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expression UNIQUE

WITH A DREAM TO MAKE THE BEST WINES FROM THREE REGIONS IN THE WORLD - WINES WHICH WOULD COMPETE WITH THE GREAT WINES OF THE WORLD AND A WILLINGNESS TO GIVE EVERYTHING - WITHOUT RESTRICTIONS, COMPROMISE OR LIMITATIONS - WE CRAFTED *expression* UNIQUE.

WELCOME TO A NEW GLOBAL COLLECTION OF BOUTIQUE WINES.

Emil den Dulk from De Toren Private Cellar and Gregor Drescher, a German expert in extreme production techniques, teamed up and formed *expression* UNIQUE S.a.r.l. based in Luxembourg. With Gregor's research into what makes the great wines of the world and De Toren's proven expertise and attention to detail, we identified spots in France, South Africa and Austria to make special limited release wines.

The first wine to be released from *expression* UNIQUE was the 2010 vintage BOOK XVII from South Africa, and all 600 bottles were sold out within 60 days. The vintage 2011 will be released early 2013.

The new Vintage 2011 can be experienced as a further evolution of this magnificent wine. With more precision and elegance **BOOK XVII** is defining now its own style. A slightly longer maturation period and in 200% new premium selected oak, this vintage reflects the perfect growing and ripening conditions of the year 2010/2011. The aging potential will be far more than 40 years.

The hardship of traditional wine making is easily forgotten when confronted with this lavishly packaged fine wine, while unscrewing the wooden case with your own Allen key and uncorking **BOOK XVII** with such grace in front of close friend. **BOOK XVII** however is one such perfect wine that will give you the complete privilege of honoring the past, but applauding the present. Claiming balance, distinction and complete respect.

Handcrafted with the utmost care and finesse, portraying the harmony of ancient flavours.



The German rating and publishing house Eno World Wine rated the Vintage 2010 and 2011 of **BOOK XVII** with 5 Stars ★★★★★ and included the wine as one of their 20 Dream-Wines of 2012 and 2013:

“Book 17 2010 : extreme Weinbergs- und Kellertechnik, im Barrique vergoren: dickes, intensives Rubin, sehr tiefer, ätherischer Würzduft, enorme Fruchtdichte, am Gaumen festes Tannin, große Länge, großer Wein”
TRANSLATION: “extreme vineyard and cellar techniques, fermented in oak barrels: thick, intense ruby, very deep, ethereal spicy nose, enormous fruit density on the palate, firm tannins, great length, great wine”

Neil Martin for ROBERT PARKER Jr.:

“It has a super-ripe crème de-cassis, fruitcake and fig scented bouquet with a palate that is ostentatious to the point of vulgarity. However, this full-bodied turbo-charged wine is so damn silky smooth and seductive in a super-Tuscan kind of way, that its charms will be near impossible to resist. I found this to be a big, powerful, quite alcoholic wine that is more reminiscent of some cult Napa Valley wines and they would certainly appeal to those who appreciate that style.”

René Gabriel, a well-known wine critic from Switzerland:

“The only South African Wine he scored with 19/20 and a aging potential to 2040.”

BOOK XVII - THE NAME IS BASED ON THE WRITINGS OF THE ROMAN PHILOSOPHER PLINY THE ELDER. IN HIS BOOK NUMBER 17, CHAPTER 35 HE TOUCHES ON WHY WINES FROM CERTAIN AREAS ARE EXCEPTIONAL - IT WAS THESE BASIC TEACHINGS THAT INSPIRED US TO THE NAME THE WINE, **BOOK XVII**.

WHAT PLINY WROTE ABOUT WINE MAKING...

In AD 77, two years before Pliny's death, he completed his Natural History Book. In **BOOK XVII**, he reviews the history of wine, the viticulture and vinification process. In the writing it becomes very clear that site/terroir is the most important attribute of growing exceptional grapes to produce exquisite wine.

PLINY constantly lamented about the quality of vintages deteriorating and the increased production of cheap wine... the same phenomena is repeated now in modern times.

With **BOOK XVII** we have gone back to the original virtues of making wine by hand and applying intense attention to detail to each phase. The true importance of viticulture practices in the wine making process, is completely enlightening, liberating and at the same time humbling - when you realize everything is all about getting the basic elements precise!

Producing **BOOK XVII** at De Toren is no small feat - we have since 1994 studied, analyzed and recorded detailed information about every aspect of the vineyards... soil type, sea influence and weather patterns. To guarantee perfect production conditions we build for expression Unique a separate cellar, directly in the center of De Torens Winery.

By using near infrared aerial imaging and by evaluating parcels of vines within these vineyards, specific vines have been isolated for creating this exceptional wine. To transform these perfect grapes in world class wine require the latest "know how". This "know how" we gather exclusively for *expression* **UNIQUE** in our French cellar "Cave de la Petite Révolution" in Roquebrune sur Argens.

Exercising this difficult and demanding winemaking process three times per year (France, Austria and South Africa) allows us to increase the quality level of "**BOOK XVII**" and its French counterpart "Visionnaire" in the most obvious way. It is all in the taste!

EXTREME WINE MAKING TECHNIQUES
THAT ARE ADOPTED INCLUDE:

Dropping crop loads to 300g per vine.

*The demanding techniques of
"Diva Viticulture" up to 80%.*

*Vinification in 225l Specially Selected Premium
French Oak Barrels with advanced techniques
developed by expression **UNIQUE** Group.*

*Ageing in 200% new Premium French
Oak Barrels for 20 months.*

Hand bottled with no filters.

And a list of other winemaking and viticulture secrets which we will never share!

EMIL DEN DULCK

GREGOR DRESCHER



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