



TAILLARD
FAMILY WINES

THE LOBOLA STORY

LOBOLA

Lobola is the tradition in many African cultures that is associated with the joining of two families through marriage.

A prospective husband (or head of the family) will present the prospective wife's family with the promise of a 'gift' as a sign of respect and appreciation for raising their daughter as a suitable wife and allowing her to join the husband's family. The actual gift is traditionally agreed between the families and can be either cattle or cash.

Lobola is in essence the celebration of the union of two families and is widely practiced and respected. Even our beloved Madiba referred to the transfer of Elephants between the South African and Mocambican National Parks as Lobola for his wife Graça Machel.

TAILLARD FAMILY WINES

The Taljaard family is rooted in South Africa and passionate about their wines. We believe that good wine should be shared with good company and that the culture of celebration should be extended to include all South Africans.

WHY LOBOLA

Since Lobola is the celebration of the joining of two families, it resonates with the vision and passion that Taillard Family wines stand for – celebration and unity.

Lobola by Taillard Family Wines has been created to echo the sentiment of celebration and unity amongst all South Africans by providing a wine of distinction that recognises and pays respect to something that is an integral part of the culture of our beautiful country.

CONVINCING TEDDY

Teddy Hall, the highly acclaimed wine maker, was asked to create two wines of exceptional quality that would not only be worthy of the Lobola name, but that would be a testament to the passion of that the Taillard Family have for their wines. Teddy, loving a challenge, created a beautiful Cabernet/Shiraz and an equally elegant Chardonnay/Chenin to carry the name. He did however cautiously voice his scepticism, but trusted the passion for the concept.

This scepticism quickly turned to optimism when he experienced the excitement created by the wines first-hand. Up to date, Lobola has been a catalyst to some very lively conversations between South Africans of all walks of life – living up to its aim of Celebrating Unity.



GIVING BACK

The Taljaard family is committed to giving back to the people of South Africa who supports them in their own ventures. A portion of the profits generated by Lobola wines will be donated as bursaries for the education of future teachers.