Absa Media Release

[23 July 2010]

Cape Blend gets new status

Absa and the Pinotage Association today announced the Absa Perold Cape Blend Competition, aimed at creating a signature style for the composition of true Cape Blends.

Key to the competition is the requirement that the blended wine should contain a minimum of 30% and maximum of 70% Pinotage. Pinotage, as a uniquely South Africa cultivar represents the African spirit in the depth of flavour and range of aromas and is the ideal basis on which the competition is built.

Says Beyers Truter, chairperson of the Pinotage Association: "The Cape Blend competition is long overdue. There has been much debate about what really constitutes a Cape Blend. Today we set the benchmark by specifying that Pinotage has to form part of the blend, but we also include minimum and maximum percentages."

KWV, where Prof Abraham Perold was the chief oenologist when he created Pinotage, and who is the owner of the Abraham Perold brand, granted the Pinotage Association permission to use the name, solely for use for the Cape Blend Competition.

Blended wines generally appeal to a wider consumer group as the highest rated blends use the best qualities of the different cultivars to create wines for connoisseurs and wine lovers alike.

"Absa first started sponsoring the Absa Top 10 Pinotage competition to raise the profile of Pinotage and to assist winemakers in improving the quality of their wines year-on-year. With the Absa Perold Cape Blend Competition, our aim is to assist the wine industry to set a standard in what constitutes a Cape Blend," says Ernst Janovsky, General Manager of Absa AgriBusiness.

The winner of Absa Perold Cape Blend Competition will be selected in 2011 through a wine tasting, which will be done by the same judges who judge the Absa Top 10 Pinotage Competition.

"Prof Perold dedicated his life and genius to influence every aspect of wine production. The same set of values and sense of quality and perfection form part of KWV's Abraham Perold heritage brand. We guard the integrity of the name 'Perold' and are pleased to associate the name with the Absa Perold Cape Blend Competition. We believe this competition will go a long way in creating excellent blends in our country," says Thys Loubser, Chief Executive Officer at KWV.

The prize for the best Absa Perold Cape Blend is a trophy and a cash prize for the winemaker. The rules of the competition will be available on the Pinotage website from 30 September 2010 (www.pinotage.co.za).

Ends

Kaapse versnit kry nuwe status

Absa en die Pinotage Assosiasie het vandag die Absa Perold Kaapse Versnit Kompetisie aangekondig wat daarop gemik is om ‘n kenmerkende styl vir die samestelling van ‘n ware Kaapse versnit te ontwikkel.

‘n Belangrike vereiste vir die versnitwyn, is dat dit ‘n minimum van 30% en maksimum van 70% Pinotage moet bevat. Pinotage, as ‘n unieke Suid-Afrikaanse kultivar, bevat die diepte van smaak en verskeidenheid van aromas wat so kenmerkend is van Afrika en is ‘n ideale hoeksteen vir die Kompetisie.

Beyers Truter, voorsitter van die Pinotage Assosiasie sê: “Die Kaapse Versnit Kompetisie moes lankal reeds oorweeg word. Daar is wyd gedebateer oor wat ‘n Kaapse versnitwyn eintlik moet bevat. Vandag stel ons die maatstaf deur te spesifiseer dat Pinotage deel moet vorm van die versnit en ons stipuleer ook ‘n minimum en maksimum persentasie.”

KWV, waar Prof Abraham Perold die hoof-oenoloog was toe hy Pinotage ontwikkel het, en aan wie die Abraham Perold-handelsmerk behoort, het aan die Pinotage Assosiasie regte toegestaan om die naam te gebruik, maar slegs vir die Kaapse Versnit Kompetisie.

Versnitwyne vind oor die algemeen by ‘n wyer verbruikersgroep aanklank aangesien versnitwyne met ‘n hoër gradering, die beste kwaliteit van die verskillende kultivars bevat en sodoende by connoisseurs en wynliefhebbers aanklank vind.

“Absa het aanvanklik die Absa Top 10 Pinotage Kompetisie begin borg om die profiel van Pinotage te verhoog en om wynmakers te help om die kwaliteit van die wyn, jaar na jaar te verhoog. Met die Absa Perold Kaapse Versnit Kompetisie, wil ons graag die wynbedryf ondersteun om ‘n standard te bepaal vir die samestelling van die Kaapse versnit,” sê Ernst Janovsky, Hoofbestuurder: Absa AgriBesigheid.

Die wenner van die Absa Perold Kaapse Versnit Kompetisie word in 2011 aangekondig. Die wenner sal deur ‘n wynproe geselekteer word. Dieselfde paneel wat die Absa Top 10 Kompetisie beoordeel, sal die beoordeling vir die Absa Perold Kaapse Versnit Kompetisie doen.

“Prof Perold het sy lewe en intellek toegewy om elke aspek van wynproduksie te beïnvloed. Dit is dieselfde stel waardes en aanvoeling vir kwaliteit en volmaaktheid wat deel is van KWV se Abraham Perold handelsmerk. Ons waak oor die integriteit van die naam ‘Perold’ en voel tevrede dat ons die naam met die Absa Perold Kaapse Versnit Kompetisie kan vereenselwig. Ons glo dat die kompetisie nog vêr sal gaan om uitstekende versnitwyne in ons land te ontwikkel,” sê Thys Loubser, Uitvoerende Hoof by KWV.

Die prys vir die beste Absa Perold Kaapse Versnit is ‘n trofee en ‘n kontantprys vir die wynmaker. Die reëls vir die kompetisie sal vanaf 30 September 2010 op die Pinotage Assosiasie se webtuiste beskikbaar wees (www.pinotage.co.za).

Einde

From left to right:

Thys Loubser – Chief Executive, KWV; Beyers Truter – Chairman, Pinotage Association; Ernst Janovsky, General Manager, ABSA AgriBusiness; DeWet Viljoen, Vice Chairman, Pinotage Association.

Issued by Absa Media Office.

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