



The Cape Wine

# Master Copy



Number Eleven

June 2010

Publication of the Institute of Cape Wine Masters, P.O. Box 782356, Sandton, South Africa 2146. [www.capewinemasters.co.za](http://www.capewinemasters.co.za)

## In this issue...

2010 is finally here and one can feel all the excitement building up for the Soccer World Cup! We welcome all the visitors to South Africa and hope they will share our passion for wine and the beauty our country offers.

We welcome the new Cape Wine Masters, celebrate their special achievements and introduce the ICWM Personality of 2010. We also report back on the Soweto Wine Festival, the 2010 harvest as experienced by the CWM winemakers and finally a personal journey to becoming a CWM.

Enjoy the World Cup and celebrate with the best from the Cape!

*Winifred Bowman*

**EDITOR**

[winbee@syrold.co.za](mailto:winbee@syrold.co.za)



## **Contents**

	<b>Page</b>
Welcome to new Masters	1
Master Achievements	2
Soweto Wine Festival	3
ICWM Personality of the Year	3
What will we drink in 2010?	4
Master Journey	4

## Welcome to new Masters

We welcome four new Wine Masters to the institute—three ladies and one gentleman— all from Gauteng! Well done to all of you and we welcome you to the next part of your wine journey.

Their dissertations covered diverse topics, including Rhône style red wines in South Africa, Sparking wine in South Africa, Riesling in SA, and wine packaging. The dissertations are available for perusal on the Cape Wine Academy website and at the SAWIS library.

Over the last 26 years 178 candidates have enrolled, of whom 75 have successfully qualified, with 20 candidates presently studying to become CWMs. This brings the membership of the ICWM to 68 (including 3 honorary members).

This year's graduation function was hosted by the Van Ryn's Brandy Cellar in Stellenbosch on 7 May.



Kristina Beuthner is a multilingual, part-time wine consultant and importer/exporter, who worked in France, Germany and Columbia after attaining her double diploma in Business Administration. On completion of the two-year CWA Wine Diploma, she started her CWM studies in 2006.

*Dissertation: The future of Riesling in SA and what we can learn from the recent improvements in Germany*

**Members:** Chris Bargman, Margie Barker, Berenice Barker, Rolene Bauer, Francis (Duimpie) Bayly, Paul Benade, Kristina Beuthner, Duane Blaauw, Tom Blok, Winifred Bowman, Cathy Brewer, Marietjie Brown, Sue Brown, Marilyn Cooper, Henry Davel, Dick Davidson, Greg de Bruyn, Ginette de Fleuriot, Chris de Klerk, Heidi Rosenthal Duminy, Stephan du Toit, Pieter Esbach, Margie Fallon, Mary-Lyn Foxcroft, Margaret Fry, Vashti Galpin, Peter Grebler, Brad Gold, Penny Gold, Karen Green, Jeff Grier, Bennie Howard, Dave Johnson, Val Kartsounis, Peter Koff, Hymli Krige, Michael Lee, Danielle le Roux, Hennie Loubser, Gerald Ludwinski, Andy Mitchell, Gerda Mouton, Alan Mullins, Boets Nel, Carel Nel, Sarah Newton, Elsie Pells, Jenny Ratcliffe-Wright, Andy Roediger, Christine Rudman, Andras Salamon, Caroline Snyman, De Bruyn Steenkamp, Clive Torr, Eftyhia Vardas, Junel Vermeulen, Irina von Holdt, Meryl Weaver, Cathy White, Lyn Woodward

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

Mike Lee is an engineer in the manufacturing and logistics sphere and a qualified photographer, who enjoys travel, food and golf. His passion for wine - especially the Mediterranean red wines of Spain, Italy and France, in particular those of Burgundy - started when he was a university student in 1982. Lee started certificate courses at the Cape Wine Academy, completing the CWA diploma in 2003 followed by the Cape Wine Masters programme in 2010. He is a member of the Wild Yeasts tasting group in Johannesburg.



*Dissertation: Rhone-style red wines in South Africa.*

Sarah Newton, an analytical chemist, has engaged in brief stints advising customers on wine in restaurants and retail stores. She started the CWA Preliminary course in 1998, obtaining the CWA Diploma II in 2001 and is a member of the Cellar Rats Wine Tasting Club, the Bubbly Club and the Wild Yeasts.



*Dissertation: Sparkling wine: The growth of this category of wine in South Africa.*

Lyn Woodward is a freelance wine writer, food stylist and educator with a degree in business management. She completed several wine courses including a Cape Wine Academy introductory wine course as part of her Diploma at the Christina Martin Chef's School in Durban. During seven years of working experience at the Cape



Wine Academy Woodward also led a wine and food tour of France and trips around the Cape winelands. She is a member of the Wild Yeasts tasting club.

*Dissertation: Wine packaging: alternatives to traditional glass.*

**We wish you all the best and trust that you will keep exploring and uncover new wine adventures. We also look forward to the contribution you will make to our world of wine and to the ICWM in years to come.**

## Master Achievements

Special achievement awards were presented for exceptional knowledge and ability in three different subjects. They are the Van Ryn's Trophy for Brandy Excellence, The Groenland Viniculture Award and the Villiera Sabre Award for excellence in theory and tasting of sparkling wine.



Gerhard du Toit from Van Ryn & Sarah Newton

The Van Ryn Brandy Award for achieving distinction in the brandy theory and tasting examinations was awarded to Sarah Newton.



L-R:  
Kosie Steenkamp,  
Lyn Woodward &  
Bennie Howard

The Groenland Viniculture Award was presented to Lyn Woodward by Kosie Steenkamp of Groenland in recognition of his son, De Bruyn, CWM.



L-R:  
Jeff Grier,  
Sarah Newton &  
Bennie Howard

“The Villiera Sabre” for outstanding performance in the CWM bubbly tasting examination was carefully considered, says Jeff Grier from Villiera. “The CWM’s are an influential group and there are a growing number who claim to have a special connection to bubbly. This is a positive trend and as one of the leading Cap Classique producers in S.A. we wished to ensure that this trend continues. We hope to inspire future candidates to take bubbly seriously by sponsoring an award that successful candidates can keep and be proud of for as long as they live. The sabre goes hand in hand with the excitement of the category and it seemed an appropriate symbol to use as an award”.

## Master Soweto Festival



Marilyn Cooper

It is official. Soweto loves South African wine! In September, 5520 people flocked to the 2009 Standard Bank Soweto Wine Festival to taste over 800 wines. If wine once had a bad reputation in the townships, this is now well and truly buried as a new generation of black wine appreciators comes to the fore in their thousands. They are the SA black middle class market and live in Soweto and the northern and southern suburbs of Johannesburg. They are the future wine consumers of South Africa.

The idea of having a wine festival in Soweto was born around a braai, held in Pretoria between neighbours Lyn Woodward and Mnikelo Mangciphu. They were drinking wine out of Soweto Beer Festival glasses, and several glasses later, thought what a good idea it would be to have a Wine Festival instead!

In 2005 the first festival was held at Ubuntu Kraal in Orlando West, and attended by 1500 visitors. The festival was officially opened by the then Minister of Agriculture, Thoka Didiza. Eighty-two wineries came to that first festival all filled with great excitement - many had never been into a township before. The 2006 festival moved to the present premises: University of Johannesburg, Soweto Campus. More than 3000 people attended the Soweto Wine and Brandy festival, and a great time was held by all.

The 2007 festival reverted to a wine only show. Standard Bank came on board with on a three year head line sponsorship, resulting in the show growing and reaching a much wider audience. With an increased marketing budget, wider advertising in City Press, the Sowetan, Sunday Times and on radio stations Metro and Kaya FM was made possible.

During 2008 and 2009 wineries saw an increased awareness and thirst for more wine knowledge among attendees. This was endorsed by the CWA who ran three tasting sessions per evening, presented by Mary Krone, Busi Yende and Chris de Klerk CWM. In 2009 the presenters were all of colour, Erick Sikhosana from the Hyatt, Jacob Peu from Jacob's Quest and Nico Fischer from Simonsig.

With the economic downturn, Standard Bank have not renewed their sponsorship, but Mnikelo and I have a commitment to growing the black market, in particular in Soweto. Mnikelo set up the only wine shop, Morara Wine Emporium in Mofolo in 2006, and this has now been franchised. Sales are small compared to the retailers in the northern suburbs, but sponsor Pick n Pay, see an increase in wine sales each year. In December, Four Cousins outsold 2 litre coke in their Maponya Mall store!

**Marilyn Cooper, CWM**

## ICWM Wine Personality of the Year



Pietman Retief with  
Duimpie Bayly

You may be familiar with the phrase: *'Claret is the liquor for boys, port for men, but he who aspires to be a hero must drink brandy'*. Samuel Johnson could well have modelled his words on Pietman Retief - who as former director of the SA Brandy Foundation made a stellar contribution to shape the image of our brandy industry.

A born and bred Bolander, Pietman studied at the University of Stellenbosch, then joined the Distillers Corporation in 1971. In the early 1980s Pietman was responsible for the opening of the Wine Museum, Brandy Museum and the Van Ryn Brandy Cellar. In addition, he assisted with the inauguration of the South African Brandy Foundation in 1984. Ten years on Pietman was appointed director of the foundation – and through his contribution catapulted the refined image of brandy to new heights.

In 1997 – perfectly timed to the day to commemorate 325 years since brandy was first distilled in SA, he initiated the launch of SA's first brandy route – perhaps also a world-first. Pietman believed: "Once people have seen how much love, attention, time and knowledge is put into each bottle of brandy, they will develop a greater respect for the product."

There's still no slowing Pietman down. Since retiring in 2006 he follows his interests - from wine tourism to historic buildings - with the same characteristic fervour and energy which earned him the title as South Africa's Mr Brandy.

The ICWM presented the annual award to Pietman in recognition of his success in local and export wine and brandy markets and his passionate role in the industry.

## What will we drink in 2010?



Bennie Howard, Chairman, ICWM

There is no perfect answer to this question, but what we do know is that South Africa will be on a roll in 2010! I am one of the guys who have been positive about the FIFA Soccer World Cup from the start, because the Television, Radio and Print publicity alone will benefit our country enormously. So if you transfer that publicity – with figures of 300 million people to watch/read about the tournament AND South Africa – into our wine industry, I believe it is the biggest advertising campaign ever ...and we don't even pay for it!

Add to that the 370,000 visitors who will be in South Africa to eat and drink, then it is clear we are going to be having great business in the normally quiet months for our industry. And, yes, not all of them will drink products of the vine, but let us say that half of them do so... then you have possibly more than an extra two million bottles of wine that could be sold.

An added bonus will be the thousands of visitors that will be staying in and around Cape Town that will be looking for entertainment on non-match days. They will flock to the wine routes for tastings and food at our wineries.

So what will the visitors drink in 2010? Seeing it is winter time I think our reds will fly! Our red wines have developed so well over the past ten to fifteen year to deliver soft, juicy wines with good tannin structures. And red blends, Cabernets, Pinotage, Merlot and Shiraz will all be favourites. With all the English men expected we may just run dry on ports!

Method Cap Classique and Sparkling wines will be in great demand by the supporters of each winning team. I just hope that all the bars and restaurants will ensure that it is served at the right temperature!

White wine favourites will be Sauvignon Blanc and Chardonnay, with Chenin Blanc in a closed third place. But our delightful white blends will surely win over a few new clients. And in the warmer regions like Mpumalanga and Limpopo you will find that Rose wines will also be popular.

We may not be able to find a seat on a plane or a room in a hotel over the period of six weeks of the World Cup in 2010, but maybe we should stay home to build our business right here on our doorstep!

Cheers to a magnificent 2010 in the wine business!

**Bennie Howard, CWM**

## Master Journey



Kristina Beuthner

The wise say that “*Your soul mission is the energy and passion that fuels your life--the energy that flows underneath the roles you choose to play*”. It was my sole mission to become a Cape Wine Master and make it my soul mission.

Years ago, on a late Saturday afternoon, after a game of golf, we visited our friends, watching the sun set over Santa Fe de Bogota. Our hosts asked “A G&T or a Sekt?” To end the day, a bubbly is the best introduction to an evening of wine, food and laughter. “Oops, last bottle from our overseas cellar. What are we going to do now?” That was 1990, when Colombia was just opening up its borders, and when the only wines available were the big Chilean and Argentinean big brands. My sole mission was to find the company that would satisfy this thirst. Seven years later I sat in the Cape Wine Academy’s Introductory Wine Course to learn about wine. After importing/and distributing Sekt, white and red wines in Colombia, it was time to look at wine education. Prerequisites to the CWM are at least 60% in the Introductory, SA Wine, Certificate and Diploma Courses. Diploma is a serious matter and final preparation to start on the soul (or sole) finding Cape Wine Master mission. Soul Mission accomplished: the big certificate of Diploma is hanging in the study.

Next is the step to Cape Wine Master. It is a self-study programme within 5 years, with 4 written theoretical exams (Viticulture, Viniculture, Brandy/distilled beverages and General Knowledge), and 4 tasting exams (Sparkling, Still, Sweet & Fortified wines, & Brandy), a dissertation and a wine tasting presentation to a panel of CWM’s to complete the last hurdle.

It goes without saying, that one needs mentors all the way: a Master to question if your ideas are sound, or whether you are lost in soul mission (or is it sole mission?), a Master to guide you through the endless testing tastings, and maybe the professor who can proofread your dissertation and many good friends who do not mind being your ‘guinea pigs’ for the new wines you have bought...

The graduation to becoming a member of the most exclusive of clubs in the country is therefore like a baptism. This CWM diploma (and badge) is highly appreciated in the industry and is a recognized title across the world. At the same time, it is the most humbling of experiences, and certainly merits a toast! (Whether G&T or bubbly)!

There are at the moment 20 Cape Wine Master students in the system. Maybe this is your soul mission too?

**Kristina Beuthner, CWM**