

Ep 50 Wines of Ningxia, China with Winemaker Lenz Moser of C...

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SPEAKERS

Janina Doyle, Lenz Moser



Janina Doyle 00:07

Welcome to Eat Sleep Wine Repeat, a podcast for all you wine lovers, who, if you're like me just cannot get enough of the good stuff. I'm Janina Doyle, your host, Brand Ambassador, Wine Educator, and Sommelier. So stick with me as we dive deeper into this ever evolving wonderful world of wine. And wherever you are listening to this, cheers to you.



- J** Janina Doyle 00:31
Hello to you all. So this episode is a slightly longer one, but it will be worth it because I am chatting with Austrian winemaking extraordinaire Lenz Moser. You will learn a little bit about how he and his winemaking father and grandfather changed the Austrian winemaking landscape. But the big focus is on China. Welcome to the wonderful growing world of Chinese wine. We're going to focus mainly on Ningxia, which is where his winery is, but you'll learn a little bit more about the other regions, vintages, the terroir of this region, how it's advancing. So much to learn about, and we're gonna be tasting some of the delicious wines of Chateau Changyu Moser XV as we go along. And don't forget, there is a transcript to download should you find that some of the Chinese words, you have no idea how to spell. So let's go over to the chat with Lenz now.
- J** Janina Doyle 01:30
Lenz, Thank you so much for joining me, it's literally an honour to have you here. You're a massive inspiration for me.
- L** Lenz Moser 01:37
Glad to be on this podcast. Thank you.
- J** Janina Doyle 01:39
So the reason I'm so excited to talk to you, as you already know, I think your daughter Sophia Marie worked with me for a few months. So we got to know each other I was selling your Laurenz V wines, back in the day when I was a Sommelier. So I really got to know you in that regard. And then a few years ago, I set a challenge to my family. And I

said I don't want any presents for my birthday. But we're gonna have one incredible meal out. And I said to them, everybody has to bring a premium wine, the price you would spend on a present for me, but it has to be a special wine and it has to have a story. And so I was very proud, my parents turned up with a white Cabernet Sauvignon from China. Would you believe, have you heard of that?



Lenz Moser 02:23

Wow. Wow, this is cool. Yeah.



Janina Doyle 02:26

Yes. And so my first introduction to, well, shall I say a very good Chinese wine was this one. And so obviously I've ruined it now. Now you know, we're going to talk about your fantastic Chinese wines, so...



Lenz Moser 02:40

My favourite subject anyway.



Janina Doyle 02:42

Good. I love it. I'm very, very happy. Now Lenz. You are a fantastic winemaker. I'm sure many, many people tell you about this. So can you just start us from the beginning, in terms of how was it to grow up in Austria with actually such an inspiring wine family? Your granddad did an awful lot of things. I was sure you're about to tell me. So how was that?



Lenz Moser 03:03

Well, I guess I did not have much choice. Choosing wine as my life, because I always refer to myself to be a single child with four sisters because I was the oldest of my siblings. And so I got in touch with wine at the very, very early stages. And I have to say, it was my grandfather who really put me on the wine idea from a very early age. I recall when I was six or seven years old, he would come every second Saturday and asked me to go with him in the vineyards because he was a vineyard man 100% because he was the one who invented modern trellising. So whenever you see wires in the vineyard, that was his idea about 90 years ago. And therefore every every other time I said yes. And he taught me everything I know about viticulture and vineyards and soil management and climate and love of Mother Nature. At this stage, he did it in such a nice way, he was not the guy who said you have to and you must not but he told me stories. And ever since I got

infected by the wine bug, really, absolutely. And that got me started. And then when I when I got older and that that's the other story with my father. I approached 17, 18, 19, 20 and I still did not drink wine. So my father was getting really nervous with me.

J Janina Doyle 04:35
Did you like it?

L Lenz Moser 04:36
I loved to taste No, no, no, I loved to taste. I loved to taste and I had a lot of respect for the product. But I was amongst my friends and students, fellow students, I was the only sober guy so I was always the designated driver. Which which I thought was fun because at three o'clock in the morning I was still wide awake and I just could get my friends back home to where they lived. But...

J Janina Doyle 04:59
Responsible but cause for concern for your father. I see.

L Lenz Moser 05:02
Absolutely. So he said, What's going on with the guy, but as the clever man he was, at the age of 23. He sent me to California on a stage to a couple of wineries, amongst them, Robert Mondavi. I spent five months there. And I still didn't drink wine. So they could believe it either. No they couldn't believe it, but Americans are very pragmatic. They said, Okay, let's do the usual thing. So they started me on American beer. And as you know, American beer is not real beer. It tastes like lemonade. So I got to taste alcohol for the first time, a long, long time ago, when I was a student still in California. And then all of a sudden, three or four months into my stay. I started tasting wine, tasting wine anyway, but I started drinking wine. Absolutely, I did swallow it. And when I came back home, my father was very surprised when we shared the meal, yeah, and very, very proud of himself, because he sent me on this trip. So that's, that's my story in a nutshell.

J Janina Doyle 06:01
Amazing. So at then, at that point, you were drinking the wine, you were appreciating the wine. And you said, right, I'm gonna be a winemaker?

L Lenz Moser 06:10
I didn't even think about my choice.

J Janina Doyle 06:14
Oh it was just the destiny?

L Lenz Moser 06:15
It was it was. I was, I think I was very fortunate because I think it's a blessing because the earlier you start with your profession, with your challenge in life, with your ambition, I think the more the chance you have to excel because you have an advantage over people who decided at the age of 25, or 30, what to do. So I had at least 15 to 20 years of an advantage in terms of experience and everything in our trade, in our business. And therefore I consider myself being very lucky. And I don't mind that I didn't have a choice at all.

J Janina Doyle 06:53
So where did you study in Austria? Or did you study in America?

L Lenz Moser 06:58
No, I studied in in Austria, I went to how do you say, college with, I was very conservatively brought up with Latin and Greek during school time. Then after my final exams, I did two things. I went to Vienna university to study economics, with English and French and I did as a side hustle, I studied winemaking and at Klosterneuburg and at University of Vienna as well. So I have a double education apart from the fact that my parents and my grandfather told me everything about vineyards and winemaking in the cellar as well. Because, you know, we grew up, I grew up within a winery, so nothing was strange to me.

J Janina Doyle 07:44
It helps.

L Lenz Moser 07:45
It does help



Janina Doyle 07:46

And so did you find, you mentioned Robert Mondavi. Is he also one of the other main figures that influenced you, helped you?



Lenz Moser 07:56

I think, among all my mentors, without disregarding my parents, I should say, that my grandfather was was the one who taught me everything about vineyards. And the love of nature, as I said before, and Bob Mondavi himself, whom I had the pleasure of knowing for 35 years and consider him as a friend, not just working with him and for him, he was the one who inspired me most when it came to marketing the wine because he was American and I can tell you his story, today as it as he will tell me 30/40 years ago, already when I was a student. So it's most amazing what kind of giant he was in our industry.



Janina Doyle 08:42

What did you learn most from him? You said, the marketing? What was the advice that he gave you?



Lenz Moser 08:48

Well, first, he always said, wine has to taste good. And not just by the critics, but it has to taste good in the eyes of the consumer, number one. And number two was make a better wine year after year, and you will have a loyal following, building your own name and your own brand. So it was these simple things, which, which still make me tick today. Because it's not too complicated. Wine marketing is not rocket science. It's got to do with the product. But if you take the analogy of Steve Jobs as well, when you read the book about him, the authorised biography, 80 percent of his time he was spending on the product. And that's what we all love our iPhones. Yeah, absolutely. And you know, the focus on on the final product on the final wine in your glass and together with the package, with the quality of the image attached to it. This is something which makes me get up every morning. Because this is something which builds a business over time. Also having said that, it's not going to be built overnight. It takes still decades. It's not a brand, it's not built overnight.



Janina Doyle 10:07

Well, we talk about a brand. We should probably talk about how you were running Laurenz V in Austria. And that's now sold and you are now making the wines at Chateau

Changyu Moser XV. So you've gone a little bit further afield all the way to China. So, yeah. How did that happen?



Lenz Moser 10:30

Well, about 16 years ago, I had the pleasure of founding an importing company, together with some some friends of mine. We were having about 10 brands under our belt like Laurenz V Austrian Gruner, we had some wines from California, we have Italian wines, we had French wines, but one mentor, also a good mentor of mine from Holland. He said Lenz, choose at least one quirky one not so obvious project. And he sent me off to China. And I had no idea where to go. Although I have to say, I have to say in the in the early 90s with Lenz Moser winery we were partly owned by Remy Martin. At the time, they had a stake of 25% in the winery. And with that came their Chinese joint venture called Dynasty. And so for a brief period of time, we were distributing Dynasty white white, just called White. So I had a little idea, but I never travelled to China. And I could pinch myself because I should have done at the time because I wanted to see always the old China where there was only bicycles in the industry that in the 90s this was the fash...



Janina Doyle 11:46

Oh Really?



Lenz Moser 11:47

Yeah, it was, until '95 '96 there was only bicycles in China. And then all of a sudden the country exploded to what I consider to be one of the most modern countries in the world, judging from infrastructure and mindset of people. And so I went to China, I touched ground for the first time on the on the eighth of August 2015. Yeah, no, I'll never forget that because it was a game changer for me. And I fell in love with this country immediately. And I got to know Changyu, selected them for a simple reason, I had no about no idea about the industry. But after this trip of about 10 days, visiting 10 different wineries, I made up my mind that Changyu was by the end for me the best proposition to take on board to export to Europe. And again the lady did the trip Mrs. Tan. She greeted me on my first day in China from Changyu. She spoke beautiful English and I worked with her for 15 years until she retired last year. I owe her immensely because she got me on board which I knew the minute we met so we've really clicked immediately and had had so much fun had so much fighting at the same time. It's not it's not a honeymoon all the time. It's an interesting country. They like their fair fight as well. But then I was happy to choose them and I never looked back.



Janina Doyle 13:16

And Changyu actually are the largest winery in China, correct?



Lenz Moser 13:21

Yes, Changyu is the largest, is the oldest and is the most profitable winery in China at the same time. Yet, I don't work with the big mothership. I work with just one tiny little bit of it. With Changyu Moser XV, the Chateau placed in Ningxia, which is only 250 hectares and that's what I'm responsible for.



Janina Doyle 13:47

This is your baby.



Lenz Moser 13:48

This is my baby until until 2015 I tried to turn the big wheel with headquarter and with wines which which were at the time not ready for the market, had no story, the quality, the expense, too expensive and so on so forth. Are we together, we made some mistakes. But thank God we had this learning curve. So we got together in 2015 and said we need a game changer. And that was when I started to make the wine, starting from zero. Also doing the brand architecture, the concept, the strategy, the distribution, setup and everything. And of course making very, very good wines from China and put the Chateau amongst the very, very best from China.



Janina Doyle 14:35

Now you say that you started actually making the wines in 2015. Was that when Changyu Moser XV also existed?



Lenz Moser 14:45

It existed already from 2013 onwards, it was, the Chateau was completed in 2013.



Janina Doyle 14:53

It looks like a Disneyland castle.



Lenz Moser 14:55

It's unbelievable. It's unreal, but it's really stunning. It's really stunning and it was I was there at the inauguration, it was the 18th of August 2013. Because another memorable day because they flew me in, they flew me in for 24 hours. So together with Sophie, by the way, she was at my side. At the time, I gave my speech and 10 TV interviews or whatever, because you know, when China does something, they go always big. Flew in, flew out. And then for two years, I did sales and marketing for what existed from the Chateau at the time, but it didn't work out because again, the quality was not where the international consumer expected us to be. And then came June 2015, when the chairman Mr. Joe and Mr. Sun, the CEO got together on a famous conference call. I'll never forget that. Because we were screaming at each other. And but at the end, it was a good debate, because the chairman said, well stop complaining about the quality, we're shipping. Why don't you make your own wine. And that was really was it was translated, but this was exactly the words of the translator, why don't you make your own wine. And I said, Wow, make me an offer. Two days later, I signed the contract and a month later, I went to China for three months in one piece. I got to know Ningxia, as a region much better than that before. I got to know my competition before I started making wine, made the wine, done the brand architecture, and so on, so forth. And one and a half years later, we went to market and I can say that it was a very, very successful launch of our wines internationally.



Janina Doyle 16:40

Well, I feel like talking enough of these wines, I need to taste one. So we're going to take a pause on that. So we're going to talk about the white Cabernet Sauvignon, which you market as the Blanc de Noir and this is in the Moser family range. So this is the first white Cabernet of China. How did that happen?



Lenz Moser 17:02

Well, it's not just the first white Cabernet from China. It's the first white Cabernet ever. It's completely innovative. But the simple reason is that we that we had no whites to play with when I started. So we had we had at the time 250 hectares of Cabernet Sauvignon. And I needed a white for exports to Europe, you just don't export to Europe without a white. And so we came up with the idea in the second year. So we started in 2016. So that was my second harvest of trying something like a Saignée from Cabernet Sauvignon. Nobody believed that it could work because it hasn't been done before because Cabernet Sauvignon is full of colour. There's something very special in Ningxia, we have the smallest berries from Cabernet in the world because it's desert climate. So you can imagine how much colour is in there. So you need to be very, very quick to do it. And the result was very, very good to taste. The market reacted very, very favourably in China and outside of

China. And the rest is history because we we've done our fifth vintage of white Cabernet and it's working.

J

Janina Doyle 18:18

It's beautifully perfumed. So this is the 2018 that I'm drinking. Now, I don't remember what vintage I had of the last one when I said when my parents brought us the bottle, so presumably 2016 or 2017. But yes, yes. I remember from the last one, it was just rich and round and intense. And you've got that exact same style. But actually, I think this one has more finesse. Have you changed things up? But you're using...

L

Lenz Moser 18:47

Yes, of course. No, no, we are learning. And as I said, the most important thing is that you're humble enough to go to foreign country and not use your techniques which you have been using for decades at home or somewhere else. You need to get to know the country, the climate, the grapes, the vineyards, the people in particular. And then you form a team with them. And then you try something and it because winemaking is never a one man show. Of course someone has to have the last responsibility. And the last decision making Yes, that's true. But at the end, I'm a team player working on consensus. I was really happy to take well with wide eyes wide open I have to say when I when we tried the first white Cabernet, because I'll remember the first vintage we did 120,000 bottles worth of white Cabernet in '16. and that really knocked the bosses of their socks because the first question was, what the hell are we doing with this? Where are we going to sell it? And while we were lucky, we sold every drop we could from the first vintage already, but I knew following Bob Mondavi's law, to get better year after year that we had to work on the style of the wine. Not the quality, I think the quality is a given. But we tried to refine it every year, to get it even more elegant, more finesse, more drinkability, less alcohol less colour. And I don't want to promise too much. But the '19 will be released very, very shortly. And it's again a development and the quantum leap in terms of style-refinement.

J

Janina Doyle 20:32

Now, it's interesting you say about the colour. I'm just holding up against a little bit of white paper to see it now. It it Oh, I want to say it's it's like a slightly golden amber. It does have that slight onion skin. I think if somebody said, Okay, here's a, here's your Provence or something you would believe them. But it's just that little bit more yellowy than what I would get with Provence, but lovely and pale, beautifully pale. So you know, it is in between almost a white wine and a rosé in terms of the colour that I'm looking at.



Lenz Moser 21:04

Yes, that's the '18 still, but the future is white, because I want to be able to call it white Cabernet. Okay, because that's unique. And it's not difficult to make but it you have to be very daring. And you have to be very fast in doing it because all we do is taking Saignée or the free run from the crusher already. So this is never going to press or something. Okay, you have about 10, 15, 20 minutes depending the year, until it turns really slightly pinkish and red. Half an hour later, it's red. You have red in the glass.



Janina Doyle 21:36

So 15 minutes, the time is ticking from crushing.



Lenz Moser 21:38

That's it, Yeah, absolutely. So you have to be quick. So we have to do those, and what what really makes us happy. It's a win win situation also for our red wines, because we de-juice by about 10% into the Blanc de Noir or white Cabernet and from the same grapes, meaning that we have to work with mature grapes, we make a red wine as well, Helan Mountain red. And so we get about 10% more concentration. And that's what I consider a win win situation. On one hand, you have a super new innovative White Cabernet and on the other hand, you get a slightly more concentrated and naturally concentrated red, which is working beautifully as well.



Janina Doyle 22:22

Now you say you do that method, and that obviously helps concentrate the Helan Mountain range, the Cabernet Sauvignon, which I'm going to drink in a second. However right now, because you do make the Blanc de Noir in that Helan Mountain range, but right now I'm drinking the slightly more premium Blanc de Noir, which is the Moser family line. So do you do the exact same thing, the Saignée method as in, bleeding off of the Cabernet Sauvignon to help concentrate the Cabernet Sauvignon in the Moser family range as well.



Lenz Moser 22:51

Yeah, it's the same principle. It's just different vineyards, different grapes, different selection process, but at the end, it's the same thing. Only that the Moser Family range has been aged in wood, and the red wine in used oak and the white Blanc de Noir from Moser family, this has been aged in in completely new French oak, in order to give it more

longevity and more character.



Janina Doyle 23:12

Yeah and you can smell that slight spiciness. But it for me, it's almost a little bit like a slight honeycomb note or even like a bit of barley or wheat like slightly going through kind of a farmer's field, but this kind of really perfumed peach. It's, it's lovely, or some like almond skins. It's, it's really mature, but just beautifully perfumed, and lovely and fresh. And it's a white Cabernet Sauvignon. I mean, this is fantastic.



Lenz Moser 23:38

And another secret which nobody believes yet, but we do know already. A white Cabernet keeps on the bottle. So it can age on the bottle beautifully. So we don't, there's no need to rush it off right after fermentation and bottling to the consumer. Because it has the DNA of Cabernet Sauvignon, and therefore it has longevity as well. Don't ask me why this is because we take a lot of the tannins out and we take the colour out. So that's the two main elements we're taking out of Cabernet Sauvignon. But we know still it ages extremely well on the bottle.



Janina Doyle 24:11

I mean, this I'm going to go with so people can understand a bit Viognier style, but with more acidity because it has all that peach and perfume and it's quite fat. It's quite rich, it's volumptuous. But as I said to you, the finesse is really there and that's what's giving it great balance. And as you said drinkability. I'll be able to drink more than a glass. Thank you. What would you pair with this?



Lenz Moser 24:35

Well, it's a very, very universal wine you can pair it with with a lot of dishes. I even had it with steak but best it goes with white meat and fish. But I had it already with hard cheese, I had with pasta. It has two worlds. It has the DNA of Cabernet. Yes, but since we took out the colour and then tannins. It's much softer than a red and therefore it works with a lot of foods.



Janina Doyle 25:04

I mean I think for me again it would go really nicely with some with shellfish some really juicy fat prawns, a little bit of spice in there, some red chilli, a little bit of coriander. Pork

would go nicely as well.



Lenz Moser 25:21

And you were absolutely right with the spice because we always make the wines also with a big eye on China.



Janina Doyle 25:27

Ah yes, asian cuisine.



Lenz Moser 25:29

No no and Chinese cuisine you know you have seven different cuisines or eight I should even say. Eight different you know, from Sichuan to Jiangsu, to Shanghai to the Beijing cuisine and so on. Most of the cuisine in China has some sort of spiced or is hot. I'm not only talking about Sichuan but also the the further south you go, the hotter the food gets, and then it becomes very very difficult with wine pairings. I mean, forget, tannic Cabernet, it's a no go. But with this particular wine with some oiliness and the aftertaste and lots of extracts. It works beautifully, beautifully with Chinese food and that's also the reason why it's very successful in China itself.



Janina Doyle 26:14

Ummm it could go with some teriyaki as well if we start going out to China and down towards Japan aswell, I am just thinking about it. But you know, obviously, if anyone offers me a lobster, I'm just going to take it all right Lenz I'm taking, I'm taking the lobster if someone brings it to me. Now, I do want to stop for a second. We're obviously going to go on to the Cabernet Sauvignons after this, but you were always a Gruner Veltliner winemaker, you know you grew up in Austria, the Laurenz V range was dedicated entirely to Gruner Veltliner. Wasn't it your granddad, did a massive impact in bringing Gruner Veltliner back. So, how do you feel about leaving behind Gruner Veltliner and now pretty much solely focusing on Cabernet Sauvignon?



Lenz Moser 26:55

Well, my life has been centred around building the generic Gruner from Austria. My entire career because my grandfather, as I said before in the very early stages 6, 7, 8 years old, he always talked about Gruner being the future grape of Austria and he had had a nursery at the time as well and 50% of the nurseries output was always Gruner Veltliner at

the time already even when people didn't label it Gruner because at the time we had fantasy names like Alter Knabe and Saurüssel and white stork and all these names.



Janina Doyle 27:34

White Stork? That's the only one I can pronounce of what you've just said so.



Lenz Moser 27:38

Alter Knabe is old guy and Saurüssel means the nose of a pig.



Janina Doyle 27:42

What? Why would you call Gruner Veltliner the nose of a pig or an old guy? What?



Lenz Moser 27:49

Yeah, because in the past until the late 70s Austria did not have the varietal system we have now. Our wines were called either in Austria, fantasy names or names of villages of little towns or regions like Wachau, like Krems, like Vienna, like Gumpoldskirchen, like Weinviertel and so on. So that was how I grew up. But my family and I we really changed that in the early 80s when I came back from from my stage at for instance Robert Mondavi where I learned varietals systems, Cabernet Sauvignon, Merlot and so on. And so for the first time we put Gruner Veltliner on a label in Austria, that was a rather revolutionary. So that's that's how I started with my family. I started Gruner in Austria, having tonnes of fun because from day one, it was very, very successful because people in Austria and then beyond Austria, they always loved it. And hence I always came back to Gruner.



Janina Doyle 28:51

Okay, but now do you feel like you miss it, now that you...



Lenz Moser 28:54

No I don't miss it because what you don't know, is a brand new project since March the eighth of this year, I've launched a project called New Chapter which is a new super premium Gruner together with a friend of mine, with Markus Huber wines. Yeah, maybe you've seen it on Instagram already?



Janina Doyle 29:16

No but I know about Markus Huber so I'm excited that the two of you have come together. Carry on.



Lenz Moser 29:19

No, we've come together because we are friends for a lifetime. He is much younger than I am. And he got me at the trade show last year when it still was possible to go to trade shows. He said let's let's do a project together because he knew that I was I sold my shares in Laurenz V six years ago. Then five, and I said come on, I'm not starting it over again, I'm China now, but he insisted, a young boy as he is. And we came up with just one wine. And we're launching it as we speak globally, and we are already in 15 countries and it's going to be something which is going to create the category of a 30 pound bottle, okay, on a shelf and on the restaurant list £60/70 in your country because I want to make sure together with Markus that Gruner leaves the German speaking world to a great extent that it's now. Because at the moment 90% of Gruner is sold in the German speaking world and only 10% for the rest of the world. And mind you in the German speaking world, we only have 100 million people. And the rest of 7.7 billion people have 10% of Gruner. This is not fair and we want to change that.



Janina Doyle 30:38

I'm glad, you're going to change this. So this is going to be called New Chapter Gruner Veltliner.



Lenz Moser 30:44

We call it tomorrow's Gruner today, because we anticipate the fashion of Gruner in the next 5 to 10 years turning to something much more acceptable for the International palate. That's what we did. We blended something really delightful and the first critics and the first sales have been proving our point already.



Janina Doyle 31:04

Amazing, so you say more for the international market. Have you gone slightly softer? In terms of style?



Lenz Moser 31:10

Yes, we have we've gone away from the super super spice of Gruner which sometimes can be off putting and made it much more elegant. So we turned away from the super super varietal correct and soften it a little bit but underlying the whole thing with a sensational quality, picking from Markus' 150 hectares, the fillet pieces and blending it to something which which is going to rock the boat for Gruner in the world.



Janina Doyle 31:41

Okay, I love that. Well, maybe that's gonna have to be another podcast. But right now we're supposed to be talking about China. So let's get back on topic.



Lenz Moser 31:48

Yes. You started it.



Janina Doyle 31:50

I know it's my fault. But hey, listen, you are Mr. Gruner. So I'm so glad that there is now a little project that's been squeezed out. But back to China. Now, let's talk about the region. Ningxia. Now I think I've heard you say, this is the Napa Valley of China. Why? Why is it the Napa Valley of China?



Lenz Moser 32:08

Well, big word. But I think well, because Napa is just unbelievable. But believe me, I'm old enough. I have travelled to Napa a long, long time ago when I was still just off high school.



Janina Doyle 32:23

A whippersnapper.



Lenz Moser 32:24

Yeah, absolutely. So and Napa was nowhere 40 years ago, 35 years ago. It's only the polished little thing we know from today. So Bob Mondavi was instrumental, but also Joe Heitz and some other wineries. They really did a great job of promoting this. And the same is happening now in Ningxia, quite frankly, we are at the beginning. There's about 100 wineries operating right now.



Janina Doyle 32:51

This is the big place now really, isn't it where everyone's going to.



Lenz Moser 32:54

It's not the big place, but it's the hot place, okay, it's the in place, because everybody knows now that 8 out of 10 top wines from China, come from Ningxia.



Janina Doyle 33:06

Is the largest place Shangdong right now?



Lenz Moser 33:09

The largest place is was still with 40% of the production in China is Shangdong. Then is about 30% is Xinjiang in the very west and then Ningxia is relatively small with maximum 20% of the production of China.



Janina Doyle 33:25

Okay, but this, but this is the place people should start paying attention to right with like 3000 hours of sunshine, right?



Lenz Moser 33:33

Absolutely. So it's more than Bordeaux. And that's why we picked it as early as 2009 to place Chateau Changyu Moser XV in Ningxia. So the decision we did together, I was then just marketing and sales. But Mr. Joe, the chairman sent me to, throughout China and said, okay, where would you like our partnership with the Chateau. And it took about three weeks in order to confirm what they had in mind already, which is Ningxia because we felt that this is going to be the hotspot of the future for winemaking in China. And thank god we did that because we were right.



Janina Doyle 34:13

But it's a crazy place, right? Very continental, because we're talking super sunny during the summer and then minus 25 degrees Celsius in the winter?



Lenz Moser 34:24

Yes, absolutely true. So we have to bury the vines in the winter with about 40 centimetres of soil on top of the vines. So that's a hardship basically for us. But at the end, it's doable. And it has advantages as well because we have in a very rough climate, we have about four to five months uninterrupted sleep for the vines. So when we unbury them at the end of March, we have budbreak in a week. So it's it's from a viticultural point of view. It's no problem at all.



Janina Doyle 34:55

And how do you bury them because do not worry about, because you're putting the whole vine underneath. Do you have to bend the vines at all? Or you literally just create these huge mountains?



Lenz Moser 35:05

Yes, you're right, you have to imagine a vineyard being pruned at mid November, which is unusual because in Europe we prune in the spring. So we prune before for good reason, because we want to bury only next year's vine tree. But what we do nowadays, in order to bend not to have to bend it 90 degrees, we grow the vineyards or the vine trees with 45 degrees, we have to bend them only 45 degrees, yeah that's the secret, otherwise we would have too much damage, then what you do basically, after pruning, you bend them down with hand, and you plough them in with a tractor. So that's the easy part. Applying it is relatively easy, undoing or coming out, you have to, this is all hand labour because you know, it would be too dangerous to do it with a tractor again. So that's a little bit of hardship, but again I think the upside is that you have healthy wines from the start in the spring.



Janina Doyle 36:03

But do you have any problems with frost though?



Lenz Moser 36:06

No, not so far. No. Touch wood so far, not yet.



Janina Doyle 36:10

Good. We like that. So tell us a little bit more about the terroir, the soils, the altitude?



Lenz Moser 36:17

Well, Ningxia is as I said, it's the moment is the promised land in China, although we have some other great regions as well. We have Hebei outside of Beijing is also very good. We have Shanxi where Grace vineyard is also a very nice region. We have Ao Yun in Shangri-La in the Yunnan Province, but this is all smaller, but Ningxia speciality is desert climate at 1100 metres altitude, about 300 kilometres from south of Mongolia, just for the consumer to picture and 1200 kilometres west of Beijing, so completely landlocked. Therefore, it's desert climate. But we have the Yellow River meandering through Ningxia and no people on the way from the Himalayas down so we have enough water to irrigate. So everything has to be irrigated, because we have rainfall on average per year, 150 millimetres, which is absolutely desert like.



Janina Doyle 37:16

Well, thank God for the river then.



Lenz Moser 37:18

No otherwise, you know, forget it. So this shows how strategic China thinks and that that's always amazing. There's always a plan behind it, because 30 years ago, Ningxia was the coal mining district of China. So all the coal they were producing, basically came from Ningxia. And, and the then governor had a vision and said, Okay, what if coal mining will, will end one day? What do we do with this piece of land of which you know that it was very fertile because we have very fertile soil at the end. He decided to position Ningxia, as the province of tourism, and agriculture, and he's done is very, very successful with wine. The result is 35,000 hectares of vineyard land, which is comparable to New Zealand acreage, okay, in the end, and it's all based on on as you said, 3000 sunshine hours, 1100 metres altitude, which gives us something which is very, very important, of warm days, but cool nights to keep the freshness and the acidity and all this cocktail together gives us the smallest Cabernet Sauvignon berries in the world.



Janina Doyle 38:35

Oh really?



Lenz Moser 38:37

Yeah, of course, because the berry has to protect itself against desert and we have about 20% humidity in Ningxia as opposed to London, around 100. So that gives you the spread.

And therefore, in order to not to evaporate the water in the berry we have very thick berries. And as we all know that taste comes not from the juice itself but from the from the skins basically especially in reds, where you have the colour and the tannins and all the good stuff in there. And therefore the skin to juice ratio is very favourable for winemaking. And hence best of China is absolutely doable from Ningxia. But as I said best of China is not enough, we have to take on the international challenge as well.



Janina Doyle 39:28

No, I understand and what about the soils? What are the soils?



Lenz Moser 39:32

The soils is basically loamy sandy soils, is as simple as that. And the closer you get to the hill and mountains, which is the dominant range in Ningxia, running from north to south, to protect us against the Inner Mongolia winds in the winter and also in the summer, which is really cold sometimes there. And therefore from a soil perspective it's it's it's all good because it's it's fertile soil. Not too, because it's it gets getting a little bit rocky towards the mountains. You might ask me also the question why there's no mountain wine? Because in the mountains there's only stones and you cannot cover the vines with stones. It was all in the plans of Ningxia.



Janina Doyle 40:16

Yeah. No, that makes sense. No, you said you're on altitude, but uh, you planted on the slopes? Or actually is it flat where the vines are?



Lenz Moser 40:24

No it's all flat. It's all flat. And it has to be flat in the past also. Absolutely. And, and in the past, we only did flood irrigation. And that was, that you only can do in in the plains as well, in the flatlands. Now we are much, much more sophisticated. We worked with drip irrigation as well because we use too much water. So we are very cognizant of the environment as well.



Janina Doyle 40:50

Well actually you're planning on turning the vineyards completely biodynamic soon, aren't you? Is this a plan?



Lenz Moser 40:56

Yes, that that was the plan last year. But since I couldn't travel, we postponed the project, because you have to be there, because my family has a lot of expertise. In biodynamic in particular, my father was the first one in '78 to turn a whole estate in Austria for the first time into biodynamic in 1978. And ever since we all have been very, very close to organic and biodynamic farming. And that's why, you know, it's very obvious that we're doing this in China as well.



Janina Doyle 41:27

All right, awesome. I'm gonna get the next wine. I realised I didn't let anybody know about the white that I was drinking. The Blanc de Noir Moser family - that is, I found a site online tannico.co.uk is selling it for £42.60. So for anyone who wants to experience this white Cabernet Sauvignon, now you know where to go. And I have got in my glass, the level down now. So the first level, this is the Helan Mountain range, which now people understand why it's called Helan Mountain range, the Cabernet Sauvignon 2019. Can you tell me a little bit about this wine?



Lenz Moser 42:03

Well, 2019 was a very, very good year. Having said that, we experience basically very good years, every year. It's just the degree of the sunshine is sometimes different phases of the cycle from spring to the autumn. So for instance, if we have more sun sometimes that happens in the spring and the summer you get completely different wines then if you have more sun towards the end of the cycle of the ripening cycle, and in 2019 we had more sun at the end, we had more heat and that was very very favourable for the tannin maturation in the grapes. And therefore we consider 2019 one of the best years in the last 10 years in Ningxia all together.



Janina Doyle 42:50

Okay now but you said that in general it's quite reliable, so would you say though that there's no bad years?



Lenz Moser 42:58

Absolutely. So no no but so far I mean, I'm making now it's my last year has been my sixth vintage although I did it over the phone because I couldn't travel but with my assistant Emma. Young lady, very well trained. Chinese lady. I think we've done a heck of a job

together. And so we had six vintages and maybe 2018 was not the greatest vintage of all of them, but still very good vintage so what we don't have is the spikes. Well we have spikes, we have always have a good good year, but we have spikes on top quality. We don't have these off years like the French or the Italians or the Austrians in let's say in 2013 in France was a disaster. Also in Austria was not really good in part of Austria. This doesn't happen in China because, well in Ningxia because it's relatively stable. You are absolutely right.



Janina Doyle 43:56

Okay good. Well, that's always good. And I love the fact that I'm drinking from the best vintage in the last decade. So does, this for me, it does have a slight savoriness and a little hint of oak, are you putting it in a little bit of oak?



Lenz Moser 44:08

Ah, good that you bring it up? There is zero. But what it what it shows you and since you brought it up, this shows what I was was telling you before, the small berries of Ningxia. There's so much tannins in there there's so much fruit and flavour in there, that sometimes people mistake our Helan Mountain for being aged in wood, which is not the case I swear. 100% stainless steel. Absolutely. And is it's for us for economy. It's also good but also from the marketing perspective. We want to show the consumer with this particular wine, the true fruit of Ningxia, completely un-manipulated by anything. And so we have a couple of wines but this is the one which shows you what Ningxia is all about and the small berry idea is shown best with with this particular wine.



Janina Doyle 45:05

Now I just want to point out to everybody this is literally only £15.99 from Ocado (Of course if you're in the UK) which is great value and especially as it does have that maturity. I said to you, does it have a little bit? It's almost like a it's just a suggestion, but it's so interesting that you said no. Now in terms of Cabernet Sauvignon from Ningxia. For me, I'm actually, I'm still getting a bit of Blackcurrant but I'm actually getting more red fruits than I would normally expect from a Cabernet Sauvignon, a bit of red currant, maybe even even a little cranberry. Is that normal or is this just my nose?



Lenz Moser 45:41

No, for this wine you're absolutely spot on. What we go for is the red fruit as well as the Blackcurrant as well but, but the red fruit with these particular vineyards is the one which

is more, we love it. We love this wine because again, it's not a cerebral wine, it's a very friendly wine you can pair it with a lot with lots of food. And, and it's a real charmer and it gives you the true flavour of Ningxia. I always come back to this point because it's, imagine a Bordeaux Cabernet Sauvignon not aged in wood, how harsh and how tannic this would come. But through the altitude and through you know the massive sunshine hours in Ningxia. We are able to ripen this almost to the max without getting too much alcohol. But the most important thing is that we get the soft tannins in order not having to soften the tannins with wood ageing or wood chipping or whatever because this wine has only contact with stainless steel and nothing else.



Janina Doyle 46:47

I, for me they're big tannins, but they're still as you said soft but like there's a chalkiness to them, a slight earthiness. It makes me want to get a big portobello mushroom. That's what I actually want with it right now.



Lenz Moser 47:00

Yeah, absolutely. Absolutely yeah.



Janina Doyle 47:01

Obviously meat as well. Let's go, I could do it with a really amazing... In fact, why not a big burger with a big mushroom inside of it.



Lenz Moser 47:10

Oh my god.



Janina Doyle 47:11

Are you hungry?



Lenz Moser 47:11

I'm dreaming of Five Guys. No, I'm dreaming of my favourite diet which is when I come to the States and I get to Five Guys and then I'll have a, you know, I have an off night I go to my hotel and I have a good glass of wine with it then I'm in heaven.



Janina Doyle 47:24

They go everyone, you go to Ocado £15.99, get a bottle of this, go to Five Guys, less than a tenner. Get an amazing burger and you're sorted for the night. A bit Netflix, somebody nice next to you. A perfect evening. But um, for me, yeah, just, I mentioned all those kind of it's lovely fruits. What I like is that actually the nose has a real freshness. But actually on the palate, there's a little bit more concentration of fruit. So a bit more powerful, but it's a really good balance between concentrated fruit and then that slightly savoury mushroomy even I don't want to go as far as leather. But that was what was kind of giving me that. Is it oaked? Is it not oaked? So yeah, no great, great wine. Yummy. Now, is there any regulations in Ningxia? So this is obviously still a quite new region? Do they control the yields for winemakers? Or what can be planted or aging requirements? Is there anything there?



Lenz Moser 48:18

Well, not officially at this stage? Yet what what we do at the Chateau, that's why we call it also Chateau because I don't disguise the fact that we work a lot along European regulations and the French in particular. So when I took over in 2015, we basically follow French rules on the Chateau operation. So that means you will see on every bottle there's a stamp on the right hand corner, and it says estate bottles. So that means that we, this is grapes from the vineyards, it's bottled in the estate, it's done under my supervision as well. But there's, as I said, there's a team. So they have three things signatures on the back, two of my colleagues, and therefore we take this very, very serious because you have only one currency to build this and this is trust of the consumer. So I don't have to follow any regulations but I'm a hands off winemaker, which sometimes is criticised in China because you can do much more on the technical side, or the chemical side with wine, but I trust in the berries and the grapes we produce in the vineyards and then basically I let let them do their job during fermentation. Yes, we inoculate but that's about all we do. And so for me is the perfect grape is the goal. Winemaking is practically done by itself. Of course we do inoculate, we do temperature control. We don't cook the wines but that's about it. What we're doing. Fining is not a big thing, Sulphuring is not a big thing because we work with yeast as protections for the wine until we bottle, and so on, so forth. So it's a very natural process in the cellar as it should be.



Janina Doyle 50:06

Good. Well, it's interesting to know that even though Ningxia's not doing it, you basically are bringing the European rules across. So people know what they are getting.



Lenz Moser 50:15

But we have about 10 other top wineries, 5 of them are run by ladies, by the way, by female winemakers. And we all have the same passion and the same ethos if you like, trying to make the best of China and also being able to compete with the best of the world. And it's a very friendly competition we are having we know each other, we like each other. We party, we are friends, because I travel five times a year to the winery, spend about three months a year at the winery, in a normal year. And so we get together and we share the same passion for bringing China to the world at the end of the day. And this is something which for me in my lifetime was a one of a kind to start from zero from China. And now we on wine lists across London and across Europe as well. which gives us a lot of pride.



Janina Doyle 51:08

Absolutely. Well, for anyone who wants to know 67 Pall Mall stocks your wines, don't they, Sexy Fish, Mandarin Oriental. Yeah, some pretty decent restaurants. Would you say then that the whole of Chinese winemaking is really being lifted because I think before, a lot of Chinese wine was not concentrated enough, and was being put in way too much oak, that was kind of the focus, the way it was going. The way of winemaking must be shifting now?



Lenz Moser 51:37

No, massively, and 2015 was definitely a watershed vintage in China, when at our Chateau, but that also in other great estates across the country, alot of people basically made a conscious decision to go for quality. But I think that the defining moment in 2015 was that all of us started to harvest about two weeks later because the wines before were pre '15, were too herbaceous because of harvesting too early. And the simple trick was to postpone the vintage by about two weeks in order to give it more maturity of the tannins. And also more alcohol because you had Cabernet Sauvignon with 12 alcohol and herbaceous. And I will tell you one thing, if you put this in in new barrique then you have a very nasty cocktail idea. The wines are made for eternity, because they will take 100 years to age, but commercially, this is not a good proposition. So the main players in China, I think, did a great job from 2015 onwards. And let me add that the French threw in the towel as well with Ao Yun from Yunnan, which is the most expensive wine in China from China, made by purely French people down in the south at 2300 metres altitude, which I think is great for us because it's very good competition and to have the French from Bordeaux on board in China is fantastic. And last year Long Dai from Chateau Lafite was launched for the first time. This again is helping us enormously because it enhances the credibility of a country if the French invest in a foreign country like China.

- J** Janina Doyle 53:30
Now obviously Cabernet Sauvignon is the main grape variety. I know you plant mainly Cabernet Sauvignon, are you planting, am I right, a little bit of Merlot and Syrah or not?
- L** Lenz Moser 53:38
Yes, correct. Yes, we have at the winery some vineyards, but they were younger vineyards. That's why we haven't been using them until the 2019 vintage to blend. But the blends will not be released for the next one year or so from 2019. So therefore, this remains to be seen how we blend them in. But until now we only had Cabernet Sauvignon.
- J** Janina Doyle 53:59
And what about Marselan because this grape variety seems to be doing quite well in China. Are you...
- L** Lenz Moser 54:06
That's the latest craze.
- J** Janina Doyle 54:07
I know.
- L** Lenz Moser 54:09
Everybody's talking about Marselan.
- J** Janina Doyle 54:10
You are not happy. Or you are happy?
- L** Lenz Moser 54:12
No, no, no, I'm, I'm always pro innovation anyway. And I'm always pro differentiation because marketing of wine on a global basis is all about difference. Am I able to provide to the consumer something which is different from let's say, Bordeaux, from Australia, from Napa, from Chile, and so on. I think this is so important to give the consumer a different proposition. And what Marselan does for us, what we'll be doing in the future particularly

is being a very, very good blending component. My personal opinion is that it's as a standalone it might be too weak, as a top wine to compete with with you know, a nice Cabernet Sauvignon blend from Bordeaux or Cabernet from Napa, or anywhere else. So I think from the blending perspective, it's a wonderful addition to the mix. But that's about it. It's enough to give us a point of difference and a different taste profile for the future because the future of China winemaking to my taste or to my opinion, is very clear. We want to make something which is different from the rest of the pack. And ideally, if you smell into a glass of Chateau Changyu Moser XV, or from Ningxia, altogether in the next 5 to 10 years, you know immediately where it comes from, like, if you sniff a glass of Bordeaux, you know, immediately it's Bordeaux, without even too much knowledge. So this sort of typicity and authenticity, all of us are working on.



Janina Doyle 55:42

Okay, this is exciting. Well just I want to point out as well, if anyone listening Marselan is actually a crossing of Cabernet Sauvignon and Grenache just in case anyone doesn't know, which is why I think it could really work if you're growing Cabernet Sauvignon anyway, and of course Grenache loves heat, you think with lots of sunshine. So we'll, we'll see. I'm intrigued. I will keep following these wines for the next five years and see if Ningxia has its identity.



Lenz Moser 56:05

Absolutely. Identity is the right word. You're absolutely right.



Janina Doyle 56:08

Now, okay. I'm very very excited and I am so humbled that you sent me a bottle of what you call Purple air comes from the east. I am so excited you have no idea. This wine is, premium. I just want to set the scene for everybody anyone in England if you want to get this this is £200 a bottle from Hedonism. So it's available This is the 2016 vintage. This is the first vintage you have released, am I correct?



Lenz Moser 56:40

Yes.



Janina Doyle 56:41

Okay, now I'm going to just give it a little go now because I've put it in a glass about an

hour ago but just as we started so I'm hoping now it is singing. But can you tell me, this is 100% Cabernet Sauvignon?

L Lenz Moser 56:53
Yes true

J Janina Doyle 56:54
With a decent amount of new oak. This is like two years right? New oak.

L Lenz Moser 56:58
Yes absolutely two years in new French oak only and it's a dream come true for me because it already back in 2015 I was dreaming of an icon to the Chateau. Because we knew that the French were coming. We knew that they will be very expensive. We knew that we had to come up with something to rub shoulders with our French cousins as we always say. And I was at the time in 2015 in the summer I was on a, after the wine, after the, after the harvest, it was still warm in the south in China Qingdao. Chinese calligrapher gave me this calligraphy of purple air comes from the east. These four letters on the label. And I saw him paint this, it took him about half an hour to do these four characters with a thick brush. It's a post about two metres wide sitting in my home in Austria, and I, purple is my favourite colour.

J Janina Doyle 57:05
Ah hence some of the labels. Ok.

L Lenz Moser 57:52
It is always the same thing and then, I can't disguise it, wine is very personal, at the end of the day. And then therefore I was, and purple air comes from the east means basically all the love, the power, the richness and everything always comes from across the East China Sea to mainland China and it's a very very positive metaphor for luck and fortune. And therefore I picked this for this wine. Even if people sometimes say it's a cumbersome name, but basically everybody's calling it Purple Air anyway. And so I had the dream at the beginning and '15 I didn't have the grapes for it yet, it was my maiden vintage so I was very cautious. In '16 I designated some vineyards to blend from and it worked with proper barrel management and everything and I'm really lucky with the result. So we are at the moment we are blending '17 to be released this autumn and so this will be the next one to

be released.



Janina Doyle 59:08

It's so luscious. So, whereas the other one was just juicy fruits and there was a savoury nature. This has got a real sweetness on the nose like this kind of vanilla expresso note with like a menthol, like a minty touch to it. And then there's again, the blackberries but this kind of red cherries or red fruit nature coming through actually so that's I find that really interesting with your Cabernet Sauvignons but, hang on, wait, let's do, let me taste it again, it's good. It's powerful, but most importantly, it's really really refined, really fresh. There's, it's not a fruit bomb at all. I want, it just gets to full bodied if anything, and the tannins are really, really fine grain with it. It's a really, really smooth, I want to say smooth and it's elegant.



Lenz Moser 1:00:11

It's an iron fist with a velvet glove.



Janina Doyle 1:00:14

That's exactly it.



Lenz Moser 1:00:14

There's underlying a lot of stuff going on. A lot of tannins, potentially tough tannins but they have been so elegant and so refined, and so smooth. And they have been smoothed also by by two years in new oak. And therefore, it was fun to blend different parcels of two vineyards, basically, all around the Chateau. Were immediately at the Chateau. I think at the end of the day, what you do as a winemaker, you create as many different lots, or pots of wine in order to blend the wine you have in your head. And, and I, the result of this particular wine is almost what I had intended to do. I say always almost because 100% is almost never doable. But it's the first of a kind for the Chateau. And it also something I think will be or I'm convinced that this is the future of winemaking in Ningxia, much more towards elegance and away from blockbusters.



Janina Doyle 1:00:15

It's beautiful. It's got this like milk chocolate prune edge, so prunes covered in milk chocolate on the edge, but I say prunes but just a touch of that, that finishes, but the rest of it is beautiful, fresh, luscious, vibrant and smooth. Yeah, velvety, but intense. Yummy.

Well done. Well done Lenz. Cheers.



Lenz Moser 1:01:38

Thank you. Thank you.



Janina Doyle 1:01:39

Oh, now I'm going to finish off because I need some time with this wine. Sorry, I gotta go. But as a really inspirational, amazing winemaker with a lot of experiences yourself, if anyone is listening to this now. And they're thinking about getting into winemaking or they themselves are already studying to be a winemaker, what advice would you give to somebody just starting out?



Lenz Moser 1:02:06

Well, I think wine and winemaking and wine marketing is a decision. And don't go into into this field if you if you want to make lots of money, unless you are Bob Mondavi and you're lucky to start a winery with \$50,000 and sell it 40 years later for \$1.4 billion. This is not going to happen on a regular basis, quite frankly. But it's there. I mean, if you if you you're very successful it is. But what what the defining difference for me in wine is if you have the passion for excellence, and if you have the passion to bring something to people, which brings people together and people can enjoy over a meal over a group of friends or something. I think this is something which makes me tick every morning and I have a lot of friends who make, and made a lot of lot more money than me and they were in industry or in other professions. But at the end of the day, when we get together, they are always a little bit jealous because I'm the guy who always orders the wine, who orders the food for people, does the perfect wine and food pairing. And as a result, we have always wonderful evenings together. And this is something which makes me tick. Wine is is all about as Bob Mondavi again, let me quote him said it's all about the good life. Because it's in our civilization, it definitely enhances a meal, an evening, or as a Texan lady said in a focus group 15 years ago, when I was watching behind the mirror, a focus group to the market research for Mondavi wines at the time and and this lady said the question, well what does wine for you? And she said, Oh my god, this is this is easy. So seven o'clock is so much better than six o'clock when I come home after my first glass of wine. So you know winding down a day, doing a nice dinner together so you can of course you can do it with with syrup and water or Coca Cola. It's all good. Yeah, and wine is not a must every day. But it makes life so much better. And that's why China embraces the idea itself. Now by drinking wine and following a little bit more our lifestyle. There's a reason why Europe is a happy continent. And and also the UK is a happy country because we have a good wine

culture. And that's part of our lives, maybe not daily, but once or twice a week. It really enhances gatherings and meals. And that's a reason for me to work for. So if you're prepared, long story short, if you you're prepared to follow your profession with passion. And of course with expertise and putting in the extra hour this added extra effort then go for it because it's it's rewarding. It's unbelievable. I never looked back since I was six years old. My decision was clear. I'm a wine guy. And I'll die as a wine guy.



Janina Doyle 1:05:23

Love it. Lenz. Thank you so much for bringing us such delicious wines. Now you can rest tonight knowing I'm going to be very happy this evening.



Lenz Moser 1:05:32

Thank you. I'm glad you do, I'm glad you are. Thank you very much indeed. Fantastic



Janina Doyle 1:05:37

Lenz, you're amazing, superstar.



Lenz Moser 1:05:39

Thank you all the best. Thank you. Talk soon. Cheers. Bye bye.



Janina Doyle 1:05:47

There really is nothing better than inspiring winemakers and seeing as for Lenz, Robert Mondavi was an inspiring winemaking for him, I shall find one of his very famous quotes. Now if you want to know a little bit more about Robert Mondavi, you can hear about him on my podcast, Episode 41 Wines of Napa Valley, so go there. But for the wine quote, to finish off. The one he's most known to have said is:



Janina Doyle 1:06:12

"Wine to me is passion. It's family and friends. It's warmth of heart, and generosity of spirit."



Janina Doyle 1:06:21

So if any of you are feeling extra warm of heart, please do make sure you leave me a

comment, like, share, and subscribe, all the usual because that helps the podcast become more discoverable. You are all amazing, I wish you all a fantastic week and cheers to you.