



WHERE
AUSTRIA

WHAT
ROSÉ

WHEN
TWECKLY
(THAT'S TWICE WEEKLY,
NATURALLY)

ZUSCHMANN-SCHÖFFMAN ROSÉ

Like your fierce gay friend with a split personality : both of which you enjoy immensely.

ZUSCHMANN
SCHÖFFMAN



CONCEPTUAL DOPPELGANGER

What is fiction? Is it what's real or what you believe? Technically fiction is fact and the fact is Bruno is real. He might be the most famous Austrian who doesn't really exist. Though he does exist - he is the superego of the id of the stereotype of a gay fashionista - what's the problem? Bottom line is that he is intensely delightful. He is interesting and fun. He is memorable - more than I can say for most. Oh Bruno, keep being you, or whoever you are - we need you in our lives.

WINEMAKER Peter Schöfmann

REGION Niederösterreich

GRAPE VARIETY Pinot Noir
& Zweigelt

SOIL Loam and loess
with a gravel base, and
Muschelkalk (shell/lime)

AGE OF VINES Planted
between 1970 and 2014

PRODUCTION 5,000 bottles

VITI VINI Certified organic,
hand harvest, 50% of the blend
is harvested 2 weeks early, is
crushed and skin contact for 12
hours. The other 50% harvested
at full ripeness, also crushed,
left on skins for about 10
hours, then a few hundred
liters are drained into
stainless steel vats.
Fermentation of early and
regular harvest occurs
separately. Blending after
fermentation and bottled early,
in December.

PRODUCER Zushmann Schöfmann is
a 17 hectare certified organic
estate run by husband and wife
team, Else Zuschmann and Peter
Schöfmann. The estate is
located in the undisturbed,
quite natural environment in
Martinsdorf. This sub-region is
located in the eastern part of

the Weinvertel (the 'wine
quarter'), located 20 minutes
from Vienna. Else's family
background is agriculture and
she is trained wine production.
Peter trained as a chef and has
always loved wine. In 2000, Else
began working on her family
farm, and in 2007, the couple
made the decision to focus on
their passion and produce wine.
Their aim is to produce elegant,
well-structured wines with
harmony, balance and the ability
to age. There is no ambition to
grow, because according to
Peter, then he would lose
control over his 'babies', the
vines. He knows each and every
vine by name. The labels
creatively depict the couples'
3 phases of life. This range
reflects The Prime of Life. Else
and Peter are adamant about soil
health being the key ingredient
for the production of quality
wine. Peter's approach in the
cellar is quite simple. Grow
healthy, happy grapes!

