

TOMORROW'S GRUENER TODAY





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Markus and Lenz are united in their purpose to bring Gruener Veltliner to the world as its pre-eminent and ambassadorial grape variety of Austria. Both partners have learned that you also have to fight for your region, for the category apart from working for your own business. They know that a higher cause is always necessary to be successful. **Bob Mondavi** himself (one of Lenz' great mentors) was living proof of this philosophy in always promoting Napa Valley alongside his own wines – and this is exactly what Markus and Lenz will be doing with their exciting new project.

Markus and Lenz have known each other 15 years – having experience in the fine wine world and Gruener Veltliner in particular for a combined 60 years. Lenz was the first in Austria to introduce Gruener Veltliner in a major way. He featured it very successfully in the first varietal range in his home country (Lenz Moser Selection in the early 80-ies). He followed the advice of his grandfather, **Prof. Dr. Lenz Moser III.** who single handedly promoted Gruener to greatness in Austria through his nursery and new trellising system (Lenz Moser “Hochkultur”) and paved the way for Austria’s most important wine. Markus, throughout his career promoted and mastered Gruener so well, resulting in the appoint-

ment of Winemaker of the Year in 2015, by Falstaff Magazine (the most important wine and gourmet magazine in the German speaking world) and then last year Markus was awarded best white wine maker of the year by IWC in London.

Markus and Lenz’s purpose now is to create a new Gruener Veltliner to be brought to the entire wine loving world (also outside the German speaking world ;-). Their clear goal is to help building this grape as a global ambassador for top Austrian white wine making. Every good wine list in the world should be carrying Gruener – every premium wine shop/e-commerce around the world should be carrying Gruener as it does Sauvignon Blanc from New Zealand, Chardonnay from France, Riesling from Germany, etc.

Recently we read a quote which exemplifies our thing: “I am basically a romantic, I believe in human agency. I love the fact that individuals can make a difference; in however small way, I wanted to be one of those people.” This is how we think when it comes to purpose.

ONE WINE – TWO MEN

*New
Chapter*



Lenz & Markus have “lived and breathed Gruener” their entire life. When they decided to start this exciting new project, they went on the Mission to enhance this Austrian treasure in order to make it even more delicate for the international wine lover. And, in order to **focus 100% on their goal they decided to go it all with one wine.** So, super focus is the absolute strategy in order to make sure everything these two winemakers have in them is to emerge from this new wine.

It is like the French with their “chateau wines” – one wine is the fate of each chateau. And this is also the case of NEW CHAPTER. This is why both have worked immensely hard to create a wine which will excite, surprise the international wine lovers – in every aspect.

So, please stay tuned for the completion of Markus’ & Lenz’ story with **“TOMORROW’S GRUENER TODAY”**...

TOMORROW'S GRUENER TODAY

New
Chapter



- Gruener is being sold to the tune of 90 % only the German speaking world – beyond it is known by connoisseurs, yet does not reach significance
 - Gruener in most cases has a bit of an extraordinary taste profile – according to our research
 - Gruener comes in many different styles and might be confusing the consumer what to expect
- These are the reasons why Markus and Lenz did intensive research around the world, tasted hundreds of Grueners from all corners of the country (plus international) and, tasted Gruener blind against top international whites such as Cloudy Bay, Chateau Carbonnieux Blanc, Pouilly Fumé Ladoucette, yet also famous rosés such as Desclans and Domaine Ott, all of which being very successful with wine lovers around the globe, selling like hot cakes despite their mostly hefty price tags.

Markus' & Lenz' verdict was crystal clear:

Under the name of NEW CHAPTER, Markus and Lenz will redefine **the new style of their Gruener Veltliner**. They have newly interpreted the grape, using their vast experience in international fine wine in developing a new, very Austrian and modern style of their favorite wine – resulting in a winning formula. **ALL THIS MEANS YOU WILL HAVE “TOMORROW'S WINE TODAY” already.** (based on Steven Job's idea that everything is about tomorrow and its products – consumer excitement comes from innovation “today for tomorrow”).

And as Markus hit the nail at the head with his definition “not opulent, yet powerful”. Lenz' mantra is “the next sip please” with perfectly embedded zip-piness, elegant primary fruit and complex - with no rough edges, rather going for a very harmonious and friendly wine (yes, you have heard this form me in the past – still true though ;-). Both envisage a sensational new style of wine which is a real pleaser – yes, we love our wine to be enjoyed without too much ado and “preconditions”. The high quality and features make NEW CHAPTER the avantgarde. It needs not to be emphasized that of course this Gruener will also carry the typical elements of the grape, however, in a much more pleasant, modern and certainly appealing form. The proof is in the pudding this is why only tasting NEW CHAPTER will satisfy your curiosity.

How exactly we have done it remains a bit our secret. The **main credential is to select and blend some of Markus' best vineyards in a new way** – always bearing in mind that a great wine always starts in the head of its creators, who will go out and find the right vineyards, grapes and make the according blends of the wine. Aren't all icons blends ?

NEW CHAPTER CLUB

*New
Chapter*



Yap, why don't you join our club? We (the "club") are still under construction and are open for your input and what you expect from us. In any case we want to be in touch with our fans, friends and customers, to give you always the latest directly - we shall also be in touch via social media, IG in particular

Lenz Insta account: lenz_m_moser,
markus Insta account: weingut_markus_huber and of course
via our official
NEW CHAPTER account: the_new_chapter_gruener.

The following instant advantages will be:

- **The latest news to be sent to you directly**
- **New releases: you will get advanced info via email and special purchase conditions**
- **We will keep you informed about our year in year out vineyard progress, wine making news and more**
- **We also will keep you informed about our international successes**
- **We also will organize excursions to the wine country, to show you how we make the wine**
- **Merch: same here. This is still in the making, so why don't you give us input on what kind of merch you would be interested: lenz@newchapter.wine, markus@newchapter.wine**
- **In other words - become an active member of our movement for a new breed of Gruener from Austria**

WHAT IS NEW CHAPTER?

New
Chapter



Markus and Lenz have built brands and wineries for their entire life. In doing so they always followed their gut and a solid scientific background. As this project is a new chapter in their lives and a very special one for these two, hence a special Codex has been agreed on: (following Zschesche & Errichiello's ideas brand values)

- **Quality** – it all starts top quality defined from the consumers sentiments and feelings. Key is also an objective quality, measured by third parties. Needless to say the two see themselves as artists as fine wine making is an art, as opposed to craft (Quote Robert Mondavi)
- **Innovation** – this always drives the 2 partners. This is the reason NEW CHAPTER is banking on a completely new approach in wine making, the vineyards and the art of blending.
- **Tradition** – 500 years of wine making in their families and 60 years of experience between Markus and Lenz.
- **Customer orientation** - as a great Austrian retailer (Karl Wlaschek) once said: "we live from our customers, this is why we live for our customers." Will you please take us by our word, both of us are available, personally and committed to be there for our base, fans, friends, consumers – and welcome personal interaction at Lenz.moser@Newchapter.com and Markus.huber@newchapter.com
- **Service orientation** - same thing here, whatever it takes to make our customers happy we shall perform apart from just giving you a cool wine
- **Competence** – in what we do. Yes, this is important to us as well – we are committed to display the best in us in this one wine NEW CHAPTER. We are convinced that it does take a profound knowledge in every aspect of creating this new and exciting project. And equally important is the passion we have for wine for Gruener and our "NEW CHAPTER".
- **Seriousness** - yes, we pledge to be 100% serious about NEW CHAPTER being a joy to all in the chain from producing the grapes to our der customers table.
- **Speed** – if Lenz has learned something from his 15 years in and with China, it is doing things fast.
- **Sustainable** – this is deeply rooted in the daily work for NEW CHAPTER. We will report constantly via our social media channels and the press on how we execute against tough goals on carbon footprint, CO2 neutrality, sustainable vine growing
- **Social responsibility** – we work with people and as Lenz' grandfather always said "before you have your glass of wine in front of you enjoying it, 1000 hands have touched it". Hence, we do treasure all our relationships dearly, are cognizant of the fact that we are all embedded in a social network.

WHY NEW CHAPTER GRUENER?

New
Chapter



- NEW CHAPTER is a wine Markus and Lenz **love!**
- NEW CHAPTER reflects the way these 2 men are – very positive people with **positive** attitudes towards life
- NEW CHAPTER is all about **enhancing** a meal, occasions among family, friends and partners – and, it fits almost all food around this globe
- NEW CHAPTER is pure “**Lebensfreude**”, “joie de vivre”, vitality – you can feel it from the first smell, sip NEW CHAPTER is a wine to be shared, for the love of life and all the beautiful things we all are longing for ... and it is a wine where 19:30 is so much better than 17:00, before coming home, before winding down ... ;-) It is the challenge to bring our favorite grape to all international wine markets and not just to the german speaking world.

Gruener is so special, our newly re-defined Gruener is a stunner and we want to make sure wine lovers around the world will be able to enjoy this new style of Gruener from Austria. It is a bottle for 2 over a meal with the crucial question: **Do we go for a second bottle ... ?**

BENCH MARKING PHILOSOPHY

*New
Chapter*



We believe in competition – hence we know competition, we love competition, we need competition – only when you know what is out there, you can find your place and **ours is in this wine society of fine wines from around the world.**

We believe also in **typicity, uniqueness in wine, style, bold packaging** – yet we always put ourselves in the shoes of our consumers, we want to know where we stand and we want to learn, to improve with every vintage. Bob Mondavi, the man himself taught Lenz over and over – once a year you have a chance to improve your offering – with every new vintage: so, **getting better with every new year of wine is our absolute goal you can count on** - and every year we shall screen the market and compare ourselves to our friendly competition – all our favorite wines we drink ourselves – a lifelong. And, which we can also recommend to our fans, our customers and wine lovers. **We love wine!** and, We are consumers and wine lovers in first place...

STORY OF MARKUS

*New
Chapter*



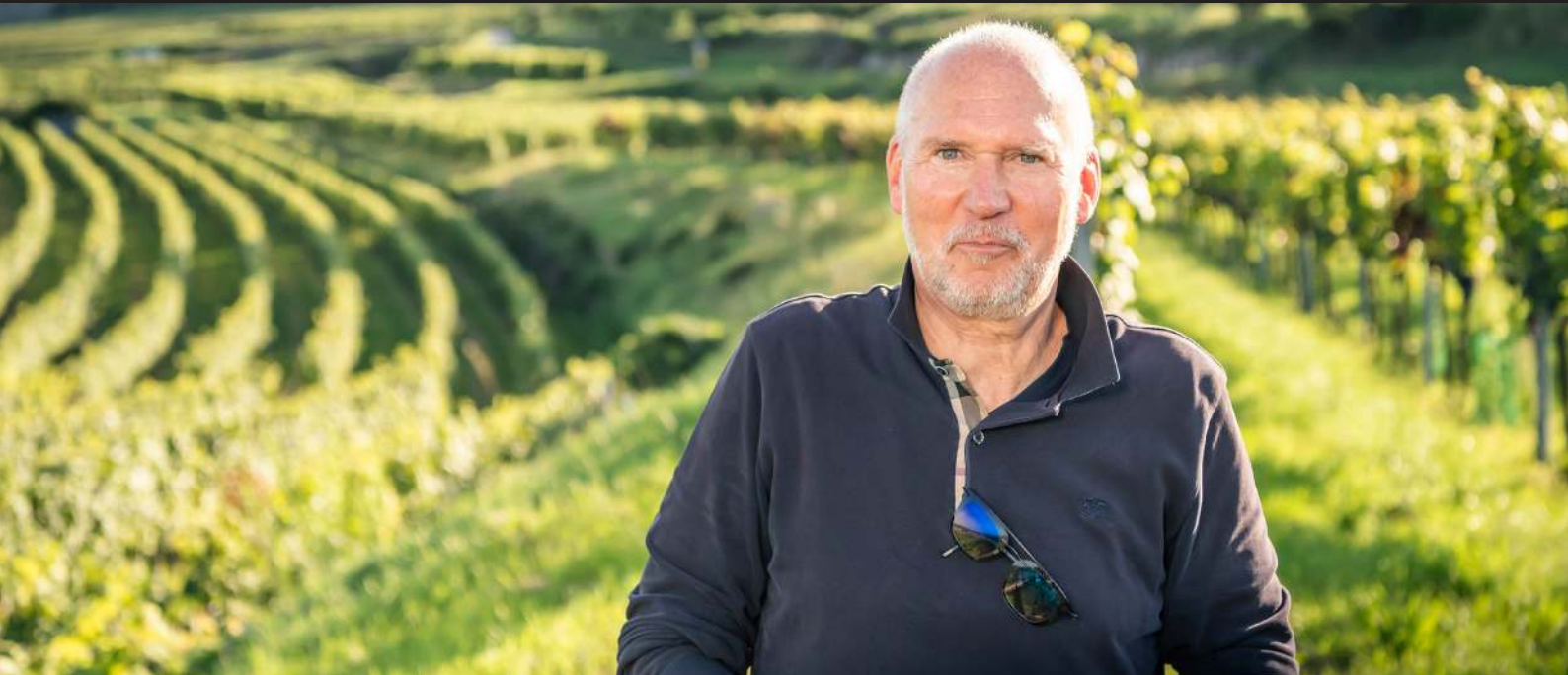
Born into the 10th generation of a small winemaking family, I was already working in the vineyard together with my Grandfather, Father and Mother at the young age of three. Even then, I loved to be in nature - to feel the ground, to smell the scent of the grass and flowers and to observe and follow the development of the grapes throughout the year. **I am convinced that really good wine is made from grapes that are brought to perfect ripeness by the human touch**, which means for me to see each plot as an independent individual with its own needs. Even if wine is a very natural product, for me it is still more of a cultural one, because it is only through human influence that the grapevine can be trained to reach its full potential.

Based on this conviction, I started at a young age to devote myself entirely to viticulture and vinification. After my apprenticeship in Austria, I was sent to vinify two harvests in South Africa before, in 2000, I dedicated myself entirely to the task of transforming my parents' four hectare estate into a real winery. My goal is to be a very good winegrower, because **only then I can make very good wine from the best grapes**. I see myself as a companion who knows when to be there to keep the direction or change course, in order to ultimately achieve the wine style

I am looking for; this then influences the direction I take when pruning the respective vineyard, and all subsequent work is aimed at achieving this goal. I love being able to take on this exciting challenge year after year, with each year, true to Steve Jobs' motto: **„the only way to make great work, is to love what you do“**

For me, the **Grüner Veltliner is the DNA of Austrian viticulture**, an exciting indigenous grape variety, deeply rooted in the history of winemaking in Austria, yet with potential to reach great heights on the international wine scene.

I have been friends with Lenz for more than 15 years. While sharing a glass of Grüner Veltliner, **we both realised that the Grüner Veltliner does not yet have the international status it should have**. We are both inspired by the idea of giving Grüner Veltliner the **international significance** that we believe it deserves. Much more, we want to carry this Austrian gem out into the great world of wine, to trigger a „New Chapter“, of surprise and enthusiasm among many wine lovers worldwide.



When you are born into one of the great wine families of Austria your DNA automatically turns to constantly **pioneering new frontiers** in fine wine. My grandfather pushed the limits with the invention of a new trellising system. My father went export already in the early 60-ies, introduced bio-dynamic vine growing in Austria back in 1978. And I followed the advice of “Grandpa Gruener” (my grandfather, the great Prof. Dr. Lenz Moser) **to promote Gruener Veltliner as a standalone grape back in the early 1980-ies**, being the first to do so successfully in creating a varietal range in Austria, under the banner of Lenz Moser winery, with Gruener being the backbone of the program. A lifelong love affair with this grape was the result.

NEW CHAPTER, by LENZMARK WINES is indeed the new project together with my congenial partner Markus Huber from Traisental, Niederösterreich, Austria. I watched Markus “grow” for the last 20 years, became a huge fan of his attitude, his character and ethics and of course his wines. Lucky I am (and we are ;-) as we both got together in early 2020 to think what we could do together. It did not take us long to decide in partnering in a Gruner Veltliner project. Yet, the ambition in of both of us told us clearly, let us start all over again, even de-learn in forgetting

everything we did, we knew about our favorite grape. We wanted a wine which still displays all the positive elements of the grape, and also brings in new elements of pleasure, of finesse, elegance, harmony, complexity and power at the same time – a newly enhanced Gruener for a broader appeal and the new and young discerning consumer. And, helas, the result wowed us so much, we went on to create this project – the basis being a completely newly defined Gruener Veltliner from Austria.

Call me conservative, yet I am a believer in the “what’s in the glass” theorem. My mentor Bob Mondavi always said: “If the quality in the glass is not good enough, if it does not excite your customers, go home and make a better wine!”

“A truly great wine (nothing to do with price) gets my heart beating faster, longing for the second sip fast and making me happy” is one element of loyalty for a wine (very personal for me) and the other element is the James Laube law “people are drinking the story”. These 2 parameters have to be met in order to get me going. And, wow, NEW CHAPTER makes me tick!

FACTSHEET: NEW CHAPTER GRUENER

New
Chapter



FOUNDATION: LENZMARK in 2020 / Lenz's Family is 15 generations in wine & Huber winery dates back to 1648

Hectare: New Chapter is sourced at Markus Huber and associated vineyards 120 ha

Note: Markus and Lenz are united in their purpose to bring Gruener Veltliner to the world as Austria's ambassadorial grape variety. Both partners have learned in their lives that apart from working for your own business you also have to fight for your region, for the category. Markus and Lenz's purpose is to create a new Gruener Veltliner that will be brought to the entire wine loving world. Their clear goal is to help building this grape as a global ambassador for top new Austrian white wine making.

Soil: Limestone motherrock with loam cover

Vinification: destemmed, 8 hours maturation and cold soak; fermentation in stainless steel tanks, with yeast contact until bottling

Barrique: "the spice" & larger oak barrels

Colour: bright light-yellow


Alcohol: 13% | **Acidity:** 5,9 g/l

Residual Sugar: 2,5 g/l | **pH:** 3,3

Description: gentle field herbs, slightly smoky, a hint of apple, guava, mango and loads of yellow fruits; complex, elegant, perfect zip; taste of yellow pear, mineral, secured aging potential and amazing drink flow. Loong aftertaste. Markus on vintage 2021: *"the best grapes I've had in 20 years and the perfect combination of freshness and maturity."*

The wine is a pure pleasure that's lifting the spirit from the first sip. The absolute goal is to have a Gruener from Austria, with all its credentials, yet also an extra kick from its newly developed style. It asks for an instant gulping and at the same time a serious ambassador for this Austrian grape.

It serves at any social occasion be it over a meal or as an aperitif. Markus and Lenz (and their entourage) love this wine - they see it as the future of Gruener style, being a true delight and a world class white at the same time - definitely on the same table as other favorites of Markus and Lenz such as Robert Weil Turmberg Riesling, Bründlmayers Grueners, Chateau Carbonnieux Blanc, Cloudy Bay Sauvignon blanc, Pouilly Fumé by Ladoucette, Royal Tokay's dry Furmint, Montelena Chardonnay, and more.




Region: Lower Austria
„Niederösterreich“ - predominantly Traisental



**Annual production of
NEW CHAPTER:**
50.000 bottles



Varietal: Gruener Veltliner



Winemaker: Markus and Michael Huber - the brothers make the different components of NEW CHAPTER. Markus and Lenz create the new style of Gruener and blend NEW CHAPTER together.



Both, Markus and Lenz are known for the **forward-thinking attitude**. They know the industry, the consumer, and that the world will look a lot different in 10 years from now. Hence, they have their plans going forward. And we will adapt them year on year with the latest challenges.

What we can say now already is that we are working on:

- Different bottle sizes for NEW CHAPTER
- Targeting even more environmentally friendly ways to produce the grapes – most of them are already organically grown
- Yet also the entire operation is being scrutinized for improvements on carbon footprint
- We also will be launching merch around NEW CHAPTER for our fans and friends to enjoy

The **NEW CHAPTER CLUB** will be an essential institution to reach out for fans and friends, to keep in touch, to inform and to gain feedback from the market. We do encourage this feedback. We are making the wines not just for us ;-) – listening is important to us

Email: lenz@newchapter.wine and Markus@newchapter.wine