

A NEW LABEL. A NEW CHAPTER. AND ROOTS THAT ARE HERE TO STAY.

Provenance, concentration and clarity. Knewitz is wine with attitude. We have consciously narrowed our focus and concentrate on the essential, uncompromisingly. Thus, we do not allow anything else to steal our attention. The extraordinary lives in the focus.



Appenheim. - Mehransichtenblatt. - "Appenheim".

Historische Ortsansicht. Kolorierter Holzstich, um 1910. 18,0 x 11,6 cm (Darstellung) / 20,3 x 13,8 cm (Blatt).

Dekoratives Blatt, das mehrere Ansichten von Appenheim zeigt. Oben ist eine Gesamtansicht des Ortes zu sehen, darunter auf der linken Seite die Evangelische und die Katholische Pfarrkirche. Auf der rechten Seite ist oben das Wappen des Ortes zu sehen und darunter das Rathaus. Blatt auf einem Trägerpapier kaschirt und an den Rändern beschitten. Etwas gebräunt. Insgesamt in einem guten Erhaltungszustand.

Artikel 00118401; G00130205

FIG. 1



FIG. 2

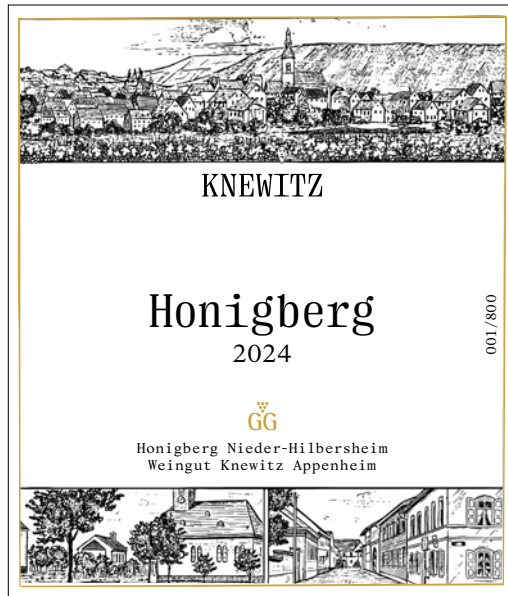


FIG. 3



FIG. 4



FIG. 5

KNEWITZ

FIG. 6



FIG. 7

1529 - the first documented mention of the Knewitz family in and around the Welzbachtal.

Almost 500 years later, in 2010, - all three of us still in training and studying at the time - we bottled our first vintage. With the label that accompanied us to this day: A label with a clear, simple and unpretentious character. Just like our wines. Fifteen years have passed since then. Years of learning, growing, maturing - and gratitude.

Gratitude for what we have achieved. But equally for what has shaped us:

Our family.  
Our home.  
Our origin.

With each added year of experience, our desire for change grew. Not for something completely new, but for something that reflects us and our development - an authentic image of who we are.

#### WHO WE ARE

We are family people. That is where our focus lies - and on the Welzbachtal as well as the wines produced here. On special soil, in tune with the rhythm of nature.

This is where we live, where we have put down roots. And this is where we intend to stay.

#### THE WELZBACHTAL - THE BACKBONE OF AND SPACE OF RESONANCE IN OUR HISTORY

When we stand in our historic vineyards, it is as if time stands still. This idyllic place is so full of peace and magic. This is exactly what we strive to express in our wines. They embody history - our ancestors' and our own.

This makes us grateful and humble.

Our new label is an expression of this history. It is both past and future.

#### TWO POSTCARDS AND LOTS OF MEMORIES

The central element of the new label is an illustration of two postcards from the 19th century.

They show the hometowns of our family: Appenheim and Nieder-Hilbersheim.

A reminder of where it all began - and where Tobias and Björn's grandparents Magda and Erwin were born. This is also where most of our vines are rooted.

#### A CLEAR SIGN OF ORIGIN

With the new label, we are sending a clear message about this place.

It is not loud. It is quiet, clear, profound, and constant.

It shows what is crucial to us: Origin instead of staging. Timelessness instead of trends. Calm instead of sensory overload.

A label that suits our wines: Full of clarity, depth, and respect for what was - and what is to come.

- FIG.1 Postcard Appenheim around 1910
- FIG.2 Postcard of Grandma Magda's birthplace around 1890
- FIG.3 Vineyard label
- FIG.4 Estate wine label
- FIG.5 Back label
- FIG.6 Word mark
- FIG.7 Figurative mark

