

# #Pinotage\_2019

SECOND EDITION



 021 863 1599

 info@pinotage.co.za

 [www.pinotage.co.za](http://www.pinotage.co.za)

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# Branding project 2019

Branding, by definition, is a marketing practice in which an institution creates a name, symbol or design that is easily identifiable as belonging to the institution. Branding is therefore critically important, because it is how an institution, in our case our Association, gets recognition and becomes known. Branding also improves member pride and satisfaction, increases business value, generates "customers", creates trust within the marketplace, and it supports advertising. Our Association's branding therefore has a major impact on our "business".

The Management Committee of the Association therefore launched a branding project at the beginning of this year with a focus on the following:

- an upgrade of our current Pinotage Association logo, as well as a new logo for Pinotage Wine;
- the professional design of corporate stationery for the Association, including letterhead and e-signature banners, business cards, presentation folders, display banners, etc.;
- a new WordPress website with improved functionality (specifically search engine optimisation), structure, content, and which is also aligned with our new visual branding look and feel; and
- the development of new event-specific brand designs for our Pinotage winemaking competitions and Pinotage Day (see on page 3); we will continue with this for other Pinotage events also.

It is therefore our goal to ensure from now on that we maintain our Association's branding identity by implementing *branding consistency* for all our printing and digital material, as well as on all our online and/or social media platforms. In support of our efforts, it will also be important for our members to understand the significance of our brand identity and why it matters.

## Acknowledgements

Thank you to the following people for their valuable contributions:

Johan Schwartz, Marketing Manager: Pinotage Association

Elsabé Ferreira: Manager, Pinotage Association

Stephany Baard: graphic design

Baxter Jones: web development

Bernard Mocke: website copy writing



An upgrade of our previous logo in terms of the Pinotage grape and leaf vector, as well as a new font, Futura.



Our new Pinotage Wine logo with a modern, minimalistic design.



Visit our website:

[www.pinotage.co.za](http://www.pinotage.co.za)

# Notable Pinotage campaigns and events



# Pinotage 2019: What's on?



**AWARDS CEREMONY: 14 AUGUST 2019 @ BOSCHENDAL**

This competition is an important platform for the recognition of excellence in Pinotage winemaking and is the highest accolade any local Pinotage producer hopes to achieve.



**AWARDS CEREMONY: 14 AUGUST 2019 @ BOSCHENDAL**

This competition takes place in conjunction with the Absa Top 10 Perold competition. It aims at icon Pinotage wines older than 10 years, which provide tangible proof that Pinotage has remarkable ageing potential.



**AWARDS CEREMONY: 29 AUGUST 2019 @ LANZERAC**

The aim of this competition is to showcase the best expressions of various Pinotage-oriented wine styles: it is therefore about the quality, the style and what's in the mix.



**AWARDS CEREMONY: 29 AUGUST 2019 @ LANZERAC**

This competition takes place in conjunction with the Perold Absa Cape Blend Competition. It focuses on the different expressions of Pinotage, reiterating the vision to incorporate and support various styles.



**12 OCTOBER 2019**

Every year, on the second Saturday of October, this annual day celebrates South Africa's home grown grape varietal. Numerous Pinotage stakeholders are planning exciting events, tastings, campaigns and promotions.



**SEPTEMBER TO OCTOBER 2019**

This 60 x 2 m wall at the international arrivals of the Cape Town International airport is to welcome all local and international passengers to the Pinotage "homeground", and to make them aware of Pinotage and the experience of this wine.

# 2019 Absa Top 10 Pinotage Competition

To say that the Absa Top 10 Pinotage trophy is a highly sought after accolade, is an understatement – the 161 entries received by the competition organisers this year serve as confirmation of the popularity of the event. Judging took place at Nederburg, with Winnie Bowman (Cape Wine Master) chairing the judging. Other panellists included Greg Sherwood (London based Wine Master), Razvan Macici (award winning winemaker), Nomonde Kubheka (winemaker connected to Pinotage Youth Development Academy), Frans Smit (Spier cellar master) and Solly Monyamane (protégé).

Of the Top 20 Pinotage wines in the main competition, now in its 23<sup>rd</sup> year, five wineries have excelled with each having two of their wines selected for the final round of judging: Kanonkop and Simonsig of Stellenbosch, Wildekrans of Botrivier, Diemersdal of Durbanville and Windmeul of the Paarl region.

Stellenbosch has the lion's share of representatives, with an impressive six contenders, followed by Paarl with three. Both Durbanville and Botrivier have two representatives each, followed by Swartland, Robertson, Breedekloof, Lutzville with one each. Three coastal region wines also stepped up to the plate this year. In terms of vintage representation, 2016 and 2017 shone the brightest with eight wines. Two younger wines, both from the 2018 vintage, and two older wines from 2015 also got the nod.

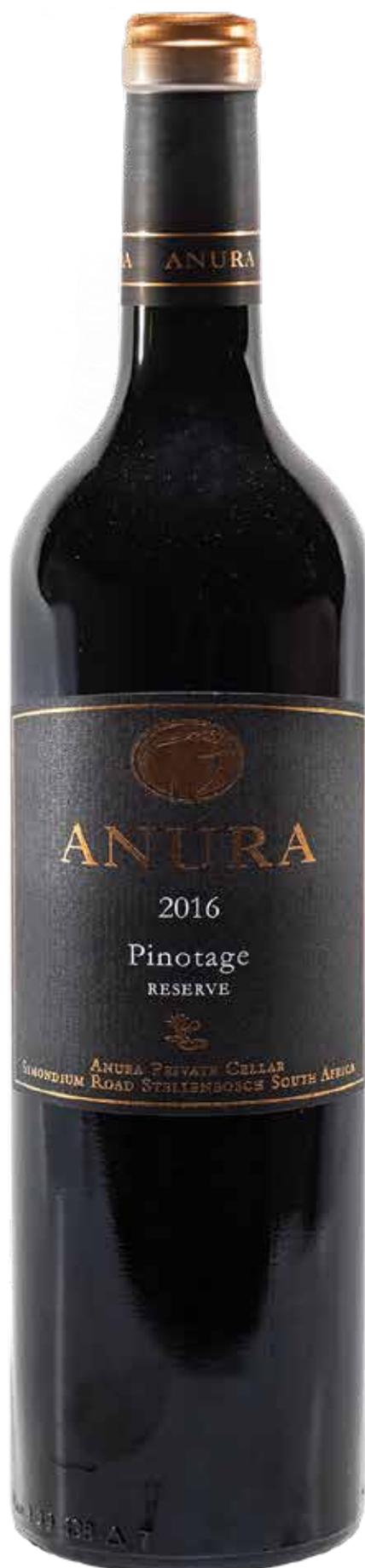
In recent years the 'Pinotage Icon Class' was introduced, showcasing the ageing ability of iconic Pinotage wines.

23 years  
of awarding  
*excellence*

Beyers Truter, Chairman of the Pinotage Association, says, "The Pinotage Association finds the exceptional quality of the wines produced by members hugely rewarding, and even more so the very representative list of finalists from most of the major South African wine regions. Several industry veterans, including me, are really proud of how Pinotage has grown in stature – a decade ago nobody would have believed that consumer demand would ever allow for some of the iconic Pinotage wines to eventually sell for as much as R1000 per bottle or even more!"

Tina Playne, Absa's Head of Sectors and Segments Relationship Banking, wishes the finalists well and confirms how proud Absa is of its association with the event for the past 23 years. She added that it is a great privilege to have walked such a long path with a classic slice of South African wine heritage that is Pinotage.





2019 WINNER

## Anura Pinotage Reserve 2016

WO: Simonsberg-Paarl

Winemaker: Stander Maass

AV: 14.47

RS: 2.40

TA: 5.70

pH: 3.56

The grapes came from a single vineyard, planted in decomposed granite on a north facing slope. The vineyard is 27 years old. Grapes were hand harvested at 24.5° Balling and cold soaked for 48 hours in five ton open fermenters. Commercial yeast was used to inoculate and fermentation took place at 25°C. A combination of punch downs and pump overs was used. The wine was left on the skins for four weeks after fermentation. Only free run was taken to 85% new oak barrels and 85% American oak barrels were used. MLF took place in barrels. Afterwards 100% of the wine was barrel matured for 24 months.

The wine is rich and aromatic on the nose, complimented by lush, juicy fruit. A velvety palate with prominent notes of black and red berries, featuring spicy undertones of cinnamon. Ageing potential of ten years.



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2019 WINNER

## Badsberg Pinotage 2018

WO: Bredekloof

Winemaker: Henri Swiegers

AV: 13.54

RS: 4.80

TA: 5.70

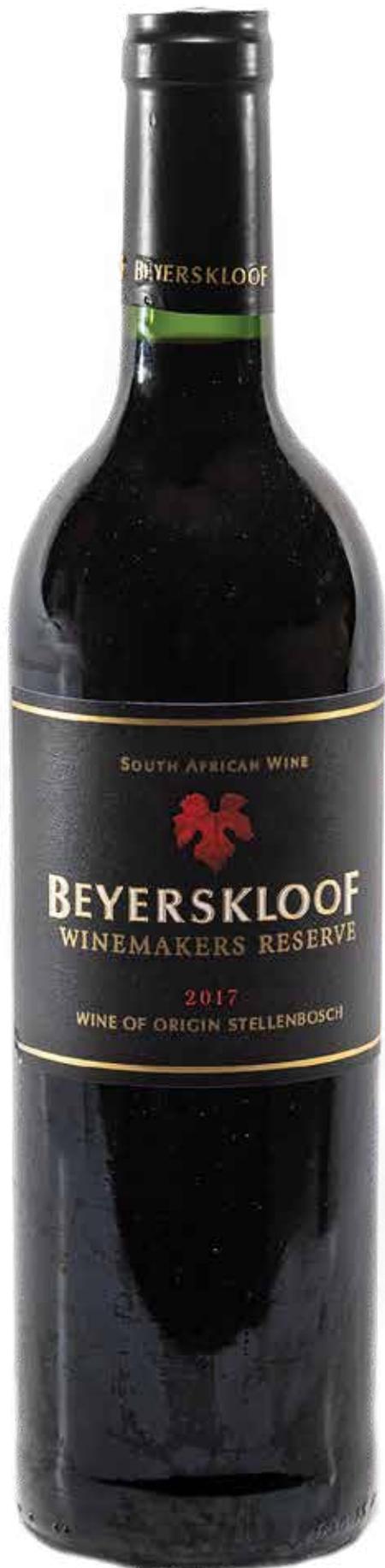
pH: 3.56

The Pinotage grapes were harvested during February at 25 to 26° Balling and cold soaked for 48 hours before fermentation. The fermentation period lasted approximately seven to nine days at 24 to 27°C. Matured for six months in new oak barrels afterwards, this Pinotage is a luscious red wine.

The juicy, soft berry components and intense aromas of this fierce wine captivates your attention with its well-integrated tannins. A wine with an excellent ageing potential, but can also be enjoyed as a young wine. This wine is best served with medium grilled fillet steak with berry sauces or other red meat dishes.



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2019 WINNER

## Beyerskloof Winemakers Reserve Pinotage 2017

WO: Stellenbosch

Winemaker: Anri Truter

AV: 14.71

RS: 2.10

TA: 5.90

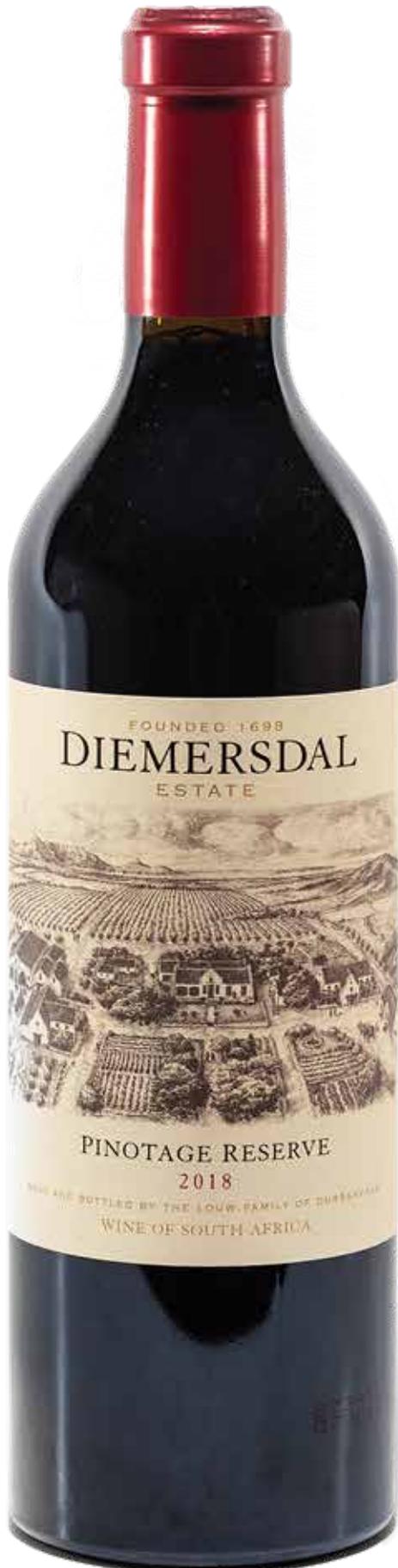
pH: 3.47

The grapes for this wine come from bush vines and handpicked at 25 to 26° Balling. After cold soaking overnight fermentation took place for four days in open fermenters with the cap punched through by hand every two hours. Fermentation temperature was between 25 and 27°C. After malolactic fermentation in stainless steel tanks, the wine matured in 10% new and 90% second/third fill barrels for 14 months.

The wine shows blackberry and plum flavours with the light hints of cedar oak aromas from barrel maturation. A wine with excellent balance and a long juicy aftertaste. This wine will pair well with any spicy curries or any lamb on the braai. Enjoy upon release, but will develop well for up to ten years.



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2019 WINNER

## Diemersdal Pinotage Reserve 2018

WO: Durbanville

Winemaker: Thys Louw

AV: 14.65

RS: 2.10

TA: 5.90

pH: 3.49

This cool climate Durbanville Pinotage for this wine comes from 25 year old trellised and 45 year old bush vines. Hand-harvested at 25 to 26°Balling, the grapes were crushed and fermented in one ton open French oak fermenters for four days at 26 to 28°C. Punch through every three hours. The wine was pressed and MLF completed in older French oak barrels. Fifteen month oak maturation in 40% new French oak barrels followed.

The wine shows a complex nose of red fruits, vanilla, exotic spices, and rich dark chocolate aromas. The palate is full flavoured and smoothly textured with oriental spice and red fruit. A rich mouth feel with a long lingering finish. Ostrich fillet with chocolate-chilli sauce, rack of lamb or a hearty beef stew should all pair well with this bold Pinotage.



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## 2019 WINNER

# Fleur Du Cap Series Privée Pinotage 2016

WO: Coastal Region

Winemaker: Pieter Badenhorst

AV: 14.30

RS: 2.30

TA: 5.20

pH: 3.65

The grapes were sourced from a trellised, north-facing vineyard in Stellenbosch Kloof and from two bush vine vineyards in Bottelary Hills and Agter-Paarl. The grapes were handpicked, carefully de-stemmed and lightly crushed. The wine was punched down during fermentation and after passing through small basket presses, malolactic fermentation took place in wood with 30% new oak barrels. The wine was racked instead of filtered and matured for 16 months. Bright, deep red colour with abundant red fruit such as strawberry and cherry with whiffs of sweet oak spice on the nose.

The aromas follow through onto the palate supported by soft tannins and a juicy mid-palate. The wine pairs perfectly with Mediterranean dishes especially pizza and pasta and stands up well to spicy Moroccan dishes.



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2019 WINNER

## Kanonkop Pinotage 2015

WO: Simonsberg-Stellenbosch

Winemaker: Abrie Beeslaar

AV: 14.76

RS: 3.10

TA: 5.50

pH: 3.65

Produced from only bush vines of approximately 40 years old. All the grapes were hand harvested, mechanically de-stemmed and sorted (three times) and then fermented in open concrete fermenters for three to four days at 28°C. The cap was punched down manually every two hours. Malolactic fermentation took place in tank and new wood and then matured in 75% new and 25% 2<sup>nd</sup> fill French oak barrels

This wine has an intense ruby, plum colour with bold red plum, dark chocolate, vanilla and aromatic spice flavours.



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## 2019 WINNER

# Simonsig Redhill Pinotage 2017

WO: Stellenbosch

Winemaker: Debbie Thompson

AV: 14.61

RS: 2.30

TA: 5.00

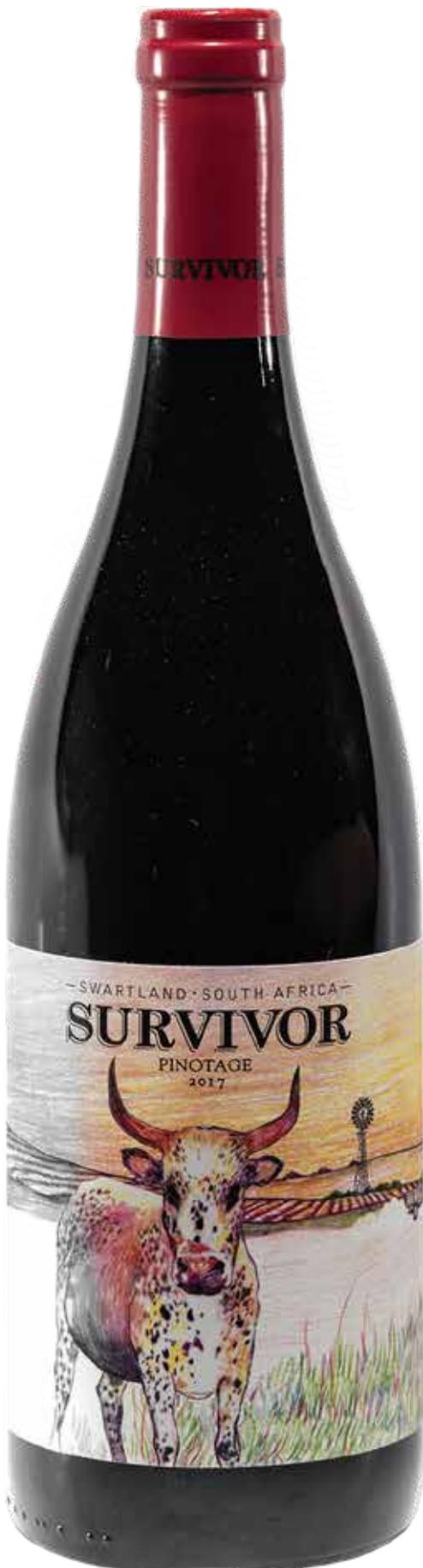
pH: 3.62

The grapes come from two selected bush vine vineyards planted in 1995 on shale soils and are hand harvested at optimal ripeness. After crushing and de-stemming it went to two open top fermenters and roto-fermenters. Two days cold soaking took place before inoculation. Fermentation temperature peaked at 28°C. Pressed after six days on the skins with the alcoholic fermentation that finished in the tank. Malolactic fermentation also occurred in tank. The wine underwent 16 months oaking - 87% French oak and 13% American white oak, with 70% new oak and 30% second fill.

The wine will age beautifully for ten years after the vintage. The dense opaque colour holds rich flavours of black fruit and sweet plum, with a lavish mouth feel encrusted with cedar oak spice. Smooth tannins sculpt a lingering palate of fruit-filled pockets. Can be enjoyed with Cape Malay bobotie, oven roasted rack of lamb or crispy duck salad with hazel praline.



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2019 WINNER

## Survivor Pinotage 2017

WO: Swartland

Winemaker: Ben Snyman

AV: 14.26

RS: 2.40

TA: 5.30

pH: 3.54

The grapes were sourced from low-yielding (6 to 8 t/ha) old vines (10 to 20 years old) located on DB Rust's Swartland farm, Constantia. Harvesting occurred at optimal ripeness when the grapes were between 25 to 26° Balling. Cold soaking was done for 24 hours before inoculation. Grapes remained on the skins for 24 hours. Fermentation lasted between 4 and 6 days at 22 to 25°C. The wine underwent malolactic fermentation in 300L medium toasted French oak barrels, 20% of which was new and the rest second and third fill. The barrels comprised 95% French oak and 5% American oak to add a fruit and vanilla component. Barrel maturation lasted for 15 months whereby the wine was racked only once.

This wine displays hearty fruit flavours including prune, plum and cherry complemented by elegant notes of spice and cedar. It will pair well with sweet barbeque ribs, roast chicken, boerewors and steak, and gouda cheese.



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2019 WINNER

## Vondeling Bowwood Pinotage 2016

WO: Voor-Paardeberg

Winemaker: Matthew Copeland

AV: 13.87

RS: 2.70

TA: 6.00

pH: 3.43

This wine is made from a single vineyard, planted to loam soils in 1998. Perold trellising and a North South row orientation exposes the bunches to the sun and ensures ripe tannin. Half the production is removed during green harvesting at veraison to ensure optimum flavour development. The grapes are hand picked and fermented using only wild yeast in open top fermenters. A 48 hour cold soak and regular punch downs ensure maximum extraction of the berry's potential. The grapes are pressed before fermentation is complete and malolactic fermentation takes place in 300 L American oak barrels. The wine spends 18 months in barrel and only eight barrels are selected for the final blend.

The wine has an aging potential of at least 20 years. An intense blackberry and cherry bouquet is sensuously interlaced with sweet cloves and subtle vanilla oak. The palate is broad and rich with soft acidity and abundant, finely textured tannin.



SPONSOR



2019 WINNER

## Wildekrans Pinotage Barrel Select Reserve 2016

WO: Bot River

Winemaker: Braam Gericke

AV: 14.48

RS: 3.90

TA: 5.60

pH: 3.48

The grapes are hand-harvested, de-stalked, and cold-soaked overnight and fermented with special yeast with calculated maceration and pump-over methods. The skins are removed before dry, and the wine is aged in new French oak barrels for 24 months. Different barrels are used to enhance certain flavours and the complexity of the wine.

This Pinotage has a full bouquet of white jasmine, black berry fruit and soft spices with a hint of fynbos, cedar, vanilla oak and complex notes of baking spice. Excellent aromatic depth of flavour. On the palate it has rich, concentrated red berry fruit with hints of dark chocolate and light nuttiness. A compact wine with lively tannins with fresh, earthy minerality.



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## WINETECH FUNDED PROJECT

# How valuable are old vine Pinotage cues for SA wine producers?

| Jonathan Steyn (Graduate School of Business, University of Cape Town, South Africa)

Have you ever wondered what the impact of vineyard age is on the price of a bottle of wine? A current Winetech funded study demonstrated that vine age contributes significantly to wine price. In fact, for every year a vineyard ages wine price improves by R3,64.

Extrinsic cues are snippets of information that lie outside the physical wine i.e. on the label, packaging and marketing material. They communicate a wine's characteristics, attributes and category memberships and in so doing influence perceptions of quality and value. Wine is a hedonic product because it is lifestyle or pleasure-related. To maximise the experiential value, consumers choose wines with a combination of cues compatible with the benefits they are looking for. Hedonic pricing models suggest that each extrinsic cue can be priced and that a wine's price is a sum of the value of all its cues. Various cues therefore compete for price importance on a bottle of wine. In this case, old vine (OV) cues competed with more established cues such as

quality ratings, grape variety, vintage, brand and area-of-origin.

A dataset of 159 South African wines with OV cues communicated on the front labels, back labels or marketing material, and with an aggregated rating on the Wine Searcher online platform were selected. A hedonic pricing model calculated the play of contending cues. The findings suggest that quality ratings have the most significant influence on the price of OV wines, attracting a premium of R66,57 per 1-point increase on Wine-Searcher's 100-point rating scale. In addition, OV varieties emblematic of South African wine heritage, such as Pinotage, attracted an even greater price premium of R330,09. Furthermore, areas-of-origin with a reputation for quality, such as Stellenbosch, attracted a price premium of R 77,37. In a competitive wine industry, such findings prove useful in understanding the value of nascent cues, specifically vineyard age, relative to established cues of worth.



WINETECH FUNDED PROJECT

# Irrigation of grapevines trained onto high potential canopy systems in the Coastal region

| Researcher: Vink Lategan (Dept. of Soil Sciences, SU)

The aim of this study is to compare the water use, yield and quality of drip irrigated vertical shoot positioned grapevines and bushvines to that of grapevines trained onto high potential yield trellis/canopy systems in the Coastal region.

In recent years, prices that producers earn per ton of grapes have not increased enough in relation to increasing production costs. Producers are subsequently increasing yields per hectare while trying to minimise costs in order to stay economically viable. Most often, this is achieved by increasing irrigation volumes or applications or by using high production canopy/trellis systems and/or mechanical pruning. Challenges with these approaches however are that injudicious application of irrigation can waste water and have negative effects on wine quality. There is also a

general perception that high yielding grapevines produce lesser quality wines.

The effect of different canopy management practices in combination with different irrigation strategies have been investigated in a previous Winetech study. This project will focus on higher yielding trellis systems in combination with different irrigation strategies. The economic input requirements for grape production of different canopy management/trellis systems and irrigation strategy combinations will also be compared.

Results from this field experiment has the potential to create knowledge on how to improve the yields of grapevines without necessarily compensating wine quality, particularly in the Coastal region of the Western Cape.



WINETECH FUNDED PROJECT

# Screening for potentially novel Pinotage clones generated through irradiance mutagenesis

Researcher: Phyllis Burger (ARC)

The aim of this project is to screen and phenotype new Pinotage plants that were generated in a pilot study that focused on developing methods to induce mutations. The intention is that the mutations could lead to potentially novel clones.

In the pilot study, irradiance doses of buds were optimised and associated methods were successfully applied to regenerate viable plantlets. Three clones of Pinotage were used and a significant population of plantlets were yielded. They now need to be further screened for vegetative and reproductive traits that could eventually lead to identification and development of new "Pinotage" clones.

A phased approach will be followed where the initial screening will occur in tunnels or greenhouses to identify a smaller subset with desirable traits that will eventually be transplanted to the field plot for more comprehensive phenotyping. There is high potential for new clones with specific commercially important traits

however, it is not a given that researchers will discover such clones.

Clones (and sometimes new cultivars) normally arise through natural mutations and there are numerous examples, especially in very old cultivars that were widely grown in diverse conditions. Obvious pronounced differences (i.e. berry colour and different leaf shape) are usually regarded as new cultivars, while more subtle variations in traits (i.e. looser clusters or earlier ripening) are regarded as clones. Relatively young cultivars, such as 'Pinotage' typically have fewer clones identified, since it has not been as widely and extensively planted under varying conditions to allow for natural mutations to occur and be spotted or selected.

Currently, only a few commercial clones of Pinotage exist and given the growing importance of the cultivar and its more widespread plantings, a more diverse set of clones to choose from is desirable.



WINETECH FUNDED PROJECT

# Process control and monitoring of phenolic composition during alcoholic fermentation

| Researcher: Jose-Luis Aleixandre-Tudo (Dept. of Viticulture and Oenology, SU)

The extraction of phenolic compounds during the fermentation process is influenced by many factors. Temperature, punch down and pump over frequencies, oxygen addition through aeration or microoxygenation, the presence or absence of skins, cold and post maceration techniques, among others, can promote significant changes in the levels and the composition of phenolic compounds in the resulting wines. The analysis of fermenting samples using conventional methods, such as spectrophotometric approaches or HPLC analysis, is nowadays not always possible due to time, personnel, facilities or budget constraints. The use of spectroscopy with chemometrics would provide a rapid, reliable and simple way of monitoring the extraction of phenolic compounds during this process. This technique also allows for the determination of several analytes or parameters at the same time. Additionally, infrared spectroscopy is also highly suitable for online measurements, leading possibly to a real time fermentation monitoring system that would help winemakers in

their everyday decision making. The inclusion of alerts will indicate if the obtained values are above or below the specified limits. It will thus be possible to quickly identify deviations from the ideal or projected conditions by following a batch processing strategy. The main objectives of the project would thus be firstly, to set up an online infrared system for the monitoring of fermentation processes and secondly to investigate the effects of different winemaking techniques on the extraction of the phenolic compounds.

After the completion of this project there will be an optimised system available for the control and monitoring of the fermentation process in terms of phenolic management. A better understanding of the extraction of phenolic compounds during the fermentation will thus be obtained, which we believe will provide valuable knowledge to South African winemakers. The establishment of an online system for fermentation monitoring will also provide state of the art technology for the wine industry.



## WINETECH FUNDED PROJECT

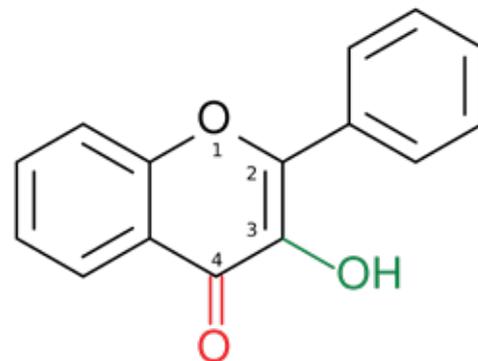
# Measuring of phenolic compounds during winemaking using a portable spectrometer

Researcher: Jose-Luis Aleixandre-Tudo (Dept. of Viticulture and Oenology, SU)

Despite recent advances, the measurement of phenolic compounds during the winemaking process still requires an analytical procedure that involves time, reagents, facilities and dedicated personnel. Due to this fact, the measurement of phenolics is almost absent or limited to a low number of frequencies in commercial cellars. A non-invasive fluorescence spectrometer could provide an efficient solution to measure phenolic composition during the winemaking process. The aim of the project would thus be to investigate the suitability of a fluorescence spectrometer for the quantification of phenolic parameters in wine. Fluorescence emission spectra will in this case be used to build prediction models for the quantification of phenolic composition during winemaking and ageing.

The quantification of phenolic compounds using fluorescence techniques has been widely acknowledged. The idea is to develop a special spectrometer that can facilitate the spectral collection from outside a fermenting tank, a pipe or

a barrel. The generated spectra can thus be used to set up spectroscopy calibrations for some of the most relevant phenolic parameters. If models are successfully validated phenolic predictions could be obtained by just a single measurement through a crystal window incorporated into the corresponding vessel. Phenolic data during the winemaking process (extraction during fermentation and ageing) will therefore be easily accessible for winemakers in the simplest, fastest and most efficient manner.



# Pinotage overview 2018

Statistics by: **SAWIS**  
SA WINE INDUSTRY INFORMATION AND SYSTEMS

## TOTAL AREA UNDER VINES (hectares)

2009	2012	2015	2018
6 105	6 921	7 361	6 791
6,03%	6,91%	7,47%	7,30%



**6 791**  
hectares

## GEOGRAPHIC DISTRIBUTION (hectares)

Northern Cape	Olifants River	Swartland	Klein Karoo	Paarl	Robertson	Stellenbosch	Worcester	Breedekloof	Cape South Coast
45	623	1 464	49	1 304	724	1 200	390	920	72

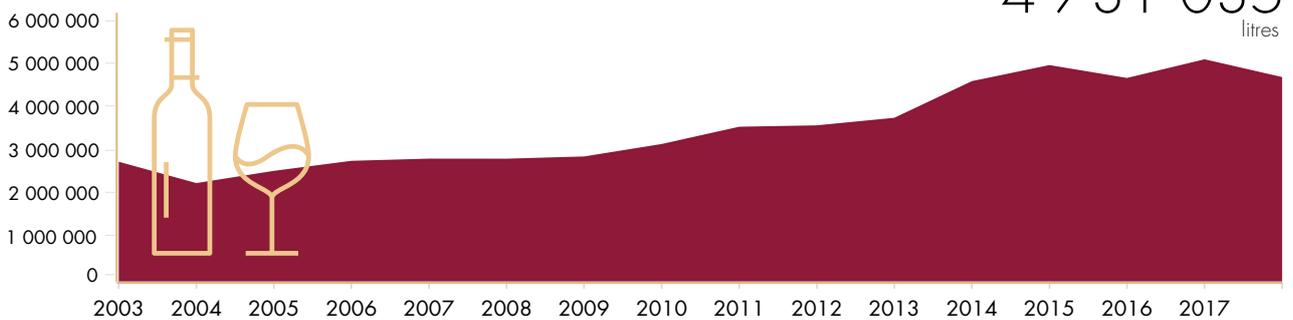
## % PINOTAGE IN WINE REGION

Klein Karoo	0,7	
Northern Cape	0,7	
Cape South Coast	1,1	
Worcester	5,7	
Olifants River	9,2	
Robertson	10,7	
Breedekloof	13,5	
Stellenbosch	17,7	
Paarl	19,2	
Swartland	21,6	

## AGE DISTRIBUTION (hectares)

> 35 yr	156
31 - 35 yr	38
21 - 30 yr	2 325
16 - 20 yr	1 379
11 - 15 yr	373
4 - 10 yr	2 341
0 - 3 yr	179

## DOMESTIC (before 2018 - 750 ml only | 2018 - total market)



## EXPORTS (total litres)

Country	2001			2011			2018		
	Packaged	Bulk	Total	Packaged	Bulk	Total	Packaged	Bulk	Total
United Kingdom	3 122 188	180 700	3 302 888	1 269 093	1 377 475	2 646 568	1 925 150	3 231 174	5 156 324
Germany	533 854	322 129	855 983	1 007 289	5 544 848	6 552 137	838 973	3 849 832	4 688 805
China	2 250	0	2 250	371 467	0	371 467	1 330 489	477 240	1 807 729
Russia	8 573	0	8 573	131 688	0	131 688	1 527 420	47 400	1 574 820
Sweden	543 929	0	543 929	1 990 725	0	1 990 725	679 049	0	679 049
USA	324 266	30 000	354 266	623 984	0	623 984	508 142	95 240	603 382
France	37 539	375 793	413 332	101 666	175 330	276 996	90 032	362 260	452 292
Denmark	185 490	120 740	306 230	173 723	47 740	221 463	114 602	216 000	330 602
Poland	2 106	0	2 106	79 925	167 462	247 387	77 643	239 420	317 063
<b>TOTAL - all countries</b>	<b>6 844 891</b>	<b>1 298 070</b>	<b>8 142 961</b>	<b>8 292 144</b>	<b>7 562 653</b>	<b>15 854 797</b>	<b>9 361 504</b>	<b>8 752 126</b>	<b>18 113 630</b>

# About Pinotage

For more details:



[www.pinotage.co.za](http://www.pinotage.co.za)



## Pinotage - uniquely South African

- Pinotage is a grape variety that was created in South Africa in 1925 by Abraham Izak Perold, the first Professor of Viticulture at Stellenbosch University. He is therefore considered to be the “father” of Pinotage.
- Prof CJ Theron succeeded in rescuing and reproducing the original seedlings, of which there were only four, and undertook the considerable task of evaluation.
- The name “Pinotage”, appeared on a wine label for the first time in 1961, namely the SFW’s 1959 Lanzerac Pinotage.



## Between the Vines

- The name Pinotage is a combination of the varietal’s parents, Pinot noir and Hermitage (also known as Cinsaut), hence the name “Pino - tage”.
- Pinotage has the inherent adaptability and capacity to produce high grape yields under ideal cultivation conditions.
- While Pinotage is also grown in Zimbabwe, New Zealand, Switzerland, Germany, US and Israel, to name just a few, its birthplace remains South Africa.



## Between the Barrels

- In 1991 Beyers Truter, then of Kanonkop, was crowned International Winemaker of the Year at the International Wine and Spirits Competition in London for his Kanonkop Pinotage, that was also awarded the best red wine of the competition.
- The current Kanonkop winemaker, Abrie Beeslaar, was also crowned International Winemaker of the Year an unprecedented three times (2008, 2015, 2017), as a result of the high scores Kanonkop Pinotages receive at this competition.



## Cheers to Pinotage, Health & Food

- Drinking Pinotage in moderation is good for you, because of the presence of resveratrol, a potent anti-oxidant which helps the body fight against cancer and heart disease.
- Pinotage wine has an infinite variety of shades and moods, and pairs well with most foods.
- The Pinotage tale is one worthwhile telling and should always end where it is enjoyed with friends, food or maybe even somewhere alone with a bottle of Pinotage as your company.



## Our sponsor & partner in wine

Since the founding of the Pinotage Association in 1995, Pinotage has grown into one of South Africa's most recognised trademarks and the flag bearer for South African red wines on the world stage.

The growth and development of Pinotage over the past few decades was achieved through passionate and persistent hard work in the fields of research, knowledge transfer and marketing. Apart from this, the key role of our main sponsor, Absa, cannot be understated.

"Having a major corporate as a dedicated sponsor has, without doubt, been a fundamental driver of

the Pinotage success story. Absa-sponsored competitions and campaigns have been a fundamental contributor to the cultivar's popularity and the way the stature of the variety has developed is illustrated by the advent of icon-level Pinotage at an ultra-premium price point," says Beyers Truter. He also adds, "If it had not been for Absa, we would still have been in the experimental phases with Pinotage."

The Pinotage Association would therefore like to express our sincerest gratitude to Absa for their ongoing support over the past two decades and we look forward to our continued partnership.



“

Absa is a fundamental contributor to the Pinotage success story.

- Beyers Truter, Chair: Pinotage Association



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