

June 16<sup>th</sup>, 2016

## Press Release

### Quotes about Generation Riesling

**1. The Drinks Business 11/2012**

“The success of campaigns such as Generation Riesling has helped open the doors to German reds in export markets, particularly in Scandinavia.”

**2. Jancis Robinson, Master of Wine, February 2016**

“It is also quite easy to find the German wines that are underpriced: by heading for up and coming younger producers who are not (yet?) members of the prestigious VDP association of top estates. There are various organizations such as Generation Riesling that can provide a short cut to the winning combination of ambitious winemaking with relatively low prices.”

**3. quench magazine – Canada, 11/2013**

“Up-and-coming vintners of Generation Riesling use new ways to reach consumers, create wines in the dry style, focus on quality instead of quantity and have changed labelling and pricing structures.”

**4. Stuart Pigott, British wine critic and author, June 2016**

“Generation Riesling is not only the largest group of ‘Jungwinzer’ or young winegrowers, it is the one which has the most continuous influence upon the German wine scene. This is probably because of the continuous process of renewal, resulting from the arrival of new members and the departures of retiring members. Generation Riesling isn't only good publicity for German Riesling, but also for the creative

approach of the new generation of German winegrowers who have given the nation's wine industry a new dynamic.

The most important things about the members of Generation Riesling is how relaxed their approach to winemaking is. For them it is all about making (mostly dry) wines that are attractive and distinctive as possible. They don't have any problem with the fact that the wines of some grapes and vineyard sites need only a little fine tuning to reach their optimum whereas others need turning upside down before they realize the Generation Riesling members' goal.

Wine trends, for example German Sauvignon Blanc or almost black colored tannic German reds, are huge developments and they are not limited to the innovative members of Generation Riesling, but are shared with many dynamic German winegrowers who are not members. Since Generation Riesling was established the group's members have been involved in all the new wine trends.

On 6 June 2006 when Generation Riesling had its first presentation in London, I was at home in Berlin working on one of my columns for the Sunday edition of the Frankfurter Allgemeine Zeitung. At this point the column was not quite five years old. Since it started in September 2001 half the columns have been about German wines, and one of the most important subjects was the new generation of winemakers. On that day I also did some preparation for a research trip to Moscow in July 2006.”