

QUICK FACTS

Trimbach

OVERVIEW

Alsace Acreage

Alsace comprises 35,000 acres of grapes with the average grower controlling 5000 acres.

Today's Trimbach Family

Trimbachs Hubert and his older brother Bernard, along with Bernard's sons, Pierre and Jean, produce approximately 80,000 cases of AOC Alsace wines annually. Over one-third of their production is exported to the United States, where they enjoy a 35% market share of all Alsace wines.

HISTORY

Additional Early Trimbach History

In 1626, Jean Trimbach settled in Riquewihr and established the family wine trade. By the time Louis XIV visited Alsace in 1673, the Trimbach family was well established and the business prospered in Riquewihr despite the turmoil caused by the French Revolution, First Republic and Bonapartist expansionism.

Trimbach Activities in the 1800s

By the 1800s, the business was moved to Hunawihhr, and the wines were being bottled in Alsace rather than selling in bulk, providing a new guarantee of quality and authenticity. This action was taken by Frédéric-Emile Trimbach, whose contribution was recognized when the family adopted his initials in the firm's official name: Maison F.E. Trimbach.

Trimbach Activities in the 1900s

The Trimbachs secured extensive vineyards in Ribeauvillé, and needed larger and more modern facilities to continue production. Ribeauvillé had a new railroad station, which Frédéric-Emile's son, Frédéric-Théodore, correctly surmised would help in the marketing of the wines. So shortly after World War II ended, Frédéric-Théodore moved the family firm to its current location in Ribeauvillé.

VINEYARDS

Ribeauvillé Vineyard

Aside from the positive effects of Alsace's dry, warm climate, the diverse soils created from some 600 million years of tumultuous geology contribute to the mineral quality of the wines. Ribeauvillé is planted mainly in classic chalk and lime soils.

Clos Ste. Hune Vineyard

The tiny jewel of a vineyard of Clos Ste. Hune produces France's greatest white wine, according to the Atlas of Wine. This tiny, three-acre, walled-in vineyard lies in the larger Grand Cru of Rosacker. The 35 year-old vines are cropped at levels a third less than the norm of Alsace Grand Crus.

WINEMAKING

Pinot Blanc Winemaking

The Pinot Blanc is fermented and aged in stainless steel tanks, with no malolactic fermentation.

Riesling Winemaking

Riesling fruit is fermented in temperature-controlled, stainless steel and concrete vats. Malolactic fermentation is avoided to maintain as much natural acidity as possible, and the wine is released after two years of cellar aging.

Pinot Gris Réserve Winemaking

Pinot Gris Réserve is vinified to complete dryness, with very little residual sugar. The wine is then fermented in stainless steel vats with no oak aging. Bottling is done in the spring to preserve freshness and aging capability.

PEOPLE

Bernard Trimbach

After he returned from military service in Algeria, Bernard Trimbach took over the family winery in 1955 with an oenology degree from Beaune. He worked with brother Hubert toward the success of Trimbach, also contributing to the reputation of Alsace wines worldwide.

Hubert Trimbach

Hubert joined Bernard in 1963 with a business degree from Paris after completing military service as an artillery lieutenant in Strasbourg. "It is this tough to regain the lost ground, but our strong belief in the unique style of Trimbach wines is what consolidated our passion."

Jean Trimbach

Bernard Trimbach's son, Jean, began his wine training after having studied business and completing military service. He spent nine months in the U.S. perfecting his English and studying the American wine business, working with Seagram's importer in New York, assisting with a crush at Gundlach-Bundschu in Sonoma and Sterling in Napa. Jean finally joined Trimbach in 1985 after a three-month stint at Chateau Mouton Rothschild in Bordeaux.

WINE TIERS

Acclaims Garnered by Trimbach Wines

#4 Most Popular Pinot Gris: Trimbach Pinot Gris Réserve, *Wine & Spirits*, 2006.

Critics Pick: 2002 Trimbach Pinot Gris Réserve, *Wine & Spirits*, June, 2007. "An Alsace pinot gris for a light alternative to the chardonnay."

92 points: Trimbach Riesling, *Wine News*, March, 2007. "Impeccably fresh, steely, minerally and loaded with citrus notes."

91 points: 2000 Trimbach Pinot Gris Vendanges Tardives, *Wine Spectator*, November, 2007. “Big, broad and caramel-tinged, this is soft, but not heavy . . . will work well with fruit tarts and cheeses.”

96 points: 2000 Trimbach Riesling Cuvée Frédéric Emile, *Wine Spectator*, November, 2007. “Stunning for its balance and range of flavors . . .”

KEY SELLING POINTS

- 1) Trimbach is the benchmark wine of Alsace in the United States. The Trimbach family is one of only a few producers to transform a rich family history into a worldwide reputation for excellence.
- 2) Trimbach’s family-run business translates to passion! When a wine carries your name - and the name of your fathers before you - *greatness* is the family value, generation after generation.
- 3) Trimbach specializes in Riesling, the noblest of all white wines. Trimbach Riesling is the #1 Alsacian Riesling in America.
- 4) Trimbach makes the #1 Alsacian wine in the US, the Pinot Gris Réserve. Well-balanced and easy to understand, it can be enjoyed on its own or with a wide variety of dishes.
- 5) The trend towards less oaky wines has taken hold across the country and, as usual, Trimbach is ahead of the curve in this area, satisfying gatekeeper and consumer demand for this style at all levels.
- 6) Trimbach makes wines that go with the food we really eat. Never clumsy or dull, these wines are bursting with fruit and food-friendly acidity.