



NEWS RELEASE

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SA TERROIR WINE AWARDS AFFORD WIDER RECOGNITION OF WINE MAKING EXCELLENCE

This year's SA Terroir Wine Awards, which uniquely recognise the country's top wines based on the region in which they're cultivated, will include additional categories, as well as a new trophy, as they award wider recognition for excellence in South Africa's fast growing wine making industry.

The fifth SA Terroir Wine Awards, expected to draw a record number of entries, are sponsored by Novare, the specialist emerging market financial services product provider. Entries close on 22 June 2010.

This year's winners will be announced at a function at the Meerendal Wine Estate near Cape Town on 21 July 2010.

The SA Terroir Wine Awards portray the country's different wine growing terrains, applying a unique approach to classifying the origin of grapes to make soil and climate part of each wine's distinctive identity.

This year a new trophy, the Novare Trophy for SA Terroir Top Wine Area, will be awarded. And special presentation packages of top rated wines from all the categories will be put up for sale by Cybercellar.

In addition, there has been a change in two of the categories due to growing numbers of producers in specific areas. The Elgin ward now has more than 20 wine producers and is listed

as its own category rather than as part of the Walker Bay/Cape Agulhas category. The Breedekloof and Worcester districts have also been separated into two categories.

As from 2010 the top wine of each cultivar, and the top red and white blend, will also be honoured in all the categories. Previously only the overall top red wine and top white wine were awarded in the smaller categories.

“It is not fair that a cultivar wine which receives a very high average score from the judges cannot receive the recognition in its category because another wine of a different cultivar from the same area received a national certificate and therefore is the top red or white wine in that category. All the top rated wines of all the cultivars will now be awarded in all the categories,” says Charl Theron, convener of the judging panel.

The Wine and Spirit Board verifies the legitimacy of all entries.

“Thanks to Novare’s sponsorship, this is the fifth year of the world’s most exclusive wine competition based on origin and in this time the entries have grown year after year,” says Marius Labuschagne, project leader and founder of the awards.

“South Africa is the leading new world wine country when it comes to applying the wine of origin rules to display the wine’s terroir on either the front or back label. This is a growing trend, especially in the US and Argentina.”

Only products certified as a wine of origin from a ward, estate or single vineyard can be entered for the SA Terroir Wine Awards. This year the judges are Charl Theron, David Biggs, Dave Hughes, Erika Obermeyer and Pierre Marais.

More information and entry forms are available on the website www.terroirwineawards, or contact Elma Brand, project coordinator, at tell 021 863 0397, e-mail events@agrimega.co.za, or Marius Labuschagne, project leader at tell 021 975 8166, e-mail mlab@iafrica.com.

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Caption: From left are Marina van Til , marketing manager of Novare, Marius Labuschagne, founder of SA Terroir Wine Awards, and Fiona Philips, CEO of Cybercellar.

Photo: Julian Krüger