

# FACTSHEET

## MA'D MOSER MM55 TOKAJ FURMINT 2021



**Region:** Tokaj Hungary



**Annual production of MA'D MOSER MM55:**

4.500 bottles



**Varietal:** Furmint



**Winemaker:** Gabor Urban – the winemaker of Mad Wine alongside Lenz and Rita create the new style of Furmint and blend MA'D MOSER MM55 as a team.

**FOUNDATION:** Started in 2022 by Lenz Moser whose Family is 15 generations in the Austrian wine industry & Rita Takaro DipWSET, first generation wine professional.

**VINEYARD:** The MM55 Furmint is sourced from the vineyards of Mad Wine around the village Mád. We took the very best of Nyulászó for the nutty and fruit driven flavor profile, St. Tamás is the backbone with its minerality, even saltiness is felt pleasantly and Király generates the bridge between the 2 other sites, building a true “arc of suspense”.

**NOTE:** MA'D MOSER is a new wine from the Tokaj region. The team behind this wine is a classic 4 leaf shamrock, Rita & Lenz, Karoly & genius Gabor (Mad Wine Winery). Common purpose is to create a new type of furmint which puts Tokaj on the global wine map also as an iconic player in the non-sweet category – on par with the best of Burgundy, California Chardonnay, New Zealand Sauvignon Blanc, German Rieslings and Austrian Grüns. This wine is aiming at the iconic world of whites from around the world.

**SOIL:** Volcanic rocks and clay minerals of the South- Zemplén Mountains, primarily zeolite, rhyolit.

**VINIFICATION:** 100% fermented and aged for 8 months in 300 L Hungarian oak barrel (70% new oak)

**Alcohol:** 14% | **Acidity:** 6,5g/l | **Residual Sugar:** 6,5 g/l | **pH:** 3,1

**DESCRIPTION:** Harmony, complexity in a very fresh and youthful form. This is going to stay this way for a while before the wines will turn beautifully into something even greater – representing the style, and quality over the years. Yes, a hedonistic approach is what we want to show – yet something people with no knowledge of Tokaj dry, furmint will be able to enjoy from the first sniff, sip, bottle. Furmint loves aging in wood so we take the 300 L barrels from Hungarian coopers with various shades. The staves-lignin seems to temper the vivid acidity of Furmint nicely in embedding it in the considerable minerality and extract. All very fruit driven, luscious and in the end “quaffable” – which one should not say about a wine of this class, however, we want a wine to drink!

# MM55 is OUR ICON

By MA'D MOSER

MM55 the bigger brother of MM5 and its brand new – launching September 5<sup>th</sup>, Rita's birthday. This truly new, yes, also innovative Furmint from the world-famous region of Tokaj has simply so much more of the 5 main parameters of its younger brother MM5, hence the "double5" in MM55.

The creation of every iconic wine starts in the head of the wine maker. He/she has a concept for the key parameters in their heads – long before the grapes are even harvested. Rita and I teamed up with Gábor, definitely one of the finest wine makers in Tokaj, already last summer in order to get our "wine ducks" in a row – the different vineyards, different makes of Furmint from the Mád basin/ Tokaj.

- **The purpose** is to create a new type of Furmint which puts Tokaj on the global wine map also as an iconic player in the non-sweet category – on par with the best whites of Burgundy, California, New Zealand, Germany and Austria. Therefore this wine is aiming at the iconic world of whites from around the world.
- **The Nose** – "You smell it and the sun goes up" mantra, you smile instantly and long for the first sip. We have analyzed the offering in Tokaj, yet also from the other greats around the world. Not to copy, to create our own and distinctive profile. We give the world the freshness from Tokaj's Furmint – even in the barrique aged category. The 100 % oak aging for 8 months – mostly new Hungarian oak with various coopers and toasting types – just shimmers through with a bit of vanilla, the rest is beautiful, fresh aromas of fresh flowers from the region, with a little bit of honey dew and chamomile and spices.
- **The character** – the 4.500 bottles made from 2021 are of epitomic harmony and complexity in a new "chateau-blend" from Károly's vineyards in Mád village. It is intentionally not a single vineyard, instead we took the very best of Nyúlászó for the nutty and fruit driven flavor profile, St. Tamás is the backbone with its minerality, even saltiness and Király generates the bridge between the 2 others, building a true "arc of suspense". Stuart Pigott also said about our wines – "they are easy to understand yet have a lot of stories to tell". Robert Mondavi's mantra always helps me too – in making friendly wines, people can enjoy immediately, excite them.
- **The mouthfeel** – harmony, complexity in a very fresh and youthful form. Yes, a hedonistic approach is what we want to show – yet something also people with no knowledge of Tokaj, Furmint will be able to enjoy from the first sniff, sip, bottle. Furmint loves aging in wood. We take the 300 L barrels from Hungarian coopers and various shades. The Lignin seems to temper the vivid acidity of Furmint nicely in embedding it in the considerable minerality and extract. All very fruit driven, luscious and in the end "quaffable" – which one should not say about a wine of this class, however, we want a wine to drink!
- **The innovation** – is to bring Tokaj's top Furmint as a blend from the best grapes, sites, barrels to the global market – already the packaging signals a different approach – all in all as you will see when you taste it – alone, or with other top wines from Tokaj or even better benchmark it with the icon whites from the world you will understand how new this wine really is



There is only one thing left now – guess you must try

it. AA Y VS Rita and Lenz

Two handwritten signatures in blue ink. The first signature is on the left and the second is on the right.

### 97/100 Houlbergs Vinblog, Denmark

How good it smells ... it can actually remind you a bit of great white Burgundian wine, has a ravishing scent of smoke and campfire with sing-along and has an oily feel with barrel notes, vanilla and sea foam with light salt on the nose tip. The fruit is just SO precise, sharp and delicately dosed. There are pears, peach, mango, grilled as well as pickled lemons. The palate is bold, oily, smoky and slightly porny, but in the boldest way, because the wine has a tight and dense acidity, sweet bitterness, malic acid and lemon. Huge wine that I instantly just crush. The taste is right on the ball and goals are scored instantly, so the net meshes are banging. The palate is bold, oily, smoky and slightly porny, but in the boldest way, because the wine has a tight and dense acidity, sweet bitterness, malic acid and lemon. Huge wine that I instantly just crush.

### 95/100 Mad & Monopolet, Denmark

This is simply some of the sharpest and best white wine for the price around. It comes from Hungary and is made from the Furmint grape and aged in Hungarian barrels, which for connoisseurs will bring fond memories of the legendary dessert wine Tokaji from Hungary. I have previously tasted the little sister of this, MM5, and was deeply impressed. On the nose, I would have guessed Burgundy at first, as the style is reminiscent of some of the southern regions, but it is all its own – scents of grilled lemon, fresh pear, vanilla, sweet spices and a hint of the sea. It's fullbodied, creamy and fills the mouth perfectly, fruit and acidity coming together as one. This is a wine that is a bit of a dark horse, no one knows it yet, but bet on it because it is guaranteed to finish.



### 94/100 WineWherever, Rasmus Christensen, Denmark

Furmint is one of the best kept secrets of the Danish wine world. And what a shame, because this grape has in skilled hands a huge potential. Ma'd Moser is trying to bring it out into the world, here with a barrel-aged version that has had 8 months in barrel, and it can easily withstand that. It has a big broad-shouldered body, oily richness, ripe fruit, crisp with fine tannins, crisp minerality and an acidity that's so cash it almost hurts the mouth. It may not sound very pleasant, but it works incredibly well, creating a wine that is not afraid to show that it is a Furmint of the highest quality.

### 93/100 JAMES SUCKLING

This ripe and juicy furmint is rippling with ripe peach and pink grapefruit character with just a hint of tropical fruit and white flowers. Thanks to the uplifting acidity and a positive hint of bitterness the 14% alcohol is nowhere to be seen. Very succulent and clean, long finish. Drink or hold.

### 92/100 DECANTER, Sylvia Wu

Sourced from the volcanic vineyards of Nyulászó and St. Tamás around the village Mád, this dry Furmint was fermented and aged in Hungarian oak barrels (300L, 70% new) for 8 months. Toasted oak on the nose, with creamy coconut, yuzu citrus and peach, plus a smokey hint. Peachy and savoury, with great concentration of stone fruits and orange zest, seasoned with a pinch of white pepper. Richly textured on the palate, the 6.5g/l of residual sugar is refreshed by a solid line of acidity (also 6.5g/l). The yuzu zest and vinous warmth (14% alcohol) linger on the coconutty finish. Not to be mistaken for the producer's 'MM5' edition of dry Furmint, which has a lighter touch of oak.