

A Healthy Taste of German Wines

Welcome to the world of Zenzen Wines where quality and value take priority. Their brands, Peter Brum, DiZeno, Dr. Zenzen, Apollofalter, and Crocodile Creek, remain loyal to all of you who believe in style and the finer things in life.

Evolution of Zenzen Wines USA is a result of the collaboration amongst Dr. Heinz Zenzen, Dr. Peter J. Zenzen, Regina Zenzen, and Michael Seltzer, their synergies and work efforts over the last 4 years, and the desire to bring their wonderful products to your dining table or special occasion.

The Zenzen family represents 13 generations of wine producers/growers. Peter and Regina Zenzen own and operate Zenzen GmbH & Co., a winery based in Kaisersesch, Germany. Currently, they export to 80 countries and produce over 200 wines. Michael Seltzer, located in the Tampa Bay area, directs all operations of Zenzen Wines USA, on behalf of the Zenzen family in Germany.

The first year was dedicated to finding the right importer, finding a good broker network within the wine industry, and targeting a strong distributor base from which to grow their business. Market evaluations were conducted. POS (point of sale) materials were developed then produced. Finally, sales strategies and action plans to penetrate the market were created.

The second year was dedicated to getting their brands to market, which was accomplished. Their success can be attributed to the efforts in Germany, says Michael, always bringing quality and value to our customers, our broker network connecting us to a strong distributor base, and our US importer who connects all the dots.

Today Zenzen Wines USA generates sales in 19 states through 31 distributors. Sales remain on the rise due to the exquisite packaging, consistent quality, and value. Zenzen Wines USA is responsible for 4 brands for US distribution: Peter Brum, our flagship, of German origin; DiZeno, of German and Italian origin; our estate bottled wines from Germany under the Dr. Zenzen and Dr. Zenzen Apollofalter labels; Crocodile Creek, of Australian origin.

ZENZEN
WINE & SPIRITS

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Visit www.zenzenwinesusa.com for more information and health benefits.

As you look at some of their packaging you will witness how distinguishing it is from other German wines, in its shapes and colors. We have done this to separate our wines from what is generally considered a category of only very sweet wines, says Michael. Our Rieslings are second to no one and some are clearly produced in a dryer type style than what one would be accustomed to. We



continue to bring in items that are unique to most markets, like the wonderful Peter Brum VINO NOIRE, a Dornfelder grape that is soft, deep red in color, and with a beautiful fruity start and such a wonderful bitter free finish.

The Zenzen estate wines Apollofalter Spatburgunder (German Pinot Noir), Riesling Kabinett, Riesling Spatlese have all recently won medals at the Florida International Wine Challenge in Miami. We have known these wines are a level above the rest and now they are receiving the recognition they deserve, said Michael. More information is available at FIWC.net on their awards.

Looking at the beautiful label on their estate wines, one might wonder why a butterfly? This begins a truly interesting story. The name Apollofalter comes from the Apollofalter butterfly. This beautiful creature is classified on the endangered species list. It has found an ideal home in the vineyard walls on their estate in Valwig, Germany. This is its largest habitat north of the Alps. It is to this wonderful creature, they dedicate the Dr. Zenzen Apollofalter wines.

As part of their marketing they are also able to push the medical benefits of moderate consumption of both German red and white wines. Wine has a protective effect on the

cardiovascular system. Wine increases the "beneficial" cholesterol HDL (high density lipoprotein), and lowers the "detrimental" cholesterol LDL (low density lipoprotein), which helps reduce the development of arteriosclerosis. Alcohol also helps reduce the risk of thrombosis by inhibiting the coagulation of blood platelets. At the same time, wine drinkers absorb numerous substances that are healthful, so-called polyphenols. These play a positive role as antioxidants, thereby protecting blood vessels from premature aging and, perhaps, preventing the development of cancers.

International experts agree that a daily intake of German wine, up to 10 ounces of alcohol for a healthy woman and up to 13.5 ounces for a healthy man, with about 10% alcohol by volume, are all within recommended levels.

Although earlier studies focused primarily on the healthful effects of red wine, the latest research shows that moderate consumption of white wine is equally beneficial.

Zenzen wines are exquisite in taste and are truly a value. Whether you prefer sweet or dry, red or white, you can find a taste to suit your palate and compliment your next meal or social event. Zenzen wines are now available at your favorite local wine and spirits store locations throughout the Tampa Bay area.

