

CAPE LEGENDS WINES RICHLY REWARDED

The positive attention earned by Cape Legends boutique wines is playing a key role in raising visibility in an overcrowded market, says marketing manager Carlen Groenewald. Referring to the spate of gold medals on international and domestic shows earned by brands such as Stellenzicht, Neethlingshof, Lomond and Uitkyk, she says accolades such as these help wineries to stand out in a fiercely competitive market.

“Trade and consumers have an unprecedented selection from which to choose and high ratings help to identify wines of quality and value. Moreover, consistent wins across a range of events, judged by a range of panels, demonstrate that these are not isolated, once-off achievements but that they continue a well-established record for excellence.”

Stellenzicht, one of South Africa’s most celebrated wineries, has brought home gold medals from three major events, the *Decanter* Wine Awards in the UK, Vinordic in Sweden and the local Old Mutual Trophy Wine Show, with the recognition spanning both the flagship and the Golden Triangle ranges. A *Decanter* gold was awarded to the 2003 Semillon Reserve, while on Vinordic, Scandinavia’s largest showcase for international producers, the 2003 Golden Triangle Pinotage not only won a gold for the best red wine in its category but was also rated the second best wine on the entire show. Most recently, the 2001 Syrah earned gold on this year’s Old Mutual Trophy Wine Show.

Two other Stellenbosch wineries in the portfolio, Neethlingshof and

Uitkyk, showed their mettle on the Swiss Air international Competition, with the 2001 Neethlingshof Lord Neethling Laurentius and the Uitkyk Carlonet, also of the 2001 vintage, coming away with gold medals.

Lomond's maiden 2005 Sugarbush Sauvignon blanc was another wine to achieve international recognition, taking one of just 12 golds awarded to South African wines participating on the International Wine & Spirit Competition in London

Other wines to fare well on the Old Mutual Trophy Wine Show, noted for the stringency of its judging criteria, were the 2002 Neethlinghof Cabernet Franc, the only wine of this varietal to earn a medal; the 2005 Uitkyk Sauvignon blanc which came second in its class; and the 2005 Neethlingshof Gewürztraminer, which came third. Alto's 2003 vintage Cabernet Sauvignon was judged fourth in its category.

Several Cape Legends wines have also been selected by SAA's panel for this year. The 2003 Stellenzicht Semillon, a silver medalist on the Old Mutual event, is currently served to first class passengers flying with the South African carrier, while three of Stellenzicht's Golden Triangle wines are available to both first class and premium class passengers. These are the 2003 Golden Triangle Shiraz, the 2001 Golden Triangle Cabernet Sauvignon and the 2000 Golden Triangle Merlot. The 2001 Le Bonheur Prima, a blend of Merlot and Cabernet Sauvignon, is being served to premium class flyers.

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