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## Why?

Every now and again one gets the time to stop and think about what you are doing. For me it was whilst driving around Spain on our recent family holiday. To pass the hours we listen to audio books. When I press play, my four children quickly don their headsets and watch yet another movie, or play yet another game. Anyway – the point of the story is I listened to a book called *Start With Why* by Simon Sinek. Simply put, it is about the importance of WHY you do something that needs to permeate your business, rather than the ‘what’.

Our WHY has not deviated since our founding in 2003. It is all about the fact that we believe we have a very special part of the planet, which will make some of the finest, and most respected wines. We want to do this sustainably for the benefit of our environment, that inspires us, and also for the benefit of our team, their families, and the community around us. We also want to share this with visitors to the Cellar Door and the Homestead, for them to enjoy our unique setting and to gain an affinity and connection between our vineyards and our wines.

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It is now 2 months since Philip Costandius joined the Oldenburg team as Managing Director and wine maker. With his sharp mind and good wit, he fitted in easily. He spent most of his first two months familiarising himself with the business and its people, and is now looking forward to lead the way to the exciting next phase.



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We received our WIETA accreditation. WIETA is a non-profit voluntary organisation, which actively promotes ethical trade in the wine industry and audits its members to assess their compliance with its code of best practice.

Our team and their advancement are central to us and this is yet another step in ensuring that we move firmly in a positive direction, in this respect.



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Our relationship with British Airways continues to grow. On various routes they are serving our Chenin Blanc 2013 and Syrah 2011 in Business Class. One of our enthusiastic customers recently texted to tell me he had found our Chenin Blanc in the Terminal 5 Business Class lounge - given his flight had been cancelled he was suitably relieved!



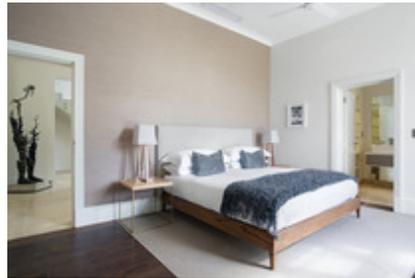
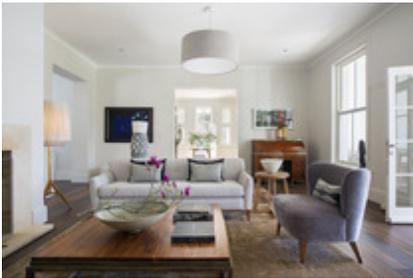
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The Oldenburg Syrah 2011 gained a place in the Top 12 at the South African Shiraz Challenge. Recently the Cabernet Sauvignon 2011 was voted as one of the top 10 wines in Christian Eedes' Cabernet Sauvignon Report 2014. The Oldenburg Cabernet Franc 2011 was voted number 1 by the VATS wine club in Johannesburg, during a recent blind "taste-off" between some of the better South African examples of this complex cultivar.



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September sees the opening of The Homestead, after its renovation, which has taken nearly two years to complete. The Homestead is the original family home on the farm, and where Dorothy, my grandmother, lived for the nearly fifty years. The house is superbly situated amongst the vineyards, with spectacular views of the surrounding mountains. We look forward to welcoming guests to this luxury villa and feel excited about the chance of sharing our setting with others and providing excellent, friendly hospitality.



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We will be attending The Beautiful South Tasting at Earl's Court in London from September 10th to 11th. This show is for the trade only and hosts producers from South Africa, Argentina and Chile. Philip and Rob will be on stand #199, and would be glad to meet you and show our recent vintages.

In mid October we will be the exclusive wine sponsor at 1-54 (<http://1-54.com/>) held at Somerset House in London. In its second year, 1-54 is a contemporary African art fair, with art from the continent (1) of Africa's (54) countries. We feel strongly that along with Africa's economies on the rise, so too is its diverse art and culture. We feel proud to be connected with the fair and to further demonstrate how South Africa's wines too are on the rise. If any of our readers are in London at the time and would like an invitation to the opening evening on October 15th, please email [ina@oldenburgvineyards.com](mailto:ina@oldenburgvineyards.com), or visit the fair between October 16 and 19.

Finally, we would like to wish Simon and Marietjie well as they leave Oldenburg for new endeavours further afield.

Spring is in the air and we feel invigorated and excited by the new additions and changes that have taken place over the past few months. We look forward to continuing Oldenburg's exciting journey.

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As always, thank you for your support, comments and custom.

Adrian Vanderspuy (Proprietor)

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