



The steep vineyards of Brauneberg.

# FRITZ HAAG

## Intense, Incisive Mosel Rieslings from a Beloved Family Estate

The Fritz Haag estate is treasured around the globe for its vibrant, energetic wines that combine power and precision. With over 400 years of winemaking heritage and a reputation for meticulously crafted, exceptional-quality wines, Fritz Haag is universally recognized as one of the finest wine estates in the world. A mineral “slate” character and a pronounced acidity give the wines their elegant sophistication and great aging potential.

Fritz Haag wines are **the epitome of pure mineral intensity** from the steep, slate vineyards of the Mosel valley.

### KEY SELLING POINTS

- A legendary Mosel winery with a global cult following.
- Renowned for the hyper-focused purity and mineral intensity of their Rieslings.
- Small, family estate founded in 1605.
- Certified sustainable viticulture and winemaking (Fair Choice).
- Founding member of the VDP, Germany’s association of the finest wine estates.

### TARGET ACCOUNTS

- Top-tier fine-dining restaurants.
- Vegetarian and vegan restaurants.
- Progressive, innovative wine bars.
- Specialty retail and boutique wine shops.

### KEY WINE DESCRIPTORS

- Intense
- Intriguing
- Dense
- Energetic
- Evocative

### ACCOLADES

- **Top 100 Wines of Germany 2025**, James Suckling – 2024 Juffer-Sonnenuhr Riesling GG (95 points)
- **Top 100 Wines of Germany 2024**, James Suckling – 2023 Juffer-Sonnenuhr Riesling Spätlese (96 points)
- **Mosel Fine Wines** – 2024 Juffer-Sonnenuhr Riesling Auslese Goldkapsel (96 points)
- **Vinous** – 2024 Juffer Riesling Spätlese (96 points)

### ENTRY-LEVEL WINE

#### Estate Riesling

- Perfectly balanced off-dry Riesling.
- A brilliant introduction to the Fritz Haag style at an entry-level price.
- Moderate alcohol (10.5%).
- An enlivening partner for lighter vegetable dishes.
- The ultimate summer wine.





Oliver Haag, estate owner and winemaker.

## The Fritz Haag Range of Wines

The Haag family produces wines that cover the full spectrum of Riesling styles, from dry to lusciously sweet. They farm 72 acres of vines in and around their home village of Brauneberg, including four outstanding Grosse Lage (grand cru) vineyards: Brauneberger Juffer, Brauneberger Juffer-Sonnenuhr, Kestener Paulinshofberg and Monzeler Kätzchen.

### ESSENTIAL WINES

**Estate Riesling** – A joyful introductory Riesling in the off-dry “feinherb” style.

ENTRY-LEVEL WINE

**Estate Riesling Trocken** – An everyday dry wine that balances fruit, acidity and a fine minerality.

**Juffer Riesling GG** – An intense and complex “Great Growth” dry Riesling.

**Juffer Riesling Kabinett** – The liquid ambassador of Fritz Haag’s winemaking philosophy.

SIGNATURE WINE

**Juffer-Sonnenuhr Riesling Spätlese** – Highly aromatic, late-picked Riesling with an intensely elegant mineral structure.

### SPECIAL-ORDER WINES

Brauneberg Riesling Tradition

Brauneberg Riesling Trocken “J” 1G

Juffer Riesling Feinherb

Juffer Riesling Spätlese

Juffer Riesling Auslese & Auslese Goldkapsel

Juffer-Sonnenuhr Riesling GG

Juffer-Sonnenuhr Riesling Auslese & Auslese Goldkapsel

Kestener Paulinshofberg Riesling GG

Kestener Paulinshofberg Riesling Kabinett

Monzeler Kätzchen Riesling GG

Beerenauslese & Trockenbeerenauslese (when possible)

### SIGNATURE WINE

#### Juffer Riesling Kabinett

- Fine, focused Kabinett from the renowned Brauneberger Juffer vineyard.
- Beautifully displays the precise, mineral-driven Fritz Haag style.
- Perfect example of low-alcohol (8.0%) Mosel Kabinett.
- A delicious aperitif.
- A lively partner for lighter foods that are spicy, salty or smoky.

