



# The Cape Wine Master Copy

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*The Newsletter of the Institute of Cape Wine Masters*

## Welcome.....

In this edition the Institute honours Hein Koegelenberg as Wine Personality of the year and reflects on his contribution to the wine industry. We also welcome six new Wine Masters; a lovely balance of three men, three ladies; three from the Cape, three from Gauteng.

This edition also turns the spotlight on one Cape Wine Master, in the return of a series meant to show the person behind the name you see on the judging panel! Also, Peter Koff MW, CWM reports from America and Dr Andy Roediger CWM sees change in the Mosel. *Dave March*

*A toast to a woman of substance: outgoing CEO of the CWA and Cape Wine Master, Marilyn Cooper can be found at; <http://www.capewineacademy.co.za/marilyn-cooper-tribute.htm>*

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## ICWM Wine Personality of the Year

### *Hein Koegelenberg*

The Institute has named La Motte and Leopard's Leap CEO Hein Koegelenberg as its Wine Personality of the year. Hein began making wine in 1984 at Spier Wine Estate and later was CEO at Windmeul Cellar before moving to La Motte. A huge supporter of and ambassador for South African wines at home and abroad, Hein is Chairman of the Franschhoek Wine Valley Association and has forged links with Asia to sell and promote SA wines. He is also focussed on wine tourism, constantly looking for good examples on his travels and feels SA should make this a priority. Hein is passionate about wine education and has been pivotal in the success of the Cape Wine Academy. He enjoys keeping up with technology – his tweets and website (Heinonwine.com) have a considerable following. An ex Rugby player of note, Hein still enjoys golf, but as a central figure in the SA wine industry, Hein is happy to devote his time to supporting and promoting the industry, and the Institute of Cape Wine Masters salutes and thanks him for that.

'Where wine is, that's a happy place'.

Duimpie Bayly CWM *February 1995*

**Members:** Chris Bargman, Margie Barker, Berenice Barker, Rolene Bauer, Francis (Duimpie) Bayly, Paul Benade, Leigh Berrie, Kristina Beuthner, Francois Bezuidenhout, Duane Blaauw, Tom Blok, Winifred Bowman, Cathy Brewer, Marietjie Brown, Sue Brown, Nina-Mari Bruwer, Giulio Cecchini, Michael Claasens, Marilyn Cooper, Henry Davel, Dick Davidson, Greg de Bruyn, Ginette de Fleuriot, Chris de Klerk, Catherine Dillon, Heidi Duminy, Stephan du Toit, Pieter Esbach, Margie Fallon, Margaret Fry, Vashti Galpin, Peter Grebler, Brad Gold, Penny Gold, Karen Green, Jeff Grier, Sandy Harper, Bennie Howard, Val Kartsounis, Peter Koff, Hymli Krige, Michael Lee, Danielle le Roux, Hennie Loubser, Conrad Louw, Marius Malan, Dave March, Andy Mitchell, Gerda Mouton, Alan Mullins, Mary-Lou Nash, Boets Nel, Carel Nel, Sarah Newton, Raymond Noppé, Elsie Pells, Mary-Lyn Raath, Derek Ramsden, Jenny Ratcliffe-Wright, Andy Roediger, Christine Rudman, Andras Salamon, Lynne Sherriff, Caroline Snyman, Cornell Spies, De Bruyn Steenkamp, Lizette Tolken, Clive Torr, Debi Van Flymen, Sue Van Wyk, Eftyhia Vardas, Junel Vermeulen, Irina von Holdt, Meryl Weaver, Cathy White, Lyn Woodward.

**Honorary Members:** Colin Frith, Phyllis Hands, Dave Hughes

## Welcome to the new Cape Wine Masters;

**Francois Bezuidenhout** Francois has made wine on four continents, and is currently winemaker at MAN Family and Tormentosa wines. Achieving the Cape WineMaster qualification is part of his ongoing passion for wine knowledge.



Francois studied the role of co-operative producers in SA for his thesis, an area he believes is undervalued by most despite consisting some 85% of the industry and producing, "higher and higher quality wines". Francois enjoys SA Brandies and German Rieslings.

**Nina-Mari Bruwer** was inspired to pursue the CWM qualification whilst studying and making wine on her family estate; Mont Blois in Robertson. Nina-Mari sees food and wine as natural partners and her favourite wine is whatever matches the occasion and the meal, though she has a soft spot for Pinot Noir, Rioja and Claret and admits enjoying a Chianti in Tuscany is near to perfection. Her thesis looked at consumers' perceptions of wine and how understanding this can help producers and brand owners.



**Sandy Harper.** Sandy's background is in advertising and marketing and she now runs her own business. She has also published a book on nutrition. With memories of her father's home winemaking, time studying at Stellenbosch University, inspirational meetings with Dave Hughes CWM, and creating and managing the Old Mutual Executive Wine Club, Sandy's route to Wine Master was logical. Also, logical, perhaps, was using Sandy's expertise in marketing in her CWM thesis, which looked at the role of SA wine tasting clubs and consumer behaviour.



**Conrad Louw** loves adventure, and combined climbing Kilimanjaro, sailing the Atlantic and backpacking the Amazon with a career in Pharmaceuticals and Consulting in Finance and Business. His love of wine stemmed from a desire to understand and appreciate styles he at first found unpleasant. His thesis was on Sherry, one of those very styles and now he particularly enjoys the wines from Cederberg and Hemel en Aarde Valley.



**Marius Malan** is an Elsenburg trained viticulturist whose passion is to produce his own wine under the label 'Malanot Wines'. Marius knows that to be successful a producer needs to do more than make wine, and the Wine Masters



course helped him understand areas such as marketing and other world wine styles. Marius enjoys SA Chenin Blanc and Shiraz in particular and for his thesis studied the area which provides much of the fruit for his wines and which is establishing itself as a special terroir; that of Swartland.

**Debi Van Flymen** is the general manager of Wine Cellar in Gauteng. Debi's fascination with wine and food go back to her childhood. After returning from her travels in 2004, she opened Culinary Productions - a bespoke catering and events company. Debi is a frequent guest speaker, lecturer and avid writer and enjoys judging food and wine competitions worldwide.



She has served on the Gauteng board of the SA Chef's Association. Formerly the food and wine editor for Sandton magazine, and a regular contributor to numerous other publications, she has also contributed to several cookbooks over the years. Debi was inducted into the Ordre des Coteaux de Champagne and she is currently the chairperson of the South African CIA – Champagne Importer's Association.



The new CWM's; Debi, Francois, Conrad, Sandy, Nina-Mari & Marius

### **The US Market for SA Wines Peter Koff MW CWM**

The launch of SA wines onto the US market post 1991, has not been without its problems – not by any means! At that time, we failed to capitalise on a unique opportunity, Americans were feeling good – South Africa was heading inexorably on the path of multiracial democracy and Americans believed, rightly or wrongly, that US pressure and sanctions had played a major role.

So how did we fail? With the exception of a few small importers, we rushed to ship cheap, substandard wines to the US, in the belief that Americans were panting for our products. There was little or no understanding of the US consumer or market, little or no market research and the wines ended up in the closeout bin and Pinotage was dealt a near mortal blow! Imports of SA wine rose to 1million plus cases then dropped back then started to grow again. In the meantime, countries like Argentina, without our history of wine quality and diversity easily outpaced us and established their credentials.

Today, the US is the world's largest fine wine market; South African imports are growing, but like Rodney Dangerfield, "We don't get any respect".

Well, perhaps not 'no respect', but insufficient respect. Why? Quality of our top wines was good in 1992 when imports restarted and quality across the board has improved, so it's not quality! In the beginning we had limited choice of bottles and clunky packaging – not any more – so it's not packaging.

Americans had difficulty, who wouldn't? with names like 'Buitenverwachting'. Generally today that is not case, so it's not the language.

Pricing is less easy, dependent on many factors including exchange rates. It is true that Spain, France, Italy and Chile can offer value propositions that are hard for South Africa to meet, not to mention beat.

But, at current exchange rates these are challenges, not obstacles – it's not price.

South Africa is, well, African. I believe in some quarters we are perceived as third world. This isn't conscious discrimination but it exists. The most ardent US consumers of SA wines are Americans who have visited SA. They have been seduced by the country, the people, the vistas. Europeans have long known there is more to SA than sights of long-necked animals framed by thorn trees crossing dirt roads at sundown. Americans are not amazed at this, they expected it! They are amazed at the sophistication of our cities, our dining, our waterfront, our 5 star hotels, our friendly people. To advertise South Africa with game scenes supports that stereotype – it may play in Dusseldorf, it doesn't play in Chicago.

So let's change our tourist brochures. If we can't have one size fits all, then let's develop something for North America; the rewards are worth it!

A word for our wineries and exporters. The days when US importers would come knocking humbly on your doors, begging you to sell them wine which they would pay for in 60 days and promising to build your brand at their expense across the length and breadth of the USA, are over. I'm not sure they really existed. It's your job to manage your brand and drive your progress, importers and their distributor customers are looking for the low-hanging fruit to place; whichever way you look at it, that is not SA!

So, the good news. There is increasing interest, small but growing. Every year 'Wine Spectator' magazine has a couple of South African wines in its 'Top 100'. This does not go unnoticed. There are an increasing number of African and South African themed restaurants opening – they have predominantly or totally South African wine lists. The volumes are not great but the message is getting out. The way forward for producers;

- 1) Market 'Brand SA' and leave the animals out!
- 2) Understand the US consumer. Give them what they want at the key price points.
- 3) Accept your responsibility for your brand success. You are not a resource for your importer – on the contrary, your importers and distributors are resources for you; you are driving the bus. *Gesondheid!*

## *Get to know your Wine Master .....*



### **Elsie Pells CWM**

I was privileged to grow up in the bush in an unspoilt Knysna and come from a family of inspirational cooks, so tastes and smells were laid down at my grandmother's kitchen table. I was trained as a professional musician playing the piano and church organ. In 1983 we started The Spier Jonkershuis Wynproers with Niel Joubert as patron. It had its 30<sup>th</sup> anniversary last year. Having enjoyed wine rather thoughtlessly before, this started to engage the little grey cells, and I loved it.

I started writing Cape Wine Academy exams for my own pleasure and finished Diploma not really intending to do more. In the early nineties I joined Phyllis Hands on a marvelous tour to many of the great wine producers in France and Italy; visiting Champagne, Bordeaux, Burgundy, Cognac and some of the Northern Italian regions. We had VIP receptions at places such as Chateau d'Yquem, Cheval Blanc, Chateau Margaux, Latour, Antinori and many others.

This was inspirational and I wanted to know more. When I, in desperation, asked a well-soaked friend if I would ever get to the iconic wines, he answered calmly – "Do not worry my dear, when you are ready, they will come to you". I have been lucky and shared bottles with iconic characters in the industry such as Gunter Brozel, Spatz Sperling, Peter Lehman, Wolf Blass, Serge Hochar, Pierre Lurton, Paul Pontallier, Zelma Long, Paul Draper, Kevin Judd and many others.

I became a Cape Wine Master in 2000. In 2003 I completed the Australasian Wine Master in a pilot program started at the University of Western Australia by Professor Geoff Scurry. While doing this I lectured in Australia and travelled widely in Australia and New Zealand. I have been involved in every aspect of wine from production, marketing, and sales. I am a shareholder of 'House of Wine' in Czech Republic which we started five years ago. We make two brands in South Africa which we export and distribute to restaurants. Last year our exports constituted 68% of all packaged wine from South Africa to Czech Republic. While living in Prague I worked closely with the South African

Ambassador promoting SA wines and also did many lectures, talks, tastings and wine dinners.

I annually judge the 'Czech Winemaker of the Year' and contribute articles to 'Vinorevue', 'Lifestyles' and 'Svatba' magazine. Other international judging includes Mundus Vini, Berliner Wein Trophy, Vinorevue to name a few. I am mentoring a Czech student preparing for the Cape Wine Masters exam. Locally, I taste regularly on 'Classic Wine' panels and contribute articles to their magazine and have a blog which I irregularly post on.

To pinpoint my favourite amongst wine styles is to expect me to pick a favourite child – I have 6! - an impossible task. Great bubbly is an anytime celebration, Riesling for uplifting drinkability and intrigue, Sauvignon Blanc soothes the most frazzled day, Cabernet Sauvignon makes me feel earthed and happy. Spicy siren, Sangiovese lures me to pour another glass while Pinot Noir brings thoughts of seduction, moonlight and unmentionable delights. Nobly rotted ambrosia such as our own NLH, Sauterne, the immortal Tokaji and Trockenbeerenauslese elevates heart and mind with celestial pleasures. Ultimately the soul of the grape captured in Cognac, Armagnac and our own delicious brandies liberates the mind.

"Wine is at the same time simpler than people say and more complex than they think." Hugh Johnson's words are so true and learning to pay attention to wine's whispers in the glass and being able to share that message widely, has been a privilege and a joy.

Congratulations to Hon CWM Dave Hughes, who has been awarded a Benefit Year to mark his extraordinary contribution to the wine industry. A variety of events are planned, starting with a Golf day in May to celebrate and to raise funds for a Trust Account in his name. Not surprisingly, calls for a tribute to Dave came from industry leaders around the world, as well as SA. Anyone wishing to get involved or contribute should contact Celia Gilloway on [celia@classicwine.co.za](mailto:celia@classicwine.co.za) / 082 782 1977

### ***International Sherry Week 2-8<sup>th</sup> June 2014***

Conrad Louw CWM is the new South African promoter for the Sherries of Jerez in the second festival featuring events around the world and which will feature food, tapas, cheese and sherry pairings. Two events so far planned will be in Johannesburg and Pretoria. For more details go to <http://www.isherryweek.com/>

## Is the Mosel changing?

Dr Andy Roediger CWM

Tasting in the Mosel, one would expect lots of Riesling, and then the odd Rivaner (also known as Muller Thurgau), but things are changing. Change, is it for the better or is it out of necessity to improve marketing? I was most surprised to taste Gewürztraminer from the Mosel, let alone Sauvignon Blanc. Gewürztraminer has been permitted as a varietal since 2011. Sauvignon Blanc now commands two hectares of the Valley. Why? As Michael Oster explains from the Walter J. Oster Estate in Ediger, "I have four wine shops along the river and we need to satisfy the customers". Gewürztraminer here is very aromatic, with a feminine bouquet, showing a touch of flinty jasmine on the palate. He can't produce enough Sauvignon Blanc which here has a very crisp, nettle undertone with white asparagus and hardly any fruit nuances. Certainly a touch of minerality but too fragrant to be from the Loire. Another producer is Weingut Haussermann, making Sauvignon Blanc as 'Qba Trocken, Mosel, Germany'.

What was more amazing from Haussermann were the red wines. I am very sceptical of German red wines, though the Ahr produces excellent Spätburgunder wines, or Pinot Noir; elegant, subtle yet a touch tarry as German Pinots' often are.



The Mosel's controversial road bridge under construction, a hotly debated change.



Further south another surprise; Shiraz, and what does it taste like, like any other New World Shiraz. And red blends in the Mosel too; the 'Cuvee Primus Inter Pares' is a blend of mainly Dornfelder, Pinot Noir and Regent. The palate is full of soft tannins, a touch of vanillin from the medley of French, American, and Hungarian oak barrels, black cherries and aggressive black fruits. The Cuvee 1891 spent 24 months in oak and won a Mundis Vinum Gold and like all well-made red wines balanced with oak will last for years.



The Mosel;  
Riesling, Pinot  
Noir, Dornfelder,  
Muller Thurgau  
and now  
Sauvignon Blanc  
and Gerwurz ?

Still, give me the Rieslings any day; shop wisely in Bernkastel, and the spectacular wines from the 'Doctor' vineyard can cost between 25 and 35 Euros, depending on what shop you enter. The lower end spätlese Rieslings are very affordable and need not cost more than eight Euros. So the basic Mosels are there, but if they want to change Mosel producers should remove Rivaner and plant more Riesling; just not Sauvignon Blanc and Gewürztraminer please.



*New Chair of the ICWM Dr Winnie Bowman with Wine Personality of the Year Hein Koegelenberg*

A recent visit to Chile showed the devastation in northerly regions of the frost earlier in the year, temperatures falling to -8°C in places. Some vineyards in Casablanca lost up to 90% of their potential crop. 2014 will be possibly the lowest yielding ever in these regions; but quality now is looking outstanding, so Casablanca whites 2014 could be a great buy. Editor.

Cellar Rats Wine Tasting Club Committee member and Cape Wine Master Sarah Newton is one of those behind the 2014 Port & Red Wine Festival on Sunday 25 May from 11h00 - 15h00 being held in Magaliesberg at "The Old Mill", on the banks of the picturesque Magalies River, 40 minutes from Jhb's Northern Suburbs. Tickets at Computicket.

Returning Associate Judge for the Old Mutual Trophy Wine Show, CWM Heidi Duminy was among the local and overseas judges who praised the overall style and quality of the SA Cabernet Sauvignon class. Heidi reports that Véronique Drouhin-Boss was especially impressed with the purity and quality of the Chardonnay class. Wine Educator, Fongyee Walker of China on the styles and expressions of Chenin Blanc commented that almost all were intriguing and legitimate international contenders. Decanter Man of the Year 2014, Gerard Basset OBE, MS, MW, MBA was particularly positive about Pinotage, citing elegance and intrigue in the class. Heidi was also involved in assessing her true passion, the MCC class.

Congratulations to **Dr Winnie Bowman CWM** who was elected Chairperson of the Institute for 2014/5, thanks were given to Dr Andy Roediger for his sterling efforts as Chairperson over the last three years. Also elected were;

Vice Chairperson	Mary-Lou Nash
Secretary	Margaret Fry
Treasurer	Tom Blok
Northern Region Chair	Kristina Beuthner
Southern region Chair	Raymond Noppe
Education Committee Fleuriot,	Kristina Beuthner, Winnie Bowman, Ginette de Caroline Snyman, Mary-Lou Nash, Geoff Grier, De Bruyn Steenkamp
Technical Committee	Dave March, Raymond Noppe, Derek Ramsden, Debi Van Flymen

### Cape Wine Masters celebrate the new Graduates at Groot Constantia



*Front (left to right) Kristina Beuthner, Dick Davidson, Margaret Fry, Jeff Grier, Margie Barker, Andy Roediger, Duimpie Bayly, Dave Hughes, Marilyn Cooper, Bennie Howard, Elsie Pels, Debi van Flymen, Alan Mullins. Back (left to right) Marius Malan, Daniel le Roux, Catherin Dillon, Raymond Noppé, Sandy Harper, Tom Blok, Greg de Bruyn, Winnie Bowman, Francois Bezuidenhout, Nina-Mari Bruwer, Junel Vermeulen, Conrad Louw, Dave March, Clive Torr, Irina von Holdt, Ginette de Fleuriot, Heidi Duminy, Derek Ramsden, Mary Lou Nash.*