



HIRSCH

[WEINGUT HIRSCH SEIT 1878 MIT EIGENSINN]

CURRICULLUM VITAE JOHANNES HIRSCH

Date of birth: 11 June 1971

Married to Sandra Hirsch

Children: Marie, Florian and Josef

SIZE OF THE WINE ESTATE: 31 HECTARES (APPROX. 77 ACRES)



BERUFLICHER WERDEGANG IN STICHWORTEN

1985 bis 1990 Degree in Oenology at the Federal College for Viticulture & Pomology in Klosterneuburg.

Work placement in 1987 in a small, family-managed wine estate in the Pfalz wine-growing region of Germany, followed by field trips to several hundred wineries throughout Europe and in the New World

1991 bis 1992 One year full-time work placement, covering a total of four harvests; starting in Austria, then with Rudi Bauer in New Zealand (now owner of Quartz Reef, but at the time, he worked for Rippon Vineyards), on to Penfolds in Barossa Valley, Australia, followed by Grand Cru Vineyards in Sonoma Valley, California.

1993 Six month full-time work placement Opstal Estate in South Africa

1995 Johannes Hirsch officially becomes fully responsible for winemaking in his family estate

1999 1999 marks the very last red wine harvest for Johannes Hirsch; at the time this was regarded as a radical step. He grubbed up all his red wine vines to pursue his focus on Grüner Veltliner and Riesling. His production is limited to three Grüner Veltliners and three Rieslings.

2000 The creation of an experimental Roman wine made with fruit and honey for the "Gasthof zum lustigen Bauern" (literally the 'Happy Farmer's Pub') in the nearby village of Zeiselmauer. Due to such high demand, the experiment continued over several years. It was great fun.

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MITGLIED DER
ÖSTERREICHISCHEN
TRADITIONSWEINGÜTER



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2002 The headstrong winemaker made headlines when he bottled all of his wines, including the premium single-vineyard wines, under a screwcap closure. It led to heated discussions in the wine branch and it was generally considered to be an unwise move at the time. Looking back with hindsight, it was certainly the best decision, and more or less every winemaker followed suit. The first single-vineyard wines closed with a screwcap were released in 2003.

2006 This year marked the conversion of Weingut Hirsch to biodynamic viticulture, being the next logical development from his father's accomplishments. During the 1970s, Josef Hirsch only spread organic manure, and for both him and Johannes Hirsch, sustainability is second nature.

2007 The beginning of the conversion period to become a certified organic producer.

2008 Nominated by the DIE PRESSE national daily broadsheet to the "Austrian of the Year" trophy in the category "Wirtschaft" (Commerce), and was awarded 3rd place at the festive ORF Gala Presentation.

2011 Falstaff magazine Winegrower of the Year

2012 Charity concert at the Hirsch Estate with the Cleveland Orchestra

2013 Conversion to gentler pruning techniques, according to the methods of Simonit & Sirch

2015 A new look for the Hirsch Estate wine labels

Johannes Hirsch's favourite wines: *"I love mature Grüner Veltliner and Riesling from Kamptal, along with fine, textured Grower Champagnes, German Rieslings, and have nothing against a few cases of Domaine Coche-Dury in my private cellar. My favourite red wines are spicy Pinot Noirs".*

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