



MEDIA RELEASE

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NOVARE SPONSORS AWARD FOR SA'S TOP WINE ESTATE

Novare, the specialist emerging markets financial services company with a focus on Africa, has announced the inclusion of a new award for the country's top wine estate in the 2011 Novare SA Terroir Wine Awards.

The Novare Trophy for South Africa's Top Wine Estate will, for the first time, recognise producers who implement wine of origin procedures on their estates.

Strict wine of origin rules apply in the Novare SA Terroir Wine Awards competition and only wines certified as a single vineyard wine, estate produced wine or from a specific ward can participate. Participating wines reflect the soil and climate of the areas in which they are produced.

The winner of the Top Wine Estate Trophy will be selected on the basis of the number of wines selected for the final round of National Winners for SA Terroir Wine Awards, as well as the number of National Winners, if applicable.

The Top Wine Estate Trophy follows the Novare Trophy for Top Wine Area that was established in 2010, based on the number of wines from a specific winegrowing area that were highly rated. The trophies are in addition to the annual national winners of cultivar wines, red and white blends, dessert wines and sparkling wines.

The seven judges for 2011 are Altus le Roux, Andrea Freeborough, David Biggs, Dave Hughes, Erika Obermeyer, Guy Webber and Pierre Marais.

“It is a great honour and a pleasure for us to be part of the most exclusive wine competition in the world based on origin, as well to contribute to the development of agricultural skills at Elsenburg Agricultural College. These sponsorships are consistent with Novare’s philosophy of constantly being alert to opportunities in African economies and investment markets,” said Marina van Till, Head of Marketing of Novare.

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Marius Labuschagne (Project Leader), Marina van Til (Head of Marketing at sponsor, Novare) and Charl Theron (Technical Coordinator) share a moment with the new Novare Top Wine Estate Trophy that will be awarded at the 2011 SA Terroir Wine Awards.