

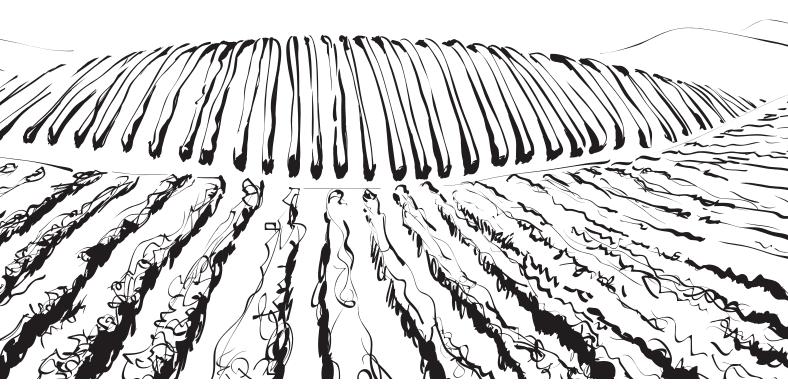




WINE

# CONTENTS





### WINE TRENDS

#### THE BIGGEST WINE TRENDS IN THE WORLD FOR 2023 & 2024



Increasing demand for premiumisation and luxury wines, with consumers willing to pay higher prices for high-quality, rare, and exclusive wines. Shift towards a more casual and approachable wine packaging and labelling, as wine brands aim to connect with younger, more casual drinkers.



Wine delivery and e-commerce platforms are growing in popularity as consumers seek convenient ways to purchase wine online and have it delivered. Wine tourism is also expanding with wine regions offering immersive experiences to attract visitors.



Rising demand for low-alcohol and no-alcohol wines as health-conscious consumers seek lighter options with reduced alcohol content. Continued growth of natural and minimal intervention wines, with a focus on minimal additives, low sulfite levels, and unfiltered/unfined production methods.



Exploration of the lesser-known wine regions and grape varieties, as adventurous consumers look for unique and exotic wine experiences beyond traditional wine regions.



Emphasis on diversity and inclusion in the wine industry, with a push for representation of underrepresented groups, including women and people of colour, in winemaking and wine marketing.



Increasing interest in virtual wine tastings and online wine education, as digital platforms provide opportunities for wine enthusiasts to learn and connect remotely.



The growing popularity of sparkling wines, including Prosecco, Cava, and Champagne, as consumers seek celebratory and festive wine options for special occasions.



The continued rise of Rosé wines, with a wide range of styles from dry to sweet, and a focus on refreshing, fruit-forward profiles.



A renewed appreciation for traditional winemaking techniques and heritage wines, as consumers seek out wines with historical and cultural significance.



Blending of wine and technology, with the use of artificial intelligence, machine learning, and data analytics in winemaking, vineyard management, and wine sales and marketing.



Increased focus on sustainability and organic/biodynamic wines, with consumers showing greater interest in environmentally-friendly and socially responsible wine production practices.



Greater emphasis on wine and food pairing, with sommeliers and chefs collaborating to create unique dining experiences that highlight the complementary flavours of wine and food.



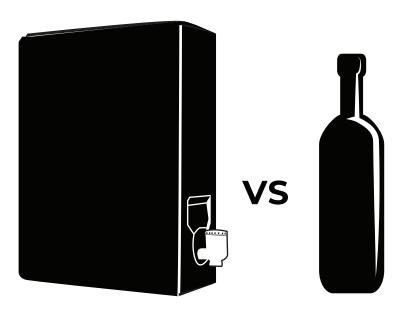
Growing interest in "orange" or skin-contact wines, which are made by fermenting white grapes with their skins, resulting in wines with distinctive flavours and textures.



Focus on regenerative and regenerative agriculture practices in vineyard management, aimed at restoring soil health and biodiversity, and mitigating climate change impacts.



Growing popularity of alternative wine packaging, such as canned wines, bag-in-box, and Tetra Pack, due to their convenience and eco-friendly packaging.



### **BOX VS BOTTLE**

"WINEVERSATIONS" BOX WINE HAS SEVERAL BENEFITS WHEN COMPARED TO BOTTLE WINE



#### **LONGER SHELF LIFE**

Boxed wine typically lasts longer than bottled wine after opening, as the vacuum-sealed bag inside the box prevents air from entering and oxidising the wine, which can spoil it. This allows for a longer storage time and the ability to enjoy a glass of wine without the rush to finish the entire bottle.



#### **COST-EFFECTIVE**

Boxed wine is often more affordable on a cost-per-litre basis compared to bottled wine. The packaging and production costs of boxed wine are generally lower, which can result in savings for consumers.



#### **PORTABILITY**

Boxed wine is more portable than bottled wine, as it is lighter and more compact. It's ideal for outdoor events, picnics, camping trips, and other situations where glass bottles may be impractical or prohibited.



#### **EASY TO USE**

Boxed wine typically comes with a built-in tap or spigot, making it easy to pour a glass of wine without needing a separate corkscrew or bottle opener. This can be especially convenient when entertaining guests or serving wine in a commercial setting.



#### MINIMAL AIR EXPOSURE

The vacuum-sealed bag inside the box helps to minimize air exposure, which can slow down the wine's oxidation process and help maintain its freshness and flavour for a longer time compared to bottled wine.



## ENVIRONMENTALLY SUSTAINABLE

Boxed wine is often considered more environmentally sustainable compared to bottled wine. The packaging materials for boxed wine, such as the cardboard box, are generally more recyclable.



## REDUCED CARBON FOOTPRINT

The production and transportation of boxed wine typically require less energy and generate fewer greenhouse gas emissions compared to bottled wine. This can contribute to a lower carbon footprint and reduced environmental impact.



#### REDUCED RISK OF BREAKAGE

Boxed wine is less prone to breakage compared to glass bottles, which can be fragile and easily damaged during handling, transportation, or storage. This can save the hassle of dealing with broken glass and potential injuries.



#### LESS RISK OF CORK TAINT

Boxed wine eliminates the risk of cork taint, which is a common issue with bottled wine caused by a contaminated cork. This can result in a more consistent and enjoyable wine-drinking experience.



#### **VARIETY OF SIZES**

Boxed wine is available in various sizes, including larger formats such as 3-litre or 5-litre boxes, which can be more economical for parties or gatherings compared to buying multiple bottles of wine.



#### **WINE QUALITY**

Boxed wine has come a long way in terms of quality, and many reputable wineries now offer high-quality wines in boxed formats. It's no longer limited to just low-quality or cheap wines.



#### **CONVENIENT RESEALING**

Boxed wine is easy to reseal, as the bag inside the box collapses as the wine is poured, preventing air from entering and preserving the wine's freshness. This eliminates the need for special wine stoppers or vacuum pumps to reseal the wine.



#### **PORTION CONTROL**

Boxed wine allows for better portion control, as it's easy to measure and pour the desired amount of wine without over-pouring or wasting any. This can be helpful for those who want to manage their wine intake or practice moderation.



#### **FRESHER TASTE**

Due to the vacuum-sealed bag inside the box, boxed wine may taste fresher compared to bottled wine, as it is protected from oxidation and other external factors that can affect wine quality.



#### **REDUCED LIGHT EXPOSURE**

Boxed wine is typically not exposed to light, which can be detrimental to wine quality, as UV rays can degrade the wine and cause it to spoil.



### **TERROIR**

TERROIR IS HOW A PARTICULAR REGION'S CLIMATE, SOIL AND TERRAIN AFFECTS THE TASTE OF WINE

Terroir is a term used in the wine industry to describe the unique characteristics that a wine obtains from its specific geographic location, including factors such as soil composition, climate, topography, and local viticultural practices. For sales people and staff of a wine restaurant, understanding terroir is important as it can greatly influence a wine's flavour profile, quality, and overall appeal to customers.



### VINEYARD & WINEMAKER INFLUENCE

Terroir is vital in wine production, but not the sole factor in a wine's quality or style. Winemaker expertise and viticultural practices are equally important in creating the final product.



## APPELLATIONS & LABELLING

Wine appellation and labelling reflect terroir. Knowing appellations and labelling laws can help guide customers towards informed choices.



## CLIMATE CHANGE IMPACT

Climate change can affect terroir and impact wine styles, quality, and availability. Sales staff should be aware of this to adapt their wine offerings and recommendations accordingly.



#### **LOCATION MATTERS**

Terroir emphasizes the significance of a wine's origin, as it highlights how factors such as soil, climate, and topography of a vineyard can impact the grapes and ultimately the wine. This helps sales people and staff understand that the same grape variety grown in different regions can produce distinctively different wines, even if made with the same winemaking technique.



#### **UNIQUE FLAVOUR PROFILE**

Terroir can greatly affect a wine's flavour profile. For example, soil composition can impart specific mineral notes to the wine, while climate can influence the ripeness, acidity, and fruitiness of the grapes. Understanding terroir allows sales people and staff to communicate to customers how these factors contribute to the wine's taste



#### **QUALITY INDICATOR**

Terroir can be seen as an indicator of wine quality. Wines from renowned wine regions with favorable terroir are often associated with higher quality due to the unique characteristics that the terroir imparts to the grapes. Sales people and staff can use this knowledge to educate customers about the quality aspects of wines from specific regions and promote them accordingly.



## STORYTELLING & CUSTOMER ENGAGEMENT

Terroir provides a compelling story to share with customers, as it adds an element of romance and authenticity to the wine. Sales people and staff can use terroir as a tool to engage with customers, share interesting facts about the wine's origin, and create a memorable experience for wine enthusiasts.



## WINE AND FOOD PAIRING

Terroir can also influence wine and food pairing decisions. Wines from certain regions may have a natural affinity with local cuisine due to their shared terroir, which can enhance the dining experience for customers. Sales people and staff can use their understanding of terroir to make informed wine pairing recommendations to customers, enhancing the overall dining experience.



## DIFFERENTIATION AND MARKETING

Terroir can be used as a differentiating factor for wines. Wines from specific regions with unique terroir can stand out in a competitive market, and salespeople and staff can use this knowledge in their marketing efforts to highlight the distinctiveness of the wines they offer.

### **WINE TERMS**

**Acidity:** A natural component in wine that creates a sharp, tangy taste.

Aeration: The process of exposing wine to air, which can enhance its flavour and aroma.

**Aroma:** The scent of wine, often used to describe the fragrant qualities of a wine.

**Balance:** A wine is considered balanced when its various components (acidity, tannins, alcohol, and sweetness) are in harmony.

**Bold:** Refers to a wine that has a strong and prominent flavour profile, often characterised by intense and robust flavours and high tannins.

Body: The weight and texture of a wine, which can be light, medium, or full.

**Bouquet:** The combination of aromas in a wine, which can develop over time as the wine ages.

**Complexity:** A wine is considered complex when it has a variety of flavours and aromas that evolve as the wine is tasted.

**Cultivar:** A cultivar in wine refers to a specific grape variety that is intentionally selected and cultivated for its desirable characteristics in order to produce wine with a particular flavour profile and style.

**Decanting:** The process of pouring wine from its bottle into a separate vessel, often to remove sediment or to allow the wine to breathe.

**Dry:** A wine that has little to no residual sugar.

**Earthy:** Refers to a wine that has flavours or aromas reminiscent of the soil, earth, or mushrooms. These flavours can be described as rustic, mineral-like, or damp.

**Finish:** The aftertaste of a wine, which can be short or long and can be influenced by factors such as tannins and acidity.

**Fruity:** Refers to a wine that has prominent fruit flavours and aromas, such as berries, citrus, or tropical fruits. The intensity and type of fruit flavours can vary depending on the grape variety, climate, and winemaking techniques used.

**Grape variety:** The type of grape used to make a particular wine.

**Legs:** The droplets that form on the inside of a wine glass, which can be an indicator of a wine's alcohol content.

**New World:** Refers to wines produced outside of traditional European wine regions, such as Australia, California, and South Africa.

**Oak:** A type of wood often used to make wine barrels, which can impart flavours such as vanilla and spice to the wine.

**Old World:** Refers to wines produced in traditional European wine regions, such as France, Italy, and Spain.

**Palate:** The sense of taste, often used to describe the overall impression of a wine on the mouth.

**Sommelier:** A wine expert who is trained in wine selection, service, and pairing.

**Sulfites:** Chemical compounds added to wine as a preservative, which can cause allergic reactions in some people.

**Sweet:** A wine that has a noticeable amount of residual sugar.

**Tannin:** A natural component in wine that creates a dry, puckering sensation in the mouth.

**Terroir:** The environmental factors that influence the flavour and character of a wine, including climate, soil, and topography.

### **MERLOT**

#### THE VERSATILE EASY-DRINKING RED WINE

Merlot is one of the world's most popular red wines and is known for its soft, sensual texture and approachable style. It is the largest red wine varietal sold in South Africa. Merlot is made from red-skinned grapes that can adapt to a variety of climates to produce food-friendly wines in many price points.

Merlot wines are primarily characterised by being velvety and plummy, or rich and oaky. Merlot is usually made in a dry style, which means that after the grapes are pressed the sugar from the grape is converted into alcohol by yeast. When all, or nearly all of the sugar is converted it creates a fully dry red wine.

Occasionally some small amount of sugar called residual sugar (RS) is left behind and this is purposeful to give a hint of richness, sweetness and body. Typically, Merlot is a dry, medium to full-bodied wine with moderate acidity, moderate to high alcohol, and soft but present tannins. The best Merlot taste has a range of flavours, ranging from graphite, herbs and blackberries, to black cherries, plums, and cocoa, often layered with notes of clove, vanilla, and cedar when aged in oak.

Namaqua Merlot is paired well with white and dark meats from chicken, turkey and pork as well as weeknight pasta, burgers, and pizza. The key is to match the wine's weight and flavour intensity with the weight and flavour intensity of the dish.



#### PRIMARY FLAVOURS



Black Cherry



Plum



Clove



Vanilla

#### PAIRINGS

## FLAVOUR PROFILE



Beef Stew



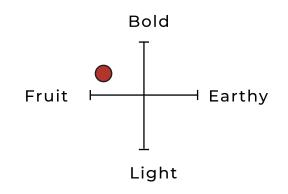
Pork Loin



Roasted Tomatoes



Burgers with Carmelised Onions



### **PINOTAGE**

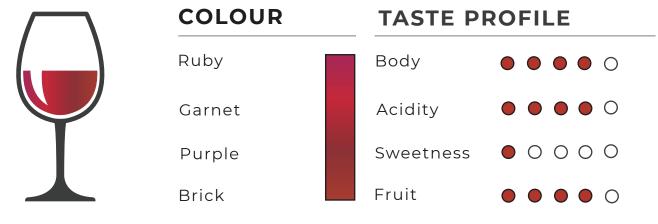
#### THE UNIQUE AND DISTINCTIVE RED WINE OF SOUTH AFRICA

Pinotage is a red wine varietal that is indigenous to South Africa and is known for its unique and distinctive flavours. It is a crossbreed between Pinot Noir and Cinsault grapes, resulting in a wine that offers a truly unique taste experience. Pinotage is known for its dark colour, rich fruitiness, and earthy undertones, making it a favourite among wine connoisseurs who appreciate bold and complex flavours.

Pinotage wines are typically medium to full-bodied with moderate acidity and moderate alcohol levels. They often exhibit flavours of ripe red and black fruits such as cherry, raspberry, and blackberry, along with notes of tobacco, coffee, and chocolate. Pinotage can also showcase a characteristic smoky or burnt rubber aroma, which adds to its distinctiveness.

One of the key features of Pinotage is its versatility when it comes to food pairing. It pairs well with a variety of cuisines, from grilled meats and game to rich stews and braised dishes. The wine's bold flavours and robust structure can stand up to hearty and flavourful dishes, making it a popular choice for barbecues, roasts, and other meat-centric meals.

Namaqua Pinotage is a prime example of this unique South African wine, offering a true taste of the region's winemaking heritage. Its bold and complex flavours make it a standout choice for wine enthusiasts who appreciate wines that push the boundaries and offer a truly distinctive drinking experience. Discover the unique flavours of Pinotage, the red wine that captures the essence of South African winemaking in every sip.



#### PRIMARY FLAVOURS



#### **PAIRINGS**

### FLAVOUR PROFILE



### SHIRAZ

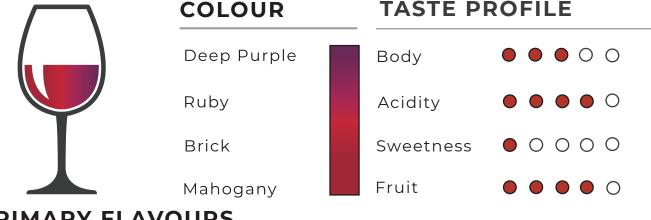
#### THE VERSATILE, BOLD RED WINE FOR EVERY OCCASION

Shiraz, also known as Syrah, is a popular red wine that offers a bold and robust flavour profile. making it a favourite among wine enthusiasts. It is known for its versatility, making it a great option for any occasion. Shiraz is made from dark-skinned grapes that thrive in a variety of climates, resulting in wines that vary in style and price range.

Shiraz wines are characterized by their full-bodied nature, with rich and intense flavours of blackberries, black cherries, and plums, often accompanied by hints of spice, black pepper, and leather. When aged in oak, Shiraz can develop complex notes of vanilla, cedar, and chocolate, adding depth and complexity to the wine. Shiraz is typically a dry wine with moderate acidity and moderate to high alcohol content, which gives it a warming sensation on the palate. The tannins in Shiraz are often firm but well-integrated, giving the wine a smooth and velvety

One of the best things about Shiraz is its versatility when it comes to food pairing. It pairs well with a wide range of dishes, from white and dark meats such as chicken, turkey, and pork, to hearty pasta dishes, burgers, and pizza. The key is to match the wine's boldness and intensity with the flavours and weight of the dish, creating a harmonious and enjoyable dining experience. Namagua Shiraz is a top choice for those who appreciate a bold and flavourful red wine that can elevate any meal or social gathering.

Its versatility and boldness make it a go-to option for wine lovers who enjoy a wine that can stand up to a variety of flavours and occasions. Experience the richness and depth of Shiraz, the perfect wine for any wine lover looking for a versatile, easy-drinking red wine.



#### PRIMARY FLAVOURS







**Black Cherries** 



**Plums** 



Black Pepper

#### **PAIRINGS**

### FLAVOUR PROFILE



Pasta



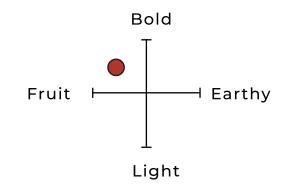
Red Meat



Enchilada's



Burgers



### **CABERNET SAUVIGNON**

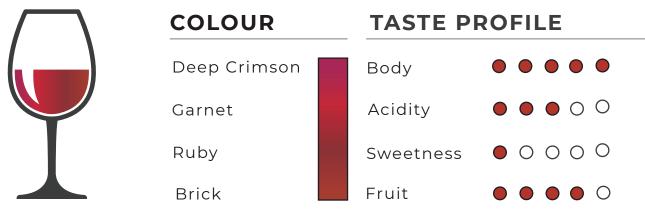
THE RICH DARK SENSUAL WINE

In the seventeenth century in southwestern France an accidental breeding occurred between a red Cabernet Franc grape plant and a white Sauvignon Blanc grape plant and thus was born one of the most popular grape varietals amongst red wine drinkers, namely Cabernet Sauvignon.

While Merlot and Cabernet Sauvignon are different grapes, in blind tastings they can be hard to differentiate especially when grown in cooler climates. The reason for this is that they come from the same family of grapes sharing a parent grape called Cabernet Franc. Wines from this family have pyzrazines, aromatic organic chemical compounds that produce bell pepper and herbal notes that are more prominent in cooler regions.

Cabernet Sauvignon tends to showcase currants, cherry and berry tones and when aged in new oak, aromas of leather and smoke and flavours of vanilla, chocolate or a combination of both. Cabernet Sauvignon also hints of cedar, minerals, sweet spice and if grown in a cooler climate, more vegetal notes like bell peppers, sage or chamomile.

Cabernet Sauvignon also boasts more assertive tannins than the Merlot cultivar. Cabernet Sauvignon has tighter tannins and this wine is built for rich fat and protein pairings with red meat as its first love. Everything from burgers, roasts to prime rib and hearty sausage dishes pairs perfectly. Strong-flavoured cheese (Stilton, Cheddar, Gruyere) and umami-rich mushroom dishes marry well with Cabernet Sauvignon.



#### PRIMARY FLAVOURS







Black Fruit



Vanilla



Cherry

#### **PAIRINGS**

### FLAVOUR PROFILE



Roast Lamb



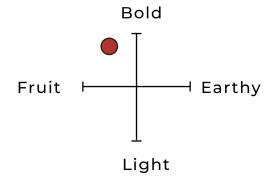
Burgers



Black Pepper - Crusted Steak



Mushroom Dishes



### **PINOT NOIR**

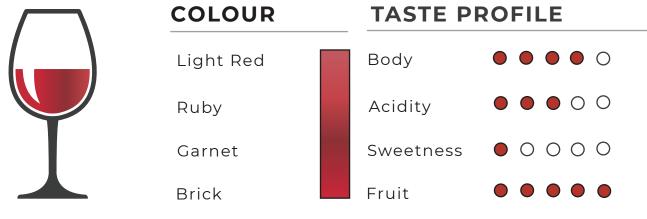
THE ELEGANT AND COMPLEX RED WINE WITH A SILKY TEXTURE AND REFINED FLAVOURS

Pinot Noir is a red wine varietal that is known for its elegant and complex character, making it a favourite among wine connoisseurs who appreciate its finesse and depth. It is a challenging grape to cultivate, but when carefully nurtured, it produces wines with a silky texture, refined flavours, and a distinct sense of place.

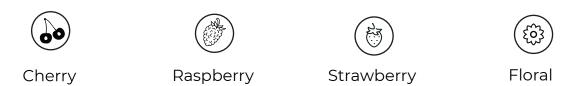
Pinot Noir wines are typically light to medium-bodied with low to moderate tannins, offering a delicate and silky mouthfeel. They are known for their complex aromatics, which can include notes of red fruits such as cherry, raspberry, and strawberry, as well as hints of earth, spice, and floral undertones. Pinot Noir can also exhibit nuances of oak, adding to its complexity and depth.

One of the standout features of Pinot Noir is its ability to express the terroir, or the unique characteristics of the region and vineyard where it is grown. Pinot Noir wines from different regions can vary greatly in flavour profile, showcasing the nuances of the soil, climate, and winemaking techniques.

This makes Pinot Noir a wine that is cherished for its sense of place and individuality. South Africa's Pinot Noir is a prime example of this elegant and complex red wine, offering a sensory journey with every sip. Its refined flavours, silky texture, and expressive aromatics make it a wine that is perfect for special occasions or for savouring moments of quiet indulgence. Enjoy the complexity and finesse of Pinot Noir, the red wine that embodies elegance and refinement in every glass.



#### PRIMARY FLAVOURS



#### PAIRINGS

### FLAVOUR PROFILE



### **SAUVIGNON BLANC**

AN EASY APPROACHABLE WINE

Sauvignon Blanc is a popular white wine that is known for its vibrant and refreshing character, making it a go-to choice for wine lovers who enjoy crisp and zesty flavours. It is made from green-skinned grapes and is known for its bright acidity, lively aromatics, and distinctively pronounced flavours.

Sauvignon Blanc wines are typically light to medium-bodied with high acidity, making them refreshing and palate-cleansing. They are known for their signature flavours of citrus fruits such as grapefruit, lemon, and lime, as well as tropical fruits like passion fruit and guava. Sauvignon Blanc can also exhibit herbaceous notes of freshly cut grass, bell pepper, and gooseberry, which add to its unique flavour profile.

One of the standout characteristics of Sauvignon Blanc is its versatility when it comes to food pairing. It pairs well with a wide range of dishes, from fresh seafood and salads to light poultry and vegetarian dishes.

The wine's high acidity and vibrant flavours can help cut through rich and creamy sauces, making it an excellent choice for pairing with a variety of cuisines. Namaqua Sauvignon Blanc is a prime example of this refreshing and flavourful white wine, offering a burst of flavours that awaken the senses. It's zesty acidity and pronounced fruitiness make it a favourite among wine enthusiasts who appreciate a wine that is crisp, refreshing, and full of character. Experience the vibrant flavours of Sauvignon Blanc, the white wine that brings a burst of freshness to any occasion.



#### COLOUR

Pale Yellow Lemon Light Green

Straw

#### TASTE PROFILE

Body OOOOO

Acidity OOOOO

Sweetness OOOOO

Fruit OOOOO

#### PRIMARY FLAVOURS







Grapefruit



Grass



Lime

#### PAIRINGS

### FLAVOUR PROFILE



House Salad



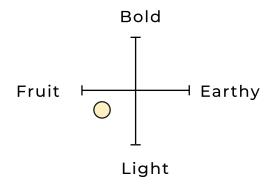
Shellfish



Crunchy Green Vegetables



Linefish



### **CHENIN BLANC**

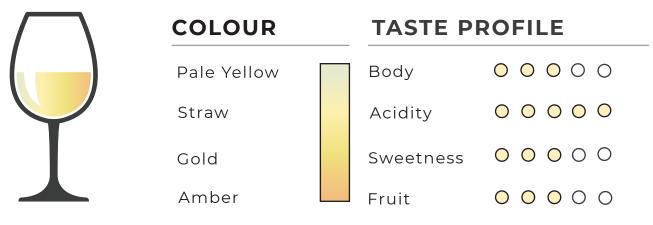
#### THE MOST PLANTED GRAPE VARIETY IN SOUTH AFRICA

Chenin Blanc is a white wine varietal that is known for its versatility and expressive flavours, making it a classic choice for wine enthusiasts who appreciate a wine that can showcase a wide range of styles. It is a versatile grape that can be crafted into a variety of wine styles, from dry to sweet, still to sparkling, and everything in between.

Chenin Blanc wines are typically medium-bodied with moderate acidity, offering a refreshing and balanced profile. They are known for their complex and layered flavours, which can include notes of green and yellow fruits such as apple, pear, and quince, as well as hints of honey, floral, and mineral undertones. Chenin Blanc can also exhibit a natural sweetness, which can range from off-dry to lusciously sweet, depending on the winemaking style.

One of the standout features of Chenin Blanc is its ability to age gracefully, developing rich and nuanced flavours with time. It is a wine that can be enjoyed young for its freshness and vibrancy, or aged for its depth and complexity. Chenin Blanc's timeless appeal makes it a favourite among wine collectors and connoisseurs who appreciate a wine that can evolve and improve with age.

Its balanced acidity, complex flavours, and ability to age make it a wine that can be enjoyed on its own or paired with a wide range of cuisines, from seafood and poultry to creamy cheeses and desserts. Experience the timeless appeal of Chenin Blanc, the white wine that offers versatility and expression in every sip.



#### PRIMARY FLAVOURS







Wet Stone



Yellow Apple



Peach

#### **PAIRINGS**

### FLAVOUR PROFILE



Crispy Chicken



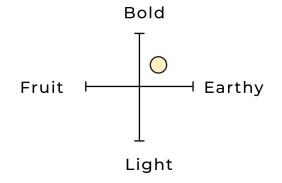
Roasted Mushrooms



Stinky Cheese



Fois Gras Terrine



### **CHARDONNAY**

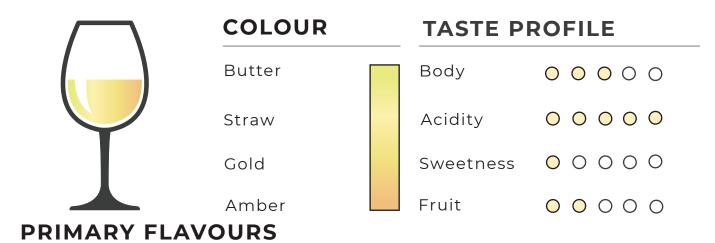
THE VERSATILE AND EXPRESSIVE WHITE WINE WITH A RICH AND BUTTERY CHARACTER

Chardonnay is a white wine varietal that is known for its versatility and expressive flavours, making it one of the most popular and widely planted white grape varieties in the world. It is a wine that can be crafted into a wide range of styles, from crisp and refreshing to rich and buttery, offering something for every palate.

Chardonnay wines are typically medium to full-bodied with moderate acidity, offering a rich and luscious mouthfeel. They are known for their complex flavours, which can include notes of tropical and stone fruits such as pineapple, mango, and peach, as well as hints of vanilla, oak, and buttery undertones. Chardonnay can also exhibit nuances of minerals and spices, adding to its depth and complexity.

One of the standout features of Chardonnay is its ability to be influenced by winemaking techniques, such as oak aging and malolactic fermentation, which can greatly impact its flavour profile. This makes Chardonnay a wine that can be crafted to suit a wide range of preferences, from those who prefer a lean and crisp style to those who enjoy a rich and indulgent character.

This is a versatile and expressive white wine that offers a spectrum of flavours that can please a variety of palates. Its rich and buttery character, combined with its complex flavours, make it a wine that can be enjoyed on its own or paired with a wide range of cuisines, from creamy pasta dishes and roasted poultry to seafood and soft cheeses. Experience the versatility and expression of Chardonnay, the white wine that offers a world of possibilities in every sip.





**Tropical Fruit** 



Stone Fruit



Vanilla



Oak

### **PAIRINGS**

### FLAVOUR PROFILE



Sushi



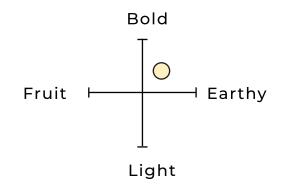
Oysters



Hard Cheese



Lobster





# 2024 WINE COURSE

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