



VDP. Die Prädikatsweingüter

THE NEW VDP. CLASSIFICATION





VPD. GERMANY'S FINEST WINE ESTATES

Some 200 wine-growers throughout German wine country share something in common: the "VDP eagle" – a stylized eagle bearing a cluster of grapes. It appears on the capsules of their wines as a guarantee of pure wine pleasure.

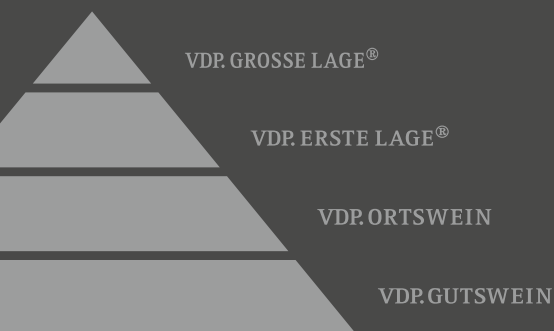
It guarantees wines of the highest quality from some of the finest wine estates in Germany, and provides both wine novices and connoisseurs an incentive to discover the world of fine wine. Subject to high standards, the VDP and its members are a bastion of quality in today's globalized world. They oppose anything that makes wine nondescript and artificial. They are an alliance of wine fanatics who work hard in stony soils and on steep slopes to bring forth the best from their outstanding vineyard sites. They believe that wine is an expression of joie de vivre, be it a 100-point cult wine or a dependable, more affordable regional wine in the Gutswein category. The "VDP eagle" stands for both. There's no better sign of quality.

THE KEY TO TERROIR-DRIVEN VITICULTURE IN GERMANY

The VDP.CLASSIFICATION is based on an in-house statute of Germany's Prädikat wine estates, in which the quality of a wine is defined according to "terroir," i.e., origin and quality are inherently linked. For the Prädikat wine-growers, the vineyard site is the decisive mark of quality.

The goal of the VDP.CLASSIFICATION is to assess the quality potential of Germany's very best vineyard sites; secure the future of Germany's unique viticultural landscape; restore esteem for Germany's outstanding dry wines; and underscore the traditional connotation of the Prädikats as attributes reserved for wines with natural, ripe sweetness.

The new VDP.CLASSIFICATION is valid as of vintage 2012.*



* The classification model outlined here sets forth the VDP national association's overall framework of goals and general conditions. The regional associations can refine the model to take regional differences into consideration and/or stipulate stricter conditions. The "VDP eagle" on the capsule guarantees ecologically responsible vineyard management and traditional methods of vinification. The wines are subject to VDP sensory exams and marketing guidelines; the estates, to regular inspections.



VDP. GUTSWEIN

GOOD FROM THE GROUND UP

VDP. GUTSWEINE are good, entry-level wines in the VDP's hierarchy that inherently links wine quality with origin.

The wines originate from an estate's holdings within a region, and they meet the stringent standards prescribed by the VDP.





VDP. ORTSWEIN

SOURCED FROM SUPERIOR SOILS

VDP. ORTSWEINE originate from a village's best vineyards that are planted with grape varieties typical of their region.

A dry VDP. ORTSWEIN is labeled "Qualitätswein trocken."

A VDP. ORTSWEIN with natural, ripe sweetness is labeled with one of the traditional Prädikats.



VDP. ERSTE LAGE®

FIRST CLASS

VDP. ERSTE LAGE designates first-class vineyards with distinctive characteristics. They provide optimal growing conditions, as evidenced over a long period of time.

They are planted with traditional varieties, as determined by each region.

A dry wine from a VDP. ERSTE LAGE is labeled "Qualitätswein trocken." A wine with natural, ripe sweetness from a VDP. ERSTE LAGE is labeled with one of the traditional Prädikats: *Kabinett, Spätlese, Auslese, Beerenauslese, Eiswein or Trockenbeerenauslese.*



VDP. GROSSE LAGE®

THE PEAK OF THE PYRAMID

VDP. GROSSE LAGE designates the very best vineyards of Germany, within which the finest parcels have been narrowly demarcated. With their site-specific characteristics, these wines are particularly expressive and have exceptional aging potential.

They are planted with traditional varieties best suited to a particular site, as determined by each region.

A dry wine from a VDP. GROSSE LAGE is designated VDP. GROSSES GEWÄCHS and labeled "Qualitätswein trocken." A wine with natural, ripe sweetness from a VDP. GROSSE LAGE is labeled with one of the traditional Prädikats: *Kabinett*, *Spätlese*, *Auslese*, *Beerenauslese*, *Eiswein* or *Trockenbeerenauslese*.

MEDIA MENTIONS

"I wonder how many of you realize that not only is Germany's geography unique, but quite how extraordinary the VDP is. I can't think of any other organization in any other wine-producing country like it. There are organizations that impose the law, and there are lots and lots of little regional councils and groups, but I can't think of any other country that has a national organization devoted solely to upholding quality and managing to do it without splitting apart."

JANCIS ROBINSON MW

*SPEECH AT THE CEREMONY VDP CENTENNIAL
SEPTEMBER 2010*

"Newcomers to German wines might be best served by putting down their Deutsch dictionary and simply looking for an eagle clutching grapes on the label. Since 1910, the symbol of the *Verband Deutscher Prädikatsweingüter (VDP)* has denoted a quality producer."

WINE SPECTATOR

JULY 2010

"The turn away from the ripeness of grapes at harvest to a classification of the finest sites as the ultimate measure of quality is the defining step in Germany's return to its roots and will certainly pave the way to new horizons."

JOEL PAYNE

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VDP. Die Prädikatsweingüter

Im Weinlagergebäude Zollhafen

Taunusstrasse 61 · 55120 Mainz · Germany

www.vdp.de