



· CAPE GARDEN ·





## OUR STORY

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**EXQUISITE WINES THAT  
BRING TO LIFE THE  
REGIONAL DIVERSITY  
OF AN AREA THAT  
IS HOME TO THE  
SMALLEST AND  
MOST VARIED  
FLORAL KINGDOM  
IN THE WORLD,  
CAPE FYNBOS.**

Hidden within these secret leafy biomes are intriguing creatures waiting to be discovered. The same unique climatic and geographic features that create this myriad of natural flora and fauna, define wines that epitomise the best characteristics of each region.

From Cape Town's sweeping mountain slopes comes a breezy Sauvignon Blanc grown within sight of sea and embodying the clarity of regional renown.

Out of the rolling hills of the Swartland, comes a Chenin Blanc that captures the richness of fertile soils, soaking rains and quirky creativity.

From award-winning Stellenbosch, hails a noble Cabernet as golden as the light that filters through the oak-lined streets onto the Cape Dutch homesteads and horizon-reaching vines.

This collection is created in tribute to all that makes the Cape special – offering exceptional provenance and a tantalising journey through the region in a glass.



# BRAND MOTIVATION

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## WHO IS THE CONSUMER?

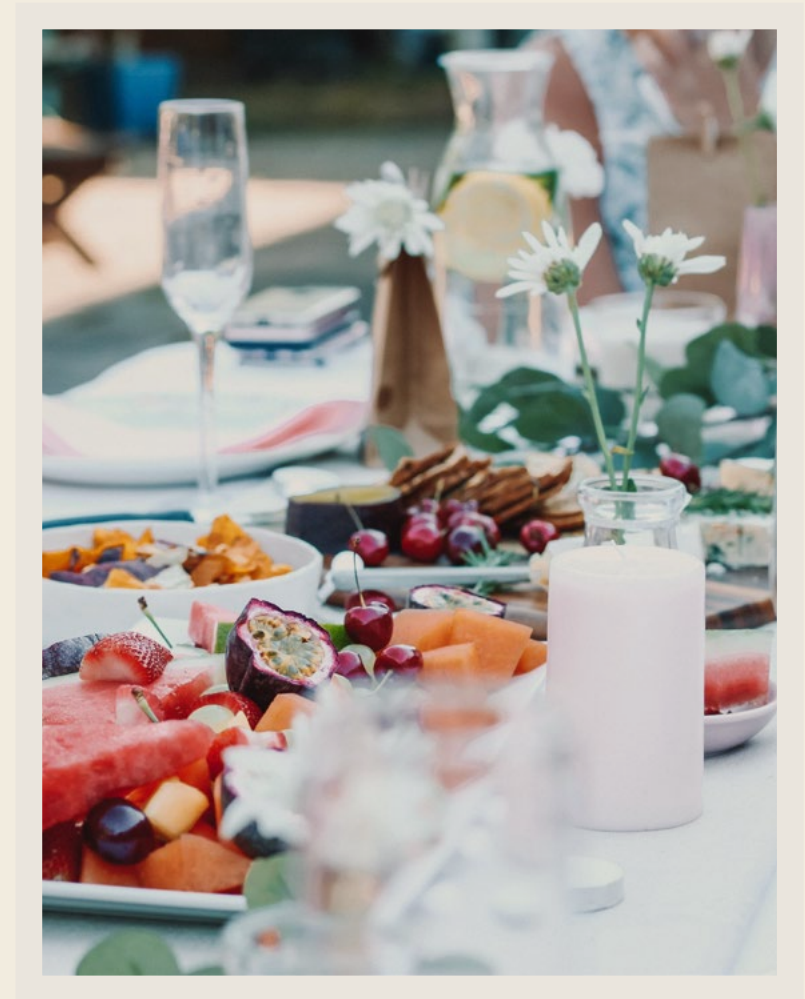
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A sophisticated wine drinker who appreciates premium wines and is accustomed to drinking a selection of wines across countries and terroirs.

## KEY INSIGHT

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Internationally, Stellenbosch is known for fine Cabernet Sauvignon, the Swartland is considered the most exciting South African wine region with the best Chenin Blanc, and Cape Town is highly regarded for its Sauvignon Blanc.



# BRAND MOTIVATION

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## WHY CAPE GARDEN?

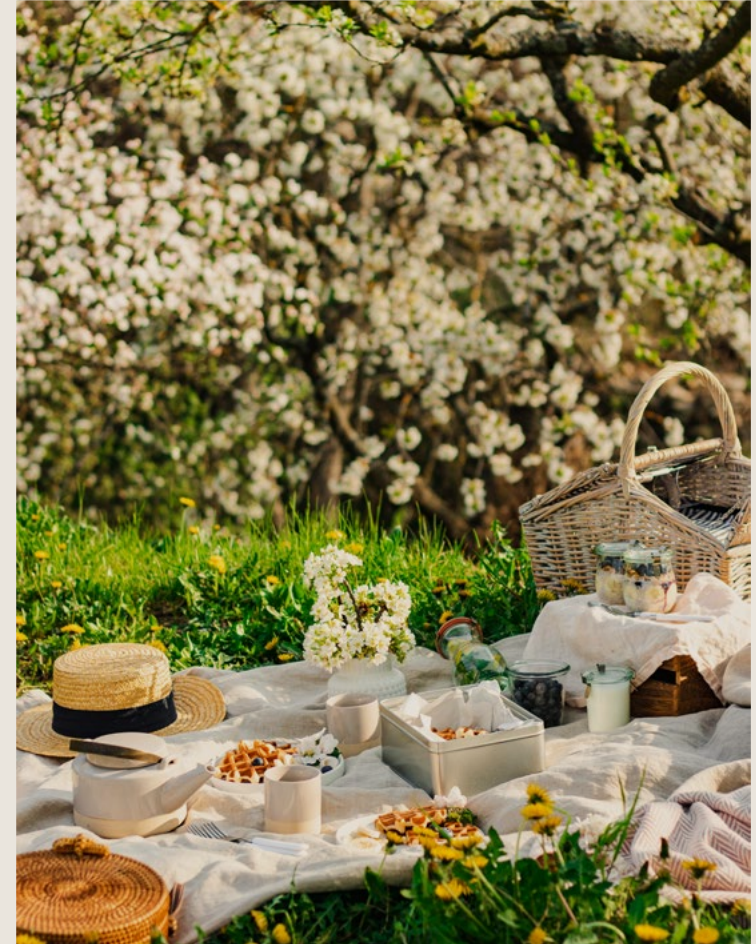
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A perfectly placed opportunity to combine the internationally best known South African regions with the richness of the world-renowned Cape floral kingdom.

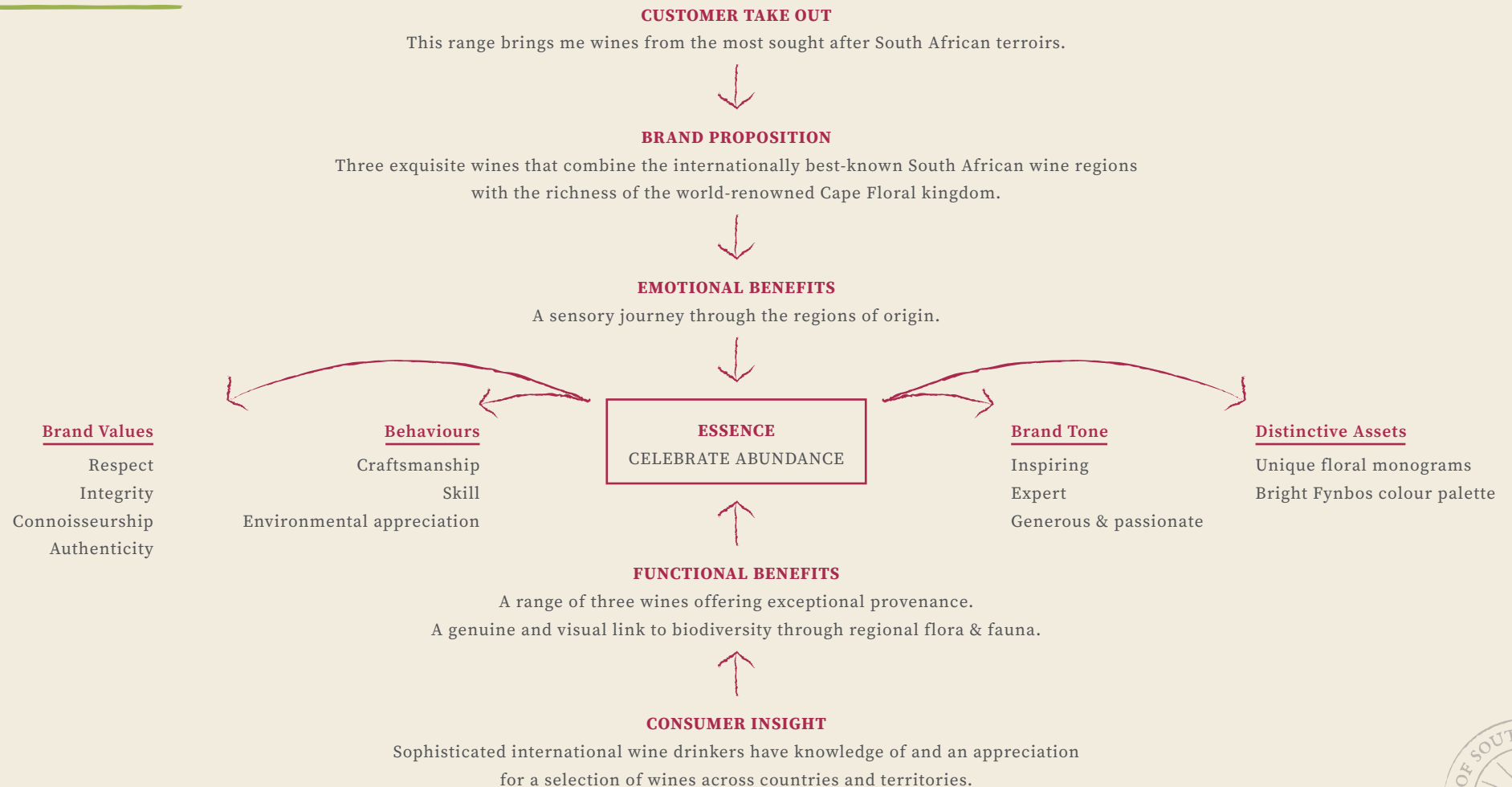
## WHAT IS THE CONSUMPTION OCCASION?

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Marking special moments with a distinctive regional wine, on consumption with fine foods.



# BRAND POSITIONING





# RANGES

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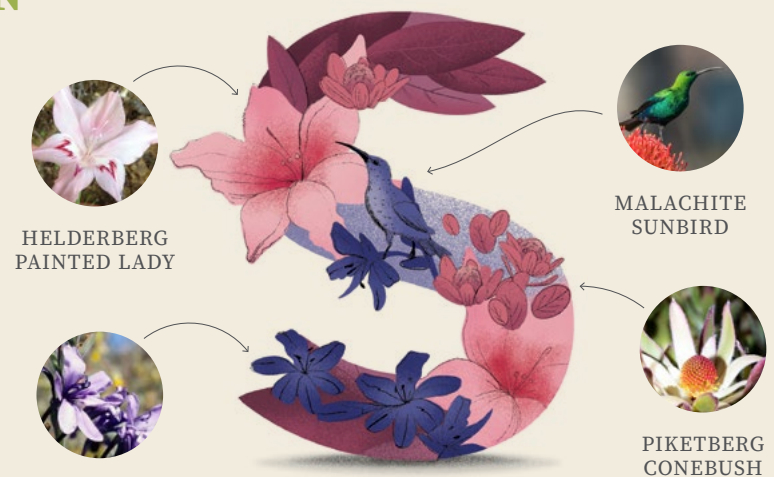
# LABEL MONOGRAMS



## CAPE TOWN



## SWARTLAND



## STELLENBOSCH



# LATEST AWARDS

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## CABERNET SAUVIGNON 2020 DECANTER WORLD WINE AWARDS

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93 POINTS







# CONTACT US

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THANK  
YOU

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