



STELLENBOSCH
WINE ROUTES



newsletter - may 2009

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Bemvindo. ようこそ

The Stellenbosch American Express® Wine Routes website is now available in five languages – English, German, Spanish, Portuguese and Japanese. We also sponsor the Afrikaans website, www.wynSA.co.za.

Click [HERE](#) to visit our very informative site.



stellenbosch wine routes

This time of year, most of our winemakers are on hunting trips, returning with biltong and wild camp-fire stories. All of them claim to make the best biltong, and that is why the **Stellenbosch Hills/SA Hunter Biltongmaker of the Year Competition** is such a brilliant idea.

"Stellenbosch Hills was the first cellar to combine two proudly South African delights with the Wine and Biltong Adventure to be enjoyed in the tasting room. The art of biltong making nowadays is as specialised as the art of wine making. Our aim was to create a competition where two of South Africa's most popular products – wine and biltong – could be combined," says PG Slabbert, winemaker and manager at this cellar.

This year's competition is much bigger than previous years, especially because SA Hunter, South Africa's foremost hunting magazine, has joined us as media partner in this competition.

"We support Stellenbosch Hills' aim of an annual competition that combines two of South Africa's most known products, biltong and wine. This competition suits our readers perfectly," said André van Dyk, editor of SA Hunter.



Wine was made since 1659 in the Cape and the history of biltong goes back almost to this date. The word biltong was derived from two words, "bil" meaning hind quarters and "tong" meaning strip – thus meaning a piece of dried meat from a strip of the hind quarters of the animal. Biltong making was a means of preserving meat, but today it is made simply because people love it. The basic flavouring substances used were vinegar, salt, sugar and coriander and all these aromatic substances were readily available in the Colony, thanks to the French Huguenots who made wine and vinegar from Cape grapes. Today the art of biltong making is as specialised as the art of wine making.

Biltong is a healthy bite because it's high in protein and iron and low in fat. And we all know the health benefits of a glass of wine a day.

Each year a different Stellenbosch Hills wine is chosen to be the inspiration for entrants. The winner's biltong must complement this chosen wine to the best. This year the choice of wine is Pinotage, South Africa's own indigenous red wine. Pinotage was chosen for two specific reasons – this year is the 50th celebration of the first commercially bottled Pinotage in the country, as well as the fact that this year is the 350th celebration of the wine industry in South Africa. All biltong entries must be made from game and prizes of R60 000 worth are up for grabs. The judging will take place from August 20-21 after which six finalists will be announced. A prize winner's lunch will take place on Wednesday, September 9 in Stellenbosch where the winner and a second and third prize will be announced.

Prospective rivals can order entry packets at a cost of R150. This includes a bottle of Stellenbosch Hills Pinotage, as well as delivery costs. Contact (021) 881 3828 or visit www.stellenbosch-hills.co.za for more information.

Participants must register before July 24. The closing date for entries is Tuesday, August 11 when 1 kg of biltong from all participants must be delivered at Stellenbosch Hills for judging.

Regular and social golfers are invited to participate in the **"Give me a Chance" golf day** on Friday, 22 May 2009, at the Stellenbosch Golf Course. All funds raised during the event will be in aid of the young beneficiaries of the "Give me a Chance" Children's Foundation.

The game will consist of a 4-ball alliance with 2 scores to count and two starts beginning at 12h00. The cost per 4-ball will be R2000 per team and includes green fees, live on-course betting, tickets to the 3 course prize-giving dinner with wines from 10 selected, prestigious estates supporting the charity, live entertainment as well as fun prizes for various target shots as well as the overall winner.

Partners are welcome to attend the dinner at an extra cost of R130.00 per person, which includes a complimentary bottle of wine. Bookings can be made to Katherine Berchulski via email, hope@givemeachance or contact (021) 885 8104 before 19 April 2009. For further information on the "Give me a Chance" Children's Foundation visit www.alluvia.co.za.



THE Wine Routes continues to create ambassadors for Stellenbosch and our wine industry. In April we hosted eight students and one lecturer from the **University of Johannesburg's School of Hospitality and Tourism**.



The aim is to give these young tourism and hospitality students a real feel for Stellenbosch through a wine course, tour of the old part of the town and visits to wineries and local restaurants. By creating a lasting impression of Stellenbosch and our cultural, food and wine experiences, we trust our brand will be top of mind when these energetic people become influential young professionals in the hospitality industry.

And judging by the enthusiastic response by Diane Shackelford, these biannual exercises are helping us wine the right friends in the right places: "The four days spent in Stellenbosch taught us a great deal and the experience and memories are something that cannot be replicated. I would like to say thank you to Stellenbosch Wine Routes, STH, the wineries and people involved for making this the best learning experience I could have and for showing me that my future in the industry is wide open and has so many routes I can follow, most of all this entire trip taught me that you can never know enough about wine and there's always something new to learn, something else to see and more to taste."

As if showcasing more than 500 wines under one roof is not enough, the **Stellenbosch Wine Festival** literally goes the extra mile to extend its Winelands hospitality even further with its 'Wine Week', attracting fun-loving visitors to South Africa's oldest and foremost wine route between 24 and 31 July. Participating wine farms will open their cellar doors for a week long feast of unique attractions leading up to the 8th annual Stellenbosch Wine Festival which takes place from 30 July to 2 August.

The preceding Stellenbosch Wine Week offers a wide-ranging kaleidoscope of family-friendly activities including adventurous day trips, restaurant specials, exclusive winemaker dinners and rare vertical and varietal wine tastings, all blended into one big barrel of fun. Thrill-seeking travellers can sign up for a full-day tour of the Winelands on a bicycle or set off on a scenic donkey hike and wine picnic on the Polkadraai Hills, whilst special area visits to selected farms on the five different sub-routes - Greater Simonsberg, Stellenbosch Berg, Helderberg, Stellenbosch Hills and Bottelary Hills, will give you insight into the diversity and delights of the Stellenbosch Winelands.



Marrying all passions of the Boland, the Wine Week programme also celebrates the complementary effect wine and food have on each other with special dinners hosted at signature Winelands restaurants ranging from five-star crème de la crème and hot new dining spots to the more rustic, all time favourites and winter-inspired cellar meals. Tantalising newcomers on the Stellenbosch Wine Routes include Simonsig's eclectic Cuvée restaurant and the magnificently appointed restaurant at Delaire Graff Estate who will both cook up a special food and wine menu during the Wine Week. Other rare dining experiences include a sublime twelve-course food and wine evening hosted at the renowned 96 Winery Road restaurant and a special organic food and wine pairing at the newly transformed Waterkloof cellar and chic new tasting centre overlooking False Bay.

Separating the boys from the men, Alto Wine Estate will host a 'Gentleman's Club' evening complete with steak, Port and cigars. Volkskombuis restaurant in conjunction with Neethlingshof Estate will add melodic charm to a three course feast of tripe and bredies when the legendary Ollie Viljoen and singer Niël Rademan bring out their instruments. Those wine enthusiasts looking for a more hands-on encounter can sign up for wine blending sessions at Lovane Boutique Wine Estate and Apprentice restaurant while you can also roll up your sleeves for tutored vine pruning sessions at Simonsig Estate.

Various art exhibitions will also be showcased during the Stellenbosch Wine Week, including a spectacular art installation commemorating 350 years of winemaking in South Africa by world-renowned landscape artist, Strijdom van der Merwe, which will take centre stage at Simonsig Estate.

Various special accommodation packages in and around Stellenbosch, ranging from budget Winelands sleepovers to luxury rest and relaxation amidst the tranquility of aristocratic vines, are available to make the Stellenbosch Wine Week and Wine Festival more accessible to upcountry visitors this year.

For a complete Wine Week Programme and more information on the Stellenbosch Wine Festival; accommodation specials and packaged tours, click [HERE](#).

I am off to London for the **London International Wine Trade Fair** from 12-14 May at Excel. I will be representing Stellenbosch on stand L50 – if you are exhibiting or attending, come and say hallo, and have a glass of the best Stellenbosch has to offer! Visit www.londonwinefair.com for more information.



Christa Naude will be attending **Indaba** in Durban from 9-12 May. We are sharing a stand with the Cape Winelands District Municipality, so do pop in for a glass of wine. For more info, visit www.indaba-southafrica.co.za.

I will also be promoting Stellenbosch at the annual **Joburg Wine Show** at Gallagher Estate, from 29-31 May. To all our Gauteng readers – we look forward to having a glass of wine with you. You cannot miss our stand at the entrance to the show! Visit www.wineshow.co.za for information. See you there!

Until next time, enjoy planning your next trip to Stellenbosch! Cheers!!

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