



FREY



WEINGUT FREY

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Foto: Jason Sellers / Cicero Kommunikation

## THE WINERY

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For four generations now, the Frey winery is located in the heart of the village Ober-Flörsheim, the highest elevated municipality in south-western Rheinhessen. The roots of grapegrowing in the family go back into the 18th century. The present owners grow grapevines on 23 ha and produce about 15.000 cases per year.

Philipp and Christopher Frey, the youngest generation of the family, and their father Stefan are now in charge to operate the winery, beginning from the vineyard to the bottling.

The winery-owned vineyards are spread over 20km in north south direction. Between Biebelnheim in the north an Ober-Flörsheim in the south, the grapevines grow on various soils and different microclimates. Massive limestone rocks, arose in the tertiary, provide the basis of the terroir. Mineral Rieslings, fruity Sauvignon Blanc, creamy and delicate Pinots grow on loamey and clayey limestone soils. Cabernet Sauvignon and Merlot are planted on gravelly loess soils.

Since 2013, the grapegrowing follows the EU-guidelines for organic viticulture. The focus is on selective, fully ripe handpicking and soft transport and pressing of the grapes. Near-natural fermentation, initiated by yeast from the vineyard and aging oak barrels, barriques and stainless steel characterize the wines. The fully ripe aroma and the aging style intensify the incomparable handwriting of the Frey wines.



## Winery Information

Winery Name	FREY
Introduction	<p>Welcome to the Frey, a small family-run winery producing a wide range of different style and variety wines. The tradition of grapegrowing in the family goes back to the beginning of the 18th century. For four generations now, the winery is located in the heart of the small town Ober-Flörsheim. The experience and knowledge of so many generations, combined with the latest technology provide the winemakers to produce continually exceptional wines. Awards from the AWC Vienna, gold medals from the German Chamber of Agriculture and ratings in wine guides validate the quality of the Frey wines. The winery is certified organic and the vineyards are sustainably farmed to keep the vineyards ecosystem vital. All the small plots with their diverse microclimates provide a perfect base for unique, premium wines. The main white varieties are Riesling, Grauer Burgunder (Pinot Grigio), Weißer Burgunder (Pinot Blanc) and Gewürztraminer. The red varieties are Pinot Noir, Cabernet Sauvignon and Merlot. The winemaker for 8 years now is Philipp Frey.</p>
History	<p>The roots of grapegrowing in the family go back into the 18th century. Today the owners grow grapevines on 32 ha and produce about 15.000 cases per year.</p> <p>Philipp and Christopher Frey, the youngest generation of the family, and their father Stefan are now in charge to operate the winery, beginning from the vineyard to the bottling. Both, Philipp and Christopher studied viticulture and enology at Geisenheim University, which is well known for being one of the leading enology institutions worldwide. Internships at Vérité in Sonoma Ca. prepared them well before they became part of the Frey winery.</p> <p>□</p>
Landscape	<p>The Frey winery is located in the heart of the village Ober-Flörsheim, at the southern border of the Rheinhessen grapegrowing area. Germany's largest wine country has perfect conditions for growing superior wine grapes and first-class wines. The vines grow on small, favored plots, mostly facing south to southwest. The 100% estate grown wines are organically farmed on various soil types and diverse microclimates. Between Biebelnheim in the north and Ober-Flörsheim in the south, the winery-owned vineyards are spread over 20 km in longitude.</p>
Climate	<p>Rheinhessen is one of the arid zones in Germany and belongs to Europe's driest and sunniest regions in Europe. The annual precipitation is around 500mm. The region is protected by the mountainous Palatinate against humid westerly winds. Thunderstorms in summer can cause bigger rainfalls. Rheinhessen has also the longest sunshine duration of all German grapegrowing areas. Autumn starts comparatively late, what implies a long vegetation period of over 240 days, perfect for a long ripening season for wine grapes.</p>

Viticulture	Vineyard (Soil, Cultivation method, organic approaches and other features)	<p>Massive limestone rocks, arose in the tertiary, provide the basis of the terroir. Mineral Rieslings and creamy and delicate Pinots grow on loamey and clayey limestone soils. Cabernet Sauvignon and Merlot are planted on gravelly loess soils. Because of the depth of the soil and the high water holding capacity, irrigation is not necessary.</p> <p>The Frey vineyards are certified organically farmed. That means no use of artificial fungicides, herbicides and mineral fertilizers. The soil is kept fertile by different types of greening like clover, oil radish, canola and rye. Additionally diverse composts and pomace are used to enhance the humus rate in the soil.</p>
	Grape varieties	<p>Whites: Riesling, Grauer Burgunder, Weißer Burgunder, Gewurztraminer</p> <p>Reds: Pinot Noir, Cabernet Sauvignon, Merlot</p>
Vinification		<p>The specific moment for the harvest is defined by aroma and sugar level of the grapes. The average yield for the Frey vineyards is around 65hl/ha. Every plot gets harvested separately by selective handpicking. The white grapes get destemmed and undergo a soft crush before the maceration on skins. After pressing the juice gets clarified by sedimentation. Fermentation proceeds with natural yeasts from the vineyard in stainless steel, german oak ovals and french oak barriques. The reds ferment on skins in stainless steel and undergo the malolactic fermentation and maturation in french oak barriques or stainless steel. The main focus lays on soft treatment of grapes and wine. The perfect quality comes naturally by the grapes and cannot be improved in the cellar. This means only soft filtration for white wines after the sur lie maturation and no filtration for the high-end red wines to preserve the flavors and structure. All wines are bottled in the winery under supervision of the winemaker. All bottles are labeled and stored in the winery until shipping to the customer.</p>
Strength/Selling point		<p>Tradition and innovation mix at Frey winery to produce german style white wines and new world inspired red wines. Organic grapegrowing is the key factor for sustainable farming and a healthy eco-system in our vineyards. The Frey winery is audited every year by the german corporation for resource conservation on keeping the EU-guidelines for organic farming and organic wine. Beyond the controls, tractor passes in the vineyard are reduced to the minimum. The energy consumption is below 0,05kwh/bottle, because of harvesting in the morning and effective thermal insulation in the cellar and warehouse. The Frey winery also takes responsibility for human resources and provides continuous jobs for seasonal workers over years. Every worker gets health insurance, pension insurance and social security, to secure high livability in the present and in the future.</p>

Message to customers	It is our passion to grow the best grapes, even in difficult vintages and produce outstanding, incomparable wines. Every year is a new challenge and quality is our highest value. But after all the blood, sweat and tears, it's all worth a wine drinkers smile. Frey Wines – Inspired by nature, handcrafted by masters.