



PRESS RELEASE:
CONSISTENCY IS KING
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The wines of Stellenbosch producer Kleine Zalze have once again been blessed with recognition, including two double-Gold and two Gold medals at Veritas as well as two top-ten spots in the Wine Magazine Tops at Spar Sauvignon Blanc Awards. These awards come after Kleine Zalze's winemaker Johan Joubert was announced as the Investec Private Bank Winemakers' Choice Winemaker of the Year – an accolade, which went hand in hand with having won the Trophy for Best White Wine on the show.

Naturally, this host of awards is a source of great delight among Kleine Zalze's winemaking team - but more importantly, it provides reassurance of the consistency and continuity throughout Kleine Zalze's three-tiered range of wines, consisting of Cellar Selection, Vineyard Selection and Family Reserve.

Owner Kobus Basson comments: "Achieving outstanding quality is not about having one or two spikes in an otherwise average portfolio. Instead, we have always believed in laying solid foundations first, and then establishing the entire Kleine Zalze range on a level that delivers consistent value to our consumers – starting with the entry-level Cellar Selection range right through to the limited-release Family Reserve range. I believe that consistency and continuity are the cornerstones for building trust and an honest reputation."

This deliberate and sensible approach pervades all areas of Kleine Zalze's business philosophy, and was in itself prized when Kleine Zalze won the Financial Mail "Wine Company of the Year" Award earlier this year. At the same time, Kleine Zalze was announced as South Africa's "Export Star" for its sustainable and customised approach to market development.

The delivery of value across price points finds direct translation into sales, which indicates that consumers certainly appreciate the continuity that is reflected by the brand. Not only locally, but also internationally, Kleine Zalze has been able to broaden its base continuously, as more and more people discover the golden thread of quality that runs through the range.

From a winemaking perspective, the foundations for quality and consistency are laid in the vineyards. Winemaker Johan Joubert is adamant about choosing the right variety for each terroir, and handling grapes with gentle care, specifically suited to the cultivar and prevailing climatic conditions. About the recent string of awards, he says: "We are now beginning to see the results

of an extensive re-planting programme that was initiated a few years ago. Careful evaluation of the characteristics of our land now puts us into the fortunate position of being able to maximise the varietal character in our grapes. Gentle treatment and slow fermentation in the cellar help in retaining these precious and fragile characteristics. Having the right building blocks in the vineyard allows us to follow this approach regardless of volumes, yielding great consistency across a range of styles and varieties.”

Overall, the rewards are not only paying off for Kleine Zalze, but also for the consumer, who can be assured of quality and enjoyment across a highly versatile portfolio of wines. And in the end, this is Kleine Zalze’s credo: “To make wines for people to enjoy”.

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Recent awards for Kleine Zalze include:

Veritas Awards 2008:

- Double Gold medal for Family Reserve Sauvignon Blanc 2007
- Double Gold medal for Family Reserve Cabernet Sauvignon 2006
- Gold medal for Cellar Selection Select Cuvée Chenin Blanc 2007
- Gold medal for Cellar Selection Sauvignon Blanc 2008

Juliet Cullinan Wine Connoisseurs Awards 2008:

- Cellar Selection Chenin Blanc 2008 for best Chenin Blanc in South Africa

Tops @ Spar Top 10 Sauvignon Blanc awards 2008:

- Family Reserve Sauvignon Blanc 2007
- Family Reserve Sauvignon Blanc 2008

Winemakers Choice Awards 2008:

- Investec Private Bank Winemakers’ Choice Diamond Trophy White
- Investec Private Bank Winemakers’ Choice Diamond Winemaker of the Year Award
- Diamond award for the Family Reserve Sauvignon Blanc 2007
- Diamond award for the Cellar Selection Select Cuvée Chenin Blanc 2007
- Diamond award for the Vineyard Selection Shiraz 2006