

CAPE VINTNER CLASSIFICATION



Top Cape wine estates team up to showcase Cape Vintner Classification (CVC) at ProWein 2017.

Find us at stand number 72 in the WOSA Pavilion, Hall 9, B28, B 38, B48 (Entrance North)

The Cape's leading estate wine producers have launched an independent association to build South Africa's reputation as a producer of world-class wines and promote the Cape's distinctive site specific wines. Currently with 24 accredited members and a further 12 in the pipeline, the CVC will be showcasing 10 of its best site specific wines at ProWein.

Known as Cape Vintner Classification (CVC), it seeks to ensure that quality Cape wines are recognised alongside the best in the world. It has developed a system of recognition and accreditation for both vintners and wines which will allow for the accreditation, governance and promotion of distinctive Cape site specific wines and provide assurance to customers of the integrity of its members.

CVC, which has evolved over the past years, operates within the structures of the Wine of Origin Scheme and all members meet its criteria for ownership of registered wine estates. In addition they are subject to independent audits to ensure they adhere to the four cornerstones of membership.

Key criteria for membership of the CVC are:

Ownership of a registered wine estate and independent audits of each of the Four Cornerstones listed below:

Four Cornerstones of Membership

1. Technical and Environmental

Members can clearly demonstrate that their wines are crafted taking full cognisance of the importance of its facilities and its impact on the environment.

2. Cellar Door Facilities

Members of the public will be able to visit these CVC estates and enjoy exceptional levels of hospitality.

3. **Ethical Matters**

All members will have a recognised and acknowledged ethical accreditation based on the International Labour Conventions' Ethical Trading Initiative, incorporating South African labour legislation.

4. **Wine Quality**

The Winemaker will present the Estate's wines to an independent committee and will be required to articulate the uniqueness of the vineyards' terrain and the impact of the winemaking intervention.

Tiers of Wine Classification

Given the objective of establishing South Africa as a leading producer of world-class wines and promoting the Cape's site specific wines, a key factor is the CVC's ability to identify and tier the wines accordingly. Three tiers of classification have been identified:

1. **Site Specific Wines**

Wines that have achieved the highest acclaim within the CVC, originating from specific vineyards and with a proven track record in the market.

2. **Estate Wines**

Wines made from vineyards falling within the description of ownership.

3. **Wine of Origin**

The CVC recognises that in terms of South Africa's Wine of Origin Scheme, members may produce a wine or range of wines bearing the Estate's name that are not an estate wine as defined in the Scheme.

A more comprehensive description of membership criteria, the tiers of classification and a list of members are available on the CVC website www.cvc1659.co.za