



20 December 2015

Höpler wines, ITV and the Sound of Music LIVE

Höpler has produced the house wines for the Trapp Family Lodge in Vermont for over forty years. These wines will be served in the ballroom scene of ITV's LIVE screening of the Sound of Music, broadcast across the UK on Sunday 20 December 2015.

Höpler and the Sound of Music

The Höpler and von Trapp families "have maintained a close friendship and strong business relationship for over forty years", explains Johannes von Trapp, the President of the Trapp Family Lodge and the tenth child of Baron von Trapp.

To make their 50-year celebration of the filming of the Sound of Music LIVE as genuine as possible, ITV has chosen Höpler's Austrian wines for both the ballroom scene in the musical, and the event surrounding the filming. The Pinot Noir won awards from A la Carte and Wine Spectator, achieving scores of 90 and 91 points. The Pinot Blanc secured the Gold prize in the Austrian Wine Challenge.

Christof Höpler the winemaker and owner of Höpler wines commented: ***"The fact that the Sound of Music lives strong some fifty years on is evidence of its quality and how well it was originally written. It is a story for everyone, to be enjoyed by everyone – just like our wines, which are accessible for everyone but remain interesting with each sip. Our Pinot Blanc and Pinot Noir will enchant the guests throughout the evening with finesse and elegance."***

Forty years of partnership between Höpler and von Trapp

The families' story began in the early 70's through a love of music. Rosemarie Scully (nee Höpler) met the von Trapp sisters and Johannes (the youngest son of Maria and also a member of the legendary von Trapp Family Singers) at the Trapp Music Camp, in the old Trapp Lodge in Stowe, Vermont. All had emigrated from Austria and shared a deep love of skiing. In 1975, Rosemarie introduced her brother, the winemaker Jost Höpler, to the von Trapps. Höpler wines proved popular and Jost created a strong awareness and following for the family's wines amongst guests at the Lodge.

Jost's talents and skill have been built on by his son Christof, and the wines continue to have a strong customer base. More than 3000 bottles of Pinot Noir and Pinot Blanc, exclusively labelled with the Trapp Family Lodge logo, are drunk annually. They are now the highest selling Austrian product in the hotel.

About Höpler Wines

All Höpler wines possess a common signature – they are elegant, subtle and offer phenomenal value for their quality. In many ways Christof's personality and passion are reflected in his wine. Through his skill and commitment he has created a top quality product, to be found on the wine lists of some of the finest restaurants in the UK, USA and Europe. Jamie Oliver's Fifteen, Gordon Ramsay's Maze, The Ritz Carlton in Atlanta, Das reinstoff in Berlin, The Queen Mary 2 and Trapp Family Lodge are just a few of his more well known customers. Over 70% of production is exported around the world, with particular demand in the USA, UK, the Netherlands, Germany, the Baltics and Scandinavia.



Picture 1

Höpler Trapp Family Lodge Pinot Blanc

Colour: light yellow

Nose: Aromas of ripe lychee and ananas

Palate: Very juicy and mouth filling, showing hints of citrus and fully ripe fruits. Full finish

Awards: GOLD - AWC Vienna 2015
SEHR GUT - Falstaff Burgunder Trophy 2015
15.3 points - Austrian Summer Wines 2015 TOPLISTED!

Great with chicken and Asian Food



Picture 2

Höpler Trapp Family Pinot Noir

Colour: Ruby garnet

Nose: Heady aromas of orange and jasmine, echoes of kurkuma spice

Palate: Silky, long with a fine tantalizing finish

Awards: 5/5 Gläser, ÖGZ Rotweincup 2014, 91 Punkte - A la Carte Gourmet-Guide 2016, 90 Points - Wine Spectator, 2015, SILVER - AWC Vienna 2015

Great with chanterelles and lamb

About Höpler

Höpler is a family owned Austrian winery located south east of Vienna in Burgenland. Our vineyards lie in the Leithaberg Hills on the shores of Lake Neusiedl. This unique location enables us to produce a wide range of wines; from traditional Austrian whites and reds such as Grüner Veltliner and Blaufränkisch, to classic Burgundy varieties including Pinot Noir, Pinot Blanc and Chardonnay. The proximity to the lake enables us to produce fabulous dessert wines.

Höpler Winery address: Heideweg 1, 7091 Breitenbrunn, Austria, +43 2683 23907-0; office@hoepler.at ; www.hoepler.at/en .www.facebook.com/hoepler

Höpler Wines available in the UK via <http://www.enotria.co.uk/>, <http://www.greatwesternwine.co.uk/>, <http://www.alexander-wines.co.uk/> and info@tatesmith.com or <http://www.derventiowines.co.uk/>

Höplers weinräume (hoplers wine rooms) in Winden on the shores of Lake Neusiedl offers a wine experience for all the five senses. The aim is for the guests to awaken their 'wine conscience'. The original Höpler winery and farmhouse now contains 8 wine rooms dedicated to the different elements of wine including; a colour room, an aroma room, a touch room, treasure chamber, film, time, taste and sound rooms. Höpler wines can all be tasted and bought at the wineroms.

Höplers weinräume address: Hauptstrasse 52, 7092 Winden amd See, +432683 23907-0, info@wineraeume.at; Opening hours: with reservation any time. <http://www.weinraeume.at/6-1-The-Wine-Rooms.html>



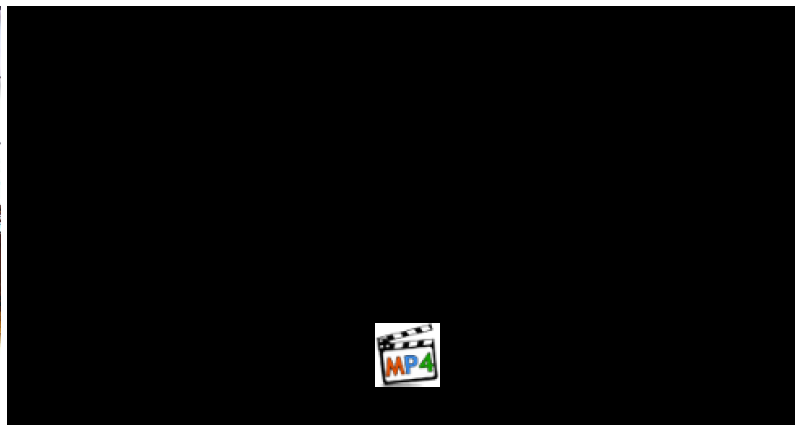
Pictures 3 and 4



Pictures 5 and 6



Picture 7 and film 8





PICTURES

All Photos can be downloaded from our website under the link; <http://www.hoepler.at/40-1-Press-Contact-and-Downloads.html>

Picture 1; Höpler Pinot Blanc, house wine in the Trapp Family Lodge

Picture 2; Höpler Pinot Noir, house wine in the Trapp Family Lodge

Picture 3: Christof Höpler (winemaker), with Kristina (daughter of Johannes and Lynne von Trapp and her children, Lynne and Johannes von Trapp (president of the Trapp Family Lodge) at the 50 year Jubilee of the making of the Sound of Music in Salzburg, October, 2015.

Picture 4: Christof Höpler (winemaker), and 'BOTH' von Trapp families – the original cast from the film and the real von Trapp Family at the 50 year Jubilee of the making of the Sound of Music in Salzburg, October, 2015

Picture 5: Christof Höpler (winemaker), Johannes von Trapp (president of the Trapp Family Lodge)

Picture 6: Sam von Trapp (Johannes' son), Christof Höpler, Johannes von Trapp

Picture 7: Andy Chan and Bert Fink of Rogers and Hammerstein and Christof Höpler (winemaker) and Lynne von Trapp, Salzburg, October, 2015

Film 8 : Film of Höpler Trapp Family Lodge wine in ZIB – at the Leica photo exhibition of the making of the Sound of Music, Salzburg, Oct, 2015.