



SAUSKA

BRAND SUMMARY

History

Founded by Christian and Andrea Sauska, the Sauska family's Tokaj winery has been crafting sweet and dry white wines for nearly 20 years. In addition to the aszú and late harvest wines, the winery introduced its first dry vintage in 2009 followed by sparkling wines in 2011. The Sauska family opened its second winery in Villány in 2008. Their Bordeaux-blends, single varietal reds and Rose are among the most sought-after wines of Hungary around the world.

Brand Goal

The Sauska family is dedicated to the production of handcrafted, artisanal wines that reflect the terroir of their individual vineyards, with great enthusiasm on indigenous varietals, such as Furmint in Tokaj and Kadarka in Villány.

Winemaking Team

Peter Pohl (estate manager/winemaker), Gábor Rakaczki (winemaker), Ildikó Markó (winemaker), Norbert Weber (vineyard manager Villány), István Czemiczki (vineyard manager Tokaj).

Consultants

Paul Hobbs (2008-2011), Stefano Chioccioli (2007-), Lydia and Claude Bourguignon (2009, 2015).

Differentiating Proposition

Sauska sets the standard for fine wines at two superb Hungarian regions by producing the complete gamut of white and red wines from sparkling through dry to dessert wines.

Focus Varietals

Furmint (Tokaj), Cabernet Franc (Villány).

Estate Size

55 ha /140 acres (Tokaj), 80 ha/200 acres (Villány).

Key Accolades

2018 American Rose Competition: Double Gold Best in Show: Rose Villány /2017; 2018 Decanter World Wine Awards Platinum: Tokaj Aszú 6 puttonyos /2013; 2015 Decanter World Wine Awards Regional Trophy: Cabernet Franc, Villány / 2011; Decanter World Wine Awards International Trophy: Cuvee 5, Villány / 2009.

James Suckling ratings 2018: Pinot Noir Padi Tokaj 2015 – 93 pts; Cabernet Franc Villány 2013 - 92 pts; Kadarka Villány 2015 – 91 pts; Kékfrankos Villány 2015 - 90 pts; Cabernet Franc Villány 2012 - 90 pts; Cuvée 13 Villány 2015 - 90 pts; Furmint Tokaj 2016 - 91 pts; Tokaj Cuvée 113 2016 - 91 pts; Birsalmás Furmint 2015 - 94 pts; 6 p Aszú 2013 - 95 pts; 6 p Aszú 2013 - 95 pts.

Retail Positioning

- Eye-level shelf placement in “Europe/Other Countries” section marked “Hungary”.
- Bordeaux-style blends (Sauska Villány Cuvée 5, Cuvée 7 and Cuvée 11).
- Botrytis wines/sweet wines (Sauska Tokaj 6 p. Tokaj Aszú 2003, 2013, Late Harvest Cuvée 2015).

Examples

2017 Sauska Furmint /Tokaj Hungary; 2015 Sauska Cabernet Franc /Villány Hungary; Sauska Rose Extra Brut Sparkling Wine NV /Tokaj Hungary.

Merchandising Tools

Shelf talkers with key accolades, large format bottles (Tokaj sparkling wines, Villány reds).