

# PASCAL SCHIELE

*Export Director at Gustave Lorentz*

GRANDS VINS D'ALSACE  
**Gustave Lorentz**  
— à Bergheim depuis 1836 —  
FRANCE

Born and raised in one of the most prestigious white wine regions of France, Pascal Schiele has, as they say there, “Riesling is in his blood.”

His family goes back to the 15th Century in the village of Ammerschwihr in the Alsace region, which is about 8 miles from the town of Bergheim, where Gustave Lorentz is located. His great grandfather and grandfather were both winemakers, and two uncles were producing and selling their own wines in Ammerschwihr, which is the third largest village in Alsace for land planted to vineyards.

Growing up in this heavy atmosphere of grape growing and winemaking, Pascal couldn't help but learn all about the family business. He spent many of his childhood years helping his uncles in their winery – doing everything from sweeping the floors and cleaning out the tanks to harvesting, pruning, bottling, filtering.



Like many young people, the wider world beckoned. Pascal went to college in Colmar, France, and then moved to Paris, earning an International Business degree and working, for a short time, at a paper company. However, the pull of his roots in the Alsace proved too strong. He moved back to the region in 1996 and started selling Alsace wines, exclusively working with export markets around the world. In early 2001, he joined Dopff & Irion as Export Manager to help increase the export sales of this Alsace wine producer.

In June 2006, Pascal started working for the venerable Alsace winery Gustave Lorentz (considered among the finest family-owned producers in the region, whose wines have won many awards and are consistently awarded “90-plus” ratings by the world's top wine media) as Export Director at the urging of current owner, Georges Lorentz. Georges and Pascal's families have been neighbors and friends for many years – their grandfathers were very close, and their fathers went to the same high school.

Since 1999, Pascal has been an active member of a local wine brotherhood called Confrérie Saint-Etienne, the oldest wine brotherhood in France, promoting Alsace wines throughout the world (his grandfather, Jean Batpiste, helped revive this brotherhood in 1947 after World War II). Part of his role in the group is to regularly taste old vintages from the 60,000 bottles stored in the cellar of the Confrérie Saint-Etienne, including a Tokay d'Alsace dating back to 1895.

Married since 2007 and living in Colmar, Pascal is looking forward to passing on his passion about the wines of his homeland to his now 15 years old son. Pascal oversees the 75 countries where Gustave Lorentz wines are available making Gustave Lorentz one of the 10 largest exporter of Alsace wines and one of the most international producer in Alsace !