



# VAN LOVEREN<sup>VL</sup>

## WINES OF DISTINCTION

### 2009 A ROLLERCOASTER RIDE

Looking back 2009 will mostly be remembered for the world-wide economic crisis and the huge upheaval it caused throughout almost every industry in the world. At Van Loveren it was no different - we too had to rise to the challenge of creative thinking and staying calm and focused with many worrying statistics of industry sales dropping. Fortunately we have strong brands that you have kept supporting - the tide seems to have turned and we look forward to a superb 2010 with the excitement the Soccer World Cup will inevitably bring.

### ON THE FARM



*Jong wingerd*

Hennie and Neil, our viticulturists, are forever busy looking after our farming units. Vineyards normally have a lifespan of 20 years, after which they need to be uprooted. This is followed by a rest-period when we plant cover crop to deposit nutrients into the soil and then we get to re-establish the vineyard.

Normally a winegrower will have only two chances in his lifetime to plant any specific block of vineyard and thus it is a very special moment. This year we re-established 11 ha which included Shiraz, Chardonnay and Colombar.

De Goree Farming, our empowerment partnership with our Worker's Trust, has done us very proud in winning a National Landcare Award for their efforts in farming in an environmentally sustainable manner. One of the aspects that impressed the judges was our effort to eradicate alien trees and re-establish the natural flora.

### WINE & ACCOLADES

We are incredibly proud of our winemaking team that brought the following accolades home:

- | Finalist in the Woman Winemaker of the Year competition (Danelle v Rensburg for the 2nd consecutive year with the 2009 Neil's Pick Colombar)
- | GOLD medal for our 2009 Sauvignon Blanc (we still have a few cases left, so be quick to place your order)
- | 4 Stars for our 2008 Wolverine Creek Chardonnay (Wine Magazine)
- | 4 Stars for our 2007 Wolverine Creek Cabernet Sauvignon (Wine Magazine)
- | Jonas Cupido for being named SA Cellar Worker of the Year (end of 2008)

NEW! For some time now Danelle has been working behind the scenes on Van Loveren's very first Methode Cap Classique, a sparkling wine made in the traditional French method.



*Winemaker, Danelle v Rensburg*

Although actually destined for another label that will be launched next year with our 30th birthday, we have disgorged and bottled 600 cases as a limited edition Four Cousins Cap Classique wine.



Another exciting addition to our wine range is the brand new Cramond, a perfectly blended wine of Sauvignon blanc and Chardonnay, named after a special place in the Kalahari where we've spend many precious times.



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### Festivities & Fun



*Musiek Maestro's performing at Van Loveren*

It has been a busy year! The annual Wacky Wine Weekend is South Africa's biggest regional wine festival and just at Van Loveren we had over 6 000 visitors during the weekend. Beide Flip-a-Coin (die acapella groep vir wie ons die laaste 3 jaar ondersteun) en CH2 het by ons opgetree en is besonder entoesiasies ontvang. Tydens Robertson Slow, wat in Augustus plaasgevind het, het 'n handvol besoekers saam met die familie gesmul aan 'n uithaler-ete wat deur Christlene en Annemarie Retief voorgesit is. Hierdie mini-

fees is vir die 2de agterteen-volgende jaar deur joernalis Graham Howe aangewys as die beste wyn-geleentheid van die jaar en is ideaal vir diegene wat van persoonlike interaksie hou. This past weekend we concluded our regional festivities with the annual Robertson Wine on the River that took place on the banks of the Breede River. This really is one of the most beautiful settings where one can host a wine festival and visitors get to taste over 300 wines from the 40+ wineries participating.

Van Loveren is 'n vurige ondersteuner van die kunste en buiten ons betrokkenheid by Flip a Coin het ons vanjaar ook hande gevat met die Rapport Musiek Maestro's en so die meesterlike skouspel na klein dorpie in ons land help neem. Op 13 September het hul dan ook hier by ons in die kelder opgetree voor 'n gehoor v 325 mense. Verder sluit ons die jaar op 'n hoogtepunt af met Shaleen Surtie-Richards se Shirley Valentine vertoning wat 28 November by die kelder aangebied word.

For those planning ahead, the dates for 2010 are as follow:

Hands-on-Harvest | 26 – 28 February 2010 | [www.handsonharvest.com](http://www.handsonharvest.com)

Wacky Wine Weekend | 3 – 6 June 2010 [www.wackywineweekend.com](http://www.wackywineweekend.com)

Robertson Slow | 6 – 9 August 2010 | [www.robertsonslow.com](http://www.robertsonslow.com)

Robertson Wine on the River | 15 – 17 October 2010 | [www.wineonriver.com](http://www.wineonriver.com)

### ORDER YOUR WINE NOW!

Did you know that you can order wine directly from the farm, delivered to your door? Attached please find our door-to-door pricelist that INCLUDES delivery. You should place your order now to get your wine timeously delivered for the holiday season.

The 1st 75 orders received will receive a FREE Christmas CD worth R 100, contact Maritsa Jansen ([info@vanloveren.co.za](mailto:info@vanloveren.co.za) / 023-6151505) to place your order.

### VISIT US!

If you are in our neck of the woods we'd love you to visit the farm and taste your favourite wines in our beautiful garden tasting area. Van Loveren is only about 90 minutes drive from most of the coastal holiday towns, perfect for a day's outing when the south easterly hits the coast!

#### IN THE MEDIA

Watch our for the Van Loveren and Four Cousins TV ads that are flighting on various channels

### KEEPING IN TOUCH

If you have access to e-mail and would rather have us stay in touch that way, please send your name, postal address and e-mail address to [friends@vanloveren.co.za](mailto:friends@vanloveren.co.za) with the subject line "switch to e-mail"

### UPCOMING DATES

28 November Shirlee Valentine performance at Van Loveren

21-22 December Stilbaai Wine Festival

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