



# THE SIMONSIG NEWSLETTER

STELLENBOSCH

SUMMER 2007 / 2008



TO THOSE WE LOVE AND SEE EACH DAY AND OTHER LOVED ONES FAR AWAY.

TO ALL GOOD FRIENDS WHO MEAN SO MUCH AND THOSE WITH WHOM WE'RE OUT OF TOUCH...

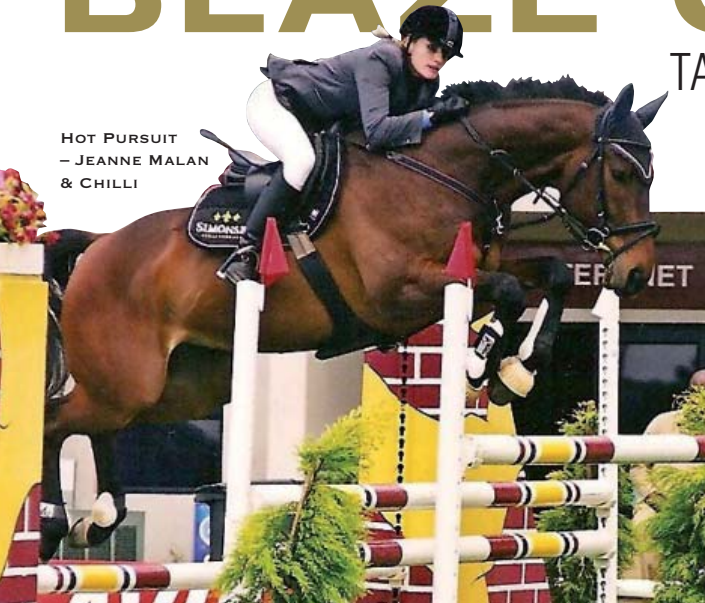
MAY YOU FIND THE TRUE SPIRIT OF THE SEASON AND MAY IT FOLLOW YOU THROUGHOUT THE COMING YEAR.

MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR FROM ALL OF US AT SIMONSIG

## BLAZE OF GLORY

### TALENTED SIMONSIG AMBASSADOR ON FIRE

**HOT PURSUIT**  
- JEANNE MALAN  
& CHILLI



With 40 years in the wine industry under our belts, our commitment to excellence took Simonsig to green pastures of a different kind during 2007.

Sharing the same unbridled passion for perfection, Simonsig is proud to announce its commitment as official sponsor of Jeanne Malan – a national equestrian show jumping champion and talented daughter of one of the estate's three brothers, Pieter Malan.

Sporting a myriad of local and international awards under her

saddle, Jeanne is currently ranked 4<sup>th</sup> on the Discovery Grand Prix series and in the Top 10 of the South African National Equestrian Federation (SANEF) and World Cup rankings. Amongst other impressive achievements in 2007, she and her beloved horse, Chilli, were part of the winning South African team of the Inter-Africa Cup Challenge.

Wishing all the young talent out there a sizzling summer.

**THE SIMONSIG TEAM**

### A TOAST TO CHANGE

2008 will see the opening of a stylish new Simonsig tasting facility complete with a VIP tasting room, chic Champagne bar and eatery. Watch this space for more details on the launch of the hottest new address in the Winelands.

## SIMONSIG CHENIN BLANC PLATTER "BEST VALUE-FOR-MONEY WINE OF 2008"

Simonsig Chenin Blanc 2007 has won the coveted Platter 'Superquaffer of the Year' award as the most drinkable, best value-for-money wine of 2008.

The wine took top honours out of 380 contenders that were recognised as exceptionally drinkable and well priced wines for the latest edition of South Africa's most definitive wine directory.

It is an eminently enjoyable Chenin Blanc which radiates a bright golden straw hue with sweet fruit aromas of sun-ripened Golden Delicious apples and tangy pear dominant on the nose. A tropical fruit salad of melons, guavas and pineapples fills the palate whilst a hint of wild honey evokes a silky richness on the aftertaste.

**THIS WINE, THAT FOOD** Simonsig Chenin Blanc 2007 is perfect for a hot summer's day. Complements seafood, savoury curries and spicy Thai cuisine.

## Frans Malan Excels in Europe

Simonsig strengthened the international appeal of the uniquely South African Cape Blend style of wine by striking gold for its renowned Frans Malan Reserve at two prestigious international competitions, all in one month.

The 2004 Vintage scooped a Gold Best in Class medal at the authoritative 2007 *International Wine & Spirit Competition* in London.

This accolade follows on the Frans Malan Reserve's recent success in Germany, where the 2003 vintage walked off with a golden glow at the 2007 *MUNDUSvini International Wine Awards* – dubbed the largest officially recognised wine competition in the world.



ARCHBISHOP DESMOND TUTU AND FRANCOIS MALAN

## Sparkling Spirit

Simonsig was the proud wine sponsor of the *Centre for Christian Spirituality Gala Concert*, held in celebration of the 20<sup>th</sup> anniversary of this inter-cultural haven of healing in Cape Town. Founded in 1987 under the patronage of Archbishop Desmond Tutu, the centre thrives as a beacon of spiritual information and support to ministers and ordinary people in South Africa, Africa and beyond.



EPIC PROPORTIONS – BILLY IN ACTION DURING THE GRUELLING 2007 CAPE EPIC MOUNTAIN BIKE RACE.

# UNCORKED

Two minutes with Simonsig Financial Director, **Billy Sendin**

**1. Being a valuable part of the furniture after 19 years working for Simonsig, what keeps you motivated and gets you up in the morning?**

I find it stimulating to be part of a successful company that participates in the global economy with sought-after quality wines. As Oom Frans Malan used to say with a sparkle in his eyes, "It's much more fun to be farming with wine than with potatoes".

**2. What is the funniest moment you remember at Simonsig?**

Francois (Malan) was giving a technical presentation to invited guests where he spoke about wine cultivars, number of hectares planted, size and quality of crop, pruning methods etc. All serious matters. He then went on to say that part of his capital budget for the year was to purchase a tractor. We all thought he was going to tell us about its specifications such as horse power and abilities. But in his own way he

said "It's a very nice blue one". The evening was very relaxed and full of fun after that.

**3. Besides having a bigger bank balance, if you could change anything at Simonsig, what would it be?**

If I could wave a magic wand it would be to have the right wine in the right quantities at the right place at the right time. Hey Presto! Happy customers. No stress.

**4. Speaking of wishes, what do you want to see under your Christmas tree this year?**

A carbon fibre, super light, dual suspension cross country mountain bike with all the latest components. Plus a free service plan!

**5. If you were a wine, how would the label read?**

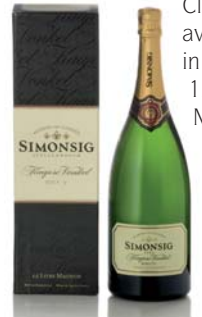
Robust, full-bodied with plenty of maturation potential. Some day I might become smooth and balanced.

## CUBAN FIRST

Simonsig Chenin Blanc won the 1<sup>st</sup> prize in the category Best New World White Wine in the Fiesta Del Vino 2007 held in Cuba.

## SIMONSIG KAAPSE VONKEL

lend grandeur to the Festive Season with South Africa's king of Cap Classiques available in a bold 1.5 litre Magnum which comes with a stylish gift box.



Charmingly captivating it is perfect for any Christmas feast, regardless whether it lands up underneath the tree or is enjoyed as a refreshing toast.

## 2007 VERITAS RESULTS

Simonsig soared at the annual Veritas Awards, South Africa's definitive wine competition, with a medal tally of 23 for its flagship, ultra-premium and easy-drinking wines – one double gold, three gold, ten silver and nine bronze.

**Double Gold** Redhill Pinotage 2005

**Gold** Chardonnay 2005  
Frans Malan 2004  
Frans Malan 2005

## IWSC RESULTS

A whopping total of eight medals was won at the 2007 *International Wine & Spirit Competition* (UK), which settled a new record for the estate with medals for each of the Simonsig wines entered in this year's challenge.

**Gold Best In Class** Frans Malan Reserve 2004  
**Gold** Chenin Avec Chêne 2005  
**Silver Best in Class** Kaapse Vonkel 2003  
Vin de Liza 2006  
Tiara 2000  
**Silver** Redhill Pinotage 2005  
**Bronze** Merindol Syrah 2003  
Cabernet Sauvignon 2003

## American Idol

Simonsig's Debbie Burden, was selected as the only South African female winemaker to participate in the "Women of Spirit"

charity initiative by the Morton's steakhouse chain (USA) in aid of the American Red Cross.

Debbie was invited as special guest and host of an exclusive Simonsig Wine Dinner and Auction held at a Morton's location in Stamford, Connecticut, during which autism advocate Brita Darany was honoured as Stamford's "Woman of Spirit".

The collaborative "Women of Spirit" campaign raised over \$110,000 for Red Cross chapters in America.



MORTON'S HONOREE AND FOUNDER OF THE GRASSROOTS ORGANISATION, FRIENDS OF AUTISTIC PEOPLE IN GREENWICH, BRITA DARANY AND DEBBIE BURDEN WITH THE ST. SIMONSIG TIARA THAT RAISED \$600.

## 1,2,3 times a winner

Simonsig continues to reap the rewards of its profound commitment to South Africa's unique homegrown grape varietal, claiming its third victory in the closely contested ABSA Top Ten Pinotage Competition. The 2007 challenge saw the multi-acclaimed Simonsig Redhill Pinotage 2005 taking the honour, completing the estate's trio of Top Ten triumphs garnered since 2001.



## LIKE FATHER, LIKE SON

Simonsig's brothers Francois and Johan Malan have more in common than their passion for winemaking excellence. (Left) Francois and Antoinette Malan with Johan and Diane Malan (right), sharing the last day of school with their sons Johan and Michael who both graduated at Paul Roos Gymnasium in Stellenbosch this 2007.

(L.T.R.) FRANCOIS, JOHAN (JNR.), ANTOINETTE, JOHAN, MICHAEL AND DIANE.



## TASTINGS, TOURS & WINE SALES

Simonsig Estate is open for sales, tours and tastings from 08h30-17h00, Mondays to Fridays and from 08h30-16h00 on Saturdays and public holidays.

SIMONSIG IS LOCATED ON KROMME RHEE ROAD BETWEEN THE R44 AND THE R304. TAKE EXIT 39 OFF THE N1.