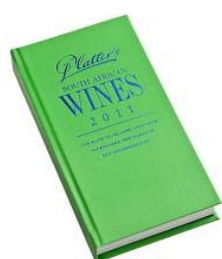




THE WINERY OF GOOD HOPE



Dear Friends of The Winery,
It has been an intense year; don't think we can squeeze much more into it!
For us, despite the global depression, it has been a great success...



We have just received the results of 2011 John Platter Guide; which represent a huge breakthrough for The Winery of Good Hope.
In summary, we achieved the following ratings :

11 x 4 ½ Stars
(2009 Radford Dale Chardonnay and 2009 Land Of Hope Chenin Blanc was nominated for 5 Stars)
7 x 4 Stars
5 x 3 ½ Stars
1 x 3 Stars



Included within the above are:
12 x ✓ Symbols, which distinguish wines of particularly 'Good Value'
(3 in the Radford Dale range, 2 in the Land of Hope range, 2 in the Vinum range and 5 in the Winery of Good Hope range).
The sole wine to score 3 Stars was awarded a ☉ which signifies "Exceptionally drinkable & well-priced".



To end-off the year on an even more positive note, we have refreshed the labels of our successful The Winery of Good Hope range (three of which are now 4 Star wines in the new Platter Guide).
Each wine will now have a name to give the consumer more of a sense of place or image of the vine just by reading the labels.

[The Winery of Good Hope Bush Vine Chenin Blanc](#)
[The Winery of Good Hope Unoaked Chardonnay](#)
[The Winery of Good Hope Reserve Pinot Noir](#)
[The Winery of Good Hope Bush Vine Pinotage](#)
[The Winery of Good Hope Oceanside Cabernet Sauvignon/Merlot](#)
[The Winery of Good Hope Mountainside Shiraz](#)

The Winery of Good Hope Reserve Pinot Noir 2009 was released and sold out in only three days.

This is a great reward for us and significant that the market is becoming more interested in Pinot Noir. Our years of focus with this most tricky of varieties is now bearing fruit (excuse the pun) and we have remained serene in our retail pricing for our 'entry level' Pinot, in a category where over-priced wines seem to outnumber the value for money ones 10 to 1.

We are launching the **2010 The Winery Of Good Hope Reserve Pinot Noir** in December and expect it to sell-out very quickly.

The wine is a blend of fruit from the Helderberg area in Stellenbosch and from Elgin.

It is fermented in open-top 600 ℓ Demi-Muids (barrels) and then matured in 228 ℓ Burgundy barrels, for 9 months. It has a remarkable intensity of flavours, garnet in colour, with fresh, crisp acidity, warm red fruit -like cherries and strawberries- with a long, refreshing finish.

The wine is very limited, so if you want to get your hands on some bottles, please let me know so I can reserve them for you.





New Chenin Blanc bush vine plantings.

News on the farm is that we planted 4 hectares of Chenin Blanc Bush vines and 4 hectares of Chardonnay, which is trellised. We bought Jacques an early Christmas gift, a new press! He is happy and the 2011 harvest looks like it is going to be coming early since we had such a warm winter, but thanks to the late rain and cold spring, nature slowed down and the budding is very even, so we will pray for no heat waves.

My escapades during this year have brought me to many places in the world.

In July I was invited by WOSA and the High Commissioner to Beijing, together with Head chef Jackie Cameron from Hartford House in Midlands, KZN to come and speak about food and wine from South Africa at the World Expo in Shanghai, China.

I did expect the World Expo to be big, since it only happens every fourth year and runs for 6 months!



Jackie in front of the SA Pavilion.



A bottle of Chinese Chardonnay...

Well, Shanghai has 32 million inhabitants, they moved 18 000 families to build the World Expo sight, the bus park takes 2200 buses a day and the traffic through the doors daily is 600 000 people !!!
The SA Pavilion sees about 100 000 of this and people were waiting between 3 - 5 hours to come into our pavilion. I have never seen efficiency at this kind of level; it was somehow very refreshing, coming from SA. It would seem that we have a few things to learn from them!

The trip was a great success for me and Jackie; we meet up with the top sommeliers from restaurants and hotels in Shanghai.

It is a huge potential market for SA wines, however we need to come out of the entry level image that has been created and look at working hard to introduce our premium levels of wines.

This is my job for 2011...



Back home in SA we had the first ever Sommelier World Cup, initiated and hosted by WOSA (Wines of South Africa), at the Grande Roche Hotel in Paarl in October.

I was invited as one of the judges together with:

- Neil Grant sommelier at Rust en Vrede restaurant, Stellenbosch.
- Jorg Pftzner sommelier and owner of the Riesling Club.
- Miguel Chan group sommelier for Southern Sun South Africa.
- Asa W Karlsson, sommelier and a student of the Master of Wine program, journalist and lector at the Sommelier School, Restaurang Akademin, Stockholm, Sweden.
- Hans-Jurgen Podzun, President of the German Wine School.

The semi-finals were held throughout the year in 12 different countries - the UK, Belgium, the Netherlands, Germany, Denmark, Sweden, Finland, Norway, Russia, the US, Canada and South Korea.

This resulted in 12 of the best sommeliers in the world qualifying for the finals; many whom already been competing in the European and World Sommelier competitions.

This put a lot of pressure on the judging jury to arrange for a professional and competitive competition, matching international competition standards.



The winner Christopher Bates

The country finalists travelled to South Africa for a week in October to study and experience our Winelands. This all lead up to the Final Round that was held on Saturday 16 October 2010 at the Grande Roche hotel.

The morning session consisted of a written test as well as tasting and practical service exams. The afternoon session was an on-stage contest with the top four contestants battling it out for the title of WOSA World Cup Champion Sommelier 2010.

The winner was Christopher Bates from USA, he was overall extremely knowledgeable about the wines, food, ingredients and handled himself in the most professional way with a "difficult guest" on stage.

Second place was Stefaan Camerlinck from Belgium and third place the immensely charming Veronique Rivest from Quebec in Canada.



2nd place Stefaan Camerlinck

The idea behind this competition was to promote SA wines. This was the single most important event held by WOSA. We can continue to promote our wines as much as we want, but the people who sell them in the top On-Trade destinations are the sommeliers.

To get them behind us, we need to show the diversity of wines we produce and make them understand and become passionate about this country. We are still receiving emails from the candidates letting us know which new wines from SA they have added to their wine lists. That is what we want!

South Africa and the wine industry have managed through this single event to get more international PR about SA wines than anything else before!



3rd place Veronique Rivest

We had 140 people attending in the audience, producers, sommeliers and wine waiters; they started by having lunch with all the candidates, where they could get to know them and ask how the week had been. Then they all went to the venue to see the 4 finalists do their hard work on stage, afterwards the finalists sabraged sparkling wines and mingled with the audience with wines and canapés.

We had some amazing feedback thanks to SABC, Die Burger and Cape Times handling the reporting in such a fantastic way.

An amazing day in the winelands and I was very proud to be a part of the Jury –and the SA wine industry! You can find out more on www.wosa.co.za



The amazing group of the 12 top sommeliers that competed in the World Cup Sommelier and a WOSA represent in the middle!



I have one more trip for this year, taking part in the Port Elizabeth Wine Show, from the 3rd of December until 5th of December 2010 at Nelson Mandela Bay. Come and meet me and 50 other Producers, you can shop and drink and it is all arranged by the amazing Frogitt & Vonkel, who also head-up the JHB Wine Show. For Information and tickets, please visit www.wineshow.co.za See you there!

If you have the time, please check out PINOSITY.COM is inspired by a persistent curiosity and occasional wild infatuation for Pinot Noir. It presents an online resource for Pinot Noir lovers. Useful information, written with accuracy, intelligence and periodical humor, it attempts to create a global view about this most wonderful, titillating and often frustrating variety. The site is sponsored by Dalrymple but is open to all wineries, regions and enthusiasts who wish to be involved either actively or passively.



Alex showing off a favorite in a odd way!

We have also received our latest imports from Burgundy & the Rhone, resulting from Alex's trip there this year, so we will be drinking a few of these during Christmas. If you would like to have the price list and place orders, please contact me. The Hot tip is to hurry, we are already running low on the stock☺

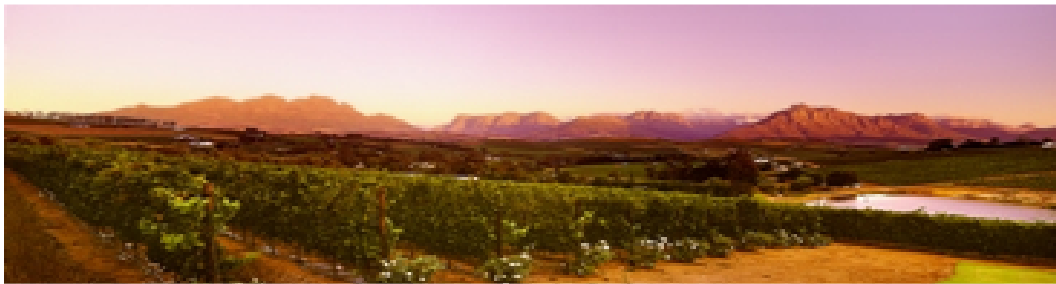
We are closing for Christmas from the 22nd of December 2010 until 13th of January 2011. We will as per normal, drink a lot, invade Alex's Cellar and rest in-between and recoup energy for harvest 2011.



We want to say thank you for all the support you have given us through this year; we wish you and your family all the best for the festive season and a fantastic and successful year ahead. Make sure to drink well and stay safe.

Warm regards
Mia Martensson
Sommelier

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All about Individuality...

We welcome your feedback We contacted you because you are listed in our database as one of our Friend Of The Winery, if you have a question or comment about this newsletter please contact us at mia@thewineryofgoodhope.co.za If you have been forwarded this newsletter and would like to receive it in the future, please send this to mia@thewineryofgoodhope.co.za if you do not wish to receive these updates in the future please write Stop in the subject and press resend.