



Length of text: 735 letters, 120 words

Weingut R&A Pfaffl, Stetten, Weinviertel & Wien

Immense growth, tremendous wine diversity, an impressive number of awards – there is hardly another winery that has ever achieved this in this way. The Pfaffls know their greatest strength: family unity. The cooperation between generations doesn't just junction in front of the camera; they really do get along. Everyone plays a fulfilling role in which they can evolve. Roman Josef Pfaffl has the say in the cellar, his sister Heidi Fischer in the office. Father Roman Pfaffl looks after the vineyards and mother Adelheid watches over the newest generation. "We have a very harmonious lifestyle and we enjoy it immensely," agree the Pfaffls. You can feel this in the Pfaffl wines, year for year, continuously in the same high quality.

Length of text: 850 letters, 138 words

Weingut R&A Pfaffl, Stetten, Weinviertel & Wien

Pfaffl stands for consistent high quality. This was true in the hands of Roman Pfaffl and hasn't changed with the new generation. After all, Roman Josef Pfaffl has the same quality aspiration and openness to innovation as his father. The winery is recognised far beyond Austria's borders for its achievements with the country's prime variety Grüner Veltliner. Riesling, Chardonnay, Zweigelt, and St. Laurent under Pfaffl's rhombus-shaped label also receive numerous accolades. This has won Pfaffl a privileged honour: the American magazine "Wine Enthusiast" has given the Austrian winery their prestigious Wine Star Award "European Winery of the Year". This is an award given only to the very best in the international wine world. Despite this, when asked about how great he is, Roman says, "I am 1 metre 80; there are a lot bigger guys than me."



Length of text: 1.370 letters, 220 words

Weingut R&A Pfaffl, Stetten, Weinviertel & Wien

If you hear the name “Pfaffl” and automatically think “Grüner Veltliner”, you’ve got one thing right. Pfaffl does indeed stand for peppery Grüner Veltliner – or as the Austrians say, it’s always got that “Pfaffl-Pfeffer” (Pfaffl-pepperiness). On the other side, those who think only of Grüner Veltliner are missing out on the greater part of the Pfaffl world of wine. It surprises many to discover that nearly half of the Pfaffl wines are red. Zweigelt and St. Laurent make up the heart of a red wine assortment that is crowned with the superb blends “Excellent Reserve” and “Heidrom Grand Reserve”. One reason why the leading Weinviertel vintner has such a strong red wine focus lies in the estate’s geographic position neighbouring Vienna in the southern Weinviertel on the edge of the Marchfeld where the mild Pannonian influence is a major climate factor. Another reason is Roman Josef Pfaffl’s penchant for deep, powerful red wines. A further surprising discovery is that Riesling and Chardonnay represent two additional important pillars in the Pfaffl assortment. The Pfaffls’ versatility and untiring dedication to Grüner Veltliner were named as the convincing aspects for the grand coup: the US magazine *Weine Enthusiast* honoured Weingut Pfaffl with the title “European Winery of the Year 2016” – an accolade that goes to an Austrian producer for the first time.

Length of text: 1.600 letters, 260 words

Weingut R&A Pfaffl, Stetten, Weinviertel & Wien

As Roman Pfaffl was awarded the title “Falstaff Vintner of the Year” in 1996, a dream he had not dared to dream came true. In just under 20 years, he and his wife Adelheid ambitiously grew a little farm with 0.75 hectares of vines into a 20-hectare wine estate. Another 20 years followed in which the next generation lent a strong hand. Their teamwork is obviously marvellous, because now another dream has come true: the US magazine “*Wine Enthusiast*” has honoured Pfaffl as “European Winery of the Year 2016”. This prestigious title goes to Austria for the first time ever.

For close to 40 years, the Pfaffls have been ambassadors for high-quality Grüner Veltliner, Riesling, Chardonnay, Zweigelt, and St. Laurent. The wine estate now has 110 vineyard hectares scattered between 10 different wine villages in the southern Weinviertel and due to proximity, also in Wien (Vienna). This distribution brings great diversity in soils and microclimates, which the Pfaffls put advantageously to use. There is hardly another producer that better understands how to express the characteristics of each site so well in its wines. This astounding versatility is displayed in an assortment that ranges from light and playful to concentrated and powerful. This is particularly apparent in the flagship variety Grüner Veltliner, which is produced in six variations. The winery also has a superb red wine assortment. “Several of our vineyards benefit from mild Pannonian climate influences that come in over the Marchfeld,” states Roman Josef Pfaffl, who has an ambitious penchant for red wine.



Length of text: 2.750 letters, 450 words

Weingut R&A Pfaffl, Stetten, Weinviertel & Wien

Anyone who has a bottle with the white rhombus-shaped label in their shopping bag knows that they can expect something special. Pfaffl wines have brought people pleasure for generations – and not just Pfaffl-aficionados, but the vintners themselves. According to their own declaration, the Pfaffls thoroughly enjoy what they do. And if you have the chance to feel their energy and see everything that they have accomplished, you certainly believe it.

We speak in the plural, because as is so often the case, the Pfaffls' success has many faces. Their story is about family unity – a family that really gets along, and not just at Christmas dinner. Everyone takes on a specific role and enjoys fulfilling it. Roman Josef Pfaffl is responsible for the wines and has the word in the cellar. His father Roman Pfaffl applies his experience and intuition in the vineyard. Sister Heidemarie Fischer takes charge of marketing and sales. Mother Adelheid Pfaffl makes the winery a cheerful home and looks after the next family generation.

There is certainly plenty for everyone to do. The family enterprise has grown to encompass 110 vineyard hectares and distributes wine to 30 countries around the world. "This is only possible, because we have such a fantastic team," says Roman Josef and is pleased that many of his employees have worked at the winery for decades. Cumulative know-how is essential; the Pfaffl vineyards are scattered in 10 different wine villages in the southern Weinviertel and a few vineyards are even in neighbouring Wein (Vienna). Many different soils and different microclimates mean that there is also great diversity in the grape varieties. "We all love this diversity. It makes our work even more interesting. We aim to show the influence the individual vineyards have on our wines," explains Roman and by the happy gleam in his eyes, you can tell just how much he truly enjoys it.

Grüner Veltliner alone comes in five different single-vineyard variations. Each is a precisely chiselled expression of its origin, ranging from crisp and spicy to powerful and complex. Despite this, Grüner Veltliner is not the only variety with the Pfaffl logo. Among the most highly acclaimed Pfaffl wines are also Riesling, Chardonnay, Zweigelt, St. Laurent and the powerful red wine blends "Excellent Reserve" and "Heidrom Grand Reserve". Their versatility and great dedication to Grüner Veltliner have brought the Pfaffls the incredible title "European Winery of the Year 2016". This is the first time this prestigious award goes to Austria and it is not only a great honour for the Pfaffls, but for Austria wine in general. "We are thrilled to wave our country's flag high. We Austrians can really be proud of our wine," states the vintner.