

POWERPOINT COMMENTARY

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| 1 | Wines of South Africa |
| 2 | An introduction |
| 3 | Where is South Africa? |
| 4 | South Africa is the southernmost country in Africa and our winelands are located at the very tip of South Africa. |
| 5 | Cape Town is the gateway to our winelands, with several diverse regions within close proximity. |
| 6 | Looking back... |
| 7 | South Africa has celebrated 350 years of winemaking. |
| 8 | Winemaking dates back to 1659. |
| 9 | 1652 – The Dutch East India Company established a refreshment station to provide for the ships en route to the spice trade in the East. |
| 10 | 1655 – Governor Jan van Riebeeck planted the first vines, imported from France, Spain and the Rhineland, in the Company Gardens. |
| 11 | 1658 – Van Riebeeck planted 1 000 vines on his farm, Boscheuvel, in what is today Bishops Court and Wynberg. |
| 12 | 1659 – “Today, praise be to God, wine was made for the first time from Cape grapes...” Jan van Riebeeck’s famous diary entry on 02 February of that year. Out of all of the world’s wine-producing nations, South Africa is unique in knowing the exact date on which the wine industry began, thanks to this entry. |
| 13 | Governor Simon van der Stel planted some 10 000 vines on the slopes of the Constantiaberg in 1685. Today, centuries-old Cape Dutch homesteads are beautifully preserved on many of the Cape’s famous wine estates. Some good examples are: |
| 14 | Rustenberg |
| 15 | Boschendal |
| 16 | Vergelegen, with camphor trees that are more than 300 years old. |
| 17 | As trade grew, winegrowing spread into the countryside. Wine was transported from outlying areas by ox wagon. |
| 18 | Canons were fired on the hilltops to alert farmers to the arrival of ships in Table Bay. Kanonkop, the name of a famous Stellenbosch wine estate, means Cannon Hill. |
| 19 | 1688 – Fleeing religious persecution in France, a group of 150 Huguenots arrived, settling in the Drakenstein Valley, which subsequently became known as Fransche Hoek (later Franschhoek). |
| 20 | In the 18th century, wines from Constantia were exported to Europe, and earned great acclaim for their sweet and luscious nature. Both Baudelaire and Jane Austen mentioned Constantia wines in their writing. |
| 21 | 1886 – Phylloxera was discovered on vines on the banks of the Liesbeek River in Mowbray for the first time. The disease spread rapidly and resulted in the uprooting and destruction of millions of vines throughout the Cape. |
| 22 | 1918 – The <i>Ko-operatiewe Wijnbouwers Vereeniging van Zuid-Afrika Beperkt</i> (KWV) was formed under the leadership of Charles WH Kohler, saving the industry from disaster through the control of volumes and production. |
| 23 | 1990 – Nelson Mandela was released, paving the way for increased acceptability of South African wine abroad. |
| 24 | 1994 – South Africa became a democracy and the wine industry was also liberated. Wine exports started to take off, wine marketers and wine markets were exposed to international trends and know-how, and the farmers began replanting. |

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| 25 | South African wines reflect the best of both the old and the new – presenting fruit-forward styles with elegance, finesse and restraint. |
| 26 | Our natural environment: Section 2 |
| 27 | South Africa has the oldest viticultural soils in the world, traceable back over 1 000 million years. |
| 28 | Soils vary greatly even within one hectare. The three most important soil groups are derived from shale, granite and sandstone. |
| 29 | The Cape winelands are surrounded by two mighty oceans that generate fogs, mists and winds, which cool the vineyards. |
| 30 | The Cape winelands are crisscrossed by steep mountain ranges, giving each valley and wine region a different individual character. |
| 31 | Over 95% of our wine is produced in the area known as the Cape Floral Kingdom. One of six such plant kingdoms in the world, it is the smallest, yet richest – home to over 9 500 plant species, more than are found in the entire Northern Hemisphere. It is recognised as a World Heritage Site. The Cape Floral Kingdom is one of 36 recognised biodiversity hotspots, with 70% of the plants found here not found anywhere else on earth. |
| 32 | The same array of unique soils and climates that created such a mind-boggling diversity of flora obviously also influences our vineyards and therefore our wines. Diversity of soils, matched by diversity of climate and geography, create a treasure trove of winemaking possibilities. |
| 33 | A huge variety of red-wine varieties are planted. The most widely planted are Cabernet Sauvignon and Shiraz (Syrah). |
| 34 | A large variety of white-wine varieties are also planted. The most important are Chenin Blanc, Sauvignon Blanc and Chardonnay. |
| 35 | South Africa has the most Chenin Blanc plantings in the world – 17 543 ha in 2017. |
| 36 | The Pinotage grape variety is unique to South Africa. It was developed in 1925 by Prof Perold at the University of Stellenbosch, and is a cross between Pinot Noir and Hermitage (Cinsaut). Pinotage wine was first released commercially in 1961. |
| 37 | The structure of South Africa’s vineyards has changed over the past two decades to be more in line with the international market demand. |
| 38 | There are no stereotypes in South African wine. Each wine is full of life – distinctive and exciting. |
| 39 | Production integrity: Section 3 |
| 40 | The South African Wine and Spirit Board, appointed by the Minister of Agriculture, administers wine production under the extremely rigorous Wine of Origin certification scheme. The Wine and Spirit Board demarcates areas of origin, and the borders are defined by law. For a wine to claim an origin, 100% of the grapes must come from that area. The demarcated areas drill down from regions, to districts, wards and even specific vineyards. |
| 41 | With the exception of the vineyards along the Orange River and a few hectares in KwaZulu-Natal, all the South African vineyards are in the Western Cape, relatively close to Cape Town. |
| 42 | The most established winegrowing areas are the districts of Franschhoek Valley, Paarl and Stellenbosch, and the wards of Constantia, our oldest winegrowing area, and Durbanville, which both fall within the district of Cape Town. |
| 43 | Constantia lies on the slopes of the Constantiaberg, a southern extension of Table Mountain, and is only 20 minutes away from Cape Town. |
| 44 | Durbanville borders on Cape Town’s northern suburb and is characterised by a range of hills known as Tygerberg, from which the district this ward falls within takes its name. |
| 45 | The Franschhoek Valley district is enclosed on three sides by towering mountains and has retained its French charm as a romantic tourism destination. |
| 46 | Paarl is situated beneath a large granite outcrop, the second largest in the world, the biggest being Uluru (previously Ayers Rock) in Australia. |

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| 47 | Stellenbosch is a university town and the centre of the wine trade. |
| 48 | Older areas that are being rediscovered are Robertson, Swartland, Tulbagh and Wellington. |
| 49 | The Robertson district runs along the Breede River and is characterised by extreme differences in day and night temperatures. |
| 50 | Traditionally a grain-producing area, the Swartland district is interspersed with older bush vines. A group of winemakers are driving an exciting renaissance here. |
| 51 | The Tulbagh district is a secluded valley characterised by a unique ‘cold trap’ – a cloud layer that keeps cool night air in the valley until quite late into the morning. |
| 52 | Wellington, which has recently been demarcated a district, is where most of the vineyard nurseries are located. |
| 53 | Explore winegrowing areas along the West Coast, which are influenced by the cold Benguela current. |
| 54 | The Darling district comprises a range of hills running parallel to the Atlantic Ocean. |
| 55 | In the Olifants River region newer wards such as Bamboes Bay, as well as stand-alone wards like Cederberg and Lamberts Bay, are producing exciting wines. |
| 56 | New and exciting areas that have emerged in the Cape South Coast region in the past decade are Bot River, Elgin, Elim and Hemel-en-Aarde. |
| 57 | The Bot River ward is renowned for its cool maritime microclimate, which is influenced by its proximity to the lagoon and Walker Bay. |
| 58 | The cool Elgin district was originally an apple-growing region and is increasingly maximising on these climatic features to produce cool-climate wines. |
| 59 | The Elim ward is the southernmost of the maritime vineyards – it’s exposed to very strong south-easterly winds. |
| 60 | Hemel-en-Aarde comprises three distinct wards: Hemel-en-Aarde Valley, Hemel-end Aarde Ridge and Upper Hemel-en-Aarde Valley. |
| 61 | The 300km long Klein Karoo region, situated along the scenic Route 62, is the most diverse region in terms of climate and wine styles in South Africa. |
| 62 | High-yielding areas include Breedekloof, Central Orange River and Worcester. |
| 63 | The vineyards of the Breedekloof area flourish on the alluvial valley soils. |
| 64 | Central Orange River alongside the Orange River is the most northerly winegrowing area in South Africa. |
| 65 | Worcester’s winelands are traditionally planted in the fertile flood plains of the Breede River. |
| 66 | The /Xam San were the world’s first environmentalists. Their legacy lives on in the commitment of South African wine producers to farm sustainably and conserve their land for future generations. This philosophy is embodied in the San word ʘhannuwa, which means ‘the gathering of good fortune through living in harmony with nature’. |
| 67 | Sustainable Wine South Africa is administered by the Wine and Spirit Board, and drives the sustainable farming initiative, the Integrated Production of Wine (IPW). It employs independent auditors to check the IPW status of winegrowers. IPW is a scheme that specifies environmentally sustainable practices, rules and regulations. This scheme was introduced to the industry in 1998. Guidelines cover environmental impact care, monitor water usage, health and safety, and protect our unique biodiversity. |
| 68 | From 2010, producers who are certified as sustainable by Sustainable Wine South Africa have been able to use the Wine and Spirit Board certification seal that highlights this commitment to environmentally sustainable wine production. Consumers can trace every bottle back to the vineyard practices of its source, and know that the wine has been sustainably produced and audited as such. |
| 69 | For a producer to make a claim on a wine label, 85% of the wine must come from that vintage, 85% of the wine must come from that variety and 100% of the wine must come from that area. |
| 70 | The certification seal on the bottle is an absolute guarantee to the consumer that the claims |

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| | on the packaging regarding vintage, variety and origin are true, and the wine was of good quality when evaluated by the Wine and Spirit Board for certification. |
| 71 | The South African wine industry is concerned with the triple bottom line: profit, people and the environment. |
| 72 | South Africa is unique in that our wine industry has established the Wine Industry Ethical Trade Initiative (WIETA), an independent, not-for-profit, multi-shareholder organisation established in 2002. Committed to ethical trading, and improving and safeguarding the working conditions of employees in agriculture. |
| 73 | In 2012, WIETA introduced an ethical seal that testifies to reasonable working conditions, based on rigorous and closely monitored qualification criteria. This is believed to be a world first among wine-producing countries. |
| 74 | Producers are keen to help a new generation of farm children access educational opportunities that were denied their parents. This is a toy library run by the Pebbles Project, one of the many NGOs operating on the farms. |
| 75 | South Africa has more Fairtrade wines than any other country. In 2017, two thirds of all Fairtrade wines sold in the world were from South Africa. |
| 76 | Black-owned brands are gaining traction as the wine industry becomes more representative of the general population. |
| 77 | South African wines lead the world in production integrity and environmental sustainability. |
| 78 | 'Wamkelekile' means 'The warmest welcome' in isiXhosa: Section 4 |
| 79 | Modern South Africans are descended from many origins and the country has 11 official languages. |
| 80 | There are extraordinary people in South Africa's past and present, for example iconic leader Nelson Mandela. |
| 81 | Four South Africans have won the Nobel Peace Prize: Albert Luthuli (1960), Desmond Tutu (1984), Nelson Mandela (1993) and FW de Klerk (1993). |
| 82 | Ubuntu is a unique South African philosophy which is about the essence of humanity. You can't exist as a human in isolation, we are all interconnected. |
| 83 | South Africa's diverse cultural heritage is reflected in Cape cuisine, which marries all the influences of our origins with wonderful produce. |
| 84 | South Africans are passionate about cooking meat on the barbeque, which they call a braai. |
| 85 | Wild buck are still found in the mountains and countryside – many farmers keep small herds. |
| 86 | The Cape Leopard Trust, which facilitates conservation of the Cape's predator diversity through implementing conservation strategies, research projects and tourism initiatives, was launched in 2004 and has achieved remarkable success. |
| 87 | At the Victoria and Albert Waterfront, tourists from all over the world enjoy our memorable cuisine and wines, all with a stunning view of majestic Table Mountain. |
| 88 | There are many fine restaurants at wineries within easy driving distance of Cape Town. |
| 89 | There are wonderful beaches all around the Cape. |
| 90 | All very different and spectacular. |
| 91 | South African wines are wines to enjoy because we understand that life is good. |
| 92 | A quick look at the statistics and figures: Section 5 |
| 93 | In terms of world wine production, South Africa ranks as eighth in overall volume production of wine and produces 4.1% of the world's wine (2017). |
| 94 | Total ha under wine grapes: From 101 957 ha in 2007 to 94 545 ha in 2017. |
| 95 | Although total plantings have decreased, there has been a dramatic restructuring of the South African vineyards with substantial uprooting and replanting in the past two decades. |
| 96 | In 1990, 84% of the vineyards were planted to white-wine varieties. In 2017, the figure was 55.2%. |
| 97 | 27.2% of South Africa's total vineyards are under 10 years old. In the case of red-wine varieties |

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| | the figure is 23.3% of total red and, in white-wine varieties, 30.4% of total white. |
| 98 | Since the advent of democracy South Africa has achieved notable success in exports, with volumes increasing from 50 million litres in 1994 to 448.5 million litres in 2017. |
| 99 | The UK is South Africa's number one export destination, followed by European countries such as Germany, The Netherlands and Sweden. The USA, China, Canada and Africa are increasingly important destinations. |
| 100 | South African wines are constantly improving, a fact reflected in the increasing number of international accolades. |
| 101 | Why are South African wines so special? |
| 102 | You can taste the life in South African wines because, where our vines grow, there is more diverse life per square metre than anywhere else on the planet. |
| 103 | There is a purity and intensity in our wine flavours that comes from growing our wines in harmony with our environment and its over 9 500 endemic plant species. |
| 104 | All human beings can trace their ultimate heritage to South Africa – maybe that's why South African wines taste of 'home'. |
| 105 | Thank you |
| 106 | The end |