

GEORGES LORENTZ  
PRESIDENT, GUSTAVE LORENTZ

One cannot be a serious winemaker without passion: the severity of the elements and the ceaseless work required by the vines leading to the prestigious results obtained each year demands a special passion that burns deep within, usually lit centuries ago by an ancestor and kept aglow down through the years by subsequent generations.

So it is with the Gustave Lorentz family, who has been making wine since 1836 in the heart of the Alsace, which lies in the northeast corner of France, along the Rhine River. It was this passion for winemaking that drove Charles Lorentz Sr., grandfather of Georges Lorentz, the current president of Gustave Lorentz, to develop vineyards on the slopes of the Altenberg, near Bergheim, in the foothills of the Vosges Mountains.

It is that same passion that drives Georges, the sixth generation of the Lorentz family to work in the Alsace wine industry. Headquartered in the medieval village of Bergheim, in the Haut-Rhin. Georges Lorentz oversees the production and export of nearly two million bottles of wines, making Gustave Lorentz one of the largest family-owned producer in the Alsace.

Georges shares his time between working in the cellars of Bergheim and passionately promoting the great white (and a few red) wines of the domain Gustave Lorentz. In addition to the obvious high quality of the wines, Georges is particularly proud of the wines' "gastronomic" characteristics – fresh, clean, well-balanced and mostly dry. They are great matches for many of the cuisines from the more than 60 countries where the wines are sold.