

ESTABLISHED 1941

ROBERTSON WINERY



SMALL TOWN, BIG HEART.

NEWSLETTER - NOVEMBER 2005

FOCUS ON: GAENOR LOUBSER

Gaenor Loubser is perky, pretty and recently promoted. She has been part of the company since 2001 and has been the Marketing Administrator, reporting to Marketing Manager Johann Meissenheimer, since the beginning of 2004. But with Johann's workload toppling, it was decided to promote Gaenor to Junior Brand Manager: Local Market. So now, this very efficient young lady will be zooting around the country getting involved in the launching of new products, developing promotions, point of sale material and liaising with sales staff.



Gaenor Loubser

"Gaenor has more than proved her worth, and has become a valuable asset to our team," explains Johann, "with her diligence and conscientiousness I am confident she will make a great success of her new position.

Gaenor (28) grew up in Stellenbosch, but as soon as she left school, she headed straight for Europe where she spent two years working her way around the Continent picking fruit, waitressing and even making pizzas to earn her keep. She also managed to pack in quite a bit of travelling in between jobs.

Upon her return, she enrolled at the Boland College where she obtained her certificate in Marketing. It was while studying that her interest in wine began. She signed up for the Preliminary Wine Course at the Cape Wine Academy, "just for fun" but quickly worked her way through her certificate and Wines of the World Diploma.

She started off 'temp-ing' for Vinimark but the company soon spotted her talents and she has gradually become an integral part of the Robertson Winery marketing team. She has recently been accredited to taste for the Wine & Spirits Board and has already tasted wines for the Young Wine Show and the Veritas Awards: "Although it was quite daunting tasting on a panel with very experienced winemakers and wine writers, I learnt so much that I'm keen to do it again."

When she's not at work, Gaenor is either behind her desk at home, completing her B. Comm degree through correspondence, or she is enjoying the outdoors with her longstanding boyfriend, now recently fiancé, Bradley Udemans. Just a few weeks ago Bradley surprised Gaenor with a romantic dinner at home, and proposed on bended knee. We wish the happy couple all of the best for the future!

You know that saying "Ask a busy person and you'll get the job done"? Well, I think we've found just such a person in Gaenor Loubser (soon to be Udemans), let's hope she can keep up the cracking pace, and enjoy the ride.

TIM RANDS AND JOHANN MEISSENHEIMER VISIT THE USA (AGAIN!)

Last month, Marketing Manager Johann Meissenheimer visited the USA market with one of the Robertson Winery co-owners, Tim Rands. The 2-week visit included stopovers in the markets of Illinois, Maryland and Virginia markets, while the company's US AGM was held in Chicago.

The brand has grown an astounding 150% in the last year and we're looking to double our growth again in 2006. Currently 31 Distributors market the Robertson Winery brand in 24 States while new distributorships in Alabama, Washington DC,

Indiana, Missouri and Colorado are now being established. To cope with the growth, an additional sales person will be appointed to handle the Mid-West to start in January 2006. For similar reasons, an additional administrative person will be appointed in the Florida office.

HOME ON THE RANGE

Back home, chief viticulturist, Briaan Stipp, is hard at work preparing the vines for the forthcoming harvest. "We are just finishing off our suckering programme," explains Briaan, "where we take out the some of the shoots to concentrate the goodness of the plant in the remaining shoots, therefore restricting the yield but increasing the quality. We've also started topping the more vigorous vineyards to control growth.

"Last year we were hard-up for rain, but this year we've almost had too much," comments Briaan in typical farmer fashion - they're never satisfied it seems! He explains though that from now on, the farmers would like to stress their vines a bit so that the yield is limited naturally as well as the berry size, which both result in better flavour concentration.



NEW VINTAGE CONSTITUTION ROAD RELEASED

The last vintage Constitution Road Shiraz was a runaway success and it looks like the 2003 is also going to be a winner, with orders coming in thick and fast.

This limited release wine was made by Jacques Roux and represents his barrel selection of the winery's top Shiraz vineyards. The wine was fermented using only the grape's naturally occurring wild yeast in traditional open cement tanks to allow maximum skin contact. After malo-lactic fermentation the wine was matured in French oak barrels for 24 months.

The wine is a deep, rich purple colour with intense aromas redolent of blackberries with seductive spicy fruit and black pepper. The velvety palate displays supple tannins and well-integrated oak. Roux feels the wine is ready to drink now but will age beautifully over the next 5 to 8 years. He suggests pairing it with full-flavoured red meat dishes.

COMPETITION WINNERS ENJOY 'ROYAL' TREATMENT IN ROBERTSON

Cape Town fireman Stanford Maloy can't drink on duty when he's busy putting out fires around the Peninsula, but when he's off, he and his wife Michelle enjoy Robertson's Natural Sweet range of wines.

"I bought a bottle as usual and immediately entered the competition by SMS-ing the bar code on the bottle to the given number. A few days later Gaenor phoned me to say I had won," he explains. "I couldn't believe it, and kept asking her whether it was a joke."



Competition winners, Stanford and Michelle Maloy

But Gaenor managed to convince Stanford that he was the legitimate winner and met the couple, who had married only four months before, at Cape Town International Airport on Friday, 14 October. They clambered aboard a light aircraft which would take them, on the scenic route, to Robertson. "We traveled over Sir Lowry's Pass, Theewaterskloof and Villiersdorp and then on to Robertson," said Stanford. "The scenery was fantastic, and we felt like royalty."

Once they touched down, the couple enjoyed an action packed weekend. Besides lavish meals at the town's best restaurants, the couple went horse riding, enjoyed a trip down the Breede River, bumped up an impressive 4x4 trail and blended their own wine. "We were spoilt rotten," enthused Stanford. "We have fallen in love with Robertson and hope to visit again next year."

Stanford's wife Michelle, who is a lecturer in Somatology at the Cape University of Technology, had this to say: "Absolutely everything about the trip was superb. Robertson Winery completely outdid themselves and I will now be drinking their wines for the rest of my life!"

VERITAS WINS!

We are very proud of our two gold medals won at the Veritas Competition in October. We won gold for the Almond Grove Noble Late Harvest as well as the King's River Chardonnay, both part of the Vineyard Selected Range.

Both of these wines are ideal for the Christmas season. Serve the lightly wooded King's River Chardonnay with Christmas lunch, or perhaps with fresh fish if you're holidaying at the beach. Its light, but creamy flavour brings pairs with a variety of dishes and occasions.

For those in colder climes, the Almond Grove Noble Late is the perfect way to finish your Christmas meal. Serve this well-balanced dessert wine chilled with strong flavoured cheeses, preserves and ginger biscuits, or with even with mince pies and cream.



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