

# What's Bubbling?

WINTER 2014

The wine market has never been more competitive and we feel the time is right to highlight our points of difference through our packaging.

Our 2014 white wines will be released with new back labels to [tell our stories](#) in an innovative way.



The 2014 vintage has been good for whites. The cooler, wetter conditions aided the retention of freshness. Slightly lighter, livelier wines can be expected and we are excited to have a year like 2014 to kick off our new look.

The concept is to create more awareness about what makes Villiera tick. The quality benefits of a family business, ensuring continuity and taking responsibility for social and environmental sustainability will be clearly communicated. This is an exciting development albeit a bit risky.

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## 2014 Whites

Our first new vintage release will be the "Down to Earth" White, a Sauvignon Blanc & Semillon blend. This range has always communicated our philosophy of over delivering and the label is not changing. The wine has been doing well and the 2014 version will not disappoint.

Our 2014 Sauvignon Blanc and Bush Vine Sauvignon Blanc are also being released. They are both expressive of the variety, with the Bush Vine Sauvignon Blanc being particularly expressive of its terroir.

Our new fragrant white blend named "Jasmine" will also be released shortly. It is a sweeter option designed to quaff on its own or to drink with spicier food.

The 2014 Chenin Blanc and Barrel fermented Chenin Blanc will follow on in the 2nd half of the year. They are richer wines with some oak involvement and they are particularly attractive this year.

Our reds will only begin to appear with the new labels next year. In a massive boost to our reputation of over delivering on price, our 2011 Cabernet Sauvignon was rated by the Best Value Guru as being worth 3 times its price.



## Villiera Events

### Bastille Day

Once again we will be celebrating the French National day on the closest Saturday to 14th of July which is the 12th of July (Time: 11h30, bookings with Lucinda).

As you know our Domaine Grier vineyard is situated in the Côtes du Roussillon which is famous for many unique and interesting styles of fortified wine. A unique aspect is that older versions are often available because these wines mature so well. We have procured some stock of amazing old vintages (20-55 years old) of these largely undiscovered wines. They will be formally presented with a selection of French cheeses at a cost of R400 per person.

The wines are rare, but available and suitable as gifts. They have been carefully selected to enable being used at forthcoming 20th, 30th, 40th and 55th celebrations.

### COBB Cooking Experience

In September we are planning a Cobb cooking experience hosted by David Grier. He will guide you through the preparation of your own lunch on a Cobb braai unit, in a unique and fun filled presentation. Jeff Grier will co-present, highlighting wines that can be enjoyed with the food you will prepare.

This event will be available to wine club members only. Please look out for details closer to the time.



## Domaine Grier



In May, Jeff and Raphael hosted the wine buying team from Woolworths at [Domaine Grier](#). The Domaine Grier selection at Woolworths is doing particularly well and their visit was aimed at discovering more about our operation in particular, but also to discover more about the region in general. While Jeff was at Domaine Grier, he and Raphael finalised the 2013 red blends which are looking promising.

We attended Vinisud in February and it is clear that we are increasingly gaining a solid reputation in the area. Our sales are growing in Europe with more interest from the East and America as well. Exciting times.

## Awards

Our [Monro Brut 2008](#) won a Trophy at the [TAJ Classic Wine Competition](#) as the best Cap Classique and it was also rated as one of [South Africa's top 100 wines](#).



## Game Drives



Winter may seem wet and cold to some, but we do have stunning days in winter. Why not take advantage and come for a game drive (2 hours) through our Game Sanctuary in the "Green Season".

Bookings are necessary and can be done through Lucinda at Villiera on Tel: 021 8652002 or e-mail: [wine@villiera.com](mailto:wine@villiera.com).

## Queries & Private Wine Tastings

Gauteng  
Karen Green  
083 2974215  
[karen@imagine.co.za](mailto:karen@imagine.co.za)

Western Cape  
Villiera  
(021) 865 2002 / 3  
[wine@villiera.com](mailto:wine@villiera.com)

Villiera Wines is situated 40km from Cape Town, 20 km from Paarl and 10 km from Stellenbosch.

Take exit 39 from the N1 highway.

Travel 2km down the R304 in the direction of Stellenbosch.

Villiera is at the T-junction on your right, opposite the Koelenhof winery.

GPS Coordinates : Latitude: -33.837222 Longitude: 18.792778

[View location on Google Maps](#)



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