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17 January 2012

## Dear winefriend

I am glad to present you the actual newsletter with a new look. The new design will make you definitely enjoy more browsing through the news in the world of Tokaji.

What's new in the online shop? Attentive visitors might have noticed already, that now we accept credit card payment as an absolutely safe alternative payment method. For international clients it makes purchasing Tokaji wines much easier. Furthermore, we have continuously built up our stock with old vintage Tokaji wines. We can offer now various vintages from 1940 on. So you should take a look at the [rarities section](#)

Have a nice time with this newsletter,  
yours

## 19% VAT payback to clients from the outside of the EU

Good news for our numerous clients especially in Russia and Switzerland! We know that clients from the Non-EU countries are confronted with high shipping costs, which is caused by the price structure of the courier services. But now these expenses can be compensated. If you are a client with a delivery address outside of the EU, you will **get 19% VAT back**. The appropriate amount will be credited to your credit card directly after we received your order.

## István Szepsy's new 2005 Aszú now at TOKAJNEUM



The 2003 vintage is barely sold out, and István Szepsy is already back with his new 6 puttonyos Aszú. The 2005 Aszú offers opulent 228 g/l residual sugar content, along with 9,2 g/l acidity.

István Szepsy about the new Aszú:

*"The year 2005 was medium warm, with average rainfall. The harvest was in November, and the yield of aszú berries was much lower than usual. The wine aged for 34 months in oak barrels. It contains 62% Furmint, 30% Harslevelü and 8% Muscat Lunel, the grapes are from the vineyards Szent*

*Tamás, Úrágya, Danczka, Király and Lapis. We bottled 6800 bottles"*

## Current issues

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## Did you know ...

**... that well into the 20th century the Tokaj wine has been considered as medicinal wine, and therefore was sold in pharmacies?**

As a matter of fact, the Tokaj wine's content of the vitamins B, E, and the "happiness hormone" serotonin is partially significant higher than in other wines. Furthermore, good Tokaj wines contain a comparatively high amount of constitutional substances such as superoxide dismutase (SOD), resveratrol, polyamines and polyphenols, which reduce oxidative stress in the organism in their role as antioxidants. Thus they help decreasing the risk of cancer and cardiovascular diseases. Similar to the red wines, the Tokaj wine's high content of polyphenols is a result of leaving the grape's paring with the mash for several hours, before being pressed.

*taken from: "Tokajer Medizinalwein", Deutsche Apothekerzeitung nr. 4/2010,*

You as a newsletter subscriber can try the new Szepsy now for less. **Until 15 June 2010** you will get the bottle 2005 Aszú 6 puttonyos for **only 89 Euro** instead of 99 Euro. To claim this discount, please order as usual through the online shop, chose credit card payment as payment method, and write "Newsletter Szepsy" into the "notes" field before sending the order. We will then instantly credit 10 Euro for each ordered bottle 2005 Aszú 6 puttonyos back to your credit card.

**89 instead of 99 €**

[Try now the new Szepsy! »](#)

## INTERVIEW: 3 questions to ...



... Carl Gustav Settelmeier from our winery TOKAJ CLASSIC

**You are one amongst the first wineries that started after 1990 in the Tokaj region to produce high quality Tokaji wines. Do you think that meanwhile the Tokaji wine succeeded to reconquer its old reputation, or has it still difficulties to stand its ground within the new wine world?**

"In my opinion the Tokaji wine never lost its reputation, it was always considered to be an

ingenious sweet wine amongst experts. Since we produce there, the quality level increased a lot. Some interesting winemakers also do experiments, to find out how to improve even more. That's also what wine experts appreciate, and still, the Tokaji wine is considered to be the best sweet wine in the world. For example: In the last year when we had a very rainy autumn we could produce good wine only because we protected many grapes with plastic film from the rain. Like this, our grapes weakened much less by the water as the grapes from other winemakers did.

It must be said, that in Germany (which is our main market) the majority of wine consumers very rarely drink sweet wines. Of course, especially the Tokaji wine is affected by this, since it wasn't present in the west anymore almost at all in the last 40 years. In Germany I don't see a trend reversal coming soon. Here, drinking sweet wine with a dessert is not really an element of the dining culture. Unfortunately, that's typical German."

### Which wines are the highlights at Tokaj Classic?

"It is not so easy to say something about our highlights. It was our philosophy from the beginning, to produce wines with a higher quality level than the competition in the region does. It begins with our grand cru vineyards, goes on with the efforts we make, with the vinification and with downgrading the wines, whereby they become outstanding. The technical data from the 5 puttonyos Aszú suffice for 6 puttonyos, and our 6 puttonyos is already a small Aszú Eszencia with 195 g/l residual sugar content (180 g/l is the minimum for Aszú Eszencia). If we talk about highlights, we have to mention our Dry Furmint from 1999. At the Budapest Wine Show we frequently hear that nobody there has a better Furmint. But I also think, that our Late Harvest in the lower price segment is a highlight because of its incredible good price-performance ratio. This wine had also good ratings in the Wine Spectator.

The [6 puttonyos 2000](#) and 1999 are of course Highlights regarding their quality and international ratings. The [Aszú Eszencia 2000](#) with a residual sugar content of 280 g/l, and the [natural Essencia](#) with 480 g/l (!) residual sugar content are born highlights."

### What is characteristic for Tokaj Classic? And: Who is attending to the wines at the winery, when you are abroad, or being musician at the Hessian Staatstheater in Wiesbaden?

"We are an "artistically managed" winery. We, the three musicians, always dedicated all our energy to be as good as possible. This

author: Frank Strzyzewski



## 75th Anniversary of a Tokaji wine

The winery Crown Estates Of Hungary is the today's owner of the Museum Cellars of the former State Winery. In these cellars from the 13th century are stored the most exceptional vintages, under strict safety measures and best storage conditions. Sometimes, some of these wines appear at auctions - in the year 2000 an Aszúeszencia from 1912 was sold for impressive 1050 British Pounds. A couple of years ago, the winery brought a few bottles under the label "Museum Collection" on the market - degustedated and fresh corked. Several bottles of this collection, between them a 1940 Aszú 6 puttonyos, are available now also at TOKAJNEUM for fair prices. While stock lasts ...

**Tokaji Aszú 6 put. 1940: 395 €**

[view wines from the Museum Collection »](#)



VIDEO about Gabór Sajgó and our winery Tolcsva-Bor

always dedicated all our energy, to be as good as possible. This applies to playing our instruments as well as to our wines. With our cellar master and administrator Imre Galambosi, we really found an outstanding person. He is the expert, who organises everything in Mád, who develops the wines as we decided together. It is wonderful to discuss with him, how to improve even more. Sometimes he is right (like with the plastic film mentioned above), sometimes we were right. We give him the possibility, to do (expensive) experiments. Sometimes, something great is the result. This is, what encourages him and us over and over."

[All wines from this winery at TOKAJNEUM »](#)

### Gift idea for the 35th birthday



Is there anyone in your family or circle of friends who celebrates the 35th birthday this year? What about giving away Tokaji wine from the year of birth, presented in an original gift box, that aren't sold like this anymore. The box contains two bottles 3 puttonyos and one bottle 4 puttonyos from the excellent 1975 vintage, plus six typical tasting glasses, which winemakers in Tokaj still use today in their cellars for wine tastings. We place this item in our online

shop after sending the newsletter, so that all subscribers have the possibility to move first. There are only five boxes available, so be fast with ordering your 1975 gift box for 120 Euro only.

**1975 gift box: only 120 €**

[Order now »](#)



This short film introduces our winery Tolcsva-Bor and their winemaker Gabór Sajgó. They are specialised on Furmint wines and Aszús, and consequently mature their Aszú wines traditionally in barrels as long as it is indicated by the amount puttonyos plus two years.

We can't give you any translation of this video, which was produced by a Hungarian gastronomic portal. But those wonderful pictures from the Tokaj vineyards and the winery's cellar speak for themselves. Just relax, and join a short trip through the Tokaj region! You can watch this video [at Youtube](#).

**495 €**

[1972 Essencia from Tolcsva-Bor. 29 years in barrel! »](#)

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