



THE RIESLING ESTATE

PRINZ
VON
HESSEN
WEINGUT



Johannisberg im Rheingau



Johannisberg im Rheingau

Donatus Prince of Hesse's vision is to earn global recognition for his **Riesling** and his estate, and to create wines in the Rheingau, the cradle of Riesling, reflecting:

1. Terroir of his vineyards
2. Going for the perfect grape
3. Unmistakable style for the PRINZ VON HESSEN wines
 - Clarity
 - Pure and bright fruit
 - Vivid and mood enhancing



The privileged vineyards of the PRINZ VON HESSEN estate have with **71%** of classified **First Growth vineyard sites** one of the highest ratios in Germany.



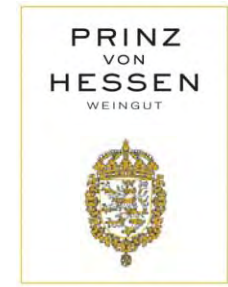
HRH Donatus Prince of Hesse

Owner

Married to Floria Princesse of Hesse, born Countess of Faber-Castell

Twins Paulina & Moritz, born in 2007

- studied business administration and real estate
- worked in the banking profession
- joined his family's enterprise in 1994 and is today managing director of the **Hessische Hausstiftung** which is the holding of the estate



Johannisberg im Rheingau



"Wine is a living and long-lasting treasure that reflects tradition and the labour of many generations. And the wine theme is strongly linked with our family, so it is natural for us to be involved with it now."

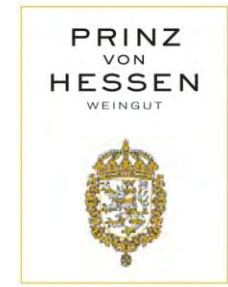


Dr. Clemens Kiefer

Director of the Estate

Married to Yvonne

Daughters Leonora and Amelina Theodora



Johannisberg im Rheingau

- joined the PRINZ VON HESSEN winery in October 2005
- studied winemaking, followed by business management studies and a 5-year period as a scientific assistant
- during his studies awarded "Best Young Winemaker" of Germany

"Especially attractive to me wasn't `just` taking over the running of a winery and following an existing business plan, but it was also being able to implement change and create new dimensions. It happens in the vineyard."

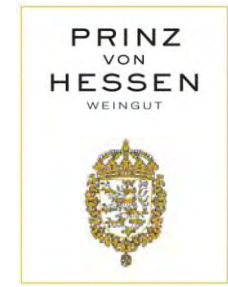


Sascha Huber

Cellar master

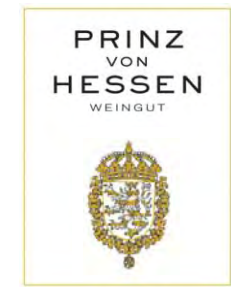
Single

- apprenticeship at the PRINZ VON HESSEN estate
- remained at the winery afterwards
- cellar master since October 2009



Johannisberg im Rheingau

"To play a major role in the interaction of `tradition & modern` with continuous improvements and our ambition to modernize and rejuvenate the estate's philosophy is a unique challenge. "

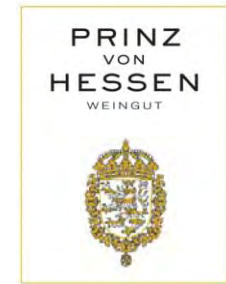


Johannisberg im Rheingau

- 800 years of family tradition
- Striving for **top quality** in every aspect
- One of the highest ratios of **First Growth** vineyard sites in Germany
- **100% estate wines** – all **hand crafted**
- **Innovation:** Dachsfilet fermented on the skins for more „Riesling DNA“
- **„KING RIESLING“** is on the march to rediscovery, and Germany with 50% of global acreage of Riesling is on the forefront

ERSTES  GEWÄCHS

WHY PRINZ VON HESSEN?



Johannisberg im Rheingau

THE ESTATE

Vineyards:

33 ha / 82 acres

thereof ~23 ha / 60 acres classified as **Erstes Gewächs (First Growth)**



Grape varieties:

Riesling (> 90%)

... and a little bit of Pinot Blanc, Merlot and Pinot Noir

Production:

~ 250.000 bottles per year



PRINZ VON HESSEN Estate



Member of the VDP



Johannisberg im Rheingau

The estate was purchased by the family of Hesse in 1957.

At that time, it was only 7 ha / 17 acres in size.

Major changes and **improvements** since then, especially from 2005 on (arrival of Dr. Clemens Kiefer):

- selling-off certain non-suited areas (unfavorable geographical location, quality aspect)
- at the same time increase of acreage to 33 ha in total
- minimization of grape varieties and main focus on **Riesling**
- investments and modernisation of cellar technology & long traditions



A new era began at PRINZ VON HESSEN in the Fall of 2005, when Dr. Clemens Kiefer became the wine estate's director. *"Over the last couple of years, we have taken a path that was rocky, but very necessary,"* says Dr. Kiefer. *"With the close co-operation of the family of Hesse, we scrutinized every part of the winery, and created them anew."*

Donatus Prinz von Hessen adds: *"It is a deep desire and an utter pleasure to awaken the potential of our vineyards that, until now, has been slumbering – in fact, barely ever tapped."*



Johannisberg im Rheingau

Consumers should be offered wines that are **easy to understand**:

Distinctive style of the PRINZ VON HESSEN Rieslings – **clear, pure, vivid**.

„It was, and still is, a big challenge for us to bring **800 years of family tradition** together with **today's modern wine demands** in a harmonious way – so that they strengthen each other.“

(Donatus Prinz von Hessen)

The **interaction of „tradition and modern“** is reflected through the entire wine estate. While the wines, with their bright, lively and fresh expression, demonstrate a **modern style**, the **focus on Riesling** is testament to Rheingau tradition.

800 YEARS OF HISTORY

The **Landgrafs of Hesse** have reigned over significant parts of the region that form today's federal state of Hesse since the second half of the 13th century. The House of Hesse is directly related to the majority of the European monarchies, including Queen Victoria, Emperor Wilhelm II, as well as Tsar Alexander II.

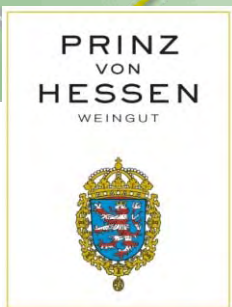


Family Gathering at Schloss Friedrichshof, May 1900 -
Kaiser Wilhelm II. in the middle of the front row
(FAS B 450, FAS Archive Photograph)

In 1928, the Princes and Landgrafs (reigning counts) of Hesse founded the **Hessische Hausstiftung**, or Hessian House Foundation, as a family foundation, thus preserving their long cultural heritage for public interest, nurturing and extending it. The PRINZ VON HESSEN Wine Estate is therefore an integral part of the Foundation, which also has the Panker Estate in Schleswig-Holstein, the two 5 Star Schlosshotel Kronberg and Hessischer Hof Hotel in Frankfurt and the Schlossmuseum Fasanerie in Fulda in its portfolio.



Schlosshotel Kronberg



Johannisberg im Rheingau

- The only west orientation of the River Rhine, therefore mostly south faced slopes
=> this is the reason for viticulture in the Rheingau since the 8th century
- 50° latitude (cool climate region)
- 2,500 ha / 6,200 acres **Riesling** (3,100 ha / 7,600 acres in total)
- One of the **largest Riesling growing regions in the world**
- Home to **7.3% of the world's Riesling vineyards**
- Total annual wine production: ~ 216,000 hl
- Modest climate protected through the Taunus Mountains, with the Rhine river as reservoir of moisture and warmth providing temperature regulation and balance

Rounded figures.

Source: DWI – Deutsches Weininstitut 2011

"Riesling is a wonder of a vine ... it preserves its identity wherever it is grown ... and produces the finest white wines of all."

Jancis Robinson, 'Vines, Grapes and Wines'

Development of Riesling

- Indigenous wine from the Rhine region
- Crossing with Traminer
- Crossing with the variety Heunisch
- Riesling brings the best qualities in cool climate regions
- Riesling is the most important variety in Germany
- Germany is the most important Riesling growing country in the world



Country	Acreage (ha)	%
Germany	22,400	21.9
Australia	4,400	12.3
France	3,500	9.8
USA	1,900	5.3
Austria	1,900	4.0
New Zealand	900	2.5
Rest	843	2.3
Total	35,843	100

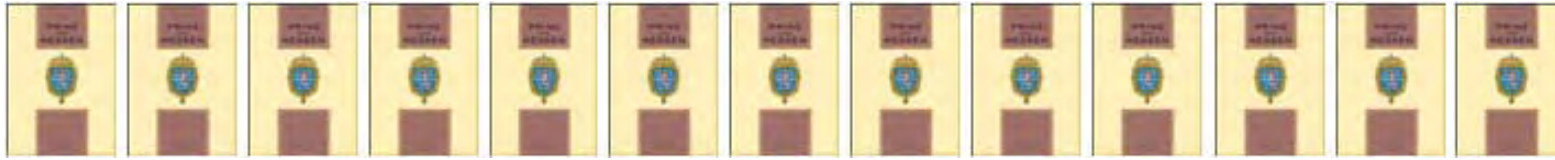
Rounded figures.

Sources: DWI, OIV, Wikipedia, AWMB

Riesling plantings world wide

RIESLING „H“

Refreshing and easy drinking entry-level wine



- A juicy wine with a fresh, clear smell of apple, citrus and decent grapefruit
- The flavour of the Riesling “H” has a light residual sweetness and a clear structure
- It is a perfect accompanying wine for any kind of dishes

The grapes ripen on loess and loam soils, primary weathered and sandy loamy terroirs, that surround the **Johannisberg**. Warm summer days and cool nights provide the perfect conditions for this **aromatic and expressive fruit-driven** wine.



RIESLING KABINETT

A modern and lively Kabinett



- A typical Rheingau Riesling with a lively pale-yellow color
- Juicy wine with a fresh, clear and fruity smell
- Perfect accompanying wine for any kind of dishes

The “Kabinett” is a **true interpretation of its origin and quality classification**, as defined by the PRINZ VON HESSEN Wine Estate, and a popular choice wine with the team members. Under the careful guidance of ambitious Winery Director Dr. Clemens Kiefer and the young winemaker Sascha Huber, the vibrant Kabinett is a new addition to the wine range that successfully unites the house style of the Wine Estate and epitomises Riesling. Above all however, it exceeds the expectations of the **consumer**.



RIESLING DACHSFILET

1/3 skin fermentation



The badger (animal of the year 2010 in Germany)

- A Riesling with a pale yellow color & light green reflexes
- The smell emerges mature fruit notes of black currant and a little peach
- The taste combines within a tight structure gentle spice and matured peach notes
- Partial fermentation on the skins

Approximately a third of the grapes are **fermented on the skins**, a winemaking process that is usually reserved for red wines. The result is spectacular, with a thoroughly characterful and wonderfully **charming Top Riesling wine**. During the past three years, the Dachsfilet has undisputedly become the **flagship wine of the Estate**, and the personal favourite of the Prince himself.

The grapes for this remarkably fresh wine come from the **Winkeler Dachsberg** site („badger’s mountain“), which lies at app. 180m above sea level. The steep incline of the vineyard with its deep gravel and quartz soils structure over layers of loess and loam provide the perfect conditions for high quality. This lean, vibrant, characterful and charming Riesling marks the PRINZ VON HESSEN Wine Estate's new direction.



RIESLING JOHANNISBERGER KLAUS ERSTES GEWÄCHS

ERSTES  GEWÄCHS

Elegant Premium wine



- A pale yellow colored Riesling with light green reflexes
- With very attractive hazelnut core
- A convincing and vital premium wine, quite assertive but with lots of flavor

The grapes for this especially lacy wine come from the **Johannisberger Klaus top-single vineyard**. The soils of this enclosed, south-facing site retain warmth and bring about delicatly fruity and elegant wines that are rich and full bodied and continue to develop for two to three years.

The Riesling Johannisberger Klaus First Growth is a wine of the **first class** that is juicy, vibrant with balance and delicate, varietal characters.



RIESLING AUSLESE JOHANNISBERGER KLAUS

Noble sweet top wine



- the “Trinkpaß” category of Riesling with a splash of hedonism
- Donatus Prinz von Hessen loves Johannisberger Klaus, his favorite vineyard

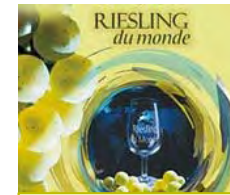
The rich, amber hue of the Auslese wins friends by its expressive fruit characters alone. The bouquet displays apricots and peach notes, with elegant caramel and honeyed richness on the palate, that are in perfect harmony. This Auslese from the **Johannisberger Klaus top-vineyard site** receives critical acclaim both in Germany and internationally.



Riesling Kabinett trocken / dry

2008 Riesling du Monde
Decanter World Wine Awards 2010
IWC 2010

Gold
Silver
Silver



Médaille d'or

Riesling Dachsfilet

2009 Mundus Vini 2010
2008 Decanter World Wine Awards 2010
IWC 2010
Jamie Goode, UK
2007 Weinwiser, Switzerland

Silver
Silver
Silver
93/100
17/20



Riesling Johannisberger Klaus Kabinett

2008 Riesling du Monde 2010
A la Carte, Austria
Jamie Goode, UK
2007 IWC 2009
2006 Mundus vini 2007

Silver
92/100
91/100
Gold
Silver



Riesling Johannisberger Klaus 1st growth

2008 Riesling du Monde 2010
Falstaff, Austria

Silver
91/100



Riesling Auslese Johannisberger Klaus

2006 Weinwiser, Switzerland
2005 Riesling du Monde 2008
Decanter
Vinum
Wine Spectator
Gault Millau

17+/20
Gold
Silver
91,2/100
91/100
90/100



With wines like these, the future of the new Prince of Hesse Estate is guaranteed.

FAZ am Sonntag, Fabian & Cornelius Lange, Germany, June 29, 2008

The 32ha (80 acre) Prinz von Hessen estate was a sleeping dinosaur until director and winemaker Dr. Clemens Kiefer arrived. He still has some way to go, but his modernizations have so far resulted in more fruit-driven, harmonious wines. He has, however, retained the small range of very good Riesling dessert wines from the previous regime.

The Wine Opus, UK, 2010

Wine of the week: The „Dachs“ is rising:
One of the best is an experiment, that the Captain likes: the Riesling Dachsfilet.
(...) Several great Rieslings, fantastic Beerenauslese, German wine of best quality, deeply rooted in the modernity of viticulture. A must-like.

Manfred Klimek, captaincork.com, Germany, Sept. 8, 2009

This is a strong contender for one of the best value whites of the year [...].

Prinz von Hessen Riesling Kabinett Trocken 2008 Rheingau, Germany: 11.5% alcohol. Taut lime and lemon nose with a hint of honey. The palate is crisp and fresh with lovely precision, and savoury lime and mineral notes. There's some tangerine and lemon pip character, too. Brilliant value for money. 90/100

Dr. Jamie Goode, UK, Sept. 22, 2010

The wineries in the Rheingau produce first-class growths of rieslings, and among the very best is Prinz Von Hessen's estate.

This example is an entry-level riesling from what are described with refreshing candour as merely nearby vineyards. The wine is excellent – a very fresh, green apple skin-oriented riesling with a touch of smoothness, and off-dry lusciousness midpalate leading to a crisp, clean finish. A superb riesling at a reasonable price.

Tom Clancy, Sunday Business Post, Ireland, Jan. 22, 2011

Being managed by his son Donatus Prince of Hesse, dynamically supported by the director of the estate, Dr. Clemens Kiefer, the fine rieslings are well on their way to being established among the best of the Rheingau.

Falstaff, Austria, Nov./Dec. 2009

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