



**50° Riesling:
G.H. von Mumm Pays Homage to the 50th Parallel North
Superb Riesling Cuvée Created to Celebrate the Rheingau – a Unique Region**

The Rheingau and its incomparably beautiful setting is a feast for the eyes – and for the Riesling grape, a paradise. Conditions here are optimal for enabling this most noble of all grape varieties to truly develop its potential: south-facing slopes that are protected from cold, northerly winds by the Taunus Hills; the influence of the mild Gulf Stream; the Rhine, which is at once a source of moisture and a heat reservoir; and a favourable soils composed of Taunus quartzite beneath a layer of loam-loess. All of these components fulfill the prerequisites needed to produce top-quality Riesling wines.

The 50th degree of latitude runs right through the middle of this unique region, marking one of the northernmost borders of viable viticulture. In honour of this, the G.H. von Mumm wine estate has created a Riesling cuvée that embodies what one expects of a Rheingau Riesling: 50° Riesling.

The history of the Mumm estate goes back to the entrepreneurial wine merchant Gottlieb Mumm, who in 1811 approached the Schloss Johannisberg estate with a proposal to purchase the entire harvest – quite a risky move since there had been one poor vintage after another from 1808 to 1810. For Gottlieb Mumm, however, it proved to be a case of “fortune favours the brave”: 1811 went down in the history of the Rheingau as a “comet vintage” and Mumm acquired 60,000 litres of outstanding Riesling. With the proceeds he was able to purchase choice vineyards in Johannisberg and elsewhere in the Rheingau, thereby laying the foundation for the large, private estate’s 65 ha/161 acres of vines. It has borne the name G.H. von Mumm since 1873, when an imperial decree enabled the Mumm family to resume use of their original Prussian title “Mumm von Schwarzenstein.”

The estate’s vineyard area comprises 65 hectares (161 acres) in 16 individual sites in the villages of Assmannshausen, Rudesheim, Geisenheim, Johannis-berg and Winkel. Of the seven sites in Johannisberg, three – Schwarzenstein, Hansenberg and Mittelhölle – are almost completely in sole ownership. Riesling is the primary grape variety (85%). More than 20 hectares (nearly 50 acres) have been classified as eligible for first growth status. The estate’s holdings include famous sites, such as Assmannshäuser Höllenberg, world-renowned for its fiery-fruity Spätburgunder wines. Spätburgunder is the estate’s second most important varietal (14%). G.H. von Mumm and Schloss Johannisberg, arguably the most traditional Riesling wine estate of the world, jointly form the “JWG Johannisberger Weinvertrieb KG.”



Gottlieb Mumm, by the way, left the gourmets of the world with an additional “delicious” wine legacy. In 1872, he founded a “Champagne Compagnie” in Reims that was later named after his grandson, G. H. Mumm. Today, this renowned house produces one of the leading brands of Champagne. Since 1918, the company has no longer been in the possession of the von Mumm family.

On the one hand, Weingut G.H. von Mumm can look back on a long viticultural tradition; yet on the other hand, it has also repeatedly proved to be innovative. As early as the 1970s, when there was little demand for dry wines in Germany, the estate began to vinify the majority of its wines in a dry style. Today, modern winemaking techniques successfully complement the talents of an experienced cellar master. 50° Riesling, for example, undergoes a slow, gentle fermentation thanks to the use of temperature-controlled stainless steel tanks. This also helps preserve the fine fruit aromas of this special wine.

In recent years, under the direction of domain administrator Christian Witte, who was named “Best White Winemaker of 2007” at the Japan Wine Challenge, and Hans Kessler, the estate’s technical manager and an experienced oenologist, the G.H. von Mumm estate has enjoyed considerable success. The high quality of the wines has been acknowledged by experts worldwide and confirmed by top ratings and high scores in international wine magazines, as well as numerous medals at competitions in Germany and abroad. All the more reason for international wine journalists, oenologists and wine enthusiasts to look forward to the new wine 50° Riesling.

Taste profile 50° Riesling

Intensely fragrant, reminiscent of ripe peaches, green apples and a hint of ripe citrus fruits. Crisp and tangy, 50° Riesling is lively, yet elegant, with a harmoniously dry finish.

Christian Witte
Estate Director



G.H. VON MUMM'SCHES WEINGUT KG, Am Erntebringer 9a, 65366 Geisenheim-Johannisberg, Germany,

Tel: +49 (0)6722 7009-0 - Fax: +49 (0)6722 7009-33, Email: info@Schloss-Johannisberg.de, Internet:

www.mumm.de