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17. January 2012

Dear winefriend

Easter holidays are coming soon, and for many of us it is the first occasion to enjoy spring for a couple of days. After the Easter walk, normally we have an exquisite meal, accompanied by some fine wines. Take advantage of our Easter special, to fill up your Tokaji stock. We wish you happy holidays (if there are in your country).

Enjoy reading our newsletter.
Yours

20% discount on Easter specials!

In many countries, there is the tradition of searching for Easter eggs or sweet nests in the garden (hidden or lost by the Easter rabbit). Finding those is a sweet challenge for the kids. Most of you don't believe in Easter rabbits, but for you there is still the challenge to search and find discounted Tokaji Wines in our online shop. Bottles with this Easter egg symbol you can buy now 20% cheaper, until the end of the month.



[Search for Easter specials now!](#) »

Famous Tokaji vineyards. Part 1

Nyulászó dűlő

Tokaj's vineyards were the first ever to be formally classified. Already in the mid-17th century the Rákóczi family introduced 1st, 2nd and 3rd class (or cru) quality ratings - more than 150 years before the Bordeaux classification. Today, more and more wineries produce growth-selected wines. A good reason for us, to introduce some famous Tokaji vineyards to you.



Nyulászó dűlő
Mád

The 1st class rated Nyulászó dűlő ("Hare-hunter"), which was formerly owned by the Piarist Order, is located on south-, southwest- and southeast-facing slopes overlooking the village of Mád. Mád was the richest village of the region in former times. Weddings and

Current issues

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Did you know ...

... that the Austrian Imperial court sold Tokaji to acquit war debts from the World War I?

Truly, there have been stored wines, sparkling wines and liqueurs - some in huge barrels, some in bottles - in the K.u.K. wine cellar of the Vienna Hofburg, to supply the Imperial household. The so called "foreign wines cellar" in the basement, where Rhine and Mosel wines, Bordeaux, Burgundy, Champagne, Cognac as well as Tokaji and other sweet wines were stored, was under the cellarmaster's special surveillance. To resolve financial straits after the World War I, the Imperial court sold 6000 hectoliters to a wine wholesale house in Berlin, for impressive 15 Million Crowns (equates almost 4 Million Euro). As a reward for bringing off the deal, wine merchant Ludwig Fuchs from Tolcsva was nominated as Royal Hungarian Council, and to cellarmaster Renglovics was given a Hungarian peerage. This happened on 15 October 1918. Luck for Renglovics - some days later the monarchy collapsed, and it would have been impossible then to get the

famous balls took place in Mád every year after the grape harvest. Nyulászó's red volcanic topsoil produces very elegant, lively wines. Incredible depth of flavours make this vineyard a favourite with Burgundy lovers. This celebrated vineyard is one of the most sought after estates in the whole Tokaji region.

TOKAJNEUM offers now an exclusive collector's bundle with three outstanding wines from the Nyulászó vineyard. As a subscriber, you will get this bundle **77 Euro cheaper** than offered in the shop, saving impressive **170 Euro** compared to single purchase! Just use this bonus code, when you order:
UQSVBQJN



Royal Tokaji Wine Co.
1999 Aszú 6 put. "Nyulászó"
Restzuckergehalt: 202 g/l,
93 Punkte Wine Spectator

Miklós Takács
2000 Essencia "Nyulászó"
Restzuckergehalt: 514 g/l,
Goldmedaille Tokaj-Hegyalja
Wine Competition 2006

István Szepsy
1991 Aszú 6 put. "Nyulászó"
Nur 400 Flaschen hat der
Ausnahme-Winzer vom 91er
Nyulászó abgefüllt.
Wertsteigerung garantiert!

Please note: very limited availability! Offer is valid until 31 May 2011, while stocks last.

Exclusive for you: 458 €

Order now the Nyulászó collector's set, and save 77 Euro »

single purchase: ~~628 €~~ Set price onlineshop: ~~535 €~~ your price: **458 €**

Tokaji Wines at Facebook



Become a fan of our new page and receive a 10 Euro bonus code!

In a while we established a Facebook page. Here we want to create a community for all friends of Tokaji Wine. You use the page to look for or offer rare Tokaji, to discuss with other users, or just to be up-to-date. Little by little we will build a virtual museum with albums, f. e. with historical tokaji

bottles. You are welcome to promote your events or tastings with Tokaji involved. Please become a fan of our page (click the "like"-button), and receive a **10-Euro bonus code until 30 April 2011.**

www.facebook.com/tokajiwine

Become a fan now and receive a 10 Euro bonus code »

Historical Tokaji. Part 2



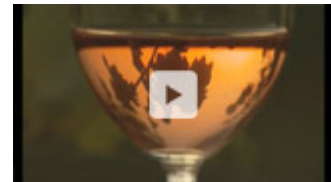
A Tokaji celebrates 100. The 1911 vintage doesn't appear often. We recently found an original bottle of a 1911 Leopold

been impossible then to get the Emperor's signature ...

photo: 1906 Tokajer Essenz from the cellar of the Vienna Hofburg



VIDEO: Tokai winegrowing region



This short movie (4:13) from the series "The brandnew world of traditional winemaking" introduces the Tokaj region with wonderful pictures, while famous wineproducers and cellar masters like István Szepsy, Károly Áts (Royal Tokaji) and János Árvay have their say. Lay back and enjoy a short trip to the vineyards of Tokaj! Watch the Video [on youtube](#)

Tryst with Tokaji: A short reading from "My Life", Isadora Duncan

"One afternoon, at a friendly gathering, over a glass of golden Tokay, I met two large black eyes that burned and glowed into mine with such ardent adoration and Hungarian passion that in that one look was all the meaning of the spring in Budapest. He was tall, of magnificent proportions, a head covered with luxuriant curls, black, with purple lights in them. Indeed he might have posed for the David of Michael Angelo himself ..."



Zimmermann & Sons 4 puttonyos Aszú.

The enterprise Leopold Zimmermann & Sons was the largest wineproducer in the Tokaj region around 1900, owning 60 hectares of vineyards in all parts of Tokaji-Hegyalja, and 60 winecellars. With their sales offices

in Budapest, Katowice, Berlin, London and New York, they played a significant role in promoting Tokaji after the phylloxera crisis. In 1892, one of their Aszús won a Gold medal at the International Wine Exhibition in Berlin. For their excellent products, and their contribution in promoting Hungarian wines, Zimmermann & Sons received a medal from the Hungarian agriculture minister in 1897.

520 €

One single bottle only. Order now! »



Isadora Duncan (1877-1927) was an American dancer, and is considered to be the creator of modern dance. She was against classical ballett, and intended to revive the antique dance. She was on tour in Europe, North and South America.

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