



## Porsche Gourmet Experience

**21/09/2018** A grand tour through the course of 70 years of Porsche sports cars.

Fast. Purist. Emotional. For the past 70 years, Porsche has been synonymous with the highest level of quality when it comes to making sports cars. The first vehicle to boast the name of Porsche was granted an operating license on 8th June 1948: the 356 "No. 1" roadster. This date effectively marked the birth of the Porsche brand. To commemorate such a special occasion, Porsche has joined forces with the prestigious Austrian winery Tement to create a platinum jubilee wine. "Cuvée 356" is the name of the premium white wine composition, in reference to the first Porsche sports car to be manufactured. This wine embodies the connection between Porsche's history on the one hand, the Austrian origins of the brand, and tasteful pleasure and lifestyle on the other. It truly is the quintessential Porsche of white wines.

To celebrate the jubilee in a fitting manner, Porsche invited 35 lifestyle journalists and bloggers to Styria – to accompany it on a sumptuous tour through the course of 70 years of Porsche sports cars. On a sporty run along winding roads through the seemingly endless hilly countryside of Styria, the media representatives we had invited were able to experience the sports car magic up close. Ten historic and current Porsche models were at their disposal, ranging from the 911 Carrera 2.7 to the 928

GTS or from the 944 Turbo to the 996 GT3 RS. The GTS versions of the current 911 and 718 Boxster and Cayman series were also there.

## Sporty run

Styria is renowned not only for its beautiful countryside but also for its remarkable wines. The sumptuous tour continued at the winery of the famous winemaker family Tement. The host, Manfred Tement, and his son, Armin, explained to the journalists how "Cuvée 356" was created, the wine which Porsche was having pressed exclusively to celebrate the jubilee of its sports cars. This was followed by a wine-tasting event at which our guests were able to relish the quality and superb taste of the jubilee wine for themselves: 65% Pinot Blanc, 18% Chardonnay, 12% Sauvignon Blanc and 5% Pinot Gris all joined together to produce a perfect blend.

## Impressions of wine-tasting event

Porsche did not only showcase the past and the present in Styria, however. The future of the brand was also represented in the form of the Mission E Cross Turismo. This concept study of an electrically driven CUV was exhibited for the first time at the 2018 Geneva motor show. It is an all-rounder which appeals to active people who enjoy spending their free time travelling, doing sports and performing other outdoor activities.

## Mission E Cross Turismo

### Link Collection

Link to this article

<https://newsroom.porsche.com/en/company/porsche-gourmet-experience-bloggers-vine-cuvee-356-jubilee-70-years-porsche-sports-cars-styria-winemakers-tement-16121.html>

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