

Riesling is King



DEINHARD. WINES THAT REIGN.



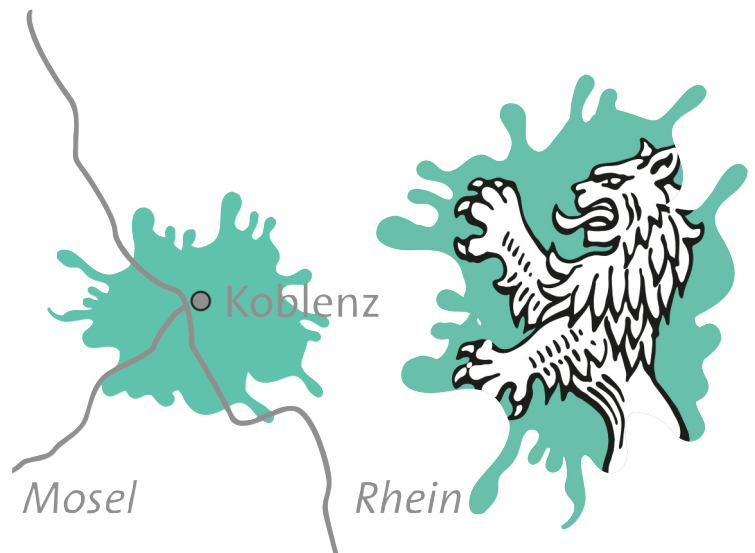
DEINHARD

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A 200-year-history

Founded in 1794, the Deinhard winery is the birthplace of wines of international renown. The company headquarters in Koblenz is the home of this tradition of excellence dating back more than two centuries, located in the heart of the Germany's geographically unique and culturally rich Middle Rhine and Moselle wine regions. The superior Riesling wines of the Deinhard brand beguile the world's most sophisticated palates and enjoy a superb worldwide reputation as "Wines That Reign".



The lion insignia in Deinhard brand history

The 'King of the Animals' has had a special significance in the Deinhard family heritage, as founder Johann Friedrich Deinhard was born in 1772 in the family-run tavern 'The Lion'. And the signet has been part of the brand history as well since 1876, symbolising the *Deinhard* winery and wines. The wines sold by Johann Friedrich when he first opened his wine shop in the city of Koblenz in 1794 were from the family's vineyards in the Moselle region. Trademarked in 1876, the design of The *Deinhard* Lion has evolved over time, adorning the labels of *Deinhard* wares as a symbol of strength and the noble origins of the brand.

The modern Lion

The *Deinhard* wine assortment is sporting a refreshing, modern look in slim, lightweight glass bottles with a convenient screwcap. Vibrantly coloured-coded caps and capsules designate the four respective Riesling products, making them clearly distinguishable on wine shelves. The *Deinhard* Lion is the centre of attention in the strikingly artistic label in a 'no-label' look, featuring The Lion's head with a triangle that represents change while recalling the traditional-steeped roots of the *Deinhard* brand in the triangular region outside Koblenz where the Rhine and Moselle rivers converge. While evoking the brand's venerable background, the eye-catching design with boldly positioned trademark visually underscores the memorable *Deinhard* slogans of "Wines That Reign" and "Riesling Is King".



Wines That Reign – Exquisite German Rieslings

German Riesling wines of unsurpassed flavour and extraordinary quality are the hallmarks of the *Deinhard* wine assortment:



Deinhard Dry Riesling

Deinhard Dry Riesling is from the Rhine Valley in Germany and is a medium bodied traditional style Riesling with crisp refreshing acidity and a dry finish. Its green apple and floral notes pair perfectly with lighter dishes like salads and fried or grilled seafood cuisine. 12.0 % alc.



Deinhard Green Label Riesling

Deinhard Green Label is the flagship of the Deinhard family of Rieslings, and a popular everyday classic. This medium sweet Riesling from the cool climate of the Mosel Valley in Germany has fresh citrus and green apple notes. With its versatile fruitiness and refreshing acidity it pairs perfectly with almost anything, especially shellfish, seafood and spicy foods. 10.0 % alc.





Deinhard Piesporter Riesling

Deinhard Piesporter is a medium sweet Riesling from the famous wine-growing village of Piesport in Germany located alongside the Mosel River. This region is distinctively influenced by the local terroir. It has ripe apricot fruit notes and a delicate acidity. The juicy fruit finish pairs well with lightly seasoned seafood, Asian cuisine and sushi. 9.5 % alc.



Deinhard Piesporter Goldtröpfchen Riesling

Piesporter Goldtröpfchen is an expressive single vineyard Riesling with great character and fruitiness. The famous Goldtröpfchen (Gold droplets) vineyard and its natural amphitheater like surroundings, leave this wine with a crisp acidic finish and a beautiful fruity aftertaste. Its fresh apple, mango and flint stone notes pair perfectly with white meat, seafood and spicy dishes. 9.5 % alc.



Deinhard Riesling Moscato

Riesling Moscato is the perfect blend of Riesling and Moscato, both from the warmer Württemberg area. It combines the unique, expressive bouquet of exotic fruits, apricots and spiciness of classy Muscat and the crisp minerality and elegance of typical German Riesling. With its sweet, spicy, juicy and very well balanced notes, it pairs well with Asian dishes, aromatic cheese and fruity desserts. 10.2 % alc.





Deinhard Hanns Christof

Hanns Christof Liebfrauenmilch is a beautiful blend of Germany's most important grape varieties from the Rheinhessen area in the Rhein valley, distinctly elegant with an exotic fruity touch. Liebfrauenmilch, which means "milk of our dear lady, Maria" used to be the most successfully exported German wine. With its expressive bouquet of exotic fruits like papaya and passionfruit it goes well with well-seasoned dishes or mild and salty cheese. 10.0 % alc.



Deinhard Eiswein

Eiswein represents the qualitative peak of Deinhard's wine selection. This noble sweet wine originates in the renowned German wine growing area of Rheinhessen. Eiswein is a highly esteemed German specialty made from grapes harvested and pressed when temperatures drop to at least -7°C (19.4° F), which does not happen every year. This is a truly unique wine with a remarkable concentration of fruity acidity and sweetness. It pairs well with Foie Gras, all kinds of desserts and with salty dry or blue cheeses. 10.0 % alc.

Riesling is King: a unique grape variety

Germany is the motherland of Riesling, the flagship variety of German viticulture. This aromatic variety of greenish-yellow grapes is synonymous with German winemaking worldwide, known for its unique fruity acidity. The variety engenders differing, highly nuanced traits in wines depending on the area where it is cultivated. The first documented cultivation of Riesling in Germany's Upper Rhine Plain was as far back as 1435. Known as the home of the Riesling, Germany is still the number 1 producer of the grapes: over 45% of the worldwide Riesling production is "Made in Germany".



Deinhard press photos

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Deinhard_Wein_Lions_Tale.jpg



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Deinhard Riesling Moscato.jpg



Deinhard Hanns Christof.jpg



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