



KREINBACHER BIRTOK
Somló, Hungary

OUR HISTORY

- ▶ 2002 József Kreinbacher founds the estate at Somló
- ▶ 2006- Syrah, a new venture at Somló
- ▶ 2007- Organic viticulture (certified since 2010)
- ▶ 2011 Completion of the new winery with sparkling wine facility and ageing cellar
First harvest for sparkling wine
- ▶ 2014 Premier of Kreinbacher sparkling wines and complete rebranding
- ▶ 2015 Start of hospitality services: cellar visits, wine bar and restaurant, design rooms, events
- ▶ 2016 Dedicated tasting room in Budapest





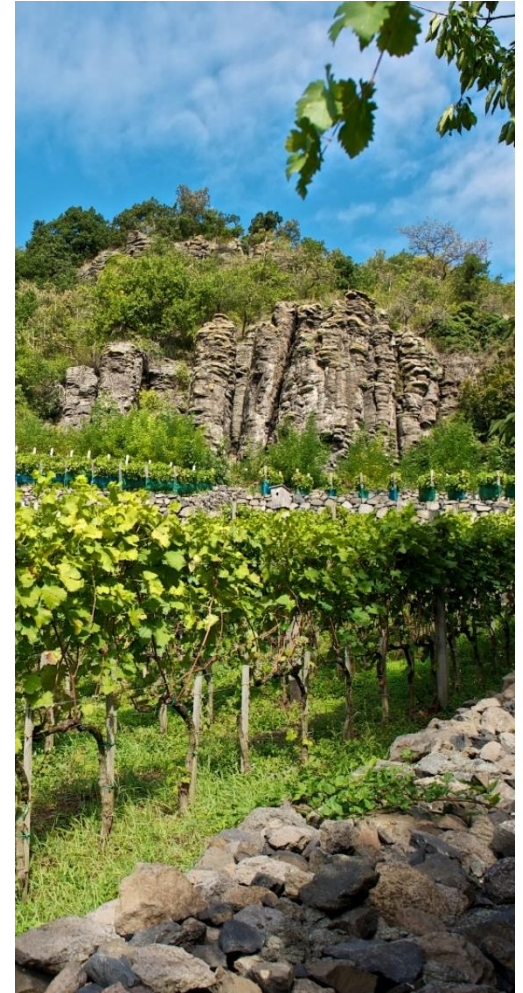
SOMLÓ

- ▶ One of Hungary's historical wine regions that belongs to Balaton main region
- ▶ Size of the region: less than 600 ha
- ▶ Kreinbacher vineyards: 48 ha under cultivation and bought-in grapes from additional 20-40 ha/year

UNIQUE TERROIR

Somló is a volcanic butte, a remnant hill with a solid basalt cap – a memento of ancient times

- ▶ Terroir with character
 - ▶ Wines characterised by unmistakable minerality and distinctive acidity thanks to the soil (Pannonian sedimentary and basalt) and climate (continental with Mediterranean influence, special microclimate near the basalt rocks)
 - ▶ Ideal for white wines, especially local, indigenous grapes like Furmint, Juhfark, Hárslevelű and Olaszrizling (Welschriesling)
 - ▶ Long ageing potential





- Modern architecture right at the foot of the Somló hill

TEAM & CONSULTANTS

MANAGEMENT

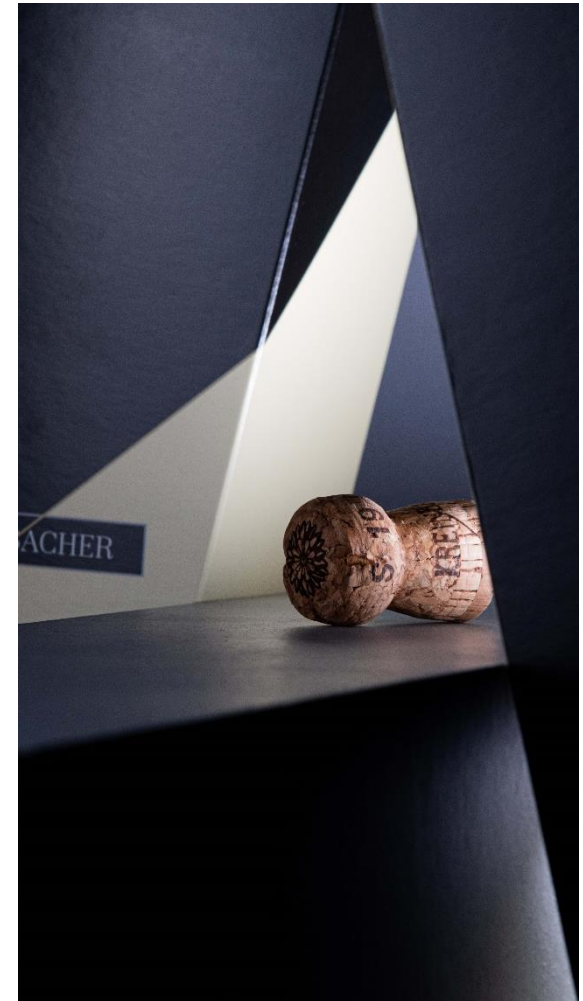
- ▶ Founder and owner – József Kreinbacher
- ▶ CEO – Miklós Köncz
- ▶ Sales and Marketing Director – Zoltán Prisztavok

PROFESSIONAL TEAM

- ▶ Technical Director – Norbert Bodorkós
- ▶ Winemaker – György Várszegi
- ▶ Viticulturist – Dániel Molnár

EXPERTS

- ▶ Consultant Cellar Master – Christian Forget, Champagne Paul Bara
- ▶ Agricultural Consultant – Stefano Dini, viticulturist





ORGANIC VINEYARDS

WINERY ARCHITECTURE





SPARKLING WINES

FUTURE CLASSIQUE identifies the core of Kreinbacher sparkling wines, the principles we follow and our know how

Our goals and standards

- ▶ Exploiting a new potential of the local grape Furmint, blended with Chardonnay and Pinot Noir, to create our own style
- ▶ Precision and excellence in viticulture and winemaking /harvest by hand, Coquard presses from Champagne, plot by plot vinification, blending, dosage tests/
- ▶ Following the steps of Méthode Traditionnelle and the best practices of Champagne
- ▶ Minimum 18-24 months of ageing and minimum 3 years on the lees for Magnum or Vintage wines



OUR PORTFOLIO



**EXTRA
DRY**



**BRUT
CLASSIC**



**BRUT
NATURE**



**ROSÉ
BRUT**



**PRESTIGE
BRUT**

OUR PORTFOLIO – MAGNUMS



MÉTHODE TRADITIONNELLE

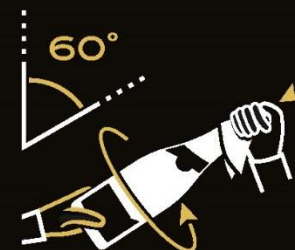


MISSION

FUTURE CLASSIQUE also incorporates the underlying philosophy and our goals

- ▶ Envision a new era of Hungarian sparkling wines via setting high standards
- ▶ Education of consumers and taking the lead in rebuilding and elevating the culture of traditional method sparkling wines
- ▶ Partnering with gastronomy, supplying high-class restaurants, bars and hotels with quality wines and sparkling wines reaching their international standards and cosmopolitan guests





~~KREINBACHER~~

DESIGN



- ▶ **FUTURE CLASSIQUE** is part of our brand DNA
 - ▶ **Snowdrop**, the courier: the motif is inspired by the flower growing under the basalt rocks of Somló that announces a new beginning, just like Kreinbacher's sparkling venture
 - ▶ **Hussars' cut**, the bravado: it symbolizes the unexpected, daring solutions of the Hungarians while the dissymmetry of the label also evokes the futuristic winery buildings



WINEMAKING

Our aim is to create wines expressing the character and heritage of this unique terroir, yet in a contemporary way – with a pure, vibrant, elegant style

Traditions and progressive winemaking

- ▶ Focus on indigenous grape varieties
- ▶ Organic viticulture
- ▶ Gentle whole-bunch pressing, destemming for more concentrated premium wines
- ▶ Modern facility and up-to-date standards to ensure high quality
- ▶ Locally selected yeast culture
- ▶ Ageing in barrels (Hungarian and French oak) and stainless steel tanks
- ▶ Extended bottle ageing for library vintage wines



OUR PORTFOLIO

Somló white wines (elaborated partly in stainless steel tanks and partly in barrels)



NAGY-SOMLÓI

20
19



FURMINT

20
18



JUHFAK

20
18



OUR PORTFOLIO

Selection wines (aged in oak barrels)



ÖREG TÓKÉK
BORA

20
17



HÁRSLEVELŰ
SELECTION

20
17



OLASZRIZLING
SELECTION

20
17



FURMINT
SELECTION

20
16



JUHFARK
SELECTION

20
17



OUR PORTFOLIO

Syrah rosé and red wine



SYRAH
ROZÉ

20
19



SYRAH

20
15



PARTNERS

Strong presence in the premium on-trade

- ▶ Michelin-star restaurants in Budapest: Onyx**, Stand*, Babel*, Costes*, Costes Downtown*, Borkonyha*
- ▶ Five star hotels: Four Seasons Gresham Palace, Kempinski Hotel Corvinus, etc.

Exclusive trade partner

- ▶ Bortársaság, the market-leading wholesaler in Hungary with a country-wide chain of wine shops and a well-performing webshop

Partnerships

- ▶ Kreinbacher is the exclusive supplier of the Hungarian State Opera (wines and sparkling wine of the House)
- ▶ Bocuse d'Or Academy – patron of Bocuse d'Or Hungary competition and European final (since 2015)
- ▶ Festivals: Gourmet Festival, Budapest Wine Festival







AWARDS for sparkling wines

CHAMPAGNE AND SPARKLING WINE WORLD CHAMPIONSHIPS

- ▶ **WORLD CHAMPION BRUT FROM A NON TRADITIONAL GRAPE** – Prestige Brut 2013 Magnum (2018)
- ▶ 4-TIME NATIONAL CHAMPION, BEST HUNGARIAN SPARKLING WINE (2016, 2018 2019, 2020)
- ▶ GOLD – Brut Classic 2015 Magnum (2018, 2019), Prestige Brut and Brut Classic 2011 Magnum (2016)



DECANTER WORLD WINE AWARDS

- ▶ **BEST HUNGARIAN SPARKLING, PLATINUM** – Brut Classic, 95 p (2017)
- ▶ PLATINUM – Prestige Brut, 97 p (2018)
- ▶ GOLD – Brut Classic (2019), Prestige Brut (2021)



AWARDS for wines

DECANTER WORLD WINE AWARDS

- ▶ GOLD – Furmint Selection 2017 (2021)
- ▶ SILVER – Hárslevelű Selection 2017 (2021)



INTERNATIONAL WINE CHALLENGE

- ▶ SILVER – Hárslevelű Selection 2017 (2021)



„If the Brut Prestige illustrates how quickly Kreinbacher is learning and improving, then the Brut Classic in magnum clearly demonstrates the sparkling-wine potential for Furmint, which is something that none of us knew until now.“

TOM STEVENSON

Champagne & Sparkling Wine Guide 2017



VISIT SOMLÓ

KREINBACHER

- ▶ Modern architecture, stylish interior
- ▶ Wine programs: guided tour in the cellars, wine tasting
- ▶ Gastronomy: wine bar and seasonal kitchen
- ▶ Design rooms (16 double rooms)
- ▶ Events up to 80-120 persons









LOCATION

Somló – Budapest:

- ▶ 154 km
- ▶ 2-2,5 h

Somló – Vienna:

- ▶ 173 km
- ▶ 2,5 h





TASTING SALON BUDAPEST



THANK YOU FOR YOUR ATTENTION
kreinbacher.hu