



FRITZ HAAG

Intense, incisive Mosel Rieslings from a renowned family estate



Oliver Haag and his father, Wilhelm.

HISTORY OF THE ESTATE

The historic Fritz Haag wine estate is located in the heart of the central Mosel River Valley. The earliest documentation of the estate dates back to 1605. At that time, the village in which it is situated was known as “Dusemond.” In 1925, this village was renamed “Brauneberg” (“brown mountain,” a reference to the color of the slate soil in this area of the Mosel) in an endeavour to further promote the reputation of its world-renowned vineyards “Brauneberger Juffer Sonnenuhr” and “Brauneberg Juffer.”

The name of the famous vineyards “Juffer,” which translates as “old maid” or “virgin” in the local dialect, goes back to 1790. The proprietor of these exceptional vineyard slopes at the time, the aristocratic Kurpfälzische Kammerherr Wunderlich, had three

daughters who all remained unmarried and lived the lives of spinsters. As a consequence, when they took over the vineyard management from their father, the name “Brauneberger Juffer” was born and the wines soon became well-known and famed in the wine world. The vineyards are recognised as true pearls of the Mosel region and were treasured even by Napoleon.

For many years, the Fritz Haag wine estate was successfully headed by the endlessly energetic Wilhelm Haag, and achieved, under his guidance a world-renowned reputation. Wilhelm Haag was the first to win the acclaim “winemaker of the year,” a highly coveted accolade introduced in 1994 by the famous Gault Millau Wineguide. Since 2005, son Oliver has taken over the reins and has joined his successful father in leading the estate into the future.

The Fritz Haag estate owns 17.5 ha (43 acres) of vineyards which are all exclusively planted with Riesling. The excellent micro-climate and the deep slate soils of the Brauneberger Juffer slope form the basis for some of the most intensely flavored and elegantly-structured Riesling wines of the Mosel region. Oliver Haag, the current proprietor, rigorously selects the clones most suited to the microclimate of his vineyards in order to achieve the maximum potential in the grapes. As a winemaker, Oliver’s skills are matched by few. His wines, which display a pleasing subtle color, show a well-defined palate that reaches from honeysuckle to pears and apples. They are laced with citrus and underlying mineral tones, reflecting the slate vineyards of Brauneberg.

The Fritz Haag estate produces wines that cover the full style spectrum, starting from a dry style and ranging to lusciously sweet. A mineral “slate” character and a pronounced and fruity acidity give the wines their elegant sophistication and their great aging potential. The estate’s graceful, well-refined Rieslings are rated as impressive examples of the finest wines the Mosel region has to offer. 🍷

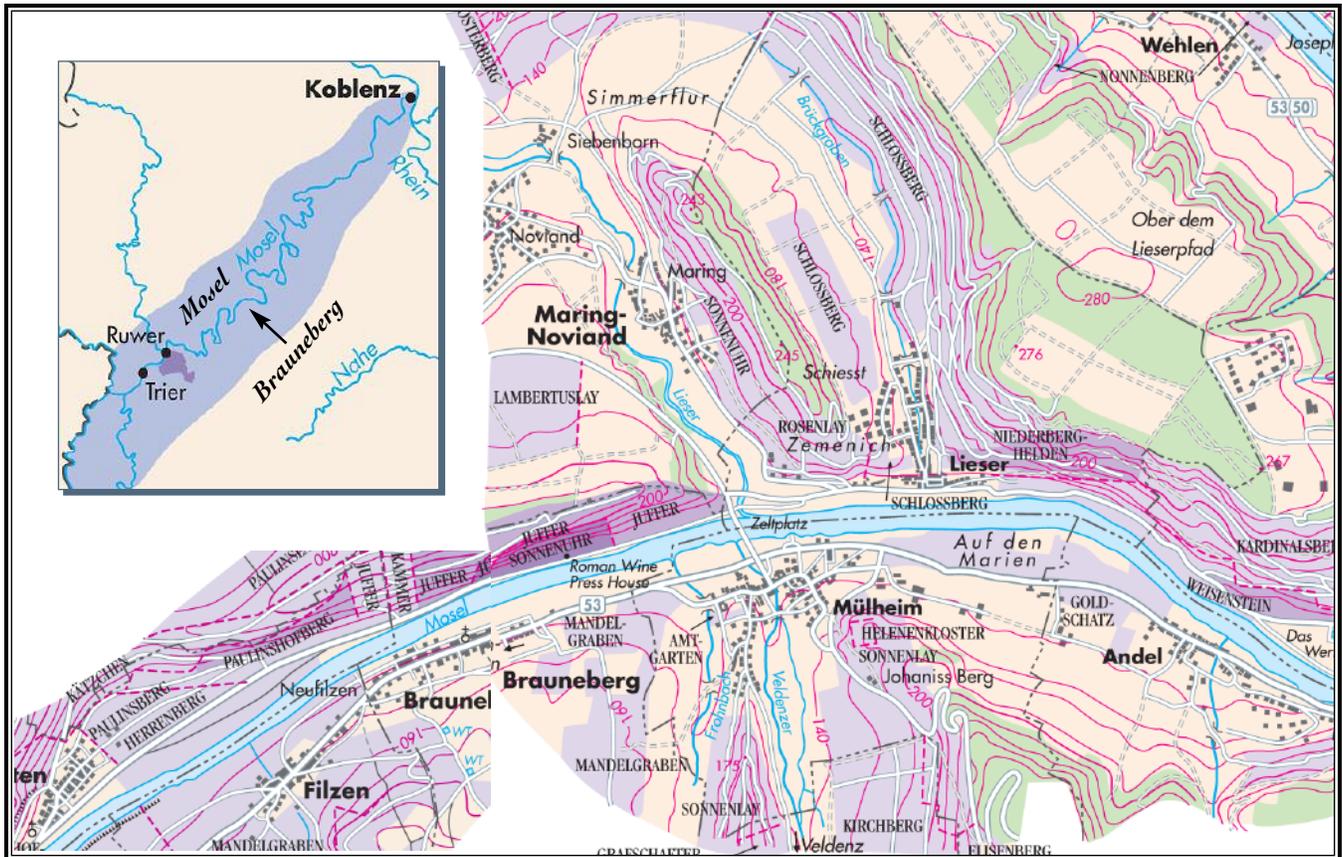
ACCOLADES FOR FRITZ HAAG

- Collection of the Year 2008 — *Gault Millau Wine Guide & WeinGourmet*
- Collection of the Year 2009 — *WeinPlus*
- Winemaker of the Year 1994 — *Gault Millau Wine Guide (first year of the award)*



FRITZ HAAG ON THE MAP

The Fritz Haag estate is located in the village of Brauneberg, a few kilometers upstream from Bernkastel. The Brauneberg ("brown hill") vineyards are located on the steep, south-facing hillside on the opposite side of the river.



FRITZ HAAG BRAUNEBERG

The vineyards of the Brauneberg, looking across the river from the village of Brauneberg. The Sonnenuhr (sundial) is at the center.