



PRESS RELEASE
Vienna, June 2020

AUSTRIAN WINEMAKER JOST HÖPLER LAUNCHES NEW WINE LABEL AGED 81



Photo - Jost Höppler in his vineyard overlooking Vienna

Jost Höppler, a spritely 81 year old and founder of Höppler Winery in Burgenland, has launched a new wine labelled WiraWåxt, a Gemischter Satz made from family owned vines grown on the prestigious Nussberg Hill overlooking the City of Vienna.

Jost Höppler comments; „ This is probably Austria’s youngest start up, one of its oldest wine brands and its most senior winemaker! Everyone needs a bit madness and this is mine. I believe in working with nature, by listening to its rhythm. I hope this wine brings you as much joy as it has to me.”



Introducing WiraWåxt 2019 Jost Höppler’s new label!

WiraWåxt –is a brand first created by the Höppler family in the mid 19 century. It was first legally protected by Jost’s grandfather in 1932 and has not been in use since his death in 1943. It is the third oldest wine brand in Austria.



What does WiraWaxt mean and what is it?

Phonetically it is pronounced 'Vera Vaxt'. It is the colloquial Viennese way of saying 'wie er wächst' or 'just as it grows'.

This wine is a traditional 'Wiener Gemischter Satz' (a field blend) made of Sauvignon Blanc, Pinot Blanc and Welschriesling. These different white grape varieties all grow mixed up together in the rows of vines and are harvested and fermented all at the same time and in the same tank.

Three grape varieties that grow "just as they please"—hence the connection to the phrase WiraWaxt! This is uniquely Viennese and the Nussberg, a south facing hill on the most northern edge of the City of Vienna sloping down to the Danube River, is one of the most iconic and prestigious vineyard locations in Vienna.

Above the WiraWaxt 2019 label

A family effort - label design, fermentation and wine making were all done in the Höppler winery in Breitenbrunn. Dorli, Jost's wife of 49 years, who is famous for the original Höppler labels, designed a fabulous new WiraWaxt logo complete with Vienna's famous St Stephen's Cathedral and Ferris wheel in the background, symbolising pictorially exactly what is in the bottle.

Taste and Price

Jost comments; "I have drawn on my decades of experience to make the best wine nature would allow me. I am delighted with the quality of my first WiraWaxt vintage. The price was set to ensure everyone could afford to drink this little bit of Vienna and enjoy this with me. It is a small vineyard, when it's gone it is gone. I will be here next year to make another!"

Colour: Light straw yellow

Nose: light fresh rose petals

Palate: Hints of fresh herbs, a touch of spice and fullness in the middle of the palate with a long finish.

Food Pairing – It's got to be a Schnitzel but in truth Asian food would go just as well.

Price -8 Euros – available directly at Höppler please email office@hoepler.at

Background

40 years ago Jost inherited a small vineyard from his mother, located on the famous Nussberg, overlooking the City of Vienna. The site was too small to manage from the winery in Burgenland but in truth, too valuable a spot to lease out for simple 'heuriger wine' (table wine). This troubled him hugely and turning 80 proved the trigger to realise a long-held dream.



Jost began by transforming his beloved vineyard. Armed with an abundant supply of resourcefulness, a car that was absolutely not designed for driving in steep vineyards and a garden lawn mower, Jost cumulatively shovelled tonnes of compost from the local depot into the back of his saloon car, and up onto the steep slopes of the Nussberg. Each vine received the true care and attention it deserved, some were replaced and weeds were attacked. Everything was watered, pruned and nurtured, all with his own bare hands. There was no team to delegate to and no professional machinery to assist. Jost was in heaven and gradually the vineyard responded.



Photo - Sept 2019 – harvesting the grapes. View of the vineyard looking up the Nussberg Hill

September 2019 first harvest

The grapes were carefully picked by hand by keen members of the Höpler family; brothers, sisters, cousins and grandchildren –average age a ripe 70!! Christof Höpler, owner and manager of the Höpler winery, and newly designated Head of Logistics, with the able assistance of Constantine (JH's 12 year old grandson) transported the freshly picked grapes to the winery, in Burgenland, into the press and drove back to Vienna with the empty boxes before the next load was ready to go. All somewhat unconventional but it worked!



Photo - Some of the pickers, members of the Höpler family



Jost Höpler comments, "It is an absolute delight for me to have turned this somewhat uncut diamond into such a dazzler with nothing but my bare hands and a lot of hard work. This project has brought happiness and madness into our lives. It shows one is never too 'young' to start something new and my decades of experience are still relevant. I am proud to have been true to the traditional production methods of Wiener Gemischter Satz. Working with what one has and letting nature produce the best blend that it will allow me."

ENDS

For further information and photo downloads <https://www.hoepler.at/en/press/press-contact-and-downloads/> or contact Höpler GmbH
Christof Höpler – office@hoepler.at - +43 6504675372

Notes to editors:

About Höpler

The Höpler winery is located in a sunny corner of Austria on the northwest shore of Lake Neusiedl in Breitenbrunn, Burgenland. The family-owned winery produces a diverse range of wines on their 45ha, including 55% white wine, 40% red and 5% sweet wines. The wines have subtlety and elegance in common and winemaker Christof's mantra is that "The wines are accessible for everyone and with each sip they reveal their personality". The winery produces house wines for the Trapp Family Lodge in Vermont as well as for the Estonian prime minister. <http://www.hoepler.at>