





REMEMBER  
WHEN

# WE LIVED IN HARMONY

WITH THE EARTH? WITHOUT A CARE IN THE WORLD, AND HARDLY A THOUGHT GIVEN TO THE FUTURE? IT WAS ONLY A FEW GENERATIONS AGO. BUT THEN CAREFREE BECAME CARELESS. WE TOOK MORE THAN THE EARTH COULD GIVE. AND NOW IT'S CLEAR WE HAVE TO CONSIDER THE FUTURE. OF COURSE, YOU KNEW THAT ALREADY. SO THE QUESTION IS, WHAT DO WE DO ABOUT IT? WELL, ONE OF THE THINGS WE ARE DOING IN...

# SOUTH AFRICA

## IS MAKING WINE BETTER

We've always produced quality wine, but these days it's also considerate wine. If we consider the earth and its inhabitants today, there'll be more to raise our glasses to tomorrow. So we've found ways to look out for our planet, and our people. From the 2010 vintage, we introduced a world first Integrity and Sustainability seal for South African wines.

"Integrity" is a guarantee of quality credentials: it says 100% of the grapes come from the area shown on the bottle, at least 85% of the grapes are of the variety and from the vintage shown, and that the wine is bottled in South Africa.



"Sustainability" guarantees that the wine meets specific environmental guidelines, first set up in South Africa in 1998, and continually improved since then.

### WINE PRODUCERS MUST:

- minimise their use of chemicals and introduce natural predators into their farms,
- protect the biodiversity of the world's richest floral kingdom, and
- clean up waste water.

Farms and cellars are independently audited every three years, and if they meet the criteria, they can use the seal. In 2010, around 60% of wine brands used it. In 2012, over 90% did. Very soon, we expect to see the seal on all South African wines. When you see it, you'll know that the grapes can be traced from vine to bottle, and that you're drinking wine that's respected the environment.

While we're working hard to be earth-friendly, it's just as important that we're people-friendly. South Africa has more Fair Trade wines than any other country. And by improving the working and living conditions of employees in the wine industry, we're taking fairness a step further.

In 2012, the Wine Industry Ethical Trade Association (WIETA) began certifying wines that meet its strict code of ethics, and these wines are accredited with a WIETA seal.

**IN THESE WAYS, WE'RE TRYING  
TO MAKE SURE OUR GENERATION**

**LEAVES BEHIND MORE  
THAN WE INHERITED.**



WITH  
SOUTH AFRICA'S  
NEW SEAL

GOOD  
WINE IS  
BETTER  
THAN EVER

SUSTAINABILITY



IT'S NOT  
ABOUT MAKING  
BETTER WINE

IT'S  
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MAKING  
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BETTER.



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# INTEGRITY & SUSTAINABILITY

*Certified*

