



## Oldenburg Vineyards Winter Newsletter, 2011

### On the map....

Winter has arrived in the Cape. It is a quieter time in the vineyards, which not only affords the vines some rest but also allows us to move forward with establishing ourselves in many different parts of the world.

Wine is a relatively subjective product, but it is important for us to know where we stand with respect to taste, quality, consumer satisfaction, and price. The most enjoyable way to do this is to share a bottle with someone, and to listen to their feedback. However, this is unfortunately and not necessarily the most objective way of understanding one's product, so, to gain true credibility we have to enter competitions.

In April we gained our first serious recognition. Our three maiden vintages, the 2008 reds, namely the Cabernet Sauvignon, Syrah and Cabernet Franc were all selected as members of South Africa's Top 100 Wines. This placed us fourth in terms of number of wines represented in the SA Top100.

In May we received further good news, with our Syrah 2008 winning a gold medal at the Syrah du Monde competition in France. This was followed by our maiden vintage, Chenin Blanc 2010, winning a gold medal at the International Wine Competition (IWC) in London.

Our belief in Oldenburg's unique terroir and its ability to produce great wines is gaining recognition amongst some of the worlds top wine critics. One of whom stated, that to his mind, Oldenburg's Cabernet Sauvignon was 'the best new world Cabernet released this year'. The fact that all five of our maiden vintages have been recognised with high acclaim is certainly something we are very proud of.

Over the past few months we have been very busy marketing the wines. We shown the Chenin Blanc at 'A Taste of Gold' held at Lord's in London. We attended Prowein in Dusseldorf, where we met with very positive German demand. Our Marketing Manager, Ina, was the guest of honour at a dinner in Kruikeke, with our Belgium distributor. She also appeared on TV Oost, Belgium to discuss Oldenburg wines. We have hosted several different lunches in Cape Town and Johannesburg. The highlight was a tasting menu matched to the five wines at La Mouette in Sea Point (Cape Town), where the food and wines were superbly matched by Chef and owner Henry Vigar. If you have a chance to taste a nice duck liver mousse with our Syrah, we are sure you will not be disappointed!

We have joined forces with Rob Mackinlay (North South Fine Wines), who will be helping us build the global distribution for Oldenburg. Rob is based in Bordeaux but is strongly of the opinion that South African wines are ready to enter the realms of premium wines. An opinion we obviously strongly agree with.

On the farm we will soon embark on pruning the vineyards. This sounds a simple task until you realise that it entails pruning seventy-odd thousand vines! We are also looking to take many of the pruned 'canes' as they are known, and to chip them and use them for composting. This is part of our sustainable approach to the vineyards, and something we call bio-viticulture.

All in all we are very proud of our recent successes. The wine business happens slowly as you wait for vineyards to establish themselves and for wine to mature. It's nice as one moves on this journey to have some signs that you are on the right part of the map and indeed the right path.

You can now find us on **Facebook**, as **Oldenburg Vineyards** and **Twitter** at **@oldenburgwines** .

As always, keep the feedback coming.

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