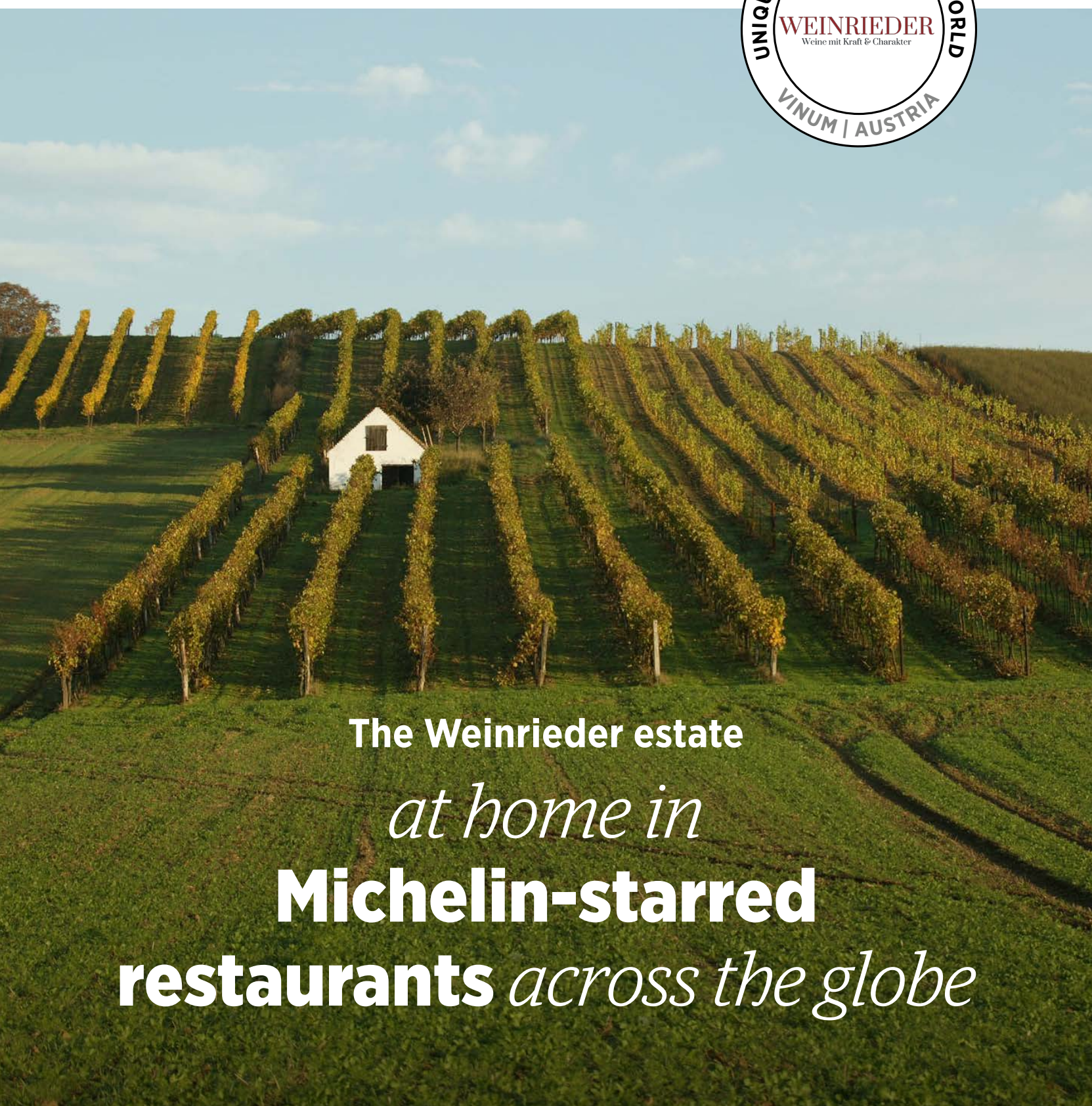


# *Vinum* Vinum

MAGAZINE FOR WINE CULTURE



The Weinrieder estate  
*at home in*  
**Michelin-starred**  
**restaurants** *across the globe*



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**The Weinrieder estate**

Untere Ortsstr. 44  
A-2170 Kleinhadersdorf (Poysdorf)  
Tel. +43 (0)2552 22 41  
office@weinrieder.at  
www.weinrieder.at



**Founded** 1928

**Owners** Rieder family

**Oenologist** Lukas Rieder

**Vineyard area** 20 hectares

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There is a reason why in early September for the past 15 years, wine fans from many countries have headed to the remote 500-strong wine village of Kleinhadersdorf in the northeastern wine region of Austria (just a few kilometres from the Czech border): it is home to 'Weinrieder Extrem', a local winemaker who invites visitors to taste several dozen dry and sweet wines that are worthy of the title 'extreme' - just like the man who created them. His name is Fritz Rieder, a simpler version of the estate's 'Weinrieder' name. He is even more extreme than his various white wines, some of which are utterly ingenious. These are rarely offered up young - instead, they spend some time maturing in bottle, and then have a long life ahead of them thanks to the potential they possess.

It all began with a crash. When grandfather Franz was laid off from working at a bank in 1928, he decided to become a winemaker. This was in a region that generally produced simple, often sour wine that was mostly only used as a base for sparkling wines. 1979 was the first vintage under the guidance of his grandson, who realised that the area was well suited to producing sweet wines. Most importantly, the late autumn was always cold enough to make an ice wine. His 1980 Müller-Thurgau made from frozen grapes was awarded a then unheard-of 21 out of 20 by an Austrian magazine. This spurred him on. However, the dry wines were angular and rough due to a lack of suitable winery equipment and techniques. As he learned more and more, old barrels and wine presses

that wore out the grapes were replaced, improving quality levels in various areas. Selection work among the vines (which have been managed in an environmentally sustainable way for years) has also left its mark, as does a period of maceration and a longer period spend on fine lees.

And because Fritz is a natural when it comes to marketing, one day he chose to call his wine estate 'Weinrieder'. 'Rieder is a very common name in the area', he explains. 'I wanted to set myself apart.' One consequence of this is that many customers refer to him as 'Mr Weinrieder'. The winery name was made a registered trademark a long time ago, ensuring that 'Weinrieder' remains unique and unrivalled on the market. The winery took another major step

forward when the owner's youngest son Lukas (born 1989) completed an extended internship with star German winemaker Klaus Peter Keller in Rheinhessen in 2008, after training with Leo Alzinger in Wachau. 'This has benefited all of us, including me, to a crazy degree', his father delightedly confirms. He is proud that his estate features on the wine lists of numerous international Michelin-starred restaurants in some 30 countries - thanks also to his second son Bernhard (born 1986), who has spent long periods of time touring the world to present their wines. And back at home, since 1985 Melanie Rieder has been ensuring that the customers who come to Kleinhadersdorf are well looked after and not overly bombarded with words from the ever affable Fritz...







Lukas Rieder



**‘An internship with a top German winemaker offered a decisive boost.’**

Fritz Rieder



Bernhard Rieder

# WEINRIEDER

Weine mit Kraft & Charakter

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