



## BRAND SUMMARY

### History

Founded by Christian and Andrea Sauska, the Sauska family's Tokaj winery has been crafting sweet and dry white wines for more than 20 years. In addition to the traditional Tokaj 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 Rosé 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 Kékfrankos in Villány.

### Winemaking Team

Peter Pohl (estate manager/head winemaker), Gábor Rakaczki (winemaker, Sauska Tokaj), Júlia Futó (winemaker, Sauska Villány), Bence Makó (vineyard manager, Sauska Villány), István Czemiczki (vineyard manager, Sauska Tokaj), Ádám Hanusz (winemaker, Sauska Sparkling Cave, Budapest).

### Consultants

Paul Hobbs (2008-2011), Stefano Chioccioli (2007-), Lydia and Claude Bourguignon (2009, 2015), Vincent Dupuche (2018-), Régis Camus (2018-).

### 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), Kékfrankos (Villány), Kadarka (Villány).

### Estate Size

60 ha /150 acres (Tokaj), 110 ha/270 acres (Villány).

### Key Accolades

Champagne and Sparkling Wine Championships 2022: Sauska Brut NV (gold), Sauska Brut NV Magnum (gold), Sauska Rosé Brut NV (silver)

Champagne and Sparkling Wine World Championships 2021: Sauska Brut NV (gold), Sauska Rosé Brut NV (silver)

James Suckling: <https://sauska.hu/en/blog/awards/james-suckling-ratings>

Robert Parker Wine Advocate: Sauska Cabernet Franc 2013 Villány (90 pts); Sauska Merlot 2013 Villány (90 pts); Sauska Cuvée 5 2013 Villány (92 pts)

Jancis Robinson MW: Sauska Birsalmás Furmint 2017 (17 pts)

Decanter World Wine Awards London Platinum: Tokaj Aszú 6 puttonyos /2013; 2015

Decanter World Wine Awards London Regional Trophy: Cabernet Franc, Villány / 2011; Decanter World Wine Awards International Trophy: Cuvée 5, Villány / 2009.

### **Retail Positioning**

- "Europe/Other Countries" section marked "Hungary".
- Tokaj: "Old World"
- Bordeaux-style blends (f.e.: Cuvée 7).
- Botrytis wines/sweet wines (Sauska Tokaj 6 p. Tokaj Aszú 2017, Late Harvest Cuvée 2015).