



The Kalterersee- Charter

wein.kaltern
il punto giusto



The home of the “Kalterer”.

The landscape all around Lake Kalterer See. A point of reference, a place of serenity, a symbol of fertility and vitality - and let's not forget that it is the namesake for a wine that you can't leave untouched. It has influenced and accompanied this village and its people for centuries. And when no one was looking, it even developed its own personality, which was first seen with pleasant surprise then with growing concern. Don't get me wrong, many lived well as the liter bottles of Kalterersee began to line the shelves of the supermarkets. But there was always the faintest suspicion that it couldn't go on like that forever. With the beginning of a new millennium, the wine village of Kaltern am See could finally end its long quest for an identity with a clear answer: It is the Kalterersee. And it is quality. Now after countless discussions, the Kalterersee-Charter has been put to paper. It is a commitment the wine growers in Kaltern have made. It is a promise for this fine, fruity, loveable red wine. It is a promise for first class quality.



The Kalterersee- Charter

We, the partner member businesses of wein.kaltern, are firmly committed to bottling our very best Kalterersee wines under the seal of quality of the Kalterersee-Charter and we faithfully promise to uphold and pursue the standards and expectations, which have been established to ensure the quality and image of the Kalterersee. For us, the Kalterersee is a modern, regionally typical, and distinctly unique red wine.

THE WINE The Kalterersee is light ruby-red in colour and its aroma is fresh and fruity with touches of cherries, raspberries and tones of bitter almonds and violets. This wine has a harmoniously mild, dry and velvety structure with soft tannins and pleasant acidity. Stimulating, rich and round – a wine that perfectly combines joie de vivre with the pleasure of drinking.

THE LOCATIONS The grapes for the Kalterersee-Charter Wines are grown in the very best vineyard locations around Lake Kalterer See, where the soil and micro-climate have proven to be optimal for the Vernatsch grape variety. These vineyard locations are identified in Kaltern's vineyard map, the "Riegelkarte".

THE VINES The vines of the grapes used in producing the Kalterersee-Charter Wines must have certain age and are specially selected. Only such vines, as well as a selective harvest by hand, can produce the grape quality we are striving for in our Kalterersee Wines.

THE YIELD The yields of our selected vineyard locations in Kaltern are strictly regulated.

THE CELLAR Our Kalterersee-Charter Wines are made in the traditional manner. Terroirs and healthy, mature grapes give our wines the strength and elegance that make them unmistakable. We focus on the the natural character of our wines. The Charter wines are filled exclusively in 0.75-liter-bottles or magnums.

THE TASTE The qualification for a Kalterersee-Charter Wine is verified by a jury of wine experts in a blind taste test. The jury, selected by wein.kaltern, consists of national and international wine experts. Only after a positive evaluation from the jury can a wine receive the quality seal of the Kalterersee-Charter. Decisions of the jury are incontestable and final. The positively evaluated wines are then awarded a specially marked bottle capsule with the Kalterersee-Charter-Selection seal of quality, which unmistakably identifies these fine quality wines.



THE APPEARANCE The wines that are produced in accordance with the Kalterersee-Charter will not appear on the market before the year following the vintage. In this manner, the wines are able to take the needed time in developing the typical characteristic features. The Kalterersee-Charter Wines are then officially presented at a wine tasting event for that vintage. Only after this date will they be available for sale to the public.

The members of wein.kaltern





Kaltern. Welcome to one of the most beautiful wine villages in Europe.

Immense: This is a wine region. Threaded through the Südtiroler Weinstraße (South Tyrolean Wine Road), there are vineyards galore. *And why is Kaltern so special?* – Because its Kaltern am See! Because this is where the mountains and lake are neighbors, because here both old and new wine architecture make the headlines, because here there are red and white wines. And because here it’s “like the south, only in the north!”

Wine is culture, especially in the wine village of Kaltern. In one way or another, here everything revolves around wine. For centuries, wine growing has provided a livelihood to the farmers of Kaltern. Today, Kaltern is one of the best known wine villages in all of Europe. It has become a showpiece model for a modern interpretation of true wine culture. With its committed winegrowers and first class wines, Kaltern has won its well-earned place in both the national and international wine markets.



Salmon trout refined with aromatic air

Ingredients: trouts, a partly frozen lake, balsamic air

Cooking time: long

Difficulty: phylosophic

Preparation:

Trouts need to be clean. However, as they are still in the lake, it shouldn't be difficult. Sit down on the lakeshore, immerse the bottle of Kalterersee into the cold water and leave it there. Let your gaze wander above the lake, until you see the salmon trouts and sizzling on the lake's surface. This is how you get that spicy taste of fresh air. Savour the moment, open the bottle of Kalterersse, which, in the meanwhile, will have reached the perfect temperature, serve yourself a glass of it and drink to the freedom-loving trouts.

*Kalterersee wines – cheers from the
very heart of Kaltern.*

An initiative for quality and wine culture: wein.kaltern

The new millennium provided a turning point for the wine from Kaltern am See with the coming of “wein.kaltern”. Leading businesses in the village – wine cellars, wine bars, hotels and restaurants – all support the wein.kaltern project and have taken on measures to ensure that a quality campaign is continually being developed and implemented. To the locals, the kalterersee red dot has become an obvious symbol for wein.kaltern; to the partner member businesses it is a welcoming and distinguishing mark and finally, to our visitors and guests, it is a stamp of quality.

The main focus has been put on the wine industry (“wein”), but that is only half of the formula, for after the dot comes the word “kaltern”, which represents the village in its entirety. Kaltern and wine are inseparable. Far away from kitsch and artificial image, wein.kaltern’s “initiative for quality





and wine culture” provides the village’s century-old wine tradition with a contemporary, new and authentic look.

Immense: so much has already been done. Entrance gates to the village, a wine trail, historical building plaques, an architectural guidebook, special events, a unique wine glass and the PUNKT winehouse ... just to name a few. The project has a broad base and is well-anchored in the village. And now with the Kalterersee-Charter, the partner businesses are more closely united than ever. Simultaneously with its members’ voluntary self-commitment to clearly defined quality standards, wein.kaltern is enthusiastically setting out to implement the next round of measures. And we promise there is much more to come.

IMPRESSUM

Herausgeber: wein.kaltern Genossenschaft, Marktplatz 8, I-39052 Kaltern
Tel. +39 0471 965 410, Fax +39 0471 963 469, info@wein.kaltern.com, www.wein.kaltern.com
Konzeption und grafische Ausstattung: Kurt Höretzeder, Büro für Grafische Gestaltung, Scheffau / Tirol
Texte: Barbara von Hartungen - **Fotos:** Helmuth Rier, Manuela Tessaro, Sabine Jellasitz Jackson
Fehler, Änderungen und Irrtümer vorbehalten. © 10.2015

wein.kaltern

il punto giusto

An initiative for
quality and wine culture
in wine production
in Kaltern am See.

Marktplatz 8
I-39052 Kaltern
T +39 0471 965 410
F +39 0471 963 469
info@wein.kaltern.com
www.wein.kaltern.com