

## NEDERBURG HITS THE ROOF IN GUGULETHU

Nederburg is the lead wine sponsor of the debut Gugulethu Wine Festival at the end of May and will headline with a highly entertaining Nederburg Food & Wine Theatre experience, presented by winemaker Tariro Masayiti, who fell in love with wine after his first glass and wants to share his passion.

Hosted by high-profile local entrepreneurs Mzoli Ngcawuzele and Lungile Mbalo from Mzoli's Place, the two-day festival from Friday, May 27, to Saturday, May 28, will take place on the roof of the Gugulethu Square Mall. This will be the first time a major wine show is being held in a Cape Town township.

While Nederburg is a familiar presence in Gugulethu and neighbouring suburbs, the festival will give members of the winemaking team the opportunity to meet with more locals, says Masayiti. "We are really excited to be a part of this event. It's a great opportunity to meet some of the people who enjoy our wines and to get to know them personally. We see this as the start of a relationship with more Capetonians who live so close to the winelands. Please come, taste, talk and discover. We can learn as much from you as you can from us. We want to share opinions and stories."

Nederburg will be showcasing a selection of wines throughout the event and Masayiti will also be presenting a series of fun food and wine pairing sessions open to all delegates at no additional charge. These will be run on both evenings with three scheduled for the first evening and four for the second.

Conceived as a taste adventure, his presentation will highlight the impact that the five basic flavours – sweet, salty, sour, bitter and umami (a Japanese term to describe a flavor that is intensely savoury) – can have, when it comes to pairing. "It's amazing how one tiny ingredient can change your reaction to a wine. So we'll be looking at the dramatic differences something as basic as a squeeze of lemon or a sprinkle of salt added to a dish, can make to the way you experience a wine."

Masayiti stresses that his presentation is by no means a one-sided lecture. "It involves interaction, tasting, commenting and sharing opinions. Wine is about pleasure, not pressure. Too many people are put off by what they imagine are the do's and don'ts involved in wine consumption. We want to show that the only rule is to drink responsibly. The rest is up to your personal preference. However, we can help to increase your enjoyment of wine by highlighting which food and flavours are more compatible than others."

Presenting red, white and dessert wines in Nederburg's exclusive theatre created for the festival, he will encourage visitors to try these with foods such as beef, tuna, cheddar cheese and chocolate.

Masayiti, a science graduate, worked as a winemaker in his native Zimbabwe before coming to South Africa where studied for a second degree at the University of Stellenbosch, this time specialising in viticulture and winemaking. He has been making wines at Nederburg since 2006 under the direction of cellar master Razvan Macici and focuses on white wines.

Many of these wines have earned local and international awards. Nederburg's Ingenuity White and Winemaster's Reserve Noble Late Harvest have both been rated five stars in the Platter's South African Wine Guide for two years in succession. The winery was also chosen as the Platter's Winery of the Year for 2011, earning an unprecedented five, five-star ratings. The easy-drinking Nederburg Lyric was also chosen as this year's Superquaffer by the Platter's team.

Masayiti has been widely profiled by the international media, particularly by journalists visiting South Africa to attend the 2010 FIFA World Cup™. Nederburg was the only South African winery entitled to carry the FIFA logo and created a collection of three wines to mark the country's hosting of the tournament.

The Gugulethu Wine Festival is being run by the team who co-ordinates the highly successful annual Soweto Wine Festival. Tickets can be purchased on the premises or online from [www.webtickets.co.za](http://www.webtickets.co.za).

DATE APRIL 18, 2011

ISSUED BY DKC (DE KOCK COMMUNICATIONS)

FOR NEDERBURG WINES

QUERIES

GERHARD DU TOIT, NEDERBURG's SA MARKETING MANAGER (021) 809 7000 or 079 456 2272

TARIRO MASAYITI (021) 862 3104 or 072 6115042

TESSA DE KOCK/MARLISE POTGIETER, DKC (021) 422 2690