

## The Wines of South Africa

VARIETY IS IN OUR NATURE

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*The iconic Table Mountain behind the Victoria and Alfred Waterfront, one of South Africa's premier tourist destinations.*



You can taste the life in our South African wines because, where our vines grow, there is more diverse life per square metre than anywhere else on earth. Each wine is a discovery. There are no stereotypes.

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### *Variety is in our nature*

At the southern end of Africa lies South Africa's Mother City, Cape Town. Its backdrop is arguably the world's most dramatic: Table Mountain.

Behind and around this landmark, there are more chains of mountains covered in *fynbos* – the unique local vegetation named after its typically narrow leaves. This is the area that makes up the smallest and richest plant kingdom in the world. The Cape Floral Kingdom – a World Heritage Site – is home to a staggering 10 000 plant species, more than in all northern hemisphere countries put together, 70% of these plants are found nowhere else on the planet.

This huge diversity of plant life exists because of the nature of the landscape. Consider that our very old viticultural soils date back 500 million years, creating a diversity of soil types; that, with the Atlantic Ocean off our west coast and the Indian Ocean to the east, the weather brings cooling sea breezes, fogs and sunshine; and that







*The indigenous Protea, South Africa's national flower, is considered the flagship species of the Cape Floral Kingdom. The species shown here is Protea Compacta.*

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deep mountain valleys and gentler slopes offer many micro- and macroclimates, shelter and shade, and variable drainage. In short, the range and variety of the landscape is spectacular.

Significantly, 95% of our wine is produced within this precious floral kingdom. It is a biodiversity hotspot (one of only 25 in the world), and the factors that created the enormous richness of natural plant life also offer our winemakers infinite choices around the grapes they grow and how they grow them, presenting incredible winemaking opportunities. The results shine through in the range of flavours and aromas of our wines. Whether it's in the differences between a fine Sauvignon Blanc from Constantia and one from Elgin, or a Shiraz from Paarl compared with one from the Swartland, variety is not only in our nature, but also in our wines.

The South African wine industry takes its responsibility for an area this special seriously. More land has been set aside in our winelands for natural conservation than the total area of land under vineyard.







*Constantia valley.*



*The new Wine of Origin seal, introduced in 2010 guarantees the integrity of the vintage, variety and origin on the label and that the wine has been sustainably produced.*

**INTEGRITY &  
SUSTAINABILITY**

*Certified*

**WINE AND SPIRIT BOARD**

**[www.swsa.co.za](http://www.swsa.co.za)**

**L4477**

**110341**

SOUTH AFRICAN WINES LEAD THE WORLD IN ENVIRONMENTAL SUSTAINABILITY AND PRODUCTION INTEGRITY. OUR ADVANCED AND RIGOROUS ADMINISTRATIVE SYSTEMS ENSURE TRANSPARENCY AND ABSOLUTE AUTHENTICITY FOR THE CONSUMER.

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### *Integrity is our watchword*

It's not just about being a pretty place. South Africa has one of the most technologically advanced wine industries in the world. Viticultural and oenological research carried out at Stellenbosch's famous university and other institutions, like ARC and Nietvoorbij, keep us at the forefront of change and improvement in all aspects of wine production.

The Wine of Origin Scheme, introduced in 1973, ensures that the claims on the label concerning origin, vintage and variety are correct. Since 2010, the new Wine of Origin sustainability seal has also certified that the wine was sustainably grown and produced. The customer is guaranteed an earth-friendly product, and the unique numbers on each seal mean it is possible to trace the wine all the way back to the vineyard.





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Making wine sustainably includes people as well as landscapes. Historical wrongs are being addressed through such organisations as the Wine Industry Ethical Trade Association (WIETA), which is an independent body committed to improving the working and living conditions of employees in the South African wine industry. In 2012, WIETA began certifying wines that meet its strict standards of ethics and fairness. These wines qualify for a WIETA seal, and it's hoped that 90% of all wines will qualify by 2015. With similar intentions, the Fairtrade Foundation invests in such projects as housing for workers, daycare centres, adult education classes and pension schemes. South Africa has the most Fairtrade wines in the world.





SOUTH AFRICAN WINES REFLECT THE BEST OF BOTH OLD AND NEW – PRESENTING FRUIT-FORWARD STYLES WITH ELEGANCE AND FINESSE. AS WE SAY AROUND HERE, ‘LEKKER!’

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### *History is our heritage*

The ancestors of *all* modern humans had their origins in the Cape 150 000 years ago. For most of the last 80 000 years, those who inhabited the land exclusively were the /Xam San (known in colonial times in the Cape as the Bushmen), and it is their understanding of the balance between humanity and nature that remains our inspiration today. Their wonderful rock art enriches thousands of sites scattered throughout the Cape mountains.

South Africa recently celebrated 350 years of winemaking, and the industry continues to go from strength to strength. Winemakers came to the Cape as immigrants from Europe in the 17th century, building the distinctive gabled houses that still charm visitors. They brought with them priceless skills including knowledge of vines and wines from Europe. With all of them came passion and enthusiasm, and a constant desire to improve the reputation of Cape wine.



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Illustrious names from three-and-a-half centuries of history have been partial to Cape wines. Writers like Charles Dickens and Jane Austen expressed their approval of the Constantia dessert wines, and Napoleon famously took some with him to ease his exile on St Helena. We are told that Nelson Mandela enjoyed a small glass of semi-sweet wine with his Sunday lunch during the long years before South Africa became a peaceful democracy in 1994. And Barack and Michelle Obama toasted his presidency with Cap Classique.





THE CHOICES ARE ENDLESS IN THE CAPE, FROM A HUGE RANGE OF LUXURY HOTELS, GUESTHOUSES AND B&Bs TO WORLD-CLASS SPAS AND GAME RESERVES. OUR HORIZONS STRETCH FOREVER.

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*Beauty is our pride – and joy*

Did we mention that we think the Cape winelands are the most beautiful in the world? Living here is a privilege, and visiting is a pleasure. There are beaches to enjoy, mountains to climb, rivers to row; there's golf, surfing, diving, exploring – and quiet relaxation for those who prefer to sip their wine on a sunny terrace overlooking a fabulous view.

But many would argue that what we do best is wine routes. Each one is completely different – some within easy reach of the city, some set on the foothills of mountains, some exploring hidden valleys inland. Most are close to Cape Town and include everything from state-of-the-art modern wineries to historical whitewashed Cape Dutch gabled manor houses. The one thing they all have in common is brilliant wines, reflecting the changing terroir and landscape of the Cape winelands.



*Autumn in Constantia.*







LESS THAN AN HOUR OUT OF CAPE TOWN, IT'S A DIFFERENT WORLD, WHICHEVER DIRECTION YOU TRAVEL IN. FEW PLACES ANYWHERE ELSE OFFER SUCH A DIVERSITY OF LANDSCAPES — FROM THE WINDSWEPT COAST TO THE SUN-DRENCHED INTERIOR — AND ALL ARE BEAUTIFUL.

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*Simonsberg Mountain, Stellenbosch.*







THERE ARE FEW WELCOMES WARMER THAN A SOUTH AFRICAN WELCOME, AND ONE OF THE FIRST QUESTIONS WILL ALWAYS BE: 'WILL YOU HAVE A GLASS OF WINE?' TAKE YOUR TIME. ADDING JOY TO LIFE SHOULD NEVER BE HURRIED.

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### *Warmth is in our welcome*

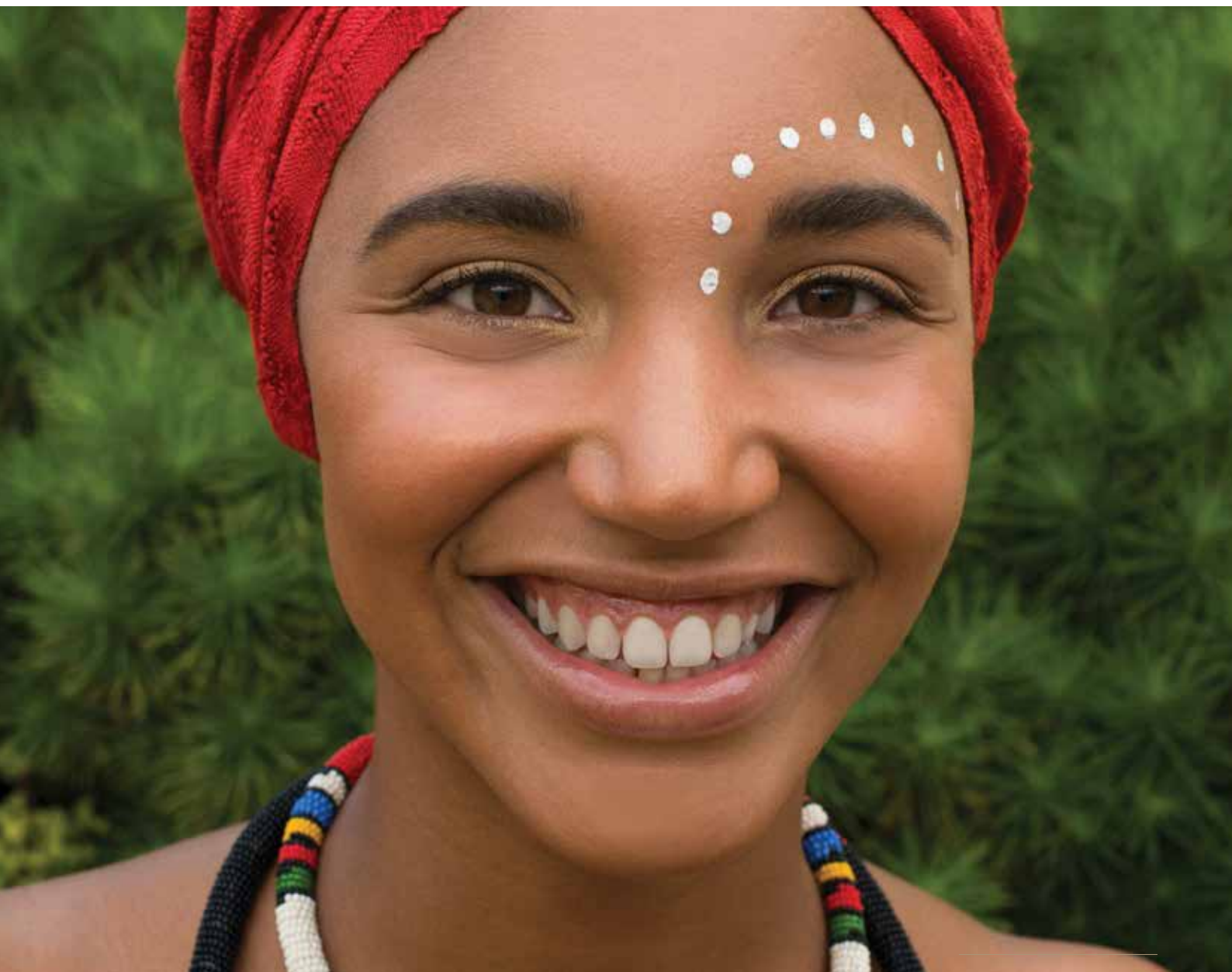
We're friendly people. We love to smile. We love to party. We play hard and work hard.

Our culture is rich because it's diverse: jazz, hip-hop, a cappella, blues and classical music are part of our street life. Theatre and the arts, books and ballet, we have it all. Not to mention some of the best restaurants in the world serving, some of the most eclectic foods – plus, of course, our fine Cape wine.

Variety is in our people's nature, too, with 11 official languages and cultural influences from all over Africa, Asia and Europe.



*The restaurants along our wine routes regularly feature in the world's 'top 100' lists, and cater for cosmopolitan international tastes as well as those looking for something uniquely South African.*



*Far right – Drakenstein Mountains,  
Stellenbosch.*

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But South Africans can best be summed up through the concept of *ubuntu* – the essence of being human. As Archbishop Desmond Tutu said: 'You can't be human all by yourself.' We have proved, as we moved into the 21st century, that we can work together; that we can be a rainbow nation; that we can welcome everyone who comes here with hospitality that is as warm as our sunshine. Ask anyone who attended the Soccer World Cup in 2010! Ask anyone who has enjoyed our wine!







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## *Fact file*

### **Areas**

In the South African winelands, 130 717 hectares are in conservation, 100 568 hectares are under vine.

### **Main varieties**

**Red:** Cabernet Franc, Cabernet Sauvignon, Merlot, Pinot Noir, Pinotage, Shiraz.

**White:** Chardonnay, Chenin Blanc, Sauvignon Blanc, Semillon, Viognier.

**Pinotage** is unique to South Africa; it is a cross of Pinot Noir with Hermitage

Chenin Blanc is our most widely planted grape; once used mainly for blending but now increasingly established as a single variety.

### **Classification**

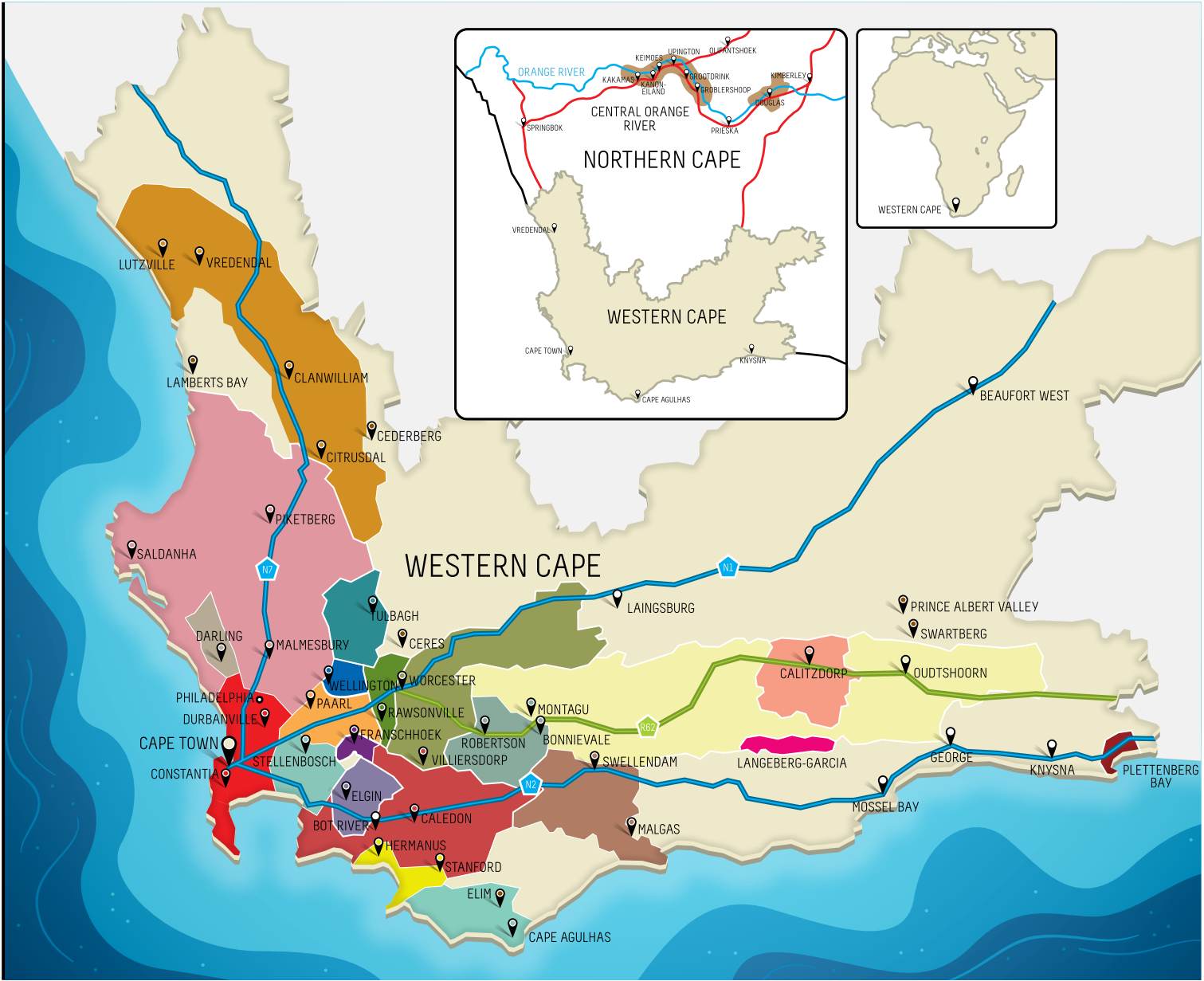
Since 1973, our wines have been classified by regions, with smaller districts, wards, estates and single vineyards using Wine of Origin classifications.

### **Transformation**

Social accountability extends beyond fair labour practices to a transfer of skills and ultimately ownership in an industry that has historically been white owned. There are now a number of black-owned wine ventures in South Africa, as well as others, structured to become entirely black owned over time with shareholding financed from profits. Transformation is also occurring across the value chain with preferential procurement initiatives encouraging long-established members of the industry to use Black Economic Empowerment (BEE) suppliers.

Wines of South Africa is committed to fast-tracking transformation in the industry from assisting with the funding and support of BEE wine companies to devising and running courses in wine tourism and wine services.







# WINEGROWING AREAS OF SOUTH AFRICA

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## WESTERN CAPE

### COASTAL REGION

#### Districts:

- SWARTLAND
- STELLENBOSCH
- CAPE TOWN
- TULBAGH
- PAARL
- FRANSCHHOEK VALLEY
- DARLING
- WELLINGTON

### KLEIN KAROO

#### Districts:

- CALITZDORP
- LANGEBERG-GARCIA

### CAPE SOUTH COAST

#### Districts:

- OVERBERG
- WALKER BAY
- SWELLENDAM
- CAPE AGULHAS
- PLETTENBERG BAY
- ELGIN

### OLIFANTS RIVER

#### Districts:

- LUTZVILLE VALLEY
- CITRUSDAL VALLEY
- CITRUSDAL MOUNTAIN

### BREEDER RIVER VALLEY

#### Districts:

- BREDEKLOOF
- WORCESTER
- ROBERTSON

### WARDS NOT PART OF A REGION

- CERES
- CEDERBERG
- PRINCE ALBERT VALLEY
- SWARTBERG
- LAMBERTS BAY

## NORTHERN CAPE

- CENTRAL ORANGE RIVER  
(Ward)



***Wines of South Africa*** (WOSA) is an independent, non-profit company that represents all exporters of South African wines. WOSA has offices in several countries to promote our wines. [www.wosa.co.za](http://www.wosa.co.za)  
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