



New look, new wines, new spirit

**A milestone in the foundation's anniversary year: a pioneering label design completes the repositioning of the Esterházy winery in Burgenland.**

Vienna, 16 September 2024

Nothing has been left unturned at the Esterházy winery in Trausdorf near the Leithagebirge in recent years. Frank Schindler took over the management of the estate in 2019 with a clear vision: "To utilise the conditions on the Leithaberg to produce vibrant cool-climate wines with structure, character and racy acidity." Together with oenologist Robert Krammer, he carried out comprehensive soil analyses in all the vineyards and switched to individual, organic cultivation based on home-made compost, gentle pruning and a strict non-irrigation policy. The sales manager is Wolfgang Hewarth, who has been instrumental in the development of Esterházy's new wine styles. The enthusiasm of the three for the region, for artisanal winemaking and for working together is noticeable at every level. These are strong personalities who are also committed to the sustainable future of their winery.

It soon became clear that the new style needed to be reflected in the wine labels. The three entrusted the design to Kamptal illustrator Birgit Kiennast, who skilfully translated the tension between a modern, creative understanding of wine, long tradition and craftsmanship. The new, highly elegant labels, featuring the Order of the Golden Fleece and other symbols from the history of the Esterházy family, are hand-drawn and adorn the entire range. They subtly depict the gradations of the quality pyramid for regional wine, village wine and single vineyard wine.

**New wines with a statement.** Following on from the sparkling wines made from Blaufränkisch grapes that were launched last December, three wines are now being launched on the market that have been produced with particular passion. The '2023 Ried Herrschaftsbreite Monopol Blaufränkisch Rosé' is the winery's first single vineyard rosé and, together with the new local wines '2023 Großhöflein Pinot Blanc Leithaberg DAC' and '2023 Sankt Margarethen Furmint', makes a strong statement in favour of the region's great traditions. They complete the wine range, which now comprises eight regional wines, seven village wines and three single vineyard wines and reflects the diversity of the Leithaberg. All wines are available from the online shop ([esterhazywein.at/shop](https://esterhazywein.at/shop)), from the winery in Trausdorf and from selected specialist



wine retailers.

*For more information on the wines, please see page 4 of the attached pdf.*

**The Esterházy Winery. A reflection on place and site.** Wine has a long tradition at Esterházy: the first records date back to 1612, and the cellar's history dates back to 1758. Almost two decades ago, the vinification of the grapes found a contemporary new home in Trausdorf near the Leithaberg. An important milestone was reached in 2023 with the completion of organic certification. Hand-picked grapes from six surrounding communities – up to a maximum of ten kilometres from the winery – thrive on shell limestone and mica slate in the easternmost foothills of the Alps in northern Burgenland. Gentle pruning, careful soil cultivation and the use of compost from the Bio-Landgut Esterhazy promote plant vitality and ensure optimal grape growth. The interplay of different microclimates and the strict non-irrigation policy result in expressive cool-climate wines, which are divided into a three-tiered quality pyramid: regional wine, village wine and single vineyard wine. Since 2023, the winery has been using three 3,800-litre concrete basalt eggs alongside traditional oak barrels. Both the basalt quarried at the Esterhazy Pauliberg basalt mine and the oak from the estate's own forests on the Leithaberg emphasise the regional origin of the wines. The result is elegant wines with a mineral character that reflect the uniqueness of the terroir.

**Anniversary: 30 years of the Esterhazy Foundations.** Diversity.Innovation.Tradition.  
– These are the core values of the Esterhazy Foundations, the leading cultural and economic organisation and driving force in the Pannonia region, celebrating its 30th anniversary. Since Melinda Esterházy brought the historical legacy into the Esterhazy Foundations in 1994, more than 256 million euros have been invested in the region. Through continuous development and expansion of its structures, and with a particular focus on sustainability aspects, Esterhazy has become the central institution in the fields of culture and tourism, culinary arts, wine, real estate, agriculture and forestry, as well as nature conservation agendas. Esterhazy is one of Austria's top employers, employing 631 highly qualified staff. Find out more at [esterhazy.at](http://esterhazy.at).

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**Ex cellare prices**

2023 Ried Herrschaftsbreite Monopol Blaufränkisch Rosé: € 29

2023 Großhöflein Pinot Blanc Leithaberg DAC: € 16,50

2023 Sankt Margarethen Furmint: € 16,50

**For sample bottles please contact::**

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**Further enquiry**

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## THE NEW WINES AND THEIR ORIGIN

### 2023 Ried Herrschaftsbreite Monopol Blaufränkisch Rosé

**The origin.** Ried Herrschaftsbreite is an excellent site for high-quality sparkling base wines and finesse-rich rosés made from Blaufränkisch. The vines grow in a vineyard that is well supplied with both water and nutrients. Some of the planted Blaufränkisch clones are large-berried, which leads to higher yields than usual in the region. This creates a certain desirable competitive pressure on the vines, which delays ripening without overloading the plant. As a result, basic sparkling wine grapes with fine flavours and the highest quality can be harvested here. A later harvest produces perfect grapes for premium rosé without the sugar concentration becoming too high. (No juice extraction!)

**The wine.** In addition to the ‘Sekt Austria Große Reserve Blanc de Noir’, a Blaufränkisch rosé was created that is as strong in character as it is outstanding. This was fermented spontaneously and matured 100% on the lees in Leithabergholz. Here, too, the typical characteristics of the Leithaberg – tautness, a fine core and the clear minerality characterised by Leitha limestone – come into their own. In order to emphasise the unique character of this rosé, the team decided to create a sophisticated single-vineyard wine rather than a branded wine.

### 2023 Sankt Margarethen Furmint

**The origin.** Furmint is a grape variety that copes excellently with dry and hot climates and retains a high acidity even when physiologically ripe. As a result, the wines are always full of finesse and tension, while perfectly reflecting the character of the soil.

Furmint was already indigenous to the Leithaberg in the past, so the Sankt-Margarethen-Furmint represents a kind of renaissance. However, this revitalisation is taking place with new clones that are small-berried and thick-skinned and are ideal for making dry wines. For the Esterházy winery, Furmint is a ‘future grape variety’ of the region, to which it feels particularly attached due to its tradition. In 2021, Furmint was therefore planted in the highest vineyard on the Leithaberg.

**The wine.** This new local wine is a typical Leithaberg wine in both sensory and stylistic terms: delicate and slightly floral, combined with grip and minerality as well as



excellent ageing potential. The grapes from the 2021 and 2022 vintages were used to produce so-called 'project wines'. The Furmint 2023 now corresponds stylistically to the winery's wines of origin and thus also fits in visually with the local wine line.

### 2023 Großhöflein Pinot Blanc Leithaberg DAC

**The origin.** Pinot Blanc is often underestimated on the market, sometimes ridiculed as the 'little brother of Chardonnay' and treated like a 'Chardonnay in disguise' in the cellar. At the Esterházy winery, however, it is vinified very independently – with a short maceration period, spontaneous fermentation and long yeast storage in wood and concrete. This results in wines that are pithier, somewhat leaner and more white-fruity than Chardonnay and excellently convey the mineral character of the Leitha limestone. Großhöflein is home to the estate's oldest Pinot Blanc vines, which are almost 50 years old and have been used to vinify exciting project wines in recent years. (2022 No. 9)

**The wine.** With the first certified organic vintage in 2023, the Pinot Blanc matured in Leithaberg barrels became a mineral and salty prime example of a Leithaberg DAC and was integrated into the estate's pyramid of origin as a regional wine.