ‚Weinviertel Leitbetrieb (leading winery)‘ at the top. (more information at www.weinvierteldac.at)

◆ WEINVIERTEL DAC

In 2003 the Weinviertel brought Austria’s first DAC on the market. DAC stands for Districtus Austria Controllatus meaning controlled origin and quality of a wine region. The DAC regulative tops the Qualitätswein-regime. Grapes have to be grown in the Weinviertel and the wine has to show the typical style of this area. In Weinviertel the Grüner Veltliner is planted on 40 % of all vineyards. So it was no question which grape variety should be chosen. Weinviertel DAC is always a medium-bodied, dry Grüner Veltliner, without oak or botrytis, fruity from apples to pineapples but always peppery. Since 2010 the Weinviertel DAC Reserve represents the power of this region. Grüner Veltliner with more than 13 % vol. alcohol, oak and botrytis is allowed.

Further inquiries

Media Relations: Antrey wein.image.gestaltung. - Mag. Viktoria Antrey

T: 0043 (0)2552/ 40294 . M: 0043 (0)664/ 555 63 34 . wig@antrey.at . <http://weinimagegestaltung.antrey.at/pmhirtl.at>

Winery: Weingut Hirtl . Tel: 0043 (0)699/ 140 00 611, www.weingut-hirtl.at, office@weingut-hirtl.at

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