



DNA SA

A *Brand Blueprint* FOR SOUTH AFRICAN WINE



## A BRAND BLUEPRINT FOR SOUTH AFRICAN WINE

South Africans are a special bunch of people. They are resilient, resourceful and very good at problem solving. They have certainly shown this in restructuring and growing the South African wine business in the years since the introduction of democracy in 1994. Perhaps our people are like vines – they need to struggle to build character and give of their best.

South African wine is very much a work in progress but we have a community of growers, viticulturists and winemakers who are both proud and passionate, and who are increasingly winning international awards. As the marketers of South African wine, we are honoured to share their pride and passion with the world.

This document outlines the DNA of South African wine, the unique components that give the Wine South Africa Brand its identity and personality. It is a blueprint for communicating the special story of South African wine. Collectively promoting our reputation and stature as a unique wine-producing nation ensures that we have a strong foundation upon which all producers can build their own brands more effectively and highly efficiently.

## WHAT IS THE WINE SOUTH AFRICA BRAND?

The Wine South Africa Brand is the vision, the spirit and the essence of what our wines offer consumers. The power of our collective country-specific brand lives in the minds of our customers through their experience of our brand from the first South African wine bottle they see, to the first sip, all the way through to their interaction with us over time.

Each interaction with the consumer is therefore crucial. It is a golden opportunity to build our collective presence and help ensure we become a first-choice country of origin the next time a decision is made about what wine to enjoy.

Every time we fail to leverage this opportunity effectively, we let ourselves and our industry down.

The image of the Wine South Africa Brand is a complex circuit board of the individual stories of our own winery brands, our wine regions, our personalities, our natural environment and our country. The Wine South Africa Brand is the wiring that connects us to each other, and us as a collective group to the world. When we get it right all the lights go on.

For our branding to have a long-term, positive influence it needs to occupy a distinct, intriguing position that reflects our unique environment, purpose, character and values. It must be embraced by the whole industry so that we deliver the brand promise consistently and continuously. This will ensure an extremely powerful and attractive halo effect that will positively impact on all of us.

This document is aimed at achieving a shared understanding of the answer to the question 'What makes South African wines special?' Once a producer can answer that question with collective conviction, he or she can then more easily illustrate 'What makes my brand special?' because the foundation work will be in place.



# WINES OF SOUTH AFRICA

## OUR VISION

South Africa is recognised worldwide as:

- producing premium quality, interesting and distinctive wines,
- in the world's most beautiful, biodiverse winelands,
- in an environmentally sensitive and ethically responsible manner.

## OUR DEFINITION OF SUCCESS

The South African wine industry will be successful when its reputation and trading skills result in it selling its annual production at a sustainable profit to involved customers across a spread of markets, enabling the industry to renew infrastructure, deliver transformational benefits to all those involved in wine, and grow in stature and influence.

## THIS IS OUR COMMITMENT AS PRODUCERS

- To farm sustainably.
- To be custodians of the land and preserve it for our future generations.
- To nurture a culture of respect among the people who work with us on our farms and in our cellars.
- To produce wine with integrity.
- To label our wines with authenticity.
- To promote an environment of dignity, equality and upliftment for all.
- To protect the unique and valuable biodiversity of our winelands.
- To safeguard the rich heritage of South Africa's winelands.

This is embodied in the ancient San word #hannuwa, which means the gathering of good fortune through living in sustainable harmony with our natural environment.

## THESE ARE OUR VALUES

- We are responsible producers.
- We are constantly striving to improve our quality and we are proud of our wine.
- We respect our land, our nature and our wine lovers.
- We are proud of our country.



## OUR BRAND EQUITY

The WOSA logo is built on the colours of the South African flag. The Wine South Africa Brand works under the umbrella of Brand South Africa, which is 'Alive with Possibility'.

Our logo represents our wine, our flora, and the joyful friendliness of our people.

The WOSA positioning statement 'Variety is in our Nature' celebrates the unique diversity of our premium quality wine, our people, our landscapes and our natural habitat.

Where the concepts of diversity and the natural environment intersect we have 'Variety is in our Nature'.

The Wine South Africa Brand is built on four cornerstones, which support our diversity and natural environment.

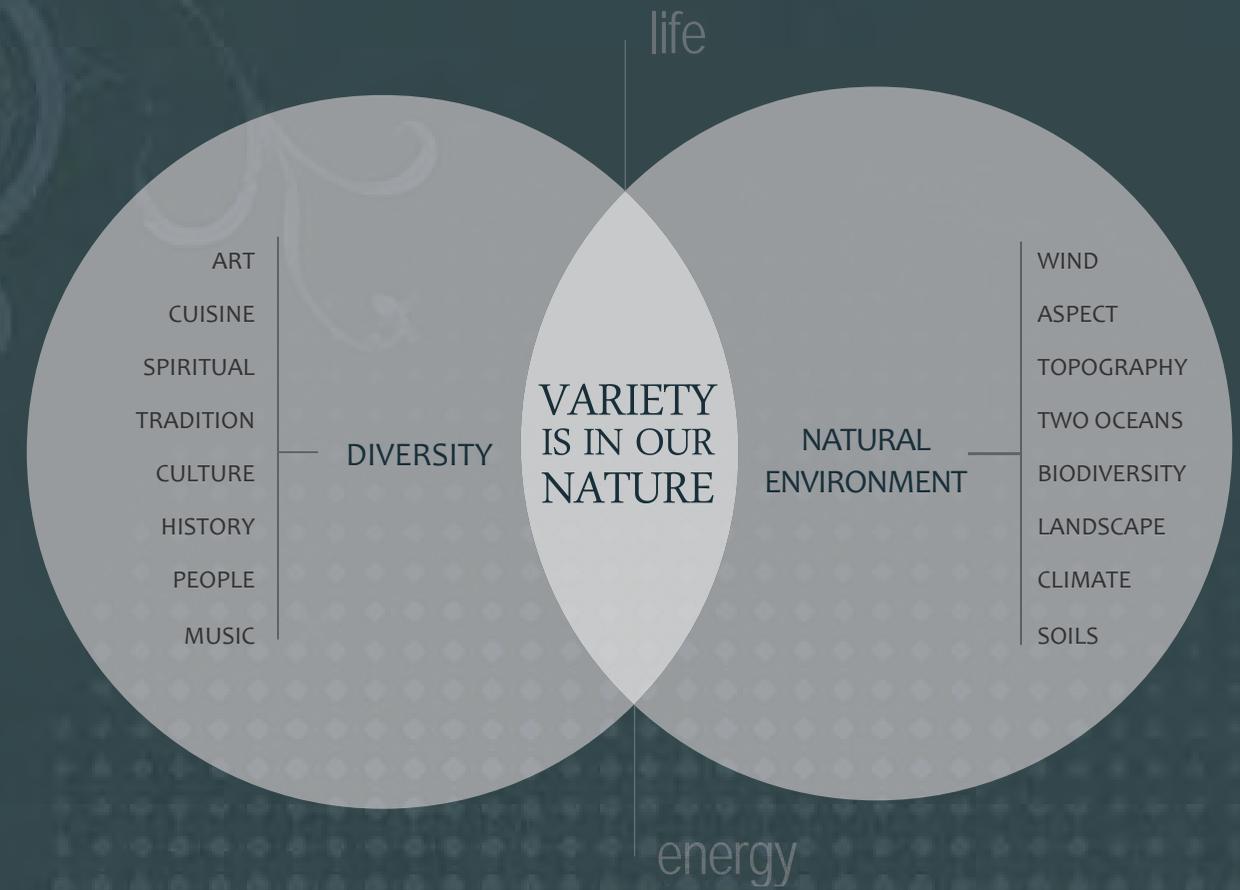
THE FOUR CORNERSTONES provide a compelling reason to purchase our wine. These four cornerstones are:

PRODUCTION INTEGRITY FROM SOIL TO GLASS  
A MAGICAL PLACE OF WONDERFUL FLAVOURS > Natural Environment

A PROUD HERITAGE  
THE WARMEST WELCOME > Diversity



Where the concepts of diversity and the natural environment intersect, we have 'Variety is in our Nature'.



**CORNERSTONE 1**  
LEADERS IN PRODUCTION INTEGRITY  
*from soil to glass*





# CORNERSTONE 1

## the TRUTHS

- The South African Wine Industry is one of the most technically advanced in the world of wine.
- We are proud of our world-class viticultural and oenological faculty at the University of Stellenbosch, and our wine-related research capabilities.
- 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 of Origin Certification Scheme was introduced in 1973. The certification seal on the bottle is an absolute guarantee to the consumer that the claims on the packaging regarding vintage, variety and origin are true, and the wine was of a good quality when it was evaluated by the Wine and Spirit Board for certification.
- Wine and Spirit Board inspectors visit all the wineries on a regular basis. The Wine and Spirit Board demarcates areas of origin and the borders are defined by law. For a wine to claim an origin, 100 percent of the grapes must come from that area.
- To claim vintage, 85 percent of a wine must be from that vintage. Similarly, to claim variety, 85 percent must be from that variety.
- The Wine and Spirit Board also administers the IPW scheme (now being re-branded as Sustainable Wine South Africa).



- IPW refers to the Integrated Production of Wine – a scheme that specifies environmentally sustainable practices, rules and regulations. This scheme was introduced to the industry in 1998. Guidelines cover environmental impact and care, monitored water usage, health and safety, and the protection of our unique biodiversity.



From 2010, producers who are certified by Sustainable Wine South Africa will be able to use the new Wine and Spirit Board certification seal that highlights this commitment to environmentally sustainable wine production. Consumers will be able to trace every bottle to the vineyard practices of its source, and know that the wine has been sustainably produced and audited as such. This seal is evidence of our commitment to production integrity.

- Our grapes are produced in harmony with nature, as our conservation footprint allows vineyards to flourish alongside our natural habitat.
- Our production integrity also relates to those working in the industry. South Africa launched the first-ever Fairtrade wine, and has more Fairtrade brands than any other country.



The South African wine industry has embraced the responsibility of growing wine in a biodiversity hotspot. The Biodiversity & Wine Initiative (BWI) is a unique partnership between conservation bodies and the wine industry. In the five years since its inception, the 152 producer-members have set aside 113 127 hectares of natural habitat for conservation – an area greater than our vineyard footprint.

- South Africa is unique in that our wine industry has established WIETA, the Wine Industry Ethical Trade Association, an independent, not-for-profit, multi-shareholder organisation committed to ethical trading, and improving and safeguarding the working conditions of employees in agriculture.
- The wine industry has drawn up its own transformation charter. Most wineries are actively engaged in long-term transformation and black economic empowerment projects, which are contributing to the redressing of historical wrongs.

## VOCABULARY

### *for* PRODUCTION INTEGRITY

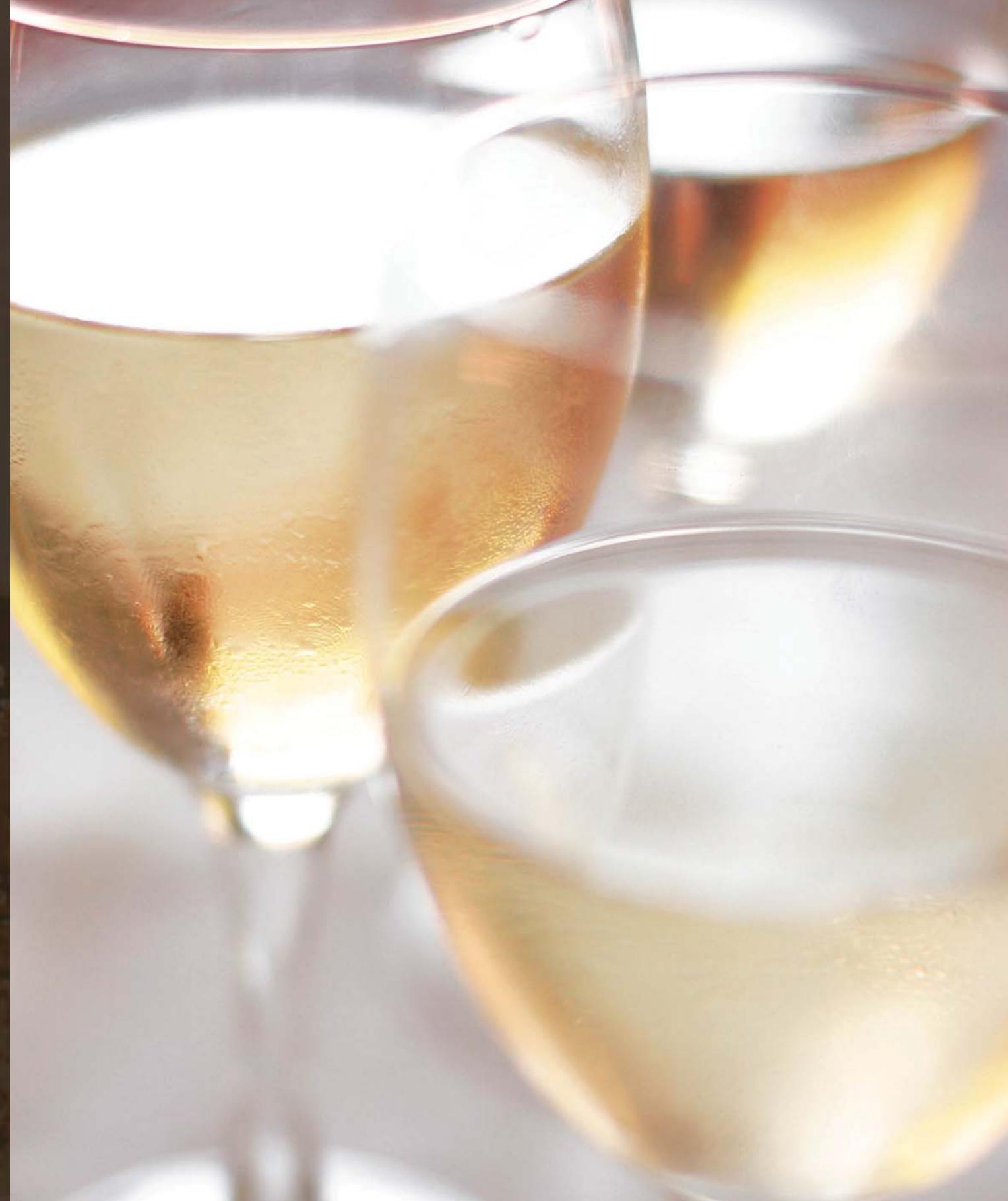
ethical | dignity | integrity | traceability | sustainable  
responsible | transformation | conservation in action  
triple bottom line | transparency | trustworthy | certified  
#hannuwa\* | reliable | independently audited

### *for* WINE

natural | unique quality standard | eco-friendly  
wines with guaranteed integrity and authenticity | Fairtrade  
honest | ethically produced | sustainably produced

\* #hannuwa

~The gathering of good fortune through living in  
sustainable harmony with our natural environment.





*South African wines lead the world in environmental sustainability and production integrity.*

INSIGHT

# CORNERSTONE 2

A MAGICAL PLACE OF WONDERFUL FLAVOURS  
*our natural environment*





## CORNERSTONE 2

*the* TRUTHS

- South Africa has the oldest viticultural soils in the world. They date back over 500 million years.
- The Cape winelands are surrounded by two mighty oceans that generate fogs, mists and winds which cool the vineyards.
- The Cape winelands are crisscrossed by steep mountain ranges, giving each valley and wine region a different, individual character.
- Over 95 percent 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 10 000 plant species, more than in the entire northern hemisphere. It is recognised as a World Heritage Site.
- The Cape Floral Kingdom is one of 25 recognised biodiversity hotspots with 70 percent of the plants found here not found anywhere else on earth.

- All these species result from adapting to specific micro- and meso-climates, and different soils, over many centuries.
- Table Mountain is our iconic landmark. Its flat top is often covered by thick clouds spilling over the edge to form its famous 'tablecloth'. Over 2 200 plant species are found on Table Mountain alone.
- Diversity of soils, matched by diversity of climate and geography, create a treasure trove of winemaking possibilities. The result is a huge array of flavour and aroma profiles in our wines.
- The same diversity of unique soils and climates that created such mind-boggling diversity of flora obviously also influence our vineyards and therefore our wines – this means we have in abundance natural complexity and balance in our wines. This leads to wines with intriguing character and drinkability.

## VOCABULARY

### *for* A MAGICAL PLACE

discovery | diversity | terroir | eco-systems  
natural wonders | good water-holding capacity  
treasure trove of possibilities | provenance  
cooling breezes | good drainage | mineral rich | fertile valleys  
majestic mountains | ancient soils | two oceans | biodiversity

### *for* WINE

lively | distinctive | interesting | expressive | true to place  
diverse | complex | unique | exciting | a sense of place | dynamic  
intense | rewarding | structured | balanced | complex





## INSIGHT

*There are no stereotypes in South African wine.  
Each wine is full of life – distinctive and exciting.*

# CORNERSTONE 3

A PROUD HERITAGE

*350 years of winemaking*





## CORNERSTONE 3

### *the* TRUTHS

- Human life began in South Africa. Mitochondrial DNA proves modern humans originated here between 150 000 and 200 000 years ago. In essence, we are all South African.
- The /Xam San, known in colonial times as the Bushmen, were the painters of the rock art we find in the Cape Fold Mountains. They were the original environmentalists, regulating their behaviour in harmony with plant and animal cycles, astral movements and climatic phenomena. They saw land as a source of life – a gift to mankind that nourishes, supports and teaches us.
- South Africa has been making wine for 350 years. The first grapes were planted in the Cape by the Dutch governor, Jan van Riebeeck. He had been sent to establish a garden to provision the Dutch ships travelling to the East for the spice trade. On 2 February 1659, Jan van Riebeeck wrote in his diary: “Today, praise be to God, wine was made for the first time from Cape grapes...”
- Many of our wine estates still have strikingly beautiful, original, centuries-old homesteads built in the Cape Dutch style, with thick, whitewashed walls, thatched roofs and imposing gables.
- In 1688, a group of 150 French Huguenots arrived and settled in the Drakenstein valley, now known as Franschhoek (French corner). They brought with them many new skills.

- In the 18th century, Constantia wines gained an international reputation for superior quality in the courts and salons of Europe. Jane Austen praised them in *Sense and Sensibility* and Napoleon drank them during his last years in exile.
- Cuttings from Cape vines were used to establish the first vineyards in Australia in 1788.
- From the mid-1950s, South African producers were strongly influenced by the winemaking techniques of German and Italian immigrants to the Cape winelands.
- Many of our wine farms have been in the same family for generations.
- In 1990, Nelson Mandela walked free from prison after 27 years and, expressing no bitterness, led South Africa into a peaceful democracy.
- Our country has been called the Miracle Nation, because we have transformed a bitterly divided and oppressed nation into a thriving country, governed by one of the world’s most progressive constitutions.
- South Africa has four Nobel Peace Prize winners – Nelson Mandela, FW de Klerk, Desmond Tutu and Albert Luthuli.

## VOCABULARY

*for* A PROUD HERITAGE

heritage | tradition | history | culture | 350 years | gables | proud generations | miracle nation | home to the human race | experience

*for* WINE

elegant | structured | sophisticated | well integrated | authentic  
balanced | classical | finesse | refined | quality





*South African wines reflect the best of both the old and the new – presenting fruit-forward styles with elegance and finesse.*

INSIGHT

# CORNERSTONE 4

WAMKELEKILE\* *the warmest welcome*





## CORNERSTONE 4

*the* TRUTHS

- South Africans are friendly folk and very welcoming to visitors.
- Our sky is clear and sunny, and so is our relaxed and happy disposition.
- Although we smile a lot and party a lot, we also pride ourselves on our work ethic. We play hard and work hard.
- Ubuntu is a unique South African philosophy, which is about the essence of being human. *“Ubuntu speaks about the fact that you can’t exist as a human being in isolation. It speaks about our interconnectedness. You can’t be human all by yourself, and when you have this quality – ubuntu – you are known for your generosity.”* (Desmond Tutu, 2008)
- South Africans are descended from a myriad of origins – Khoisan, Zulu, Xhosa, Italian, Portuguese, Malaysian, Javanese, Madagascan, Indian, Chinese, British, Dutch, French, German and many more. We are rightly called the Rainbow Nation.
- We have 11 official languages.
- Our diverse cultural heritage is reflected in our fine Cape cuisine, which marries all the influences of our origins with our wonderful fresh local produce, much of it unique in the world. Many of our top Cape eateries regularly feature on the lists of the world’s best restaurants.

- We have many unique culinary specialities like biltong, droëwors, koeksisters, rooibos tea, rusks, smileys, waterblommetjies and more... All are delicious and need to be experienced to get a flavour of the Cape.
- We love the outdoor life and we are all passionate about our braais (barbecues). The earliest archaeological evidence of a braai is to be found in South Africa at the Sterkfontein caves – South Africans are therefore the original braai masters. Every South African believes he/she is a master chef when standing in front of an open fire with a piece of meat or fish on the grid. Much of our wine is consumed casually around the braai.
- Food and wine are a way of life in the Cape.
- We have a great wine touring country. We have over 15 different wine routes, some only 15 minutes from the centre of the city. While remarkably diverse and spectacularly beautiful, our wine-producing region is amazingly compact. Good roads and signage will bring you to over 400 wineries which all warmly welcome guests at their tasting rooms, restaurants and picnic areas.
- Eco-tourism, outdoor and adventure tourism are booming in our winelands.
- With two coastlines to choose from, the Cape has brilliant beaches ranging from wild and remote to popular sunbathing spots.
- Music pulses through our veins. Whether it is jazz, opera, hip-hop, soul, rock, a cappella or blues, we feel the rhythm. We have many outdoor music festivals and a thriving art, theatre and performance culture.
- We are a sports-crazy nation.
- You can’t help being uplifted by the buzz and excitement of South Africa, our welcome and our wines.

## VOCABULARY

### *for* A WARM WELCOME

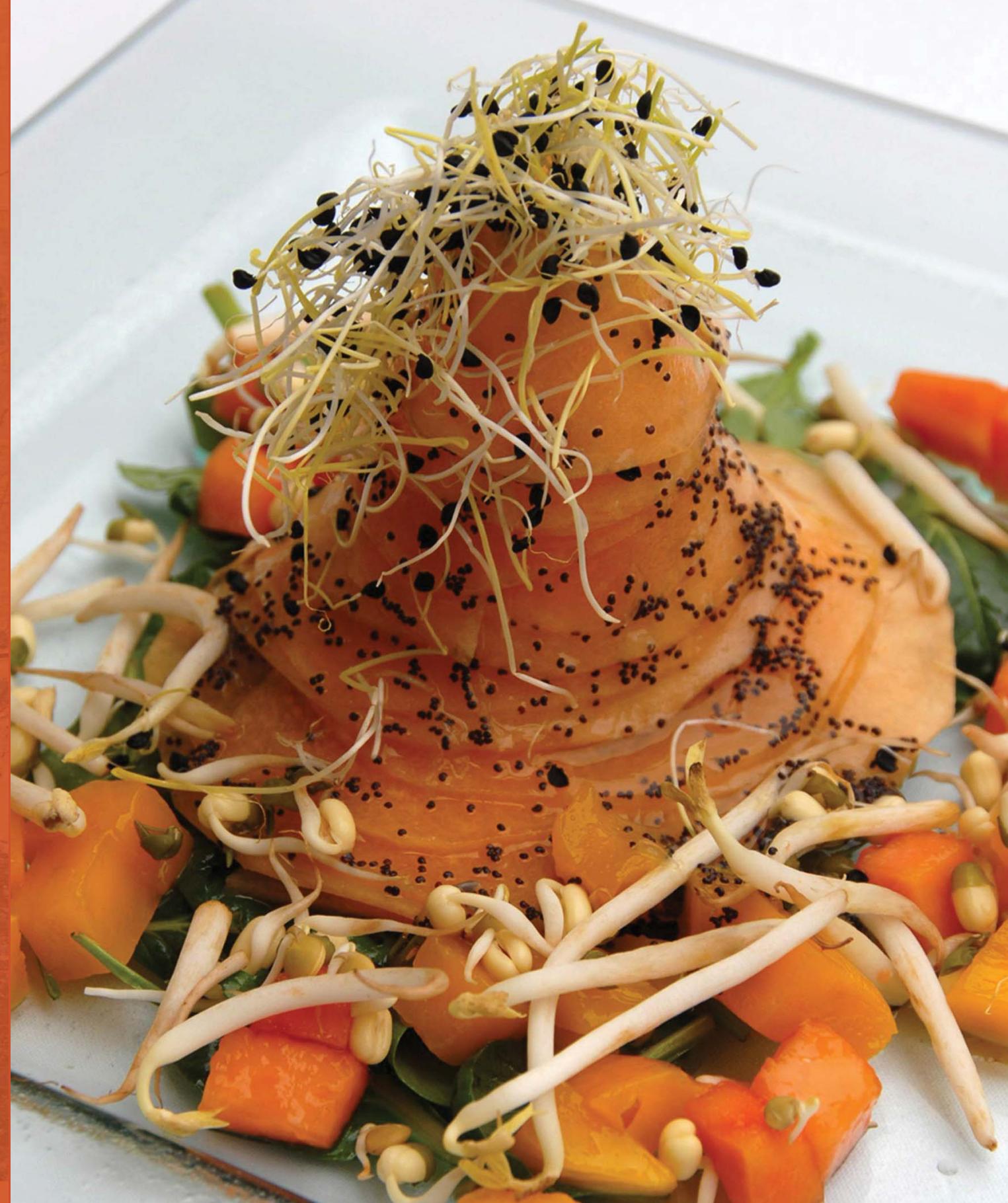
smiles | rich textures | energy | music | soul of Africa  
ubuntu | happy | passionate | welcoming | relaxed  
joyful | sharing | generous | blue skies | sunshine | picnics  
friendly | outdoors | rainbow nation | braai

### *for* WINE

lekker\* | vibrant | full of flavour | exotic | charming  
wine to enjoy anytime, anywhere | adds joy to life | generous  
approachable | appealing | delightful | wine with soul

\*lekker ~ local Afrikaans word for 'enjoyable, pleasing'

\*Wamkelekile ~ local Xhosa word for 'we welcome you'





*South African wines are 'lekker'.  
They are wines to enjoy because we understand that  
life is good. This is why they add joy to life.*

INSIGHT

WHAT MAKES  
SOUTH AFRICAN WINE  
SO SPECIAL?



## 4 CORNERSTONES, 4 INSIGHTS

*in summary*

How do the four cornerstones and their corresponding insights relate to the most important aspect of our wine, namely the taste? Below are some sound bytes that embody our DNA, and will over time become part of our collective communication. These are the key differentiators that make South African wines so special.

### A PROUD HERITAGE

*350 years of winemaking*

South African wines reflect the best of both the old and the new – presenting fruit-forward styles with elegance and finesse.

### A MAGICAL PLACE OF WONDERFUL FLAVOURS

*our natural environment*

There are no stereotypes in South African wine. Each wine is full of life – distinctive and exciting.

### VARIETY IS IN OUR NATURE

South African wines are 'lekker'. They are wines to enjoy because we understand that life is good. This is why they add joy to life.

South African wines lead the world in environmental sustainability and production integrity.

### WAMKELEKILE

*the warmest welcome*

### LEADERS IN PRODUCTION INTEGRITY

*from soil to glass*





## VARIETY IS IN OUR NATURE

*Sound bytes*

- You can taste the life in our wines because, where our wines grow, there is more diverse life per square metre than anywhere else on our planet.
- South African wines are grown in one of the world's most special natural environments – the oldest viticultural soils in the world, two oceans, soaring mountains, unparalleled biodiversity.
- There is a purity and intensity in our wine flavours that comes from growing our vines in harmony with our environment and its over 10 000 other plant species.
- Each wine is a discovery in rewarding quality – there are no boring stereotypes.
- Our wines taste vibrant, distinctive and 'lekker'.
- South African wines add joy to life.
- Our wines have the best of the Old and New World styles – combining sun-kissed, exuberant fruit with elegance, structure and finesse.
- There is a unique freshness in our wines that can only come from an environment where nature is put first and wine production is kept in balance with the natural environment.
- South Africa leads the world in environmental sustainability and regulated production integrity.
- South Africa has a 350-year-old tradition of winemaking.
- South Africa has one of the most advanced and rigorous wine administrative systems, ensuring transparent integrity and absolute authenticity for the consumer, with labelling you can believe in.
- All human beings trace their ultimate heritage to South Africa – maybe that's why South African wine tastes of 'home' to everyone.



## STORIES

### MAKE A BRAND MEMORABLE

Our brands are shaped by stories just as our lives are. The best way to make a brand memorable is to connect to consumers at both an emotional and a rational level. Stories make brand DNA come alive, they add layers of meaning, and set your brand apart from its competitors. They create memorable wines and memorable wines will more easily be purchased a second time. Here are some of the many stories around the Wine South Africa Brand.

#### **THE TWO OCEANS**

Although being surrounded by two very different oceans – one warm and one icy cold – we South Africans cannot agree where they meet. Some claim this happens at Cape Agulhas (the southernmost tip of Africa), while others say they meet at Cape Point. Still others have demonstrated that the meeting place is an ever-shifting area that moves up and down our rugged coastline.

#### **THE CAPE DOCTOR**

The Cape is the windiest wine region in the world. The prevailing summer wind, the southeaster, blows almost every day in summer from early afternoon. It is known as the Cape Doctor as it blows away any pollution. It is highly beneficial to the vineyards, cooling them and drying them if there has been any rain. It helps keep diseases at bay and allows us to grow our vines more naturally. In the vineyards that are most exposed it limits yields, thereby naturally concentrating flavours.





## CAPE FLORAL KINGDOM

The Cape Floral Kingdom is the smallest and richest plant kingdom on earth. This floral wonderland is only 900 square kilometres in size but has more plant species than the largest plant kingdom, which covers 40 percent of the earth's surface. The Cape Floral Kingdom covers less than half a percent of the world's surface but has three percent of the world's species, 70 percent of which are found nowhere else on earth. Curiously, the indigenous vegetation needs fire to regenerate.

## BIODIVERSITY

Although 9 600 is given as the number of plant species in the Cape, botanists now believe the figure is over 10 000. With the drive behind conservation and the rehabilitation of land, new species or species once thought to be extinct are being found.

## TABLE MOUNTAIN

Twenty-five million years ago, the Table Mountain range was an island. The mountain is made up of four formations, of which the top layer is the softer sandstone which has been eroded flat over the centuries. Most of Table Mountain is a National Park. It is incredibly rich in biodiversity. It contains more plant species than the whole of the British Isles and has the world's highest concentration of peregrine falcons, aerial predators that kill other birds in mid-flight. It is often covered in clouds, known as the tablecloth.

## SPEKBOOM

Spekboom (*Portulacaria afra*), which translates as bacon tree, is a thicket bush and one of the world's most efficient carbon converters. It achieves carbon sequestration extremely efficiently with minimal water usage. Amazingly, it is able to shut off photosynthesis during the hottest times of the day and resume it at night.

## HEALING PLANTS

Many of the thousands of plant species in the Cape Floral Kingdom have healing properties. For example, buchu (*Agathosma betulina*) has been used for centuries to treat stomach complaints and today is used all over the world medicinally, and as an ingredient in food flavouring and aromatic oils. The leaves of the pig's ear (*Cotyledon orbiculata*) are used to treat corns and fever blisters. The leaf sap of the kopieva (*Bulbine annua*) is antibacterial and antifungal, while the leaves of the cat herb (*Ballota africana*) can be boiled to form an excellent cough syrup. These are just a few of the literally thousands of natural medicines in our local fynbos that can help heal the world.

## SOILS

The shale that is the bedrock of our vineyards is so old that it does not contain fossils. There was only cellular life 500 millions years ago – no vertebrates.

## BABOONS

Baboon troops are found on most of the southern Cape mountains. They are very adaptable and intelligent mammals, and can pose a real problem in our vineyards when they steal the grapes. However, no one wants to harm them, and so farmers are constantly devising methods to keep them away. These range from automatic air cannons that make a noise at regular intervals, to CDs strung up on the trellises that supposedly flash in the sunlight and scare the baboons off. The trouble is the baboons soon get used to these threats and ignore them. Legend has it that on Twee Jongezellen old man Krone planted Pontac vines on the borders of his vineyards. When the baboons came to eat the grapes, the red juice stained their hands and, thinking it was blood, they panicked and ran back to the mountains. At Rupert & Rothschild Vignerons, they reportedly line the vineyards with lion dung, obtained from a local safari park. Another great story comes from Oak Valley Wines, where a guard was employed to throw stones at the baboons when they tried to steal the grapes. But that strategy ended when a very upset guard radioed in to the winemaker to report that the baboons were picking up the stones and hurling them back at him.

## HUMAN DEVELOPMENT

The first archaeological evidence of human cognitive thought (that which separates us from other animals) – a 77 000-year-old clay mathematical tablet – was discovered in a cave at Blombos in the southern Cape.

## THE FIRST WINE

South Africa is unique in knowing exactly when our first wine was produced 350 years ago. It was in 1652 that Jan van Riebeeck landed at the Cape, tasked with establishing a garden to provision the Dutch East India ships trading in spices from the East. The first vines arrived in 1655, imported from France, the Rhineland and Spain. Naturally, these were planted in the Company's Gardens, six acres of which survive as a botanical garden in central Cape Town to this day. Jan van Riebeeck's diary entry of 2 February 1659 reads: "Today, praise be to God, wine was pressed for the first time from Cape grapes, and the new must was tested fresh from the vat."

## HAND HARVESTING

Unlike many wine-producing countries, much of the grape harvest in South Africa is still picked by hand, not by machine. This allows an extra quality-control step in the production process, as any damaged bunches can be sorted out of the production.





## PINOTAGE

Pinotage is South Africa's own unique variety. It was developed by Abraham Perold, the first Professor of Viticulture at the University of Stellenbosch, and later Dean of the Faculty of Agriculture. It is not known why he chose to cross the noble Pinot Noir with the humbler Hermitage, although the latter was known to do well under local conditions. Only four seeds were produced from the crossing and these were planted in Perold's garden at Welgevallen (the university's experimental farm) during 1925. After Perold left the university, the plants were rescued and re-established in the nursery at Elsenburg Agricultural College. The seedlings were grafted onto Richter 99 and Richter 57 rootstock, and one of them was selected as the mother material of all Pinotage vines. The first Pinotage wine was made in small casks at Elsenburg in 1941 and the first recorded commercial plantings were made on the farm Myrtle Grove in Somerset West in 1943. Pinotage appeared on a label for the first time in 1961. It was wine from the 1959 harvest at Bellevue and released as Lanzerac Pinotage. The early wines caused great excitement, because the grapes ripened early, high sugar levels were easily achieved and the vines remained healthy. It had a lovely intense ruby colour but reaction to the wine itself was mixed as many disliked its acetone-type quality. This hampered the widespread acceptance of Pinotage for many years, even though the characteristic typically disappeared after two year's bottle-ageing, to be replaced with berry, banana and chocolate flavours. Some producers kept the faith, continuously refining viticultural and cellar practices. Most notable among these was Beyers Truter. At the 1991 International Wine and Spirit Competition in London, the Kanonkop Pinotage was awarded the Robert Mondavi trophy for the Best Red Wine and Beyers Truter, then the estate's winemaker, received the Winemaker of the Year accolade. Today, as a result of hard work in the vineyards and cellars, the acetone character is almost never found, and South Africa's unique variety continues to gain admirers all around the world. "Pinotage is the juice extracted from women's tongues and lion's hearts. After having a sufficient quantity, one can talk forever and fight the devil." So says Beyers Truter, co-owner and winemaker, Beyerskloof.

## CHENIN BLANC

South Africa has more Chenin Blanc vineyards than any other country. The origins of Chenin Blanc can be traced back to the ninth century in France. In the 15th century, it was introduced into the Loire Valley, where it is still widely grown today. It is thought that one of the three varieties introduced to the Cape by Jan van Riebeeck in 1655 was Chenin Blanc. It was originally known as Steen, and was widely planted because of its high yields, and good resistance to the strong Cape winds and to disease. It was not until 1963 that Prof Orffer, then head of Viticulture at Stellenbosch University, matched Steen to Chenin Blanc and determined that they were the same variety. Chenin Blanc is probably the world's most versatile variety, ideally suited to many wine styles. In the 1960s, the South African brand Lieberstein, blended from Chenin Blanc and Clairette Blanche, was the biggest-selling wine brand in the world, with over 31-million litres sold in 1964. In the 1990s, producers started replacing Chenin Blanc vineyards with other varieties that were more popular in international markets. Soon it was realised that some of South Africa's oldest vineyards were being uprooted, and a bunch of forward-looking producers started paying serious attention to making notable Chenin Blanc wines, both wooded and unwooded. The revival of this variety has been widely acclaimed internationally, especially as a sophisticated partner to contemporary food styles.

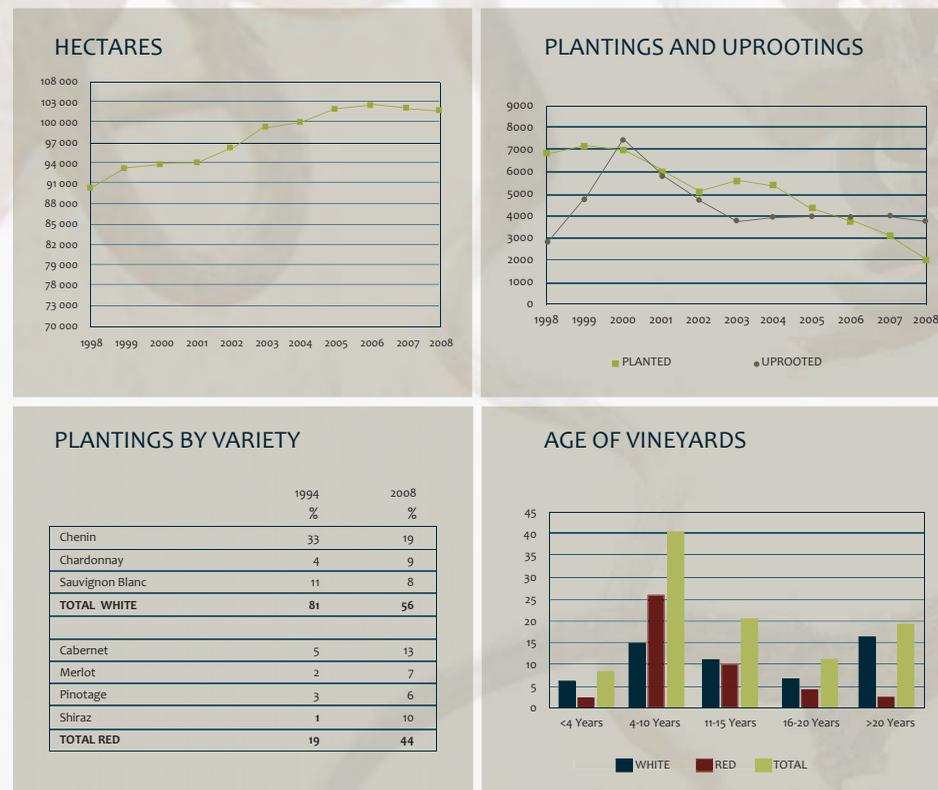
# DATA

Prior to the advent of democracy, South African wineries were unable to trade freely in the global marketplace and as a result the wine trade was very inward focused and not competitive. In the past 15 years, the South African winelands have undergone a significant transformation and South Africa now competes globally to great acclaim. Despite entering world trade relatively late, South Africa has had great success with wine exports. In 2007, the volume of wine exported exceeded the volume of wine consumed locally. In 2008, South Africa exported over 400-million litres, a figure never even dreamt of in 1994, when annual exports were less than 50-million litres.

In 1994, there were 4 647 primary producers and 250 cellars. In 2008, there were 3 839 primary producers and 585 cellars producing wine.

The hectares under wine grapes have increased from 84 030 in 1994 to 101 325 in 2008. The additional plantings took place mainly between 1995 and 2005, so many of our vineyards are still very young.

Although the increase in plantings has not been huge, there has been a complete restructuring of our vineyards. In 1994, white varieties totally dominated plantings, but today there is a far better balance between white and red.





## ACKNOWLEDGMENTS

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Wines of South Africa  
8 Helderberg Road  
Stellenbosch 7599  
South Africa  
Tel: 27 21 883 3860  
Fax: 27 21 883 3861  
info@wosa.co.za  
www.wosa.co.za

Writer: Su Birch  
Copy editor: Lindsay Mc Gregor  
Design, layout & photography: Erica Moodie  
Art installations & photography: Strijdom van der Merwe