

## CAPE LEGENDS EXPORTS AND REPUTATION RISE

Co-inciding with the rising exports of Cape Legend boutique wines is a cache of awards earned on three major international wine contests across eight brands. The latest tributes include six best-of-class scores, two gold and 12 silver medals on the London-based International Wine & Spirit Competition (IWSC), a gold and six silver medals on the 2005 *Decanter* World Wine Awards, as well as two gold and five silver medals on the 2005 International *WINE* Challenge.



**Alto winemaker Schalk van der Westhuizen (left) accepts his award at the 2005 *Decanter* World Wine Awards.**

The winning brands are Alto, Hill&Dale, Le Bonheur, Neethlingshof, Plaisir de Merle, Stellenzicht, Tukulu and Uitkyk with golds going to the 2001 Alto Shiraz on the *Decanter* event, to the 1999 Lord Neethling Laurentius from Neethlingshof and the 2002 Plaisir de Merle Merlot on the International *WINE* Challenge, while both gold medals and best-of-class ratings were awarded by the IWSC to the 2004 Lord Neethling Weisser Riesling Noble Late Harvest and Uitkyk's 10 Year Old Brandy, potstilled and made in the Cognac style.

The accolades come as sales to the UK for the year to June 2005 more than double on the previous 12 months and virtually double in Sweden and Canada. Over the same period, Irish exports rose 88% and to the US, they increased 51%.

Says Carina Gous, who heads Cape Legends: "It is interesting to note that many of the same wines were celebrated in all three competitions, showing a consistent appeal, irrespective of the judges. These awards, as well as our encouraging export growth would be good news under any circumstances but given the spectacularly difficult

international trading conditions, characterised by a swelling global oversupply, they are all the more impressive. The portfolio of brands has also continued to perform well in other markets. Switzerland, obviously a smaller market, has shown growth of 75%. Both Denmark and Finland are up by more than 50% and for the most part, increases are substantial in key trading areas.”

She attributes the performance to a combination of brand reputation, distinctiveness in offering and excellent value.

*Decanter* silver medalists were the 2003 vintage Hill&Dale Pinotage, Stellenzicht Golden Triangle Shiraz and Pinotage, as well as Stellenzicht Semillon and the 2001 vintage of Uitkyk’s Cabernet Sauvignon and Cabernet Sauvignon/Shiraz blend.

London International Wine Challenge silver medal winners were Le Bonheur’s 2000 Cabernet Sauvignon and 2001 Prima, a Merlot/Cabernet Sauvignon blend; the 2002 Lord Neethling Cabernet Franc from Neethlingshof and the 2001 Uitkyk Cabernet Sauvignon.

Other best-of-class IWSC winners were silver medallists 2001 Lord Neethling Pinotage, the 2002 Stellenzicht Rhapsody, a blend of Pinotage and Shiraz; the 2002 Stellenzicht Syrah and the 2003 Stellenzicht Semillon Reserve.

Silver IWSC medals were also awarded to the 2002 vintages of Plaisir de Merle’s Grand Plaisir Bordeaux-style blend and Cabernet Sauvignon; to the 1999 Lord Neethling Laurentius, also a Bordeaux-style blend; the 2000 Le Bonheur Cabernet Sauvignon; the 2001 Le Bonheur Prima; the 2003 vintages of the Stellenzicht Golden Triangle Pinotage and Shiraz, and the 2001 Alto Shiraz.

“That eight of the 11 brands in the portfolio should be so amply rewarded in these competitions, which enjoy the highest international standing, is affirmation of the demanding standards we set for inclusion in the Cape Legends collection,” adds Gous.

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