

Stand: 11.06.2019

PETER MERTES

Company Portrait



ABOUT PETER MERTES



- In 1924, a German winemaker from the Mosel river had a vision. At a time and place where beer had long been established as the preferred drink of the people, he wanted as many people as possible to share his passion for wine. He founded a winery and gave it his name: Peter Mertes.
- Today, Peter Mertes is Germany's leading family-run winery, as well as a major player in the international wine business. Together with 350 employees we work hard to bring selected wines to people all around the globe. Our portfolio features wines from Germany, Europe, Africa, Australia, North and South America.
- These wines are available at major retailers in more than 60 countries. Furthermore, Peter Mertes is a key producer of wine based drinks (RTD's) and spirit premixes, and we are even running our own can bottling line.
- As a supplier to retailers, contract bottler and private label expert, we lend our knowledge to our business partners to create and market high quality products, custom tailored to our partners' markets and consumer demands. Our success is deeply rooted in a substantial wine expertise, a high level of down-to-earthness paired with a sharp sense for innovation.

PETER MERTES CITY PALAIS

- Official headquarter of the Peter Mertes Family Vineyards
- Representative city palais in the historic wine town of Bernkastel-Kues, Germany. Entails a café and bistro open to the public and for company clients
- Built in 1840
- Completely renovated in 2007
- Opened to the public in 2010



THE PETER MERTES FAMILY VINEYARDS

- Our company owns a total of 90+ hectares of vineyards, mainly in steep slopes along the Mosel, Saar and Ruwer rivers.
- Our vineyards comprise world famous sites such as: Zeltinger Himmelreich, Wehlener Sonnenuhr, Nonnenberg, Graacher Himmelreich, Domprobst, Abtsberg, Bernkasteler Badstube, Lay, Bernkastel-Kueser Cardinalsberg, Sommerauer Schlossberg, Trierer Domherrenberg et al.



PETER MERTES GOLD EDITION

- ❖ Comprises various sites along side the Mosel river.



SOMMERAU WINE ESTATE

- ❖ Sole ownership of the entire site
- ❖ Site was named Top-10-Cool-Climate-Region in *The drinks business* 3/2016



ORGANIC WINE ESTATE MOSEL

- ❖ ECOVIN-certified organic vineyard on the Mosel
- ❖ Supplier for the quality initiative „Bio-mit Gesicht“/ „Organic with a face“



HEILIG GEIST-STIFTUNG VEREINIGTE HOSPITIEN

- ❖ Citizens of the city of Bernkastel donated vineyards and farmland to the benevolent people since the 14th century, which was summarized in the Holy Spirit Foundation.
- ❖ The proceeds of the caricature vineyard, which we generate, are still flowing into the poor foundation.

THE PETER MERTES FAMILY VINEYARDS

WINE ESTATE WITWE DR. H. THANISCH, ERBEN MÜLLER-BURGGRAEF

*Sublime Riesling wines from
Germany's most expensive white
wine: Berncasteler Doctor.*

www.dr-thanisch.de



WINE ESTATE REVERCHON

A romantic wine estate on the
Saar with the premium location
Ockfener Bockstein.

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OUR PHILOSOPHY



Our Mission Statement

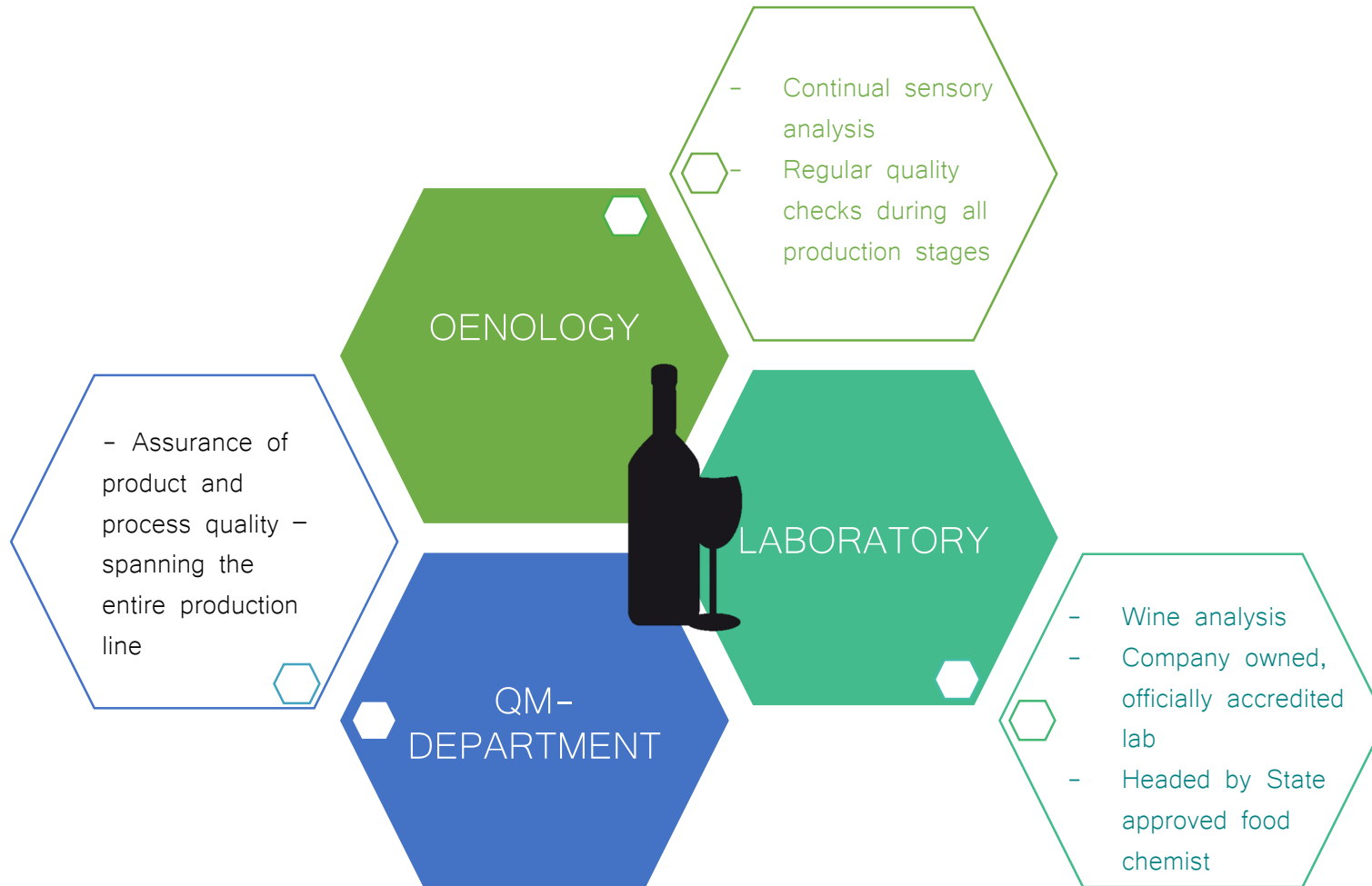
We believe that, primarily, wine is supposed to taste good and contribute to the enjoyment of life.

Therefore, it is with passion and true ambition that our staff – many of whom privately run their own wine estates – work to offer wines that tastefully accompany the precious moments of life.

Our Approach

- We combine the technical know-how and expertise of our highly trained staff with the use of state-of-the-art, modern technology to create superior quality.
- We value and maintain a practical connection to the craftsmanship of vine growing. This hands-on, all-round expertise of our staff fosters utmost quality for our products.
- We follow a series of internationally accredited standards for quality assurance for which we continuously deliver proof of compliance.

QUALITY MANAGEMENT



- ✓ At Peter Mertes, all incoming wines undergo a strict quality inspection at the point of entry.
- ✓ We employ an experienced team of oenologists and cellar masters who safeguard the quality our wines during the respective production stages.
- ✓ All wines are subject to tests run by our own, accredited company lab.
- ✓ Lastly, our bottling lines are equipped with the most modern technology. This guarantees hygienic and gentle filling and ensures that the wines keep their full aroma.
- ✓ It is only after thorough testing that our wines leave our winery for shipping.

CERTIFICATIONS

- In ensuring utmost quality, we follow a set of internationally binding standards, the compliance of which is regularly verified by independent accreditation services.
- The variety of official certifications currently held by Peter Mertes is testimony to our superior quality standards.
- In addition, we have implemented an HACCP-System (Hazard Analysis and Critical Control Point) which is being regularly updated and which is also subject to third-party audits.

Certifications:



AWARDS

- The outstanding taste of our wines is at the heart of our work. Our wines regularly excel in blind tastings and prominent wine competitions, and frequently receive awards.
- Some of our recent awards include:



S U S T A I N A B I L I T Y

At Peter Mertes, we understand that the fruits of our business success are provided by Nature.

We make every effort possible to operate within the principles of sustainability in order to make a positive environmental impact

– from the grape to the shelf.



FOSTERING ORGANIC & BIODYNAMIC QUALITY



Sustainable farming: As Germany's leading supplier of organic wines, we have a genuine appreciation for the benefits of responsible agriculture and keenly support winegrowers that practice organic farming. As early as 1987, we converted part of our own vineyards into a certified organic vineyard. We plan to continue to be at the forefront of organic winegrowing and foster environmental quality.

With the launch of our Demeter co-brand „Biovitis“ – the first biodynamic wine range from Peter Mertes – we also aim to promote and raise awareness for the benefits of the holistic approach of biodynamic wine production.

OUR GROWER INITIATIVE

DAS BLAUE BAND

At Peter Mertes, we understand the value of craftsmanship. We maintain long standing relationships to our contractual growers, whose wines we purchase at pre-set, fair prices that meet and exceed market standards.

These permanent arrangements allow for plannability and economic security – even in years of small harvests.

- **What is “Das Blaue Band”?:** “Das Blaue Band” which translates to “The Blue Bond” – a reference to the Mosel river – is a wine grape grower association founded in 2002 which currently comprises about 200 wine growing families from the Mosel region, spanning over 1,900 hectares (4,700 acres) of vineyards.
- **Highest Quality Requirements:** Our contractual growers produce typical Mosel wines of great quality, mainly from Riesling grapes, and must meet a series of set quality criteria in order to partake in the initiative.
- **Taking Ownership of our Contractual Vineyards:** During all developmental stages, we take ownership of the grapes grown under our grower initiative and treat our contractors’ vineyards as though they were our own: In addition to carefully selecting the contributors to the initiative, our oenologists pay frequent visits to the vineyards, overseeing the health and maturity of the grapes and ensuring our quality standards and expectations are met – from specific growing methods to picking the right time to harvest the grapes.
- **Raising the Bar one Notch Higher:** We incentivize superior quality: In order to encourage our growers to go above and beyond in delivering wines of superlative quality, we follow a system that specifically rewards excellence: In a blind tasting, the delivered young wines are divided into different quality categories. All winegrowers that exceed the quality standard receive bonus payments.
- We understand that cash flow is a main aspect in running a small family business. As part of the grower member’s benefits package, our growers receive payment for the agreed amounts in advance.

Today, we source and successfully market up to three million liters of wine from the “Das Blaue Band” grower initiative, contributing to the economic health of 200 family businesses in the Mosel region – all while delivering excellent qualities to customers like you!

ENERGY MANAGEMENT

- We have implemented an efficient energy management system officially IAF-certified to meet the strict requirements of DIN EN ISO 50001:2011.
- **Solar power:** We installed 25,000 square meters of solar panels on the company roof, generating up to one million kWh of energy – enough to power 600 households!
- **Emissions-free vehicles:** By using electrically powered, emissions-free forklifts, we eliminated the use of diesel or gas. Our ecologically smart forklifts automatically switch off all electric components when not in use. Fun fact: In order to travel from A to B, our production staff uses regular bicycles.
- **Water conservation:** We reduced the use of tap water by installing underground cisterns underneath the floors of our tank cellars, collecting fresh water from the hills above. In addition, all water that is being used for rinsing our bottles before they get filled gets filtered and reused for floor cleaning.
- **Natural cellar cooling:** We use the natural cooling effects of bored pile wall: the air circulation and the constant evaporation of water extracts the warmth from an area larger than 50,000 cubic meters.
- **Efficient logistics:** With a set goal of reducing our carbon footprint, we ensure route optimization, make sure that trucks are fully loaded, and absolutely avoid empty trips, missing goods, and ineffective routes. In addition, our trucks are equipped with the ecologically smart AdBlue system.

CORPORATE CITIZENSHIP



At Peter Mertes, we supply wines with the intention to contribute to the enjoyment and celebration of life. It is with this idea in mind that we carry out a variety of initiatives aimed to positively impact society:

- With the **House of Help**, located in our town of Bernkastel-Kues, we initiated and maintain a privately run homeless shelter, helping people to regain control over their lives in times of personal hardship.
- Through our annual **Peter Mertes Fine Arts Scholarship** we have been supporting young German artists for over 30 years.
- **Heilig Geist Stiftung – ‘The Holy Ghost Foundation’**: Since the 14th Century, citizens of the town of Bernkastel have been donating vineyards and farm land to the charitable foundation. We maintain these vineyards and promote the foundation’s wine. All profits go directly into the foundation’s poverty alleviation programs.

OUR BRAND PORTFOLIO



- We offer 200+ products under our umbrella brands:
 - Wines from singular sites, varietal wines, cuvées, wine cocktails, vegan-organic wines, Fairtrade wines, wine spritzers, alcohol-free wines...
 - bottles, cans, bag-in-boxes, tetra
- Private Labels
- Contract Bottling



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www.mertes.de

Peter Mertes KG

Bornwiese 4

54470 Bernkastel-Kues

Germany

Tel: +49 (0)6531 – 550

E-Mail: info@mertes.de