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**INFORMATION  
FOLDER**



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## THE PROJECT

### “THE ROOTS & THE WORK”

**It is a revolutionary concept. It goes against the conventional viticulture system - against the regulations, traditional practices, against confining winemaking practices. It's the revolutionary idea of four vintners from three wineries: Stefanie & Alwin Jurtschitsch in Lower Austria (Kamptal), Max von Kunow (Weingut von Hövel) on the Saar, and Johannes Hasselbach (Weingut Gunderloch) in Rheinhessen. The newest addition, Theresa Breuer (Weingut Georg Breuer) from the Rheingau, joined the project in 2016.**

WURZELWERK aka ROOTWORK doesn't stand opposed to the concepts of terroir or regionality. On the contrary! ROOTWORK takes grapes from different terroirs and creates three unique wines from each appellation. Taking grapes harvested from each winery, and transporting them immediately after harvest to the cellars of the other three wineries. Hundreds of kilometers from their origins they are then pressed, fermented, matured, and presented to you as a finished, bottled wine.

What's the purpose behind this? Put simply: Jurtschitschs, Kunows, Hasselbach and Breuer want to clarify how much the concept of terroir affects wine. This includes how much, or how little, the individual components of each terroir affect each wine. Is terroir the soil in each vineyard? The climate in which the grapes ripen? Or something that is imparted in the cellar by its yeasts? How does a wine coming from grapes grown in Kamptal, but finished in the Rheingau taste? And how does the wine whose grapes took the opposite route taste?

One thing is certain: through this project many new questions will be asked, and there will always be a satisfactory answer. High-quality wine, which in one glass lets the Terroir of the region shine, and in another glass showcases the yeasts of the cellar, as well as the skill of the winemaker.

The philosophy of ROOTWORK: Great wine isn't great only because of where its grapes come from. Wherever the grapes are shipped, even in other cellars, a great wine can be made.

Yes, this is a provocative statement in today's wine industry; and yes, this statement makes the winemaker into a creator of terroir.

Manfred Klimek



## THE IDEA

*The desire: TO LEARN, the idea: TO EXPERIMENT, the foundation: FERTILE SOIL, the background: TRADITION, the common ground: RIESLING, the requirement: AUTHENTICITY, the goal: ANSWERS!*

**This is the beginning of the project ROOTWORK. Following the motto "You give me your juice; I'll give you mine" Stefanie and Alwin Jurtschitsch (Kamptal), Johannes Hasselbach / Weingut Gunderloch (Rheinhessen) and Max von Kunow / Weingut von Hövel (Saar) each exchanged a portion of their 2012 harvest. The grapes from these exceptional vineyards were vinified in the three cellars, and given the unique interpretation and style of each winery. This sparked the extraordinary project that is ROOTWORK.**

The "Enigma of Terroir" fascinated the ROOTWORK winemakers during their viticulture studies - and today captivates them even more so with the new oenological methods possible in winemaking. The themes "terroir" and "origin" were often discussed in marketing discourse, but a real answer to what those terms really meant was never given. Their time in student housing was spent trying to differentiate, through blind tastings, between redslate and blueslate, and volcanic minerality as opposed to a calcite based soil.

These trials led the ROOTWORK winemakers to delve deeper into the concept of terroir. After their studies, they traveled extensively in order to discover different soils and climates, and compare their traditions. And in some cases to take part in the creation process itself in foreign wineries.

Through the creation of great, authentic, artisanal wines with terroir based characteristics, they began to move away from systematic thought and handling of wine. Instead of analysing the acidity, sugar, and ph-levels, it became much more than that. Reading the vineyard, harvesting, studying, and tasting the grapes, to ever better understand the symbiosis between vine and vintner, and to improve their own understanding of terroir.

After a couple of years abroad, the young winemakers came back home. Back to their familial wineries, to their vineyards, to their roots: to Scharfzhofberg, Rothenberg, and Heiligenstein. Each of them began a generational transition in their family businesses. Traditions were scrutinized to shape the future of - always in search of answers. "Who (am I)? Where (do I come from)? And how can I best express this in my wine?"

Shortly before the 2012 harvest - while on a walk through the Kamptal vineyards - the idea of a grape exchange was born. Four weeks later, the grapes changed hands for the first time. The goal of the ROOTWORK vintners was not to create the „loudest wine in the world", but to learn, experiment, exchange ideas, and create something together. To explore new terrain, and thereby come to understand more completely the concept of "terroir". And by exchanging harvests, and the subsequent tastings and discussions, come to a better understanding of their own vineyards and their roots.

In the spring of 2013, the four vintners spoke with their friends Julia Klüber and Paul Truskowski (of the marketing agency *Wineadventures*) about their idea. The two were enthusiastic, and gave this impressive initiative a name and face. The "ROOTWORK" project was born.

## THE FACTS

### THE TERROIR

*„Terroir includes physical elements of the vineyard habitat - The vine, subsoil, site drainage, and microclimate. Beyond the measurable ecosystem, there is an additional dimension - The spiritual aspect that recognizes the joys, the heartbreaks, the pride, the sweat, and the frustrations of its history.“*

*James E. Wilson*

#### **The following factors define terroir**

- Environmental Factors
  - Soil (Type / soil depth and colour)
  - Climate (Temperature, precipitation, insolation)
  - Topography (Altitude, slope, exposure)
- Biological Factors
  - Grape variety (or mixture of varieties) and underlay (base/substrate?)
  - Age of the vines
- Human Factors
  - Technical: Viticulture, cellar environment
  - History
  - Economy

And of course, the winemakers commitment, and the love he has for his vineyards. All of these factors play a part in forming what they call the "terroir" of a vineyard. People are inseparably linked with terroir.

#### **How does "terroir" influence the wine?**

Terroir affects the quality and the typicality of the wine

- Quality
  - A multitude of factors have an influence on the wine. These factors often interplay
  - Climate, the soil, and the variety of grape are the leading factors
- Typicality
  - Terroir is a connection between the product and its geographical origin
  - A perfect traceability exists, especially in high-quality wines
  - The taste of the wine reflects the place of its birth
  - Terroir is the origin of the AOC, Premier and Grand Crus and the First Layer concept
  - Terroir is embodied in single vineyard wines

#### **What does Terroir stand for?**

- - Terroir stands for tradition, authenticity, and originality
- - Terroir is the alternative to globalization and industrialization in the wine industry
- - Terroir guides tradition (see: cloisters, monks)
- - Terroir means vineyard characteristics in spite of oenological range

## THE FACTS

### THE ROOTWORK VINTNERS

Five vintners who study their terroir closely and give the soil an opportunity to show its character. Five people who have newly defined the terms “soil”, “home” and “Riesling”.



fltr: Theresa Breuer, Alwin Jurtschitsch, Stefanie Jurtschitsch, Johannes Hasselbach, Max von Kunow

Through their wineries, steeped in long winemaking tradition, and having found themselves in a "generational shift", these five share a lot of common ground. They have experienced the nuanced wine world through their travels and have come to share a similar viticultural philosophy. Above all: they are friends who are looking for unconventional and bold new ways, and are redefining “home” for themselves.

Following their extensive travels, these five winemakers have a new appreciation and understanding for their terroir. With the generational transition taking place at their wineries, they are looking forward to putting their innovation to the test. This innovation comes with much reflection on "old values": traditions and crafts, culture and customs of the area. Boredom is a foreign word to them - after all, this is nothing less than a reinvention of viticultural philosophy; one of reflection, of observation, and experimentation.

The four wineries work closely together, as well as with winemakers around the world in order to draw inspiration and look beyond the scope of their individual work - a "wine industry friendship" based on forging new paths, relying on intuition, and deep contemplation. A "social entrepreneur" is defined by this kind of courage. *"Social entrepreneurs play the role of change agents by adopting a mission, recognizing opportunities, engaging in innovation, acting without being limited by resources currently in hand, and exhibiting accountability."*(Dees, J. Gregory)

Together they are able to create wines with unique character, that leave room for individuality, and give them opportunities to express themselves - to create something "big, new". Redefining the "best practices" and pioneering new approaches embodies the spirit of their project, and one of their most dearly-held aphorisms: "We are self-

realized, we make our ideas reality, we find our own answers to our questions!" Terroir is a question that only you yourself can find the answer to.

For the five ROOTWORK winemakers, wine is a form of art. And terroir does not describe a vineyard belonging to a winery, but rather the winemaker, who is a part of their vineyard.

**Theresa Breuer / Weingut Georg Breuer, Rheingau**

The ROOTWORKS family has expanded its horizons in the 2016 vintage. The addition of Theresa Breuer brings the flair of the Rheingau to the project.

The winery Georg Breuer is known as one of the most avant-garde wineries in the Rheingau. Avant-garde: this is an overused term as of late, and has become synonymous with work that lies just above the average. In the Breuer family however, this term has applied since the early 1980s, when they began to create unconventional wines - many of which were simply before their time and were only recognized years later.



Bernhard Breuer - the previous owner and cellar master of the winery, who passed away in 2004 many years before his time - created cool mineralic wines, full of vibrancy and texture - which lay in his cellar long before they came into fashion. His daughter Theresa has inherited his ability and now works together with winemaker Markus Lundén to oversee the 34-hectare winery. A winery renowned for its extraordinary Rieslings; and not just in Germany. Theresa Breuer creates Rieslings that focus on elegance and harmony, as well as their long aging capability. Without this harmony and balance, the uniqueness of the wine would be lost.

[www.georg-breuer.com](http://www.georg-breuer.com)

**Johannes Hasselbach / Weingut Gunderloch, Rheinhessen**



Carl Gunderloch founded this winery in 1890. Since then the family has focused intensely on Riesling, which grows in ideal conditions in the 250-million-year old red slate. The climate and geological conditions allow for the creation of expressive wines. The heart and soul of the estate is the prominent Rothenberg Vineyard in Nackenheim.

After his studies in economy, Johannes Hasselbach sought winemaking experience throughout his world wine travels. After this valuable "detour", the inquisitive economist took over responsibility for the family winery and further developed it dynamically. His exchange with friends, colleagues and winery interns from all over the world remains a valuable inspiration for him as a vintner.

[www.gunderloch.de](http://www.gunderloch.de)

**Alwin & Stefanie Jurtschitsch / Weingut Jurtschitsch, Kamtal**

Stefanie and Alwin Jurtschitsch have managed the family winery since 2009 with a new interpretation of exemplary wines. Their goal is to vinify wines of utmost authenticity, complex wines with unique terroir character in a cool and elegant style that express the individuality of their various Langenlois vineyards. New parameters, which in reality return to old traditions, are the foundation for organic cultivation, healthy soils, minimal intervention in the cellar, and continuous experimentation to explore the inexhaustible possibilities of terroir in the wine world.



The symbiosis of preconditions in the local vineyards, the thoughtful and respectful interaction with nature, gentle vinification, and an open mind for new “old” ways are the means with which Stefanie and Alwin Jurtschitsch produce wines to meet the highest quality demands.

[www.jurtschitsch.com](http://www.jurtschitsch.com)

**Maximilian von Kunow / Weingut von Hövel, Saar**

The Hövel Winery, over 200 years in the family’s ownership, is known for the steely, fruity style of Riesling that can only come from the Saar wine region. The family owns 2.8 hectares in the world-famous Scharzhofberg Vineyard where the blue slate yields vibrant Rieslings of extraordinary character. “The Saar offers the chance to produce unadulterated, natural wines that are truly inimitable. A good Saar Riesling stands for pleasantly low alcohol combined with depth of flavour – a contemporary wine that finds comparison nowhere else in the world.”

Tradition and the modern are united perfectly in this historic estate. For Maximilian von Kunow, modern means the return to positively experienced traditions.

[www.weingut-vonhoevel.de](http://www.weingut-vonhoevel.de)

## THE FACTS

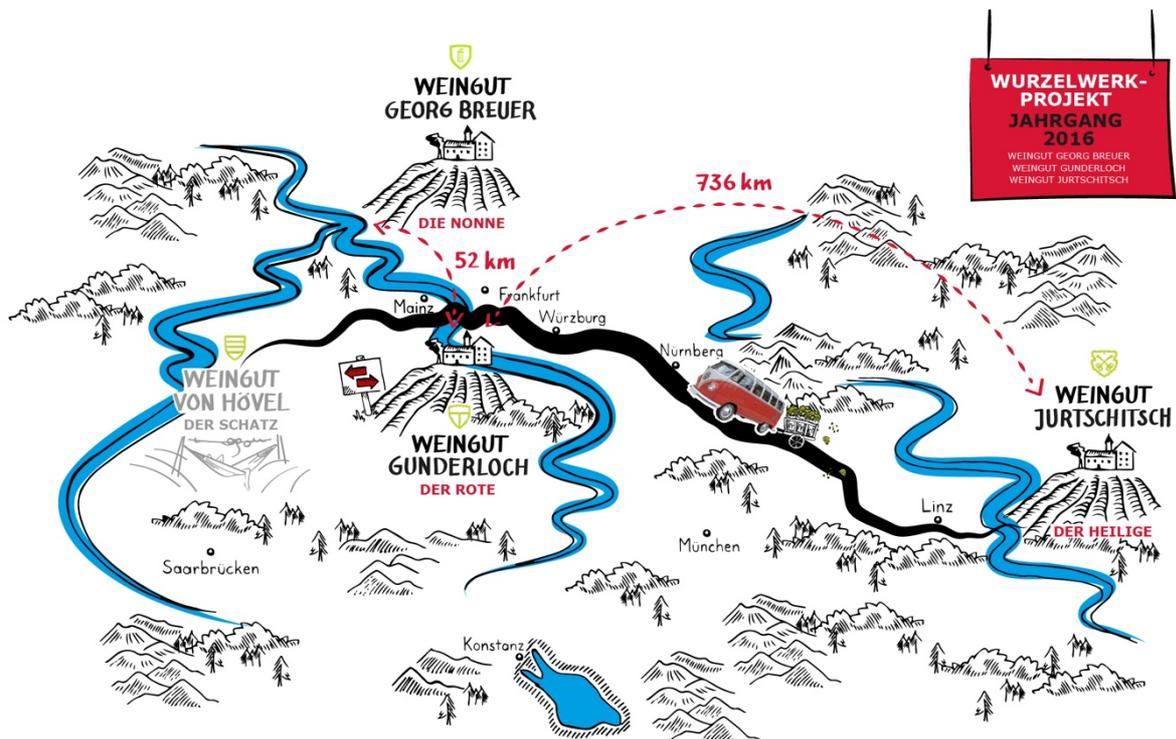
### THE VINEYARDS

The **ROOTWORK** project pushes the boundaries of wine law between both nations in which the wineries operate. The current wine making laws - which one must always adhere to - are in place to protect the consumer, as they should be.

The **ROOTWORK** winemakers aren't against these regulations, however, they have a lot of passion for their project, and want to see it succeed. They believe that their project is capable of producing outstanding quality wines.

As the label „Qualitätswein“ is not allowed when foreign grapes are used to produce the wine, we've had to come up with a solution to maintain the legality of our project, and the integrity of our wine. Our wines are declared as "European table wine", as this is the allowed designation.

Therefore, the names of the historical vineyards are not on the labels, but the names of the wines have been simplified to honor their origins.



### DIE NONNE

Germany is a country in which the vineyards are given original names. Just think of "Kröver Nacktarsch", "Trittheimer Apotheke", or "Bernkasteler Doctor". This Rheingau vineyard owes its name to the nuns of the Tiefthal abbey (Of the diocese Limburg) who worked these slopes by hand for centuries. The nuns lived in a neoclassical villa, which - still in use - towers high above the vineyards today.



This location is owned solely by Georg Breuer, making it one of the few monopolized locations in Germany, where commonly, many wineries share the most well-known appellations. The vineyards are south and southwest facing, range from 108 to 183 meters above sea level, and have a slope of 28-57%. The majority of these slopes are planted to Riesling, with a scattering of Spätburgunder (Pinot Noir) vineyards.

The soil is virtually free of limestone, and is composed of phyllite slate and quartzites, which are covered in a layer of loam and loess. Phyllite slate is the midlayer between clay and mica slate. The grey face of the mountain is apparent in areas uncovered by loam, leaving the slate bare. This slate gives Breuer Riesling its characteristic minerality, which only after aging, translates into incredible elegance.

Rieslings from this terroir are known to be "long-distance runners"; these wines should be aged - at the least - five to seven years before one even thinks of opening them.

### **DER ROTE**

The Rothenberg site encompasses around 20 hectares and is situated at the north end of the "Roter Hang" between Nackenheim and Nierstein directly on the Rhine River. Five hectares comprise the heart of the Rothenberg Mountain where the grapes for the ROOTWORK project are sourced. A rock strata from the Oberrotliengenden period (around 280 million years ago) came to the surface as a steep slope facing southeast towards the Rhine as the river carved its gorge.

The Rothenberg has red plates of shale with thin calcareous veins. The red colour is due to iron content (hematite) that formed during subtropical climate conditions. The Rothenberg has a slope gradient of 30 to 80%. Its wines are fine and mineral and possess tremendous ageing potential. Riesling vines here yield racy, delicate, fruity wines of extraordinary elegance.

### **DER HEILIGE**

The Heiligenstein is a mountain in the village of Zöbing (near Langenlois) that belongs to the foothills of the Manhartsberg Mountain in Lower Austria. Its altitude reaches 360 m. The Kamp River flows at the southwest foot of the mountain. The mountain's unique geology stems from the Permian era around 270 million years ago. The soils are compressed desert sandstone with abundant quartz and high silicate content. The forest on the plateau brings cool, humid air to Heiligenstein, which is welcome in the warmest and most highly exposed site in the Kamptal region. Flora and fauna thrive between the vine rows that otherwise are found only much farther south in Mediterranean regions.

There are several myths surrounding the name of Heiligenstein. Historically, the site was called Hellenstein or Höllenstein. Because most of the vineyards were once in the hands of the Catholic Church, the mountain eventually became the name "Heiligenstein". "Höllenstein" does not come from the hellish heat of the Heiligenstein, but stems from the word "Halde" which refers to an abrupt drop-off or slope.

Rieslings from the Heiligenstein are exceptionally fine and spicy in their expression.



## **DER SCHATZ**

(Part of the Rootwork 2012-2015 vintages)

The steep 28-hectare slope is situated between Wiltingen and Oberemmel. The exposition is south to southeast with parcels on the west border of the site facing southwest. The slope gradient is 30 to 60%. The soil is comprised of weathered slate and clay with high iron content. The fine earth is silty clay with ferrous, reddish content. The vineyard is planted exclusively to Riesling.

The Hövel winery owns 2.8 hectares. The wind-exposed valley east of the village of Wiltingen is unique. The forest on the mountaintop regulates humidity and guarantees good aeration of the most elevated parcels. The middle of Scharzhofberg forms a convex that stores warmth.

Wines from the Scharzhofberg are restrained in their youth and gain markedly in spice and aroma intensity with bottle maturation. On the palate they are highly elegant and rich in extract. The wines are famed for their capacity to age. This is a legendary vineyard with a world-class reputation!

## THE WINES

### CURRENT VINTAGE 2016

#### WINERIES **BREUER** – **GUNDERLOCH** - **JURTSCHITSCH**

##### DIE NONNE



1/9

**Breuer 2016er "DIE NONNE", Rheingau**

2/9

**Gunderloch 2016er "DIE NONNE", Rheinhessen**

3/9

**Jurtschitsch 2016er "DIE NONNE", Kamptal Österreich**

##### DER ROTE



4/9

**Breuer 2016er "DER ROTE", Rheingau**

5/9

**Gunderloch 2016er "DER ROTE", Rheinhessen**

6/9

**Jurtschitsch 2016er "DER ROTE", Kamptal Österreich**

##### DER HEILIGE



7/9

**Breuer 2016er "DER HEILIGE", Rheingau**

8/9

**Gunderloch 2016er "DER HEILIGE", Rheinhessen**

9/9

**Jurtschitsch 2016er "DER HEILIGE", Kamptal Österreich**

## THE WINES

PAST VINTAGES 2012 / 2013 / 2014 / 2015

WINERIES **VON HÖVEL** – **GUNDERLOCH** – **JURTSCHITSCH**

### DER SCHATZ-BERG



1/9

Von Hövel "DER SCHATZ-BERG", Saar

2/9

Gunderloch "DER SCHATZ-BERG", Rheinhessen

3/9

Jurtschitsch "DER SCHATZ-BERG", Kamptal  
Österreich

### DER ROTE BERG



4/9

Von Hövel "DER ROTE BERG", Saar

5/9

Gunderloch "DER ROTE BERG", Rheinhessen

6/9

Jurtschitsch "DER ROTE BERG", Kamptal  
Österreich

### DER HEILIGE STEIN



7/9

Von Hövel "DER HEILIGE STEIN", Saar

8/9

Gunderloch "DER HEILIGE STEIN", Rheinhessen

9/9

Jurtschitsch "DER HEILIGE STEIN", Kamptal  
Österreich



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More information on the ROOTWORK project can be found at *[www.wurzelwerk.org](http://www.wurzelwerk.org)*.