



HIRTL WINERY – TYPICAL WEINVIERTEL.WITH STYLE.



Sparkles in the glass, fruit in the nose, a spicy flavour that makes you fancy more and freshness stimulating the palate. This is typical Weinviertel terroir unaffected and clear from the Hirtl winery. Enjoying this way for Andrea and Martin Hirtl means being aware of the uniqueness through origin. After 300 years of winemaking tradition the Hirtl family knows only too well the potential of the Poysdorf soils. Combining this with the modern culture of enjoyment is typical Weinviertel style.

“Depth and structure are what make elegant food companions,” so Andrea Hirtl. “Our wines are intended for conscious enjoyment, and we work on this with all our experience and the willingness to learn and be open to new developments.” Because the responsibility of a producer extends far beyond quality: it is the future generations to whom a winegrower must leave healthy soils. And measures such as the natural mating disruption method for pest control or the study with Bioforschung Austria are just some of the factors of a certified sustainable business. Strict selection at the harvest and long aging on the lees let the wines develop a harmonious elegance. “We do not believe in fast trends and fashions, for this would not be in line with our commitment to the Weinviertel,” Andrea Hirtl explains.

And a commitment to the Weinviertel is a commitment to Grüner Veltliner. At the Hirtl winery one third of the 25 hectares of vineyards are planted with this variety. To demonstrate the diversity of the Poysdorf terroir and the whole spectrum of the peppery Veltliner the Hirtl Veltliners are exclusively single vineyard wines. This has made the Hirtl winery one of the leading Veltliner wineries of the Weinviertel. Chardonnay, Weißburgunder, Riesling and Zweigelt are also traditional varieties in the Weinviertel and therefore also play a major role in the Hirtl winery. Classically as “Exklusiv” and as the Reserve version the Burgundy varieties, Riesling, Zweigelt and Merlot are regularly recognized for their quality and style.

HIRTL WINERY – TYPICAL WEINVIERTEL SINCE 1729

As farmers the ancestors of today's Hirtls planted the first vineyard in 1729 and the family is still committed to the tradition of combining agriculture and viticulture to this day. In line with the family's sense of responsibility the farm is run on the basis of biologic-ecologic principles. Today Poysdorf is no longer the small village halfway between Vienna and Brno but a wine town and a sparkling wine stronghold. This was the work of winegrowing dynasties as the Hirtl family and their sons Christian and Markus are already actively involved in continuing this tradition.

◆ THE FAMILY



The mastermind behind the winery's stylish wines is Martin Hirtl, graduate of the Mistelbach School of Viticulture and cellar master. Martin does not just rely on the things he has learned but is always open for new methods and developments to meet the new challenges a winegrower has to face and here Martin is definitely keeping pace with the times.

Together with Bioforschung Austria and Dr. Wilfried Hartl, he is running a research project in the Waldberg vineyard on the water storage capacity of the soils and the leaf water content of the vine. The findings of this research may help for the selection of the green covering. The plants are to provide the soil with valuable nutrients and prevent it from drying out by providing shade but at the same time they must not compete with the vines for water. This difficult process requires accuracy and sensitivity for plants and soil and Martin Hirtl attaches great importance to that as fauna and flora are valuable.

It was love that brought Andrea Hirtl to the Weinviertel. At the winery she is responsible for marketing and sales. Her energy and determination have brought fresh air to the traditional winery. Andrea Hirtl likes the direct contact to the customers at in-house events like the open cellar and the Weintour Weinviertel and at international fairs or presentations for business partners.

Both Christian and Markus Hirtl also see their future in agriculture and viticulture, they are still in training but actively support the family business and like to accompany their mother to customers.

◆ PRODUCTION



As responsibility is a question of style at the Hirtl winery, the vineyards have been cultivated in a near-natural way since 2001. This farsighted working method was officially confirmed with the “Nachhaltig Austria” (“Sustainable Austria”) certificate in 2023.

In addition, the needs of each grape variety must be all the more taken into account as the conditions of drought and severe weather events change dramatically. Thirsty varieties like the Grüner Veltliner

are no longer replanted in vineyards with sand and lime soils. The selection of suitable cover crops for an active soil life is currently a focal point of the winegrowers’ work and careful canopy management depending on the variety, site and microclimate is the key to absolutely healthy grapes for Martin Hirtl.

“The ‘state of the art’ is important and right, but we also want to keep our vines healthy and strong,” Martin Hirtl emphasizes. This means for instance that in August, when it is time for pruning, all the grapes remain on the vine and are halved. For Martin Hirtl there are two advantages in this grape division method: it ensures an even nutrient distribution in the plant which strengthens the immune system and the resistance of the vine and it gives the grapes more air thus preventing a rotting of the grapes from the inside. The Hirtls do not use synthetic pesticides but have used mating disruption techniques by pheromones instead for years now. But to achieve the best results this measure should be widely used throughout an entire area which means that the Hirtls have to do a lot of persuasion work with fellow winegrowers around Poysdorf.

With August Martin Hirtl also starts measuring the maturity of the grapes. The focus is on the seeds, if they are no longer green and do not taste bitter when chewed, then harvesting depends only on the right balance of sugar and acidity. In the cellar Martin uses temperature-controlled stainless-steel tanks for the classic white wines and barrique barrels from Allier oak with medium toasting for the red wines. After a work-related maceration period of 1-2 hours the white wines are fermented with 16 degrees whereas the red wines undergo a maceration period of up to four weeks and are fermented with temperatures starting from 19 degrees. Through a long aging period on the lees the wines gain in longevity and structure and you can experience the development phases – an important aspect of a natural product.

◆ TYPICAL SOILS FOR TYPICAL WINES



One third of the vineyards are planted with Grüner Veltliner which allows the Hirtl winery to fully exploit the potential and the many facets of this fascinating grape variety. To bring out this depth of character even better the Hirtls rely on single vineyard wines. For the Reserve wines the most suitable site is chosen every year depending on the weather conditions. Here the distribution of the 25 hectares into several small vineyards, as is typical of Poysdorf, brings the great advantage of flexibility.

- ◇ “Any ambitious winemaker in Poysdorf must have a vineyard on the **KIRCHBERG**”, is an old Poysdorf saying. This is probably due to the fact that this exposed south-facing slope with its airy loess soil and light gravel has always been a high-quality and therefore much sought-after location. The Grüner Veltliner ripens magnificently there and can develop into a fine, exotic, peppery wine with a stimulating and balanced acidity. The Hirtls even have two Veltliners from there: The Weinviertel DAC Ried Kirchberg and the Weinviertel DAC Franz.
- ◇ The clay content in the airy sand soil of the **WALDBERG** vineyard gives the Grüner Veltliner there more body and density, an intensive nose of peach and spicy tones on the palate and the south-facing slope makes also possible high degrees of ripeness.
- ◇ The **BÜRSTING** is among the highest and windiest sites in the Poysdorf region and its soil consists of a fine mixture of sand and gravel with limestone slabs. On such a soil the Grüner Veltliner gets a particularly fine structure and develops a lively complexity and delicate pome fruit and pepper notes.
- ◇ The **HERMANNSCHACHERN** is the oldest documented vineyard in Poysdorf extending on a south-facing slope below a forest. Since the beginning of the 14th century wine has been cultivated on this cool clay soil – the best choice for the exuberant Chardonnay Reserve.
- ◇ **WEISSER BERG** and **RÖSSELBERG** are hilltops with sandy-loamy soils that are well suited for Chardonnay, Weißburgunder and Gelber Muskateller. A lot of sunshine and wind make it easy for the winegrower: there is no need for frequent canopy thinning as shading is often more important here and the constant movement of air practically prevents fungal infections.

- ◇ The hot **VEIGELBERG** offers similar conditions and is thus the perfect place for the red wines. The light loess soil and the southern exposure produce juicy fruit, fresh acidity and a great potential thanks to the high level of ripeness.

The Weinviertel, and Poysdorf in particular, are characterized by a Pannonian climate with a continental influence; this means extremely hot summers and cold winters with differences in temperature of over 50 degrees Celsius over the year. In addition, the Weinviertel is one of the driest regions in Austria. The soils are mainly from loess and gravel. Loess is a wind-borne sand deposit from the ice ages and a very light, permeable soil. The gravel and the gently undulating landscape show the history of the area when the Weinviertel was still at the bottom of the sea. Standing on the top of the Rösselberg, you think you can still see the waves of the sea and if you dig a little there, you will soon find fossils from Tethys, the primeval sea.

SUSTAINABLE AUSTRIA



Since the introduction of the certificate “Nachhaltig Austria” (“Sustainable Austria”) in 2015 the Austrian Winegrowers’ Association has played a pioneering role in the international wine industry.

The basis of this certification is the assessment of the winery by an external inspection company that evaluates all production measures carried out throughout the wine year. Altogether 360 individual measures in nine sustainability categories: quality, social, economic, climate, material, energy, soil, biodiversity and water.

The “Sustainable Austria” seal is unique insofar as it focuses on the complex interactions of the defined measures – each measure is assessed regarding its effect on all other measures.

Measures rated particularly positively:

- Measures rated particularly positively:
- Abandonment of insecticides and herbicides
- Reduction of greenhouse gases
- Promotion of soil fertility
- Establishment of biodiversity areas, habitats for beneficial organisms, construction of stone walls
- Reduction in energy consumption and use of materials
- Use of renewable energy and green electricity (Austrian eco-label UZ 46)
- Control of social standards
- Sustainable management

“Sustainable Austria” is based on scientific ratings by sustainability experts aiming at a resource and environmentally friendly production with an eco-social sense of responsibility.

(www.nachhaltigaustria.at, Austrian Winegrowers’ Association)

WEINVIERTEL DAC



Austria's first DAC, the Weinviertel DAC, was launched in 2003. DAC stands for Districtus Austriae Controllatus and means controlled quality of origin of a wine-growing region. This goes beyond the general strict quality requirements and ensures that the processed grapes come from the Weinviertel and that the wine shows the typical profile of the wine-growing region. In the Weinviertel, where over 40% of all vineyards are planted with Grüner Veltliner, this could only be the Grüner Veltliner. Therefore, a Weinviertel DAC always is a medium-bodied Grüner Veltliner – dry, without the use of wood or botrytis, fruity with a tone from apple to pineapple but always with the typical peppery notes. In 2010 the Weinviertel DAC Reserve was presented as the more powerful representative of the Weinviertel - a full-bodied Grüner Veltliner that must have over 13 % vol. alcohol and also may have wood and botrytis notes.

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