

#Pinotage_2019



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Branding project 2019

Branding, by definition, is a marketing practice in which an institution creates a name, symbol or design that is easily identifiable as belonging to the institution. Branding is therefore critically important, because it is how an institution, in our case our Association, gets recognition and becomes known. Branding also improves member pride and satisfaction, increases business value, generates "customers", creates trust within the marketplace, and it supports advertising. Our Association's branding therefore has a major impact on our "business".

The Management Committee of the Association therefore launched a branding project at the beginning of this year with a focus on the following:

- an upgrade of our current Pinotage Association logo, as well as a new logo for Pinotage Wine;
- the professional design of corporate stationery for the Association, including letterhead and e-signature banners, business cards, presentation folders, display banners, etc.;
- a new WordPress website with improved functionality (specifically search engine optimisation), structure, content, and which is also aligned with our new visual branding look and feel; and
- the development of new event-specific brand designs for our Pinotage winemaking competitions and Pinotage Day (see on page 3); we will continue with this for other Pinotage events also.

It is therefore our goal to ensure from now on that we maintain our Association's branding identity by implementing *branding consistency* for all our printing and digital material, as well as on all our online and/or social media platforms. In support of our efforts, it will also be important for our members to understand the significance of our brand identity and why it matters.

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 Stephany Baard: graphic design
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 Bernard Mocke: website copy writing



An upgrade of our previous logo in terms of the Pinotage grape and leaf vector, as well as a new font, Futura.



Our new Pinotage Wine logo with a modern, minimalistic design.



Visit our website:

www.pinotage.co.za

Notable Pinotage campaigns and events



Pinotage 2019: What's on?



Absa Top 10 Pinotage Competition

Closing date for late entries: 14 June 2019

(also for the Pinotage Museum Class Category)

Award ceremony: 14 Aug 2019 @ Boschendal Wine Estate

This competition is an important platform for the recognition of excellence in Pinotage winemaking. Apart from the prestige and financial rewards of this competition, Absa is also showcasing these ten wines and the winemakers at numerous events all over South Africa.



Perold Absa Cape Blend Competition

Closing date for entries: 26 July 2019

Closing date for late entries: 5 August 2019

(also for the Pinotage Rosé Category)

Award ceremony: 29 Aug 2019 @ Lanzerac Hotel, Stellenbosch

The aim of the Perold Absa Cape Blend competition is to showcase the best expressions of various Pinotage-oriented wine styles: it is therefore about the quality, the style and what's in the mix.



International Pinotage Day

12 October 2019

Every year, on the second Saturday of October, this annual day celebrates South Africa's home grown grape varietal. Numerous Pinotage stakeholders are planning exciting events, tastings, campaigns and promotions. To submit an event or promotion, see the entry form on our website under "Pinotage Day".



Pinotage Story Wall

September to October 2019 @ Cape Town International Airport

This 60 x 2 m wall will be created at the international arrivals at the Cape Town International arrivals. This is to welcome all local and international passengers to the Pinotage "homeground", and to make them aware of Pinotage and the experience of this wine.



WINNER



Allée Bleue Black Series Old Vine Pinotage 2016



Wine origin | Piekenierskloof

Alc: 14.51 | RS: 2.8 | TA: 5.9 | pH: 3.51

Winemaker | Van Zyl du Toit

Piekenierskloof un-grafted bush vines planted in 1976. Grapes were harvested, hand sorted and then crushed. Four days cold soak and then inoculated before regular punch downs. Pressed and wine straight to barrel. After maturing for 16 months, the three best barrels were selected for this maiden release. All the berries are here, strawberry, raspberry, blackberries and plums. Wrapped in a layer of fine dark chocolate and offset with a touch of liquorice. The mouthfeel is soft and silky with just enough tannin. This wine will evolve and mature into something really special over the next 4 – 7 years.



Beyerskloof Diesel Pinotage 2015

Wine origin | Stellenbosch

Alc: 15.04 | RS: 2.1 | TA: 6.0 | pH: 3.50

Winemaker | Anri Truter

Grapes were handpicked in early February from 20-year-old bush vines. The gravel soils on which the vines are planted is unique to the Bottelary Hills region. During fermentation the cap was punched down every two hours for four to five days before taken off the skins. After malolactic fermentation in the tank, the wine matured in 100% new French oak for 18 months. Only the best 25 barrels were selected by the winemaking team for this wine. Intense dark fruit flavours. A deep middle leads to a smooth finish with pleasant chocolate/cedar aromas from the French oak.



WINNER



SPONSOR



WINNER



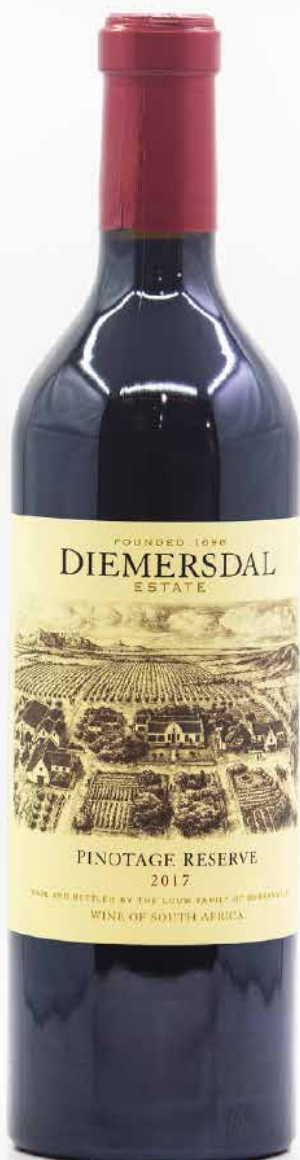
Diemersdal Pinotage Reserve 2017

Wine origin | Durbanville

Alc: 14.79 | RS: 2.6 | TA: 5.9 | pH: 3.54

Winemaker | Thys Louw

Cool climate, dry-land Durbanville Pinotage from 43 year old bush vines and 23 year old trellised vines. Fermented in one ton open fermenters for four days at 26-28°C. Punched through and pumped over every three hours. Malolactic fermentation completed spontaneously in 225L French oak barrels. Thereafter 16 months wood maturation in 45% new 225 L French oak barrels. The Reserve has deep dark chocolate enticing cedar aromas on the nose followed by notes of blackberry jam, cherry and cassis. The firm, well-structured palate features robust yet sweet tannins and a broad range of flavours ranging from black cherry and red fruits carried along by the richness of its oak and vanilla notes.



WINNER



Flagstone Writer's Block Pinotage 2016

Wine origin | Breedekloof

Alc: 14.69 | RS: 3.1 | TA: 5.6 | pH: 3.42

Winemaker | Gerhard Swart

This wine is crafted from an exceptional single vineyard block high in the Waaihoek Mountains, above the Breedekloof valley. This is the highest vineyard in the area, planted 700m above sea level in ancient, decomposed shale with specs of granite quarts. A combination of whole and crushed berries is cold soaked for five days in open top stainless steel fermenters. The juice was inoculated with different cultured yeasts and fermented dry. The wine was matured for 16 months in 80% American, 10% French and 10% Hungarian oak (25% new wood). On the nose ripe, dark red fruit and Indian spices are wrapped up in soft, comforting hints of mocha chocolate.



SPONSOR

Kaapzicht Steytler Pinotage 2015

WINNER



Wine origin | Bottelary, Stellenbosch

Alc: 14.63 | RS: 2.7 | TA: 5.8 | pH: 3.57

Winemaker | Danie Steytler

Handcrafted by a family whose lifeblood is wine, the Steytler Range is the culmination of our estate's best wines in only exceptional vintages. Tradition and four generations of Steytler passion forge these wines. Vines are planted in weathered granite topsoil on a layer of gravel, above a crumbly clay sub-soil. Yield of five tons per hectare. The wine spent 24 months in French oak barrels, personally selected by the winemaker and then blended together. Fifteen years maturation in the bottle should greatly reward with complexity and elegance. Delicious matched with grilled meat off the "braai".



SPONSOR



WINNER



Kanonkop Pinotage 2013

Wine origin | Simonsberg, Stellenbosch

Alc: 14.62 | RS: 2.5 | TA: 5.9 | pH: 3.62

Winemaker | Abrie Beeslaar

Kanonkop Estate, situated in the Simonsberg region of Stellenbosch, has centred its production around Pinotage and Cabernet Sauvignon since 1973. The Pinotage 2013 can be described as a complex and fruity wine with red and black fruit flavours when young. After some bottle ageing this wine will start to show more savoury, forest floor and earthy characters. Matured for 16 months in 75% new and 25% second fill French barriques.



WINETECH FUNDED PROJECT

How valuable are old vine Pinotage cues for SA wine producers?

Jonathan Steyn (Graduate School of Business, University of Cape Town, South Africa)

Have you ever wondered what the impact of vineyard age is on the price of a bottle of wine? A current Winetech funded study demonstrated that vine age contributes significantly to wine price. In fact, for every year a vineyard ages wine price improves by R3,64.

Extrinsic cues are snippets of information that lie outside the physical wine i.e. on the label, packaging and marketing material. They communicate a wine's characteristics, attributes and category memberships and in so doing influence perceptions of quality and value. Wine is a hedonic product because it is lifestyle or pleasure-related. To maximise the experiential value, consumers choose wines with a combination of cues compatible with the benefits they are looking for. Hedonic pricing models suggest that each extrinsic cue can be priced and that a wine's price is a sum of the value of all its cues. Various cues therefore compete for price importance on a bottle of wine. In this case, old vine (OV) cues competed with more established cues such as

quality ratings, grape variety, vintage, brand and area-of-origin.

A dataset of 159 South African wines with OV cues communicated on the front labels, back labels or marketing material, and with an aggregated rating on the Wine Searcher online platform were selected. A hedonic pricing model calculated the play of contending cues. The findings suggest that quality ratings have the most significant influence on the price of OV wines, attracting a premium of R66,57 per 1-point increase on Wine-Searcher's 100-point rating scale. In addition, OV varieties emblematic of South African wine heritage, such as Pinotage, attracted an even greater price premium of R330,09. Furthermore, areas-of-origin with a reputation for quality, such as Stellenbosch, attracted a price premium of R 77,37. In a competitive wine industry, such findings prove useful in understanding the value of nascent cues, specifically vineyard age, relative to established cues of worth.



WINETECH FUNDED PROJECT

Irrigation of grapevines trained onto high potential canopy systems in the Coastal region

| Researcher: Vink Lategan (Dept. of Soil Sciences, SU)

The aim of this study is to compare the water use, yield and quality of drip irrigated vertical shoot positioned grapevines and bushvines to that of grapevines trained onto high potential yield trellis/canopy systems in the Coastal region.

In recent years, prices that producers earn per ton of grapes have not increased enough in relation to increasing production costs. Producers are subsequently increasing yields per hectare while trying to minimise costs in order to stay economically viable. Most often, this is achieved by increasing irrigation volumes or applications or by using high production canopy/trellis systems and/or mechanical pruning. Challenges with these approaches however are that injudicious application of irrigation can waste water and have negative effects on wine quality. There is also a

general perception that high yielding grapevines produce lesser quality wines.

The effect of different canopy management practices in combination with different irrigation strategies have been investigated in a previous Winetech study. This project will focus on higher yielding trellis systems in combination with different irrigation strategies. The economic input requirements for grape production of different canopy management/trellis systems and irrigation strategy combinations will also be compared.

Results from this field experiment has the potential to create knowledge on how to improve the yields of grapevines without necessarily compensating wine quality, particularly in the Coastal region of the Western Cape.



WINETECH FUNDED PROJECT

Screening for potentially novel Pinotage clones generated through irradiance mutagenesis

| Researcher: Phyllis Burger (ARC)

The aim of this project is to screen and phenotype new Pinotage plants that were generated in a pilot study that focused on developing methods to induce mutations. The intention is that the mutations could lead to potentially novel clones.

In the pilot study, irradiance doses of buds were optimised and associated methods were successfully applied to regenerate viable plantlets. Three clones of Pinotage were used and a significant population of plantlets were yielded. They now need to be further screened for vegetative and reproductive traits that could eventually lead to identification and development of new "Pinotage" clones.

A phased approach will be followed where the initial screening will occur in tunnels or greenhouses to identify a smaller subset with desirable traits that will eventually be transplanted to the field plot for more comprehensive phenotyping. There is high potential for new clones with specific commercially important traits

however, it is not a given that researchers will discover such clones.

Clones (and sometimes new cultivars) normally arise through natural mutations and there are numerous examples, especially in very old cultivars that were widely grown in diverse conditions. Obvious pronounced differences (i.e. berry colour and different leaf shape) are usually regarded as new cultivars, while more subtle variations in traits (i.e. looser clusters or earlier ripening) are regarded as clones. Relatively young cultivars, such as 'Pinotage' typically have fewer clones identified, since it has not been as widely and extensively planted under varying conditions to allow for natural mutations to occur and be spotted or selected.

Currently, only a few commercial clones of Pinotage exist and given the growing importance of the cultivar and its more widespread plantings, a more diverse set of clones to choose from is desirable.



WINETECH FUNDED PROJECT

Process control and monitoring of phenolic composition during alcoholic fermentation

| Researcher: Jose-Luis Alexandre-Tudo (Dept. of Viticulture and Oenology, SU)

The extraction of phenolic compounds during the fermentation process is influenced by many factors. Temperature, punch down and pump over frequencies, oxygen addition through aeration or microoxygenation, the presence or absence of skins, cold and post maceration techniques, among others, can promote significant changes in the levels and the composition of phenolic compounds in the resulting wines. The analysis of fermenting samples using conventional methods, such as spectrophotometric approaches or HPLC analysis, is nowadays not always possible due to time, personnel, facilities or budget constraints. The use of spectroscopy with chemometrics would provide a rapid, reliable and simple way of monitoring the extraction of phenolic compounds during this process. This technique also allows for the determination of several analytes or parameters at the same time. Additionally, infrared spectroscopy is also highly suitable for online measurements, leading possibly to a real time fermentation monitoring system that would help winemakers in

their everyday decision making. The inclusion of alerts will indicate if the obtained values are above or below the specified limits. It will thus be possible to quickly identify deviations from the ideal or projected conditions by following a batch processing strategy. The main objectives of the project would thus be firstly, to set up an online infrared system for the monitoring of fermentation processes and secondly to investigate the effects of different winemaking techniques on the extraction of the phenolic compounds.

After the completion of this project there will be an optimised system available for the control and monitoring of the fermentation process in terms of phenolic management. A better understanding of the extraction of phenolic compounds during the fermentation will thus be obtained, which we believe will provide valuable knowledge to South African winemakers. The establishment of an online system for fermentation monitoring will also provide state of the art technology for the wine industry.



WINETECH FUNDED PROJECT

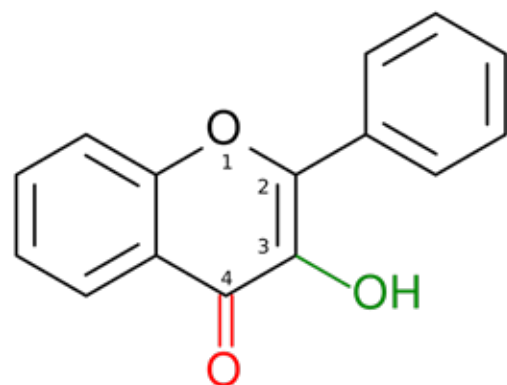
Measuring of phenolic compounds during winemaking using a portable spectrometer

| Researcher: Jose-Luis Alexandre-Tudo (Dept. of Viticulture and Oenology, SU)

Despite recent advances, the measurement of phenolic compounds during the winemaking process still requires an analytical procedure that involves time, reagents, facilities and dedicated personnel. Due to this fact, the measurement of phenolics is almost absent or limited to a low number of frequencies in commercial cellars. A non-invasive fluorescence spectrometer could provide an efficient solution to measure phenolic composition during the winemaking process. The aim of the project would thus be to investigate the suitability of a fluorescence spectrometer for the quantification of phenolic parameters in wine. Fluorescence emission spectra will in this case be used to build prediction models for the quantification of phenolic composition during winemaking and ageing.

The quantification of phenolic compounds using fluorescence techniques has been widely acknowledged. The idea is to develop a special spectrometer that can facilitate the spectral collection from outside a fermenting tank, a pipe or

a barrel. The generated spectra can thus be used to set up spectroscopy calibrations for some of the most relevant phenolic parameters. If models are successfully validated phenolic predictions could be obtained by just a single measurement through a crystal window incorporated into the corresponding vessel. Phenolic data during the winemaking process (extraction during fermentation and ageing) will therefore be easily accessible for winemakers in the simplest, fastest and most efficient manner.



Pinotage overview 2018

Statistics by:



TOTAL AREA UNDER VINES (hectares)

2009	2012	2015	2018
6 105	6 921	7 361	6 791
6,03%	6,91%	7,47%	7,30%



6 791

hectares

GEOGRAPHIC DISTRIBUTION (hectares)

Northern Cape	Olifants River	Swartland	Klein Karoo	Paarl	Robertson	Stellenbosch	Worcester	Breedekloof	Cape South Coast
45	623	1 464	49	1 304	724	1 200	390	920	72

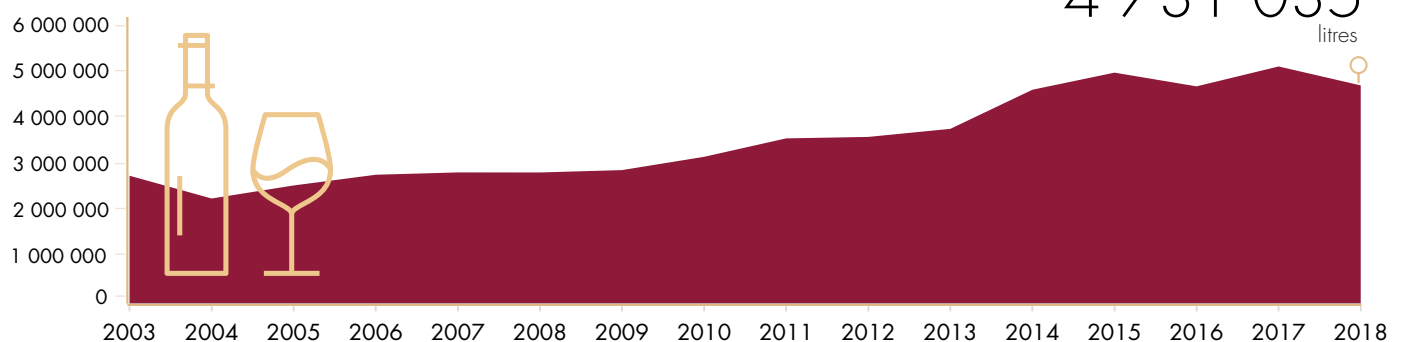
% PINOTAGE IN WINE REGION

Klein Karoo	0,7	
Northern Cape	0,7	
Cape South Coast	1,1	
Worcester	5,7	
Olifants River	9,2	
Robertson	10,7	
Breedekloof	13,5	
Stellenbosch	17,7	
Paarl	19,2	
Swartland	21,6	

AGE DISTRIBUTION (hectares)

> 35 yr	156
31 - 35 yr	38
21 - 30 yr	2 325
16 - 20 yr	1 379
11 - 15 yr	373
4 - 10 yr	2 341
0 - 3 yr	179

DOMESTIC (before 2018 - 750 ml only | 2018 - total market)



EXPORTS (total litres)

Country	2001			2011			2018		
	Packaged	Bulk	Total	Packaged	Bulk	Total	Packaged	Bulk	Total
United Kingdom	3 122 188	180 700	3 302 888	1 269 093	1 377 475	2 646 568	1 925 150	3 231 174	5 156 324
Germany	533 854	322 129	855 983	1 007 289	5 544 848	6 552 137	838 973	3 849 832	4 688 805
China	2 250	0	2 250	371 467	0	371 467	1 330 489	477 240	1 807 729
Russia	8 573	0	8 573	131 688	0	131 688	1 527 420	47 400	1 574 820
Sweden	543 929	0	543 929	1 990 725	0	1 990 725	679 049	0	679 049
USA	324 266	30 000	354 266	623 984	0	623 984	508 142	95 240	603 382
France	37 539	375 793	413 332	101 666	175 330	276 996	90 032	362 260	452 292
Denmark	185 490	120 740	306 230	173 723	47 740	221 463	114 602	216 000	330 602
Poland	2 106	0	2 106	79 925	167 462	247 387	77 643	239 420	317 063
TOTAL - all countries	6 844 891	1 298 070	8 142 961	8 292 144	7 562 653	15 854 797	9 361 504	8 752 126	18 113 630

About Pinotage

For more details:  www.pinotage.co.za



Pinotage - uniquely South African

- Pinotage is a grape variety that was created in South Africa in 1925 by Abraham Izak Perold, the first Professor of Viticulture at Stellenbosch University. He is therefore considered to be the “father” of Pinotage.
- Prof CJ Theron succeeded in rescuing and reproducing the original seedlings, of which there were only four, and undertook the considerable task of evaluation.
- The name “Pinotage”, appeared on a wine label for the first time in 1961, namely the SFW’s 1959 Lanzerac Pinotage.



Between the Vines

- The name Pinotage is a combination of the varietal’s parents, Pinot noir and Hermitage (also known as Cinsaut), hence the name “Pino - tage”.
- Pinotage has the inherent adaptability and capacity to produce high grape yields under ideal cultivation conditions.
- While Pinotage is also grown in Zimbabwe, New Zealand, Switzerland, Germany, US and Israel, to name just a few, its birthplace remains South Africa.



Between the Barrels

- In 1991 Beyers Truter, then of Kanonkop, was crowned International Winemaker of the Year at the International Wine and Spirits Competition in London for his Kanonkop Pinotage, that was also awarded the best red wine of the competition.
- The current Kanonkop winemaker, Abrie Beeslaar, was also crowned International Winemaker of the Year an unprecedented three times (2008, 2015, 2017), as a result of the high scores Kanonkop Pinotages receive at this competition.



Cheers to Pinotage, Health & Food

- Drinking Pinotage in moderation is good for you, because of the presence of resveratrol, a potent anti-oxidant which helps the body fight against cancer and heart disease.
- Pinotage wine has an infinite variety of shades and moods, and pairs well with most foods.
- The Pinotage tale is one worthwhile telling and should always end where it is enjoyed with friends, food or maybe even somewhere alone with a bottle of Pinotage as your company.



Our sponsor & partner in wine

Since the founding of the Pinotage Association in 1995, Pinotage has grown into one of South Africa's most recognised trademarks and the flag bearer for South African red wines on the world stage.

The growth and development of Pinotage over the past few decades was achieved through passionate and persistent hard work in the fields of research, knowledge transfer and marketing. Apart from this, the key role of our main sponsor, Absa, cannot be understated.

"Having a major corporate as a dedicated sponsor has, without doubt, been a fundamental

driver of the Pinotage success story. Absa-sponsored competitions and campaigns have been a fundamental contributor to the cultivar's popularity and the way the stature of the variety has developed is illustrated by the advent of icon-level Pinotage at an ultra-premium price point," says Beyers Truter. He also adds, "If it had not been for Absa, we would still have been in the experimental phases with Pinotage."

The Pinotage Association would therefore like to express our sincerest gratitude to Absa for their ongoing support over the past two decades and we look forward to our continued partnership.



“

Absa is a fundamental contributor to the Pinotage success story.

- Beyers Truter, Chair: Pinotage Association



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