



House wines of the Trapp family at the Sound of Music gala Austrian winery Höpler: 40 years of partnership with Johannes von Trapp and the Trapp Family Lodge

Höpler has been producing the house wines for the Trapp Family Lodge in Vermont for over forty years. On the 17th October, 2015 these wines will be served and presented by the winemaker at the gala celebrating the fifty year anniversary of the Hollywood film "The Sound of Music". Johannes von Trapp, the youngest son of the legendary Trapp Family Singers, is the guest of honour at the gala and has had a close working relationship with Höpler and a strong friendship with the Höpler family for decades.

October, 2015, Salzburg (AUT) / Breitenbrunn (AUT) / Stowe in Vermont (US)

The gala: The Sound of Höpler Wine

Today you are drinking wine from the Höpler Winery in Burgenland, Austria. "Our families, the Höplers and von Trapps, have been connected through friendship and business for over forty years", explains Johannes von Trapp, the President of the Trapp Family Lodge and the tenth child of Baron von Trapp. "The house wine in our Lodge is 'made in Austria' – made by Höpler. It is therefore entirely fitting that our Höpler house wine is served today at this celebratory gala." The Pinot Blanc and Pinot Noir with von Trapp labels will be served to the international press and presented to the guests at the gala. There will also be a Höpler Bar in the foyer of the Felsenreitschule for wine tasting and a chance to talk to Christof Höpler the winemaker himself. "Both our Pinot Blanc and Pinot Noir will enchant you throughout the evening with finesse and elegance," says Christof Höpler modestly!.

Forty years of partnership between von Trapp and Höpler

This family story began, as is appropriate, through music in the early 70's. It was at the Trapp Music Camp at the old, much smaller Family Lodge where Rosemarie Scully (nee Höpler) met the von Trapp sisters and Johannes; and later their friendship was cemented through a joint love of skiing. Jost Höpler was Rosemarie's brother, who, just happened to make wine in Burgenland. Höpler wine quickly became popular with the guests at the Lodge. That was back in 1975.

Today, Jost has long since handed the winery down to his son Christof and in Stowe, Vermont, more than 3,000 bottles of his Pinot Noir and Pinot Blanc are drunk annually. This house wine is labelled exclusively with the Trapp Family Lodge logo and it is the most popular wine and highest selling Austrian product in the hotel.

Höpler worldwide – and in the US in 37 states

„Just as the Sound of Music is a classic so is Höpler an export hit", said the winemaker Christof Höpler, who spends a significant amount of the time travelling the world selling his wines. The winery exports 70% and the USA is the largest end market, followed by Holland, Scandinavia, the Baltics and Germany. Asia represents a future opportunity.

Höpler is represented in 37 states in America. Top restaurants such as "Blue Dragon" in Boston or "georges" in La Jolla near San Diego serve his wine from the vines of Burgenland. In 2014 there were 10% more Höpler bottles exported to the USA. In the first three quarters of this year 39% more bottles were sold in the USA than in 2014. The winemaker spends more than 10 weeks a year in the USA visiting wholesalers and customers in the restaurant trade.

About Höpler

The Höpler winery is located in a sunny corner of Austria on the northwest bank of the Neusiedl Lake in Breitenbrunn, Burgenland. They produce a diverse spectrum of wines on their 47ha; 55% white wine, 40% red and 5% sweet wines. They all have subtlety and elegance in common and Christof's mantra is that „The wines are accessible for everyone but remain interesting with each sip".

70 % of Höpler's wines are exported. The USA is the largest end market, followed by Holland, Scandinavia, the Baltics and Germany. The winery produces the house wines for the Trapp Family Lodge in Vermont as well as for the Estonian prime minister.

Höpler Winery adress: Heideweg 1, 7091 **Breitenbrunn**, Austria, +43 2683 23907-0, office@hoepler.at
<http://hoepler.at/en>



höplers weinräume (höplers wine rooms), in Winden on the shores of Lake Neusiedl is a wine experience world focusing on the five senses. The aim of the experience is for the guests to rouse their 'wine conscience'. The walls of the old farmhouse courtyard contain 8 wine rooms dedicated to the different elements of wine including; a colour room, an aroma room, a touch room, time, taste and sound rooms. Höpler wines can all be tasted and bought at the wineroms.

höplers weinräume address: Hauptstraße 52, 7092 **Winden am See**, +43 2683 23907-0, info@weinraeume.at;
Opening hours: with reservation any time
<http://www.weinraeume.at/english.php>

<http://hoepler.at/en>

<http://www.facebook.com/hoepler>

Pictures

Credits: Höpler

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All pictures were taken at the Trapp Family Lodge in Vermont last May

From left to right:

Picture 1: Christof Höpler (winemaker), Johannes von Trapp (president of the Trapp Family Lodge)

Picture 2: Sam von Trapp (Johannes' son), Christof Höpler, Johannes von Trapp

Picture 3: Sound of Music Poster aus aller Welt – der Wein von Höpler aus Österreich

Picture 4: Höpler Pinot Blanc, house wine in the Trapp Family Lodge

Picture 5: Höpler Pinot Noir, house wine in the Trapp Family Lodge

High resolution pictures are on the stick and also downloadable here:

<https://www.dropbox.com/sh/ms1x97712j8otvz/AAB7nQYxASe9IcTZI7DDswxua?dl=0>

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