

**MEDIA RELEASE***For immediate release**2006-04-00***GÔIYA SHIRAZ A HEARTBEAT AHEAD**

Gôiya wines are a heartbeat ahead when it comes to health. It's been known for some time that red wine promotes good health. But now, even better, is to get the Heart Foundation to agree with you and to get their stamp of approval on the label. The 2006 Gôiya Shiraz recently gained the distinction of being the first South African red wine with permission to do this.

Fitness enthusiasts and those who still had doubts about the great health properties of red wine, will therefore be able to enjoy a glass of red wine in front of the hearth this winter without any troublesome thoughts. And yes, the alcohol is also a bit lower.

Those who want to be sure should turn the bottle around and look for the knife-and-fork emblem of the Heart Foundation.

Cellar master Len Knoetze of WestCorp in Vredendal is pleased with the new product, especially with its attractive deep ruby colour, full nose and typical Shiraz character. He explains that it may be due to flavour concentration during the de-alcoholisation process. Ageing in oak barrels lent another attractive dimension.

WestCorp had gone the extra mile to make its products accessible and healthful to all wine lovers and is being rewarded for its efforts. Some of the low alcohol white-, red- and sparkling wines in the Gôiya range already carry the Weigh-Less stamp of approval.

Gôiya is one of South Africa's best selling ranges in the UK and has also been the talk of the South African wine scene for the past couple of years. The new Gôiya Shiraz is expected to lead to another sales boost.

Members of the health conscious set get a chance to win two day sessions, valid from 10 April to 19 June, at a health-resort. The prize includes 10 gift packs of healthful Gôiya wines. Be on the look-out for further details on specially packed Gôiya Shiraz wines.

Gôiya Shiraz is available at R30 per bottle. Contact Fanie Augustyn on 021 913 6187 or by e-mail on [fanie.augustyn@westcorp.co.za](mailto:fanie.augustyn@westcorp.co.za) or visit [www.westcorp.co.za](http://www.westcorp.co.za) for further details.

### **2006 Gôiya Shiraz**

#### **Analysis**

Winemaker	Pieter Verwey
Alcohol	7,8% vol.
pH	3,5
RS	2,4g/l
TS	5,5g/l
Free sulph.	30
Tot. sulph.	115
VA	0,45

**ENDS**