

# WINES OF ALSACE PRESS KIT

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# TABLE OF CONTENTS

VINEYARDS & WINES FROM ALSACE .....	3
ALSACE VARIETALS .....	7
ALSACE GRANDS CRUS .....	9
CRÉMANT D'ALSACE .....	11
ENJOYING ALSACE WINES .....	13
VISITING ALSACE .....	16
KEY FACTS & FIGURES .....	18



# VINEYARDS AND WINES FROM ALSACE

LOCATED ON FRANCE'S EASTERN BORDER AND ON THE WEST BANK of the upper Rhine adjacent to Germany and Switzerland, Alsace is a true gem for winemaking. By the end of the first millennium, 160 Alsace villages were already growing vines. In 1962, centuries of winemaking excellence were rewarded when Alsace received AOC status, honoring and protecting the geography and quality of wines from Alsace. Alsace Grand Cru wines received AOC status in 1975, and AOC Crémant d'Alsace followed in 1976.



## CLIMATE

Sheltered from oceanic influence by the Vosges Mountains, the Alsace wine region enjoys one of the lowest rainfalls in France (just 16 – 20 inches per year) and benefits from a semi-continental climate: sunny, warm and dry in summer, an Indian summer in the fall, and cold winter. Situated on the Vosges foothills, at an altitude of 650 – 1300 feet, the vineyards take maximum advantage of their exposure to the sun, particularly as the vines are trained along high wires. The unique location of the vineyards contributes to the slow, extended ripening of the grapes, resulting in elegant, complex aromas and flavors.

## GEOLOGY

The geology of Alsace is a veritable mosaic of soils, made up of granite, limestone, schist and sandstone. Facing mainly south or south-east, the vineyards cover about 37,000 acres total. This diversity of vineyard soils has no equivalent anywhere in France. 50 million years ago, both the Vosges and the Black Forest (in Germany) were a single massif, and when it collapsed the Rhine plain was formed. The Alsace vineyards are situated along the fault line between the remaining massif of the Vosges and the plain, and benefit from the soil mosaic created of the collapsed ancient upper layers.



## 53 AOCS

ALL ALSACE WINES ARE APPELLATION WINES, AND BELONG TO ONE of 53 Appellations d'Origine Contrôlées (AOC). The AOC laws specify and delimit the geography, from which a particular wine may originate, methods by which it may be made, and ensure consistency in high quality winemaking.



### ALSACE

AOC Alsace represents 72% of the region's wine production, of which 90% are whites. Unlike other regions of France, the wines of AOC Alsace typically indicate the grape varietal on their labels: for example, Alsace Pinot Blanc or Alsace Riesling. When the grape varietal appears on the label, the wines are comprised of 100% of that varietal. Where not indicated, the wine is typically a blend of several grape varieties. The wines of AOC Alsace are always sold in a green "Wine of the Rhine" style bottle, called a "Flute of Alsace." Since 1972, these wines are required to be bottled in their region of production.

### ALSACE GRAND CRU

As of 2012, a new regulation awarded the 51 Alsace Grands Crus individual AOC status to better protect the vineyards. The 51 AOC Grands Crus represent a total average annual production of nearly 500,000 cases, just 4% of the total output of Alsace. These appellations highlight the unique influence of the vineyard itself on the wine. To be entitled to Alsace Grand Cru status, a wine must come from grapes picked by hand in one of the strictly defined sites within the limits of the Alsace wine region. Fifty-one different

terroirs constitute the mosaic of the 51 Grands Crus of Alsace, according to strict criteria of geology and micro-climate. The size of these exceptional vineyards varies between 7 and 198 acres. Only four grape varieties (with a few exceptions) are authorized for the 51 AOC Alsace Grands Crus: Riesling, Gewurztraminer, Pinot Gris and Muscat d'Alsace.

### CRÉMANT D'ALSACE

The AOC Crémant d'Alsace is the crown of Alsace sparkling wines, and represents 24% of total production. Fresh and elegant, Crémant d'Alsace is produced according to the strict demands of the traditional method. The grapes authorized are Pinot Blanc, Pinot Gris, Pinot Noir, Riesling or Chardonnay. These varieties are picked at the very beginning of the harvest, an auspicious moment when the grapes offer the best balance and harmony for vinification. Because of its unique personality and outstanding quality, Crémant d'Alsace has become the top AOC sparkling wine today consumed at home in France. More than 500 producers in Alsace specialize in the production of these outstanding sparkling wines.



# VENDANGES TARDIVES & SÉLECTION DE GRAINS NOBLES

THE TERMS “VENDANGES TARDIVES” (VT, OR LATE HARVEST) OR “Sélection De Grains Nobles” (SGN, or selection of grapes affected by noble rot) may be used on labels of wines from the appellations Alsace or the 51 Alsace Grands Crus. They designate exceptional wines produced according to some of the strictest criteria of any AOC wine in France.

The semi continental climate of Alsace, with its low rainfall and remarkable sunshine during fall, favors the production of over-ripe grapes and the development of noble rot (*botrytis cinerea*). Long after the regular harvest is over, Gewurztraminer, Pinot Gris, Riesling and Muscat grapes are carefully hand-picked when they have reached maximum ripeness. The wines made come from grapes with extremely high levels of natural sugar, and are wines of exceptional class.

## VENDANGES TARDIVES *“Late Harvest”*

They are made from Gewurztraminer, Pinot Gris, Riesling or Muscat grapes, and hand-picked when over-ripe, generally several weeks after the official start of harvest. In addition to the identity of the specific grape varietal and its unique aromatic and flavor profile, a great intensity can be attributed to concentration and to the development of noble rot (*botrytis cinerea*).

## SÉLECTION DE GRAINS NOBLES *“Selection Of Grapes Affected By Noble Rot”*

They are produced from the same varietals as Vendanges Tardives, through successive selective hand-picking of grapes affected by noble rot. The character of the grape variety is often more discrete, with the benefit of greater overall intensity, complexity and exceptional length. These wines are true masterpieces.





# ORGANIC & BIODYNAMIC VITICULTURE

HARVESTING VINEYARDS IN HARMONY WITH NATURE HAS BEEN practiced in Alsace for decades. Today, the practices of farmers and vintners in Alsace have been given many names: reasoned viticulture, integrated farming, organic viticulture, and biodynamic viticulture. About 200 producers in Alsace, representing roughly 13% of the annual production in 2011, are devoted to either organic or biodynamic farming, with numbers growing.



Organic farming has been practiced in Alsace since the early 1970's, and relies on a holistic approach. It works not to combat the "enemies" of the vine, but to contain them while recreating balance, reactivating the life of soils, reinforcing the natural resistance of plants and sustaining natural cycles. It prohibits the use of all synthetic chemical pesticides. Must coming from organic grapes is vinified and treated in the same holistic spirit and with as much respect for the vines. The cellar master must reduce his interventions to the very bare minimum in order to preserve the natural evolution of the wine, and use the minimum amount of sulfur necessary for its preservation.

Biodynamic viticulture embraces the same objectives as

organic farming, while taking an even more integrated approach to restoring the earth within the universe. It combines agricultural practices with cosmic cycles, in particular the phases of the moon.

The media section of [AlsaceWine.com](http://AlsaceWine.com) provides background information on the Alsace region, its rich history, and its exceptional wines. The press section is accessible with the username *Press* and the password *Riesling*.



# ALSACE VARIETALS



**ALSACE WINES ARE MADE FROM SEVEN MAIN GRAPE VARIETALS:** Pinot Blanc, Pinot Gris, Riesling, Gewurztraminer, Muscat d'Alsace, Sylvaner, and Pinot Noir. Unlike other French wine regions, the wines of Alsace are not named after the villages or vineyards they come from, but after the grape varietal from which each is made. All Alsace wines must be bottled in the region of production, in the traditional, slender Alsace "flûte" bottle.

All grape varietals of Alsace are available in the United States, the most popular being Riesling, Pinot Blanc, Gewurztraminer and Pinot Gris. Crémant d'Alsace, the exquisite sparkling wine originating from different varietals, is also imported to the United States.

In 2012, the U.S. imported 37,555 cases (89,240 gallons) of Riesling, 30,243 cases (71,858 gallons) of Pinot Blanc, 25,514 cases (59,910 gallons) of Gewurztraminer, and 32,544 cases (77,325 gallons) of Crémant d'Alsace.



# ABOUT THE VARIETALS

## PINOT BLANC



Pinot Blanc and the Auxerrois varietal are frequently associated under the same designation Pinot Blanc or Pinot. This varietal is often used in the production of base wines for Crémant d'Alsace. Well-rounded yet delicate, it combines freshness and softness to represent the happy medium in the range of Alsace wines.

**EYE:** The color is a pale yellow with hints of green. The wine is clear and brilliant.

**NOSE:** The nose is fresh and subtly fruity, offering notes of peaches and yellow apples, with floral notes.

**MOUTH:** Pinot Blanc opens quickly. Pleasant and soft, with a medium acidity, it represents a solid middle-ground within the range of Alsace wines.

## RIESLING



Regarded as one of the finest white wines in the world, Riesling is widely considered to hit peak form in Alsace. Riesling had its premiere in the region at the end of the 15th century. Like Pinot Gris, Gewurztraminer and Muscat, it is among the four grape varietals authorized for the production of Grand Cru wines, late Harvest wines and Sélection de Grains Nobles. Along with Sylvaner, Riesling is the latest-ripening of the Alsace varietals.

**EYE:** The color is a pale yellow, with bright green flecks that emphasize its characteristic freshness.

**NOSE:** The bouquet is elegant and racy, with subtle fruity aromas, including lemon, lemongrass, grapefruit, peach, pear, stewed fruits; and flowers, including white flowers,

linden, and white nettle. It also offers aromas of anise, cumin, licorice and fennel seeds. Throughout its evolution, Riesling has developed mineral aromas, described as gun powder, flint, or gasoline, depending on the local soil. These very particular aromas are found in terroir-driven wines such as the Grand Cru wines.

**MOUTH:** This dry wine displays great vertical structure. It is characterized by an ample freshness that can be appreciated from start to finish. The mid-palate is defined by opulence and richness. The body, both racy and delicately fruity, makes this wine an ideal partner for haute cuisine. It is an aging wine that can improve in the bottle over several decades. Late Harvest or Sélection de Grains Nobles Rieslings are very elegant wines, in a range of sweetness, with generous body, and extraordinary harmony.

## PINOT GRIS



Referred to as Grauer Tokayer before 1970, Pinot Gris was successively named Tokay Gris, then Tokay d'Alsace, followed by Tokay Pinot Gris, and finally, as of April 1, 2007, Pinot Gris. Powerful and opulent, with a deep color, it is rich and well-structured, with a long finish. Its bouquet is very complex, fruity and sometimes slightly smoky. Due to its rich character, it makes for an ideal white wine alternative to red wine.

**EYE:** Pinot Gris has a lovely yellow-gold or even amber color.

**NOSE:** Generally less intense, yet with great aromatic complexity, Pinot Gris often develops some typical smoky notes: aromas of burnt vine shoots, mushrooms, moss, dried fruits, apricot, honey, beeswax, and gingerbread. Pinot Gris benefits from decanting a few moments before being served, in order for its complexity to be fully appreciated.

**MOUTH:** This is a noble wine that offers great substance, an admirable, lively roundness that tends toward a slightly sweet opulence, which is always supported by a delightful freshness.

## GEWURZTRAMINER



Probably the best-known of all Alsace wines, and noted for its exceptionally aromatic character, Gewurztraminer is very expressive. It is a particular aromatic selection of an old grape varietal that has always been recognized in Alsace as Traminer rose. Etymologically, the name Gewurztraminer literally translates as "spicy Traminer".

**EYE:** The color is intense, yellow with light golden highlights. The red color of the grapes naturally influences the color of the wine.

**NOSE:** A rich and exuberant aromatic palate characterizes Gewurztraminer. The bouquet is intense and complex, offering an explosion of exotic fruits (lychee, passion fruit, pineapple, mango), flowers (notably rose), citrus (orange peel) and spices (gingerbread, peppermint, cloves and pepper). Frequent aromas of honey and ripe fruits also contribute to giving these wines an incomparably rich nose.

**MOUTH:** This is a full-bodied wine, with solid structure and a round fullness. With Gewurztraminer, the freshness is always more discreet than with other Alsace grape varietals. In tasting this wine, one rediscovers the complete aromatic range, often with the addition of licorice.

Harvested very ripe, Late Harvest and Sélection de Grains Nobles Gewurztraminers range from sweet to viscous, possessing exceptional richness and extraordinary aromatic complexity.

## OTHER ALSACE VARIETALS

**SYLVANER:** A remarkably fresh, light wine with a delicate flavor. Refreshing, vivacious and easy to enjoy.

**MUSCAT D'ALSACE:** Very aromatic and wonderfully grapey. A dry wine that's very different from the sweet Muscats of the Mediterranean.

**PINOT NOIR:** The only Alsace varietal producing red or rosé wines. Fruity, cherry-like character. Matured in oak barrels, it gains additional structure and complexity.



# 51 ALSACE GRANDS CRUS



THESE APPELLATIONS HIGHLIGHT THE UNIQUE INFLUENCE OF THE vineyard itself on the wine. To be entitled to one of the Alsace Grands Crus statuses, a wine must come from grapes picked by hand in one of the strictly defined sites within the limits of the Alsace wine region. Each of these exceptional vineyards has its own specific character, formed by its unique geology, aspect and slope.

Fifty-one different terroirs constitute the mosaic of the 51 Grands Crus of Alsace, according to strict criteria of geology and micro-climate. The 51 AOC Grands Crus represent an average annual production of nearly 500,000 cases, just 4% of the total output of Alsace. The size of these exceptional vineyards varies between 7 and 198 acres. Only four grape varieties (with a few exceptions) are authorised for AOC Alsace Grand Cru: Riesling, Gewurztraminer, Pinot Gris and Muscat d'Alsace.



THE FOLLOWING 51 VINEYARDS ARE AOC GRAND CRU VINEYARDS:

VINEYARDS/VILLAGES BY	SOIL TYPE(S)
Altenberg de Bergbieten	Marl-limestone-gypsum
Altenberg de Bergheim	Marl-limestone
Altenberg de Wolxheim	Marl-limestone
Brand (Turckheim)	Granite
Bruderthal (Molsheim)	Marl-limestone
Eichberg (Eguisheim)	Marl-limestone
Engelberg (Dahlenheim and Scharrachbergheim)	Marl-limestone
Florimont (Ingersheim and Katzenthal)	Marl-limestone
Frankstein (Dambach-la-ville)	Granite
Froehn (Zellenberg)	Clay-marl
Furstentum (Kientzheim and Sigolsheim)	Limestone
Geisberg (Ribeauvillé)	Marl-limestone-sandstone
Gloeckelberg (Rodern and Saint-Hippolyte)	Marl-limestone
Goldert (Gueberschwihr)	Marl-limestone
Hatschbourg (Hattstatt and Voegtlinshoffen)	Marl-limestone & loess
Hengst (Wintzenheim)	Marl-limestone-sandstone
Kaefferkopf (Ammerschwyr)	Granite and limestone-sandstone
Kanzlerberg (Bergheim)	Argilo-marneux-gypseux
Kastelberg (Andlau)	Shale
Kessler (Guebwiller)	Sablo-argileux
Kirchberg de Barr	Marno-calcaire
Kirchberg de Ribeauvillé	Marl-limestone-sandstone
Kitterlé (Guebwiller)	Sandstone-volcanic
Mambourg (Sigolsheim)	Marl-limestone
Mandelberg (Mittelwihr et Beblenheim)	Marl-limestone
Marckrain (Bennwihr et Sigolsheim)	Marl-limestone
Moenchberg (Andlau et Eichhoffen)	Marl-limestone with scree
Muenchberg (Nothalten)	Stony-sandstone-volcanic
Ollwiller (Wuenheim)	Sandy-Clay
Osterberg (Ribeauvillé)	Marl
Pfersigberg (Eguisheim and Wettolsheim)	Limestone-sandstone
Pfingstberg (Orschwihr)	Marl-limestone-sandstone
Praelatenberg (Kintzheim)	Granito-gneiss
Rangen (Thann and Vieux-Thann)	Volcanic
Rosacker (Hunawir)	Dolomitic limestone
Saering (Guebwiller)	Marl-limestone-sandstone
Schlossberg (Kintzheim)	Granitic
Schoenenbourg (Riquewihr and Zellenberg)	Marn-sandstone-gypsum
Sommerberg (Niedermorschwihr and Katzenthal)	Granitic
Sonnenglanz (Beblenheim)	Marl-limestone
Spiegel (Bergholtz and Guebwiller)	Marl-sandstone
Sporen (Riquewihr)	Stony-clay-marl
Steinert (Pfaffenheim and Westhalten)	Limestone
Steingrubler (Wettolsheim)	Marl-limestone-sandstone
Steinklotz (Marlenheim)	Limestone
Vorbourg (Rouffach and Westhalten)	Limestone-sandstone
Wiebelsberg (Andlau)	Sandy-sandstone
Wineck-Schlossberg (Katzenthal and Ammerschwyr)	Granitic
Winzenberg (Blienschwiller)	Granitic
Zinnkoepflé (Soultzmatt and Westhalten)	Limestone-sandstone
Zotzenberg (Mittelbergheim)	Marl-limestone

For detailed information on each of the 51 Alsace AOC Grand Cru vineyards, please visit [WWW.VINSALSACE.COM](http://WWW.VINSALSACE.COM).  
You can download fact sheets on every vineyard by clicking on "Alsace Wines," then "Appellations," followed by "AOC Alsace Grand Cru."



# CRÉMANT D'ALSACE

THE SPARKLING WINE OF ALSACE OWES ITS ELEGANCE TO THE UNIQUE character of the grape varieties it is made from: Pinot Blanc, Riesling, Pinot Gris, Chardonnay, and Pinot Noir. Following a century of winemaking excellence, Crémant d'Alsace is now the top take-home AOC sparkling wine in France, and in the U.S. has carved out a reputation as a more affordable alternative to Champagne.

## HISTORY

Since the end of the last century, several winemakers of Alsace have produced sparkling wines according to the traditional method. This tradition, while less active during the first half of the 20th Century, was maintained until Crémant d'Alsace earned AOC status in 1976. For the wine houses of Alsace, the AOC status presents the new framework necessary for the production of a high-quality sparkling wine. Today, more than 500 producers are assembled under the Syndicate of Producers of Crémant d'Alsace.

## GRAPES

Grapes for the production of Crémant d'Alsace are generally picked at the very beginning of the harvest, when they offer the optimum balance for vinification. Crémant d'Alsace wines are made from the following varieties:

**PINOT BLANC:** This grape gives Crémant d'Alsace a soft and delicate character. Most Blanc de Blanc Crémants are made from Pinot Blanc.

**RIESLING:** Adds a lively fruit character, full of elegance and nobility.

**PINOT GRIS:** Contributes a rich and round note.

**CHARDONNAY:** Offers lightness and style. In Alsace, Chardonnay is reserved solely for the production of Crémant d'Alsace.

**PINOT NOIR:** The only variety for Crémant d'Alsace rosé or a Blanc de Noirs.







## PRODUCTION

From less than 83,400 cases (or less than 1 million bottles) in 1979, the annual production of Crémant d'Alsace has grown spectacularly to meet increasing demand not only in France but also in export markets. Today, production of Crémant d'Alsace represents 3 million cases (or 36 million bottles / 270,062 hectoliters) a year, which equates to 24% of all Alsace wines.

The starting date for the AOC Crémant d'Alsace is usually a couple of days before the harvest date for AOC Alsace still wines.

Grapes must have a certain ripeness level, with a minimum natural sugar content of 145 g/l, which equals 8.5° potential alcohol.

The maximum authorized annual yield for AOC Crémant d'Alsace in 2012 was 80hl/ha.

150 kg (331 lbs) of grapes must be pressed to obtain 100 liters (26.5 gallons) of juice destined for the production of Crémant d'Alsace.

Grapes must be harvested manually and transported in containers holding less than 220 lbs, and put whole into the press.

Crémant d'Alsace must undergo a secondary fermentation in bottle, which must take place exclusively on Alsace territory. The wine must not be bottled before January 1st after the harvest. The bottles have to age for a minimum of 9 months on the lees and may not be sold before one year of cellar aging.

## EXPORT

Over 26 years, Crémant d'Alsace sales have nearly tripled, from 183,333 cases (2.2 million bottles) in 1982 to 530,000 cases (6.4 million bottles) today. The United States is the 3rd biggest export market for sparkling wine from Alsace: in 2012, over 32,500 cases (390,500 bottles) were exported to the US.

TOP EXPORT MARKETS FOR CRÉMANT D'ALSACE IN 2012	
Belgium	2.25 million bottles
Germany	2.1 million bottles
USA	390,000 bottles
Denmark	266,000 bottles
Switzerland	202,000 bottles
Sweden	200,000 bottles
Netherlands	168,000 bottles
Canada	105,000 bottles



# ENJOYING ALSACE WINES



ALL ALSACE WINES, AOC ALSACE, ALSACE GRAND CRU AND CRÉMANT d'Alsace, are just as perfectly suited to gastronomic occasions as they are to simple everyday meals and informal get-togethers.

Alsace wines do not need years of ageing to reveal their full character: from six months to five years is usually sufficient. However, in the finest vintages, Grands Crus, Vendanges Tardives and Sélection de Grains Nobles wines will benefit from more bottle age.

## SERVING ALSACE WINES

Alsace wines should be served between 46 and 50°F. Over chilled, their delicate aromas cannot be fully expressed. It is best to use tall-stemmed glasses with a tapered bowl, which concentrates the aromas. Crémant d'Alsace should be served in tall flûte glass, between 41 to 45°F.

## JUST ADD FOOD

With great fruit, freshness and a wonderfully balanced acidity, Alsace wines are perfect partners to a vast array of food, from traditional to exotic.





# FOOD PAIRING

## CRÉMANT D'ALSACE



- With all celebrations or for no reason in particular!
- Asparagus dishes
- Caviar
- Smoked salmon

## RIESLING



- Sushi, shellfish and fish
- Poultry and pork dishes
- Charcuterie
- Goat cheese
- Citrus-based desserts such as lemon tart with Vendanges Tardives or Sélection de Grains Nobles

## VENDANGES TARDIVES & SÉLECTION DE GRAINS NOBLES



- With desserts or as a dessert
- Aged Cheddar or Parmigiano Reggiano

## SYLVANER



- Shellfish (oysters, scallops, clams), fish
- Cold meats
- Salads

## MUSCAT D'ALSACE



- Vegetable dishes, cooked and raw
- As an aperitif
- Asparagus

## GEWURZTRAMINER



- Blue cheese and strong cheeses
- Asian, Indian, and Moroccan cuisine
- Spare ribs
- Thanksgiving dinner

## PINOT BLANC



- Egg-based dishes (egg Benedict, quiche)
- Light fish, poultry and pork dishes
- Mac and Cheese
- Salads

## PINOT GRIS



- Mushroom and fall dishes
- Risotto, polenta
- Pork and poultry with richer sauces, roasts

## MORE PAIRING IDEAS

For more wine pairing ideas led by the food type rather than the varietal, please explore the "Choosing the right wine" section of [AlsaceWine.com](http://AlsaceWine.com)



# SPRING FOODS & ALSACE

ASPARAGUS, RAMPS, PEAS, BABY GREENS MAKE THEIR APPEARANCE, with the promise of longer days, warmer weather, and lots of fresh vegetables and fruit. Dry, aromatic and low-tannins, un-oaked Alsace wines are a great complement to spring cuisine.



## CRÉMANT D'ALSACE

As an aperitif or an accompaniment to the entire meal, Crémant d'Alsace Brut or Brut Rosé give an additional reason to celebrate spring for their versatility and reasonable price.

## PINOT BLANC

Mussels marinière with fresh herbs, Spring vegetable frit-tata and cold pea soup are perfect partners with delicate Pinot Blanc.

## RIESLING

Dry yet aromatic Riesling complements penne with peas and pancetta, fried green tomato salad with goat cheese, and ricotta gnocchi with asparagus and ramps.

## PINOT GRIS

The velvety fullness of Pinot Gris partners beautifully with a pork tenderloin with rhubarb compote, a side dish of morels simply sautéed in butter, or a baked fresh trout.

## GEWURZTRAMINER

Nothing says spring like a rhubarb-strawberry pie or strawberry shortcake, which are delicious with Gewurztraminer's fragrant flower and fruit notes.

## VENDANGES TARDIVES OR SÉLECTION DE GRAINS NOBLES

Although these luscious wines pair very well with dessert, they can also be savored on their own.



# SUMMER FOODS & ALSACE

WITH SUMMER COMES THE PLEASURE OF GRILLING AND SPENDING time with guests outside, sipping a glass of wine while dinner gets ready. Alsace wines, with their beautiful aromas balanced by crisp acidity, are sure to please wine and beer lovers alike, and their affordable prices allow for buying them by the case, ensuring great entertainment all summer long.



## CRÉMANT D'ALSACE

Greet guests with a glass of delightful Crémant d'Alsace Brut or Brut Rosé. Because Pinot Blanc and Pinot Gris are often blended in Crémant, this sparkling wine can accommodate most kinds of cocktail-hour food: shrimp, peanuts, cheese, raw vegetables with a dip, guacamole or smoked salmon.

## PINOT BLANC

Pair grilled shrimp, lobster, scallops simply brushed with olive oil (garlic and herbs optional) with Alsace Pinot Blanc whose floral aromas and minerality will complement the slight sweetness of these seafood delicacies. Also try Pinot Blanc with grilled asparagus drizzled with a dressing of feta/lemon/olive oil.

## RIESLING

Bone-dry Alsace Riesling will match a salmon grilled on the skin side, with a squeeze of lemon. It will also pair very well with oysters, clams (raw or grilled), or white fish.

## PINOT GRIS

A whole chicken (or breasts/legs), slow roasted over applewood will pair with Alsace Pinot Gris, full-bodied, with smoky notes, and good minerality.

## GEWURZTRAMINER

Pork Chops, with a rub of 1 tablespoon chipotle in adobo, 1 tablespoon tomato concentrate, and 1 tablespoon apple cider vinegar, will pair with Alsace Gewurztraminer. The slight sweetness of the wine will cool off the heat of the chipotle, while the acidity will keep one's mouth alive and ready for seconds. Gewurztraminer goes very well with an exotic salad of pineapple, jicama, avocado and a cilantro/olive oil dressing.

Vegetarians and vegans will enjoy slices of tofu grilled and served with a dressing of a dressing of miso-soy sauce paired with Alsace Pinot Gris or Blanc.

## VENDANGES TARDIVES OR SÉLECTION DE GRAINS NOBLES

Add a few charcoals on the fire, and grill half-peaches or nectarines. Serve with vanilla ice-cream and a glass of VT or SGN and watch the stars twinkle in the summer sky.



# FALL FOODS & ALSACE

INDIAN SUMMER LINGERS INTO PRE-HOLIDAY MOOD, THE LEAVES ARE turning red and yellow, and mushrooms and a multitude of pumpkins fill the supermarkets and greenmarkets alike. It is an inspiring season for the cook, as a large palette of earthy flavors and richer seasonings become available.



## CRÉMANT D'ALSACE

Enjoy a Brut with mushroom for a lovely fall aperitif, or a Brut Rosé with canapés of smoked duck magret.

## PINOT BLANC

Versatile Pinot Blanc is the perfect alternative to Chardonnay, and a subtle foil to fish, poultry and white meats. It is delicious with egg-based dishes such as omelets and soufflés, and is unbeatable with a dinner of mac & cheese for grown-ups, made with spaetzle and grated cheddar!

## RIESLING

Chicken au Riesling, salmon with lemon-butter sauce, mashed celery root and potato find perfect harmony with Riesling. The elegant, dry wine will balance the richness of these fall dishes.

## PINOT GRIS

Opulent, sometimes smoky, Pinot Gris is a great partner to fall cuisine: mushroom risotto, poultry with truffle sauce, heritage pork roast, mashed cauliflower, and game birds such as pheasant or quail will pair admirably with it.

## GEWURZTRAMINER

Richly aromatic, Gewurztraminer complements the Thanksgiving dinner usually composed of turkey, cranberry sauce, and sweet potatoes. The wines' structure and aroma matches both the savory and sweet notes of a Thanksgiving supper.

## VENDANGES TARDIVES OR SÉLECTION DE GRAINS NOBLES

Pair these elegant sweet wines with fall desserts such as caramelized quince with vanilla ice cream, pear cobbler or pumpkin pie. They also excel with blue cheese and other strong cheeses.



# WINTER FOODS & ALSACE

WINTER BRINGS FAMILY AND FRIENDS AROUND CELEBRATORY MEALS and cocktail parties. Food-friendly and wallet-friendly, the wines of Alsace, whether sparkling or still, are the perfect choice for entertaining. Medium to full-bodied, they partner well with the substantial foods of winter, which require well-structured wines with crisp acidity to cut through the richness.



## CRÉMANT D'ALSACE

The Holidays would not be festive without a flute of Crémant d'Alsace Brut Blanc de blancs, Blanc de noirs, or Rosé. Made according to the traditional method, these elegant, crisp sparklers will enliven the conversation and prepare the palates for a luxurious meal.

## PINOT BLANC

Soft and subtle, Pinot Blanc is a winner with a Sunday supper of roast chicken with mashed potatoes. Any seafood finds a great partner in this wine, such as scallops, lobster, trout, cod, salmon, and crab.

## RIESLING

Choucroute, braised pork, veal chops with sage-cream sauce and many winter gastronomic preparations with fish, poultry and pork pair well with this noble wine. This dry wine also complements rich seafood chowders, whether clam, lobster or fish.

## PINOT GRIS

Pinot Gris adds elegance and harmony to a festive dinner such as poached salmon with truffle-cream sauce, goose with chestnut and brussels sprouts garnish, or seared foie-gras with pears.

## GEWURZTRAMINER

The cold weather is often a motivator for ordering in: Thai, Szechuan and Indian are the best cuisines to spice up a winter dinner. The intense bouquet and rich aromas of fruit, flowers and spices of Gewurztraminer are a great match for these ethnic dishes. To end any meal on a triumphant note, pair Gewurztraminer with strong cheeses and desserts.

## VENDANGES TARDIVES OR SÉLECTION DE GRAINS NOBLES

The long winter evenings call for a glass of these luxurious late harvest wines, by the fire, with friends, or with a good book. They pair well with the rich desserts of winter. The sweeter the dessert, the more it calls for a late-picked Vendanges Tardives or Sélection de Grains Nobles.



# ALSACE WINES WITH FOOD

KNOW WHAT'S FOR DINNER, BUT STILL LOOKING FOR THE RIGHT WINE to pair your freshly cooked meal with? This chart provides a great overview on all wines that go well with certain dishes. Living up to their reputation as food-friendly wines, the wines of Alsace are perfect matches for more than one kind of meal. Poultry and white meat, for example, are equally delicious with Riesling, Pinot Blanc, Pinot Gris, Pinot Noir, and Crémant d'Alsace.

		SYLVANER	PINOT BLANC	RIESLING	MUSCAT D'ALSACE	PINOT GRIS	GEWURZTRAMINER	PINOT NOIR	CRÉMANT D'ALSACE	VENDANGES TARDIVES	SÉLECTION GRAINS NOBLES
Apéritif					●		●		●	●	
Shellfish and seafood		●	●	●					●		
Cold cuts, salads		●	●					●			
Foie gras						●	●			●	
Grilled fish		●	●	●					●		
Fish in creamy sauce			●	●		●			●		
Quiches, soufflés and mac & cheese		●	●								
Choucroute				●					●		
Asparagus			●		●						
Poultry and white meat			●	●		●		●	●		
Red meat and game						●		●			
Asian and Moroccan dishes						●	●				
Mild cheeses		●	●					●			
Goat cheese				●							
Strong cheese							●	●			
Dessert							●		●	●	●

RECOMMENDED SERVING TEMPERATURE: 46.6 °F / CRÉMANT: 41 °F



# VISITING ALSACE

THERE IS NO BETTER WAY TO DISCOVER ALSACE AND ITS WINES THAN to walk along the Alsace Wine Route, or to stop by the Museum of the Vineyard and Wines of Alsace near Colmar, the heart of the region.



## THE ALSACE WINE ROUTE

The Alsace Wine Route winds its way from north to south, for more than 170 kilometers (100 miles) along the eastern foothills of the Vosges. This delightful trail leads visitors across rows of undulating, vine-covered hills, and through quaint villages with narrow streets and charming flower-decked houses clustered around the local church steeple. Visitors can leisurely explore the heart of the Alsace region, walking the numerous vineyard pathways, where signs explain the work of the grape growers and the diversity of the grape varieties.

## THE WINE PATHS

Thirty-eight wine trails wind their way through picturesque villages and vineyards, with each trail revealing the work of individual winemakers. Over a two-hour walk, at most, each wine trail offers a view of the colors and the flavors of Alsace, and a connection to the personalities of the winegrowers that bring them to life. Just a note on timing: all wine trails are closed during the harvest period.







## THE MUSEUM OF THE VINEYARDS & WINES FROM ALSACE

Housed in the former farmhouse of the Brotherhood Saint-Etienne's Château de Kientzheim, this museum allows visitors to discover the many facets of the life and work of Alsace winegrowers over the centuries.

The ground floor offers a re-creation of a winemaker's cellar and houses some very large exhibits, among which are a harvest cart and two wooden screw wine presses dating to 1640 and 1716. The first floor is devoted to the tools and utensils used for grape growing and its associated crafts (coopering and glassmaking), while the second floor recalls

the viticultural and oenological techniques of the late 19th and early 20th centuries (filters, wine pumps, spigots, bottling and corking machines, etc.), as well as various methods of treating vineyard diseases.

## THE MAISON DES VINS D'ALSACE

The beautiful Maison des Vins d'Alsace in Colmar serves as the information center for the vineyards and wines of Alsace. The center hosts regular wine tastings, and provides interactive maps of the vineyard region, educational games, and information surrounding food and wine pairings. It is also the home of CIVA, the region's professional wine board of producers and merchants.



# KEY FACTS & FIGURES



## PRODUCTION & MARKET CHARACTERISTICS:

15,535 hectares (38,300 acres) of vineyards produce an average harvest of over 12.5 million cases of 12 of AOC Alsace wine per year (equals over 150 million bottles / 1.15 million hectoliters):

- Total production by volume in 2012: 1,120,382 hectoliters

119 winegrowing communes.

White wines represent 90% of the total production of Alsace wines, and 18% of the total French production of still white AOC wines.

100% of the wines are exclusively bottled in the region of production.

AOC Alsace production in 2012:

- Alsace: 72%
- Alsace Grand Cru: 4%
- Crémant d'Alsace: 24%

Surface area of production by grape varietal in 2012:

- |                        |                  |
|------------------------|------------------|
| • 21.9% Riesling       | • 7.5% Sylvaner  |
| • 21.2% Pinot Blanc    | • 2.3% Muscat    |
| • 19.4% Gewurztraminer | • 1% Chardonnay  |
| • 15.4% Pinot Gris     | • 0.6% Chasselas |
| • 9.9% Pinot Noir      | • 0.8% Other     |

## ALSACE WINE PROFESSIONALS:

4,400 winegrowers in Alsace, of whom 1,800 cultivate more than 2 hectares (5 acres) and account for almost 90% of the total vineyard area.

890 producers sell in bottles, of which 200 commercialize almost 90% of the total volume.

In 2012, sales were split as follows:

- Individual winegrowers: About 20% of Alsace wine sales
- Wine cooperatives: About 41% of Alsace wine sales
- Producer-négociants: About 39% of Alsace wine sales

## SALES

Alsace wines generate a turnover of 500 million Euros a year (pre-tax bottle sales) in their region of production.

Turnover equals 40% of the total agricultural production in the Alsace region, and more than 60% of the total crop production.

Alsace accounts for nearly 30% of the French domestic market for still white AOC wines.

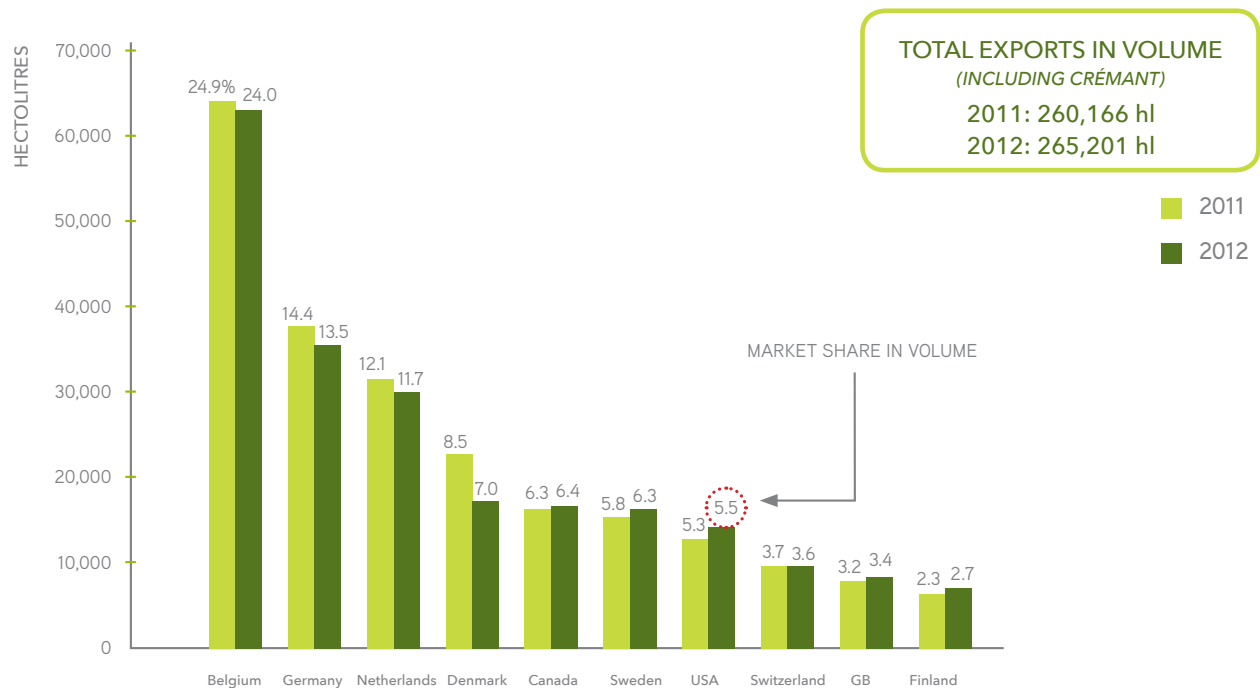
With 30% of French domestic sales of AOC sparkling wines, Crémant d'Alsace is the market leader in sparkling wines consumed at home in France after Champagne.

Over 2,950,000 cases of 12 (35 million bottles/ 265,200 hl) are exported annually.

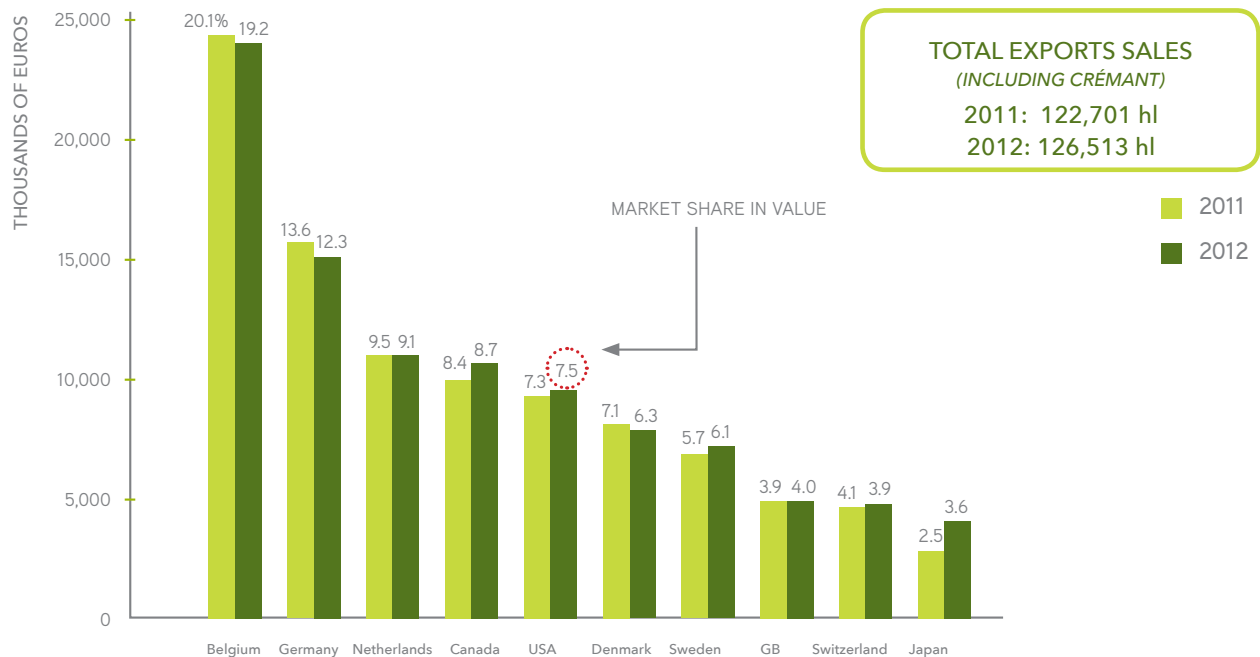
In 2012, the U.S. was the 5th most successful export market for Alsace in terms of value, and the 7th most successful export market in terms of volume.



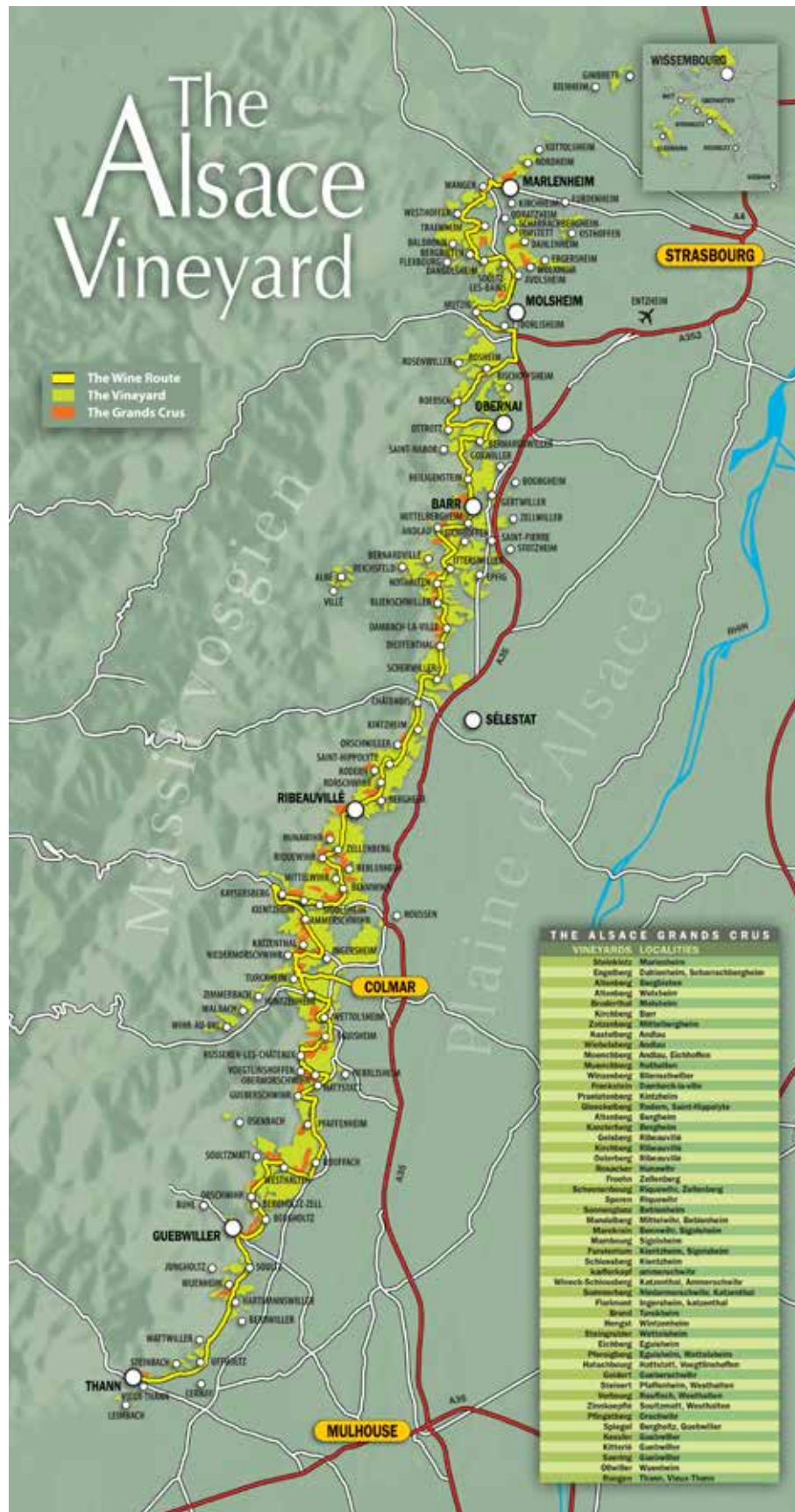
## EXPORT OF AOC ALSACE BY VOLUME 2012 TO TOP 10 MARKETS (INCLUDING CRÉMANT D'ALSACE)



## EXPORT OF AOC ALSACE BY VALUE 2012 TO TOP 10 MARKETS (INCLUDING CRÉMANT D'ALSACE)











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