

# Hoch Rot

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## THE FACTS

**COUNTRY:** Austria

**REGION:** Kremstal

**APPELLATION:** Kremstal

**CEPAGE:** 80% Zweigelt, 20% Blauer Portugieser

**WINEMAKING:** The grapes are stomped by foot with whole clusters and undergo a semi-carbonic fermentation (about 75% of the total).

**AGING:** 50% in large barrels and 50% barrels

## THE STORY

Christoph Hoch is the twelfth generation, since 1640, to make wine in his town of Hollenburg, on the south side of the Danube. Historically, vines were planted on this side of the Danube and the north side was for food crops. In 2013, Hoch split from his parents winery, starting with five hectares that would have been his inheritance eventually. Today (Sept. 2019), Hoch has 12 hectares total, all in Hollenburg, and all farmed biodynamically and certified by Demeter. The subsoil is Hollenburger conglomerate, which was formed by the Traisental and Danube rivers crashing together and compacting chalk and river stones together. The chalk is equally as active as the Côte des Blancs in Champagne, bringing minerals to the vines.

## THE ADJECTIVES

**OVERALL:** Joyously straightforward

**AROMAS / FLAVORS:** Vibrant tart cherry and fresh blueberry

**MOUTHFEEL:** Super light and easy drinking

## THE SELLING POINTS

Just Wow!

**SUSTAINABILITY:** Certified Biodynamic, Vegan

**PAIRINGS:** Duck, Cheese Pizza, Sunny Afternoons

