

# NEWS LETTER

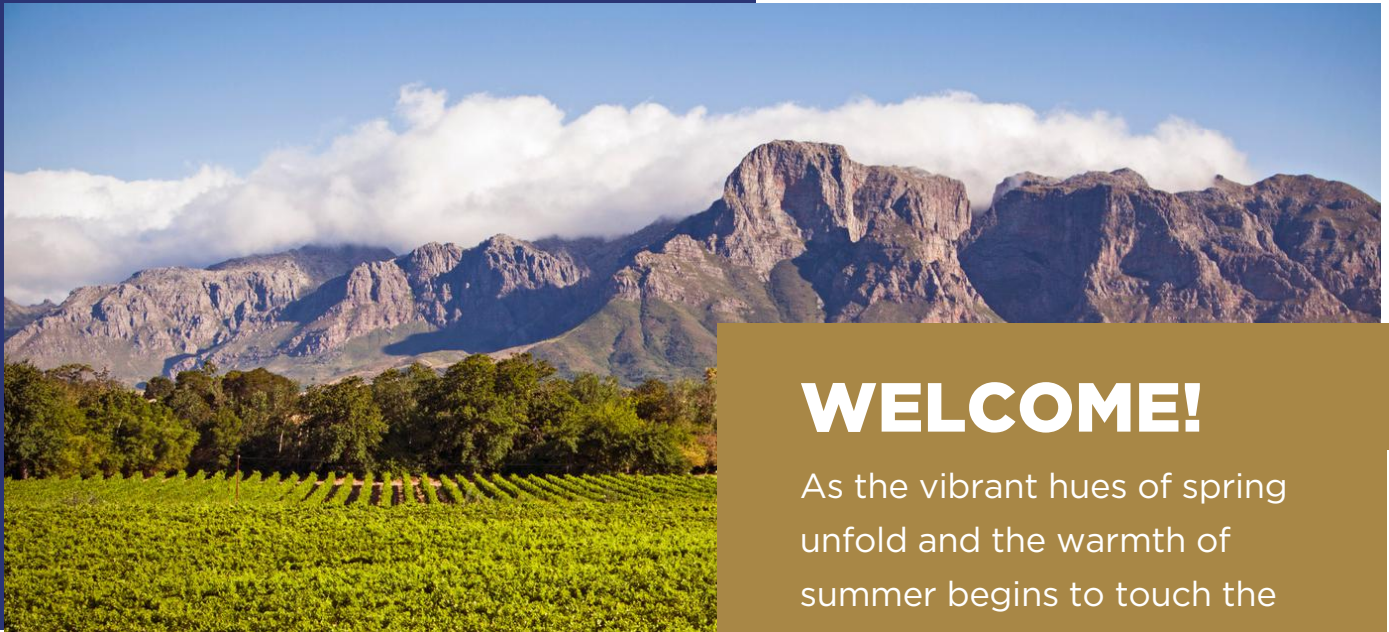
[WWW.SIMONSVLEI.COM](http://WWW.SIMONSVLEI.COM)



## SIMONSVLEI

MORE THAN WINE

OCTOBER 2024



## WHAT'S HAPPENING?

In this 2nd edition of the Simonsvlei Newsletter, we are thrilled to bring you the latest updates and happenings from our winery.

From exciting promotions on our sparkling wines to refreshing lifestyle drinks and juices, we have something special for everyone to enjoy during this season of change.

## WELCOME!

As the vibrant hues of spring unfold and the warmth of summer begins to touch the vines, we at Simonsvlei are excited to welcome the new season with you.

Bringing you the latest news and happenings in and around Simonsvlei.



*"Simonsvlei, Meer As Wyn."*

01/11

## MEET LUCINDA



CLEANING STAFF - LUCINDA

## A VALUED MEMBER OF OUR FAMILY

Since 2016, Lucinda has been an integral part of the Simonsvlei Winery team. As our dedicated cleaner, her hard work and commitment ensure that our spaces are always welcoming and pristine, contributing to the smooth running of our winery behind the scenes.

Lucinda's attention to detail and cheerful personality make her a much-loved member of our Simonsvlei family. Her dedication to maintaining a clean and pleasant environment reflects the pride we take in every aspect of our business, from the vineyards to the hospitality we offer our guests.

## PAST EVENTS

### Oppipanne 8-11 August 2024

- A cultural showcase that brought together music, art, and food in a relaxed and lively atmosphere.

### Lig en Ritme Festival 21-24 August 2024

- A festival of light and rhythm that enchanted audiences with a fusion of music, food stalls & live entertainment.

### Bubbles & Blomme 6-8 September 2024

- A celebration of spring with our finest sparkling wines and a beautiful floral event, along with various other wine farms in Paternoster.

### Nampo Bredasdorp 11-14 September 2024

- A proud participation at one of the biggest agricultural expos in South Africa, connecting wine lovers to our exceptional products. Like Our Numzaan Brandy, Humbro & Vineyard Selection Wines.

### Aitsa's 28 September 2024

- An event celebrating local South African musicians. Simonsvlei stood out as a proud sponsor for the event.

### Hoedspruit Craft Beer Festival -20-21 September 2024

- Showcasing a variety of craft beers, with Simonsvlei's own range of drinks, adding a touch of wine elegance to the event.



follow our instagram page  
@simonsvleiofficial to dive back  
in to some of our past event  
highlights!

- **SPRING INTO SAVINGS WITH 15% OFF SELECT WINES;**
- **SPARKLING WINES**
- **GRAPE JUICES**
- **LIFESTYLE COLLECTION**
- **VISIT OUR TASTING ROOM OR SHOP ONLINE!**



## UPCOMING EVENTS

With performances from past favorites like Spoegwolf, Karen Zoid, and more, there's always something new and exciting happening at Simonsvlei. Whether you're a long-time fan or experiencing Simonsvlei for the first time, our events promise to offer something special for everyone.

As we move into the next season, we are planning even more exciting events, and we don't want you to miss out. Keep an eye on our website and social media platforms for announcements on upcoming live entertainment and festivals. Be sure to join us for the next opportunity to enjoy fantastic music, great company, and the finest wines & brandy Simonsvlei has to offer.



## OUR ART GALLERY

Our Art gallery was used as a showroom to exhibit some racing cars from the King of the Hill at the Simola Hillclimb, Simonsvlei was one of the proud sponsors.

Visitors to our art gallery has the opportunity to take some close-up photos or selfies with the cars.

Art pieces currently on display contribute in terms of the theme and the Mohammed Ali piece is something to see.

We have ongoing themes and exciting things happening in the art gallery!



## PROUD SPONSOR

We proudly sponsored the King of the Hill at Simola Hillclimb with Platinum Wheels and SCS Automotive. In September, visitors to our Simonsvlei showroom enjoyed a close-up view of the champion vehicles, bringing the hillclimb excitement to our winery.

Congrats to JP van der Walt and his team for their remarkable achievement. We're honored to celebrate the passion and precision of racing and our winemaking.







## OUR TASTING ROOM STAFF

Lindie van Loggerenberg (Tasting Room Manager), Lucinda Tawas (Cleaning Supervisor), Thandi Nyesvu (Cleaner), Khanya Luzipo (Cleaner), Samantha Rossouw (Wine Host) and seated front Neil Kok (Wine Ambassador).

## OUR TASTING ROOM

Simonsvlei's tasting room offers a memorable experience with friendly staff and seven wine pairing options, including the upcoming Structured Rosé. Kids can enjoy Sweet & Salty or Frozen Delight tastings.

The site features two restaurants: KCB Craft Brewery for burgers and pizzas, and ONS Restaurant for home-cooked meals. It's a family-friendly destination with a playground and zip-line, welcoming both family and friends.

Enjoy great food, wine, and hospitality!



Families, bring your kids! We offer two fun grape juice pairings to keep them engaged on this exciting journey. For more information please contact us during business hours on

+ 27 (0) 21 863 3040 or E-mail us at [winetasting@simonsvlei.co.za](mailto:winetasting@simonsvlei.co.za)

# WHAT'S NEXT?

We're thrilled to announce the launch of our new edition Simonsvlei merchandise!

Since 1945, Simonsvlei has been a symbol of quality and heritage, and now, we've combined our old family crest with our new one, creating a fresh, modern look that still honors our roots. This exclusive design will be featured on our new range of high-quality merchandise.

Keep an eye on our website, as we'll be opening pre-orders soon. Don't miss the chance to be one of the first to own this unique collection that blends the past and the present of Simonsvlei.



## HERITAGE CRESTS





# HISTORY

Simonsvlei has a rich and well established history in the wine industry. With the initial leadership of the first cellar master and general manager, Mr. Sarel Rossouw, known as Oom Sarel. Simonvlei is busy going through all old documents and also started having discussions with retired employees to get information and some oninteresting history facts.

Originally Humbro was marketed as Nutmeg Humbro. When the wine certification system was implemented in 1973, only the cultivar designation could be indicated on the packaging. Because the wine was generally known (as well as the grapes) as Muskaat Humbro, Simonsvlei decided to market the wine as Humbro from now on.

It was believed that the full name of the cultivar would not resonate with the buyers. Grapes came from the farm overlooking Boschenmeer. When the vine block, due to age, was no longer economically viable, it was taken out. Simonsvlei, when the Nutmeg Humbro crop became smaller, mixed it with Hanepoot and Red Jerepiko. Later, the Cocker's Foot also disappeared and Rooi Jerepiko is used exclusively.



The original cultivar, Muscat de Hambourg, was bred in 1850 by Seward Snow, head gardener of the Earl De Gray in Wrest Park Bedfordshire. This was done by crossing Trollinger Schiava Grossa and Muscat de Alexandrie (Cocktail).

Today the cultivar is found widely, even as far as the Falkland Islands. But does carry on a much smaller scale. In South Africa, as far as is known, there are only two wineries that still make and sell Muscat De Hambourg, namely Stellenbosch Hills and Weltevrede Bonnievale. As Pinotage is a genuine SA cultivar, Muscat De Hambourg is a genuine English cultivar.





1948

# TROPHY



**Marthinus Basson Cup**  
1948



**Permanente Floterende Cup**  
1949



**Dr. Niehaus - Cup**  
1949





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2007

# CABINET



**The Frank Myburgh Cup**  
1949



**P.A. Briers Cup**  
1955



**WoolWorths  
Supplier Of The Year Cup**  
2007

# JOIN OUR LOYALTY CLUB



Becoming a **member** of the Simonsvlei Loyalty Club is easy and completely free! Simply visit us at the winery and fill out a quick form to get your Loyalty Card.

As a member, you'll enjoy fantastic discounts, exclusive event invites, and special wine tastings. Don't miss out on these amazing perks—visit us today to get your **Loyalty Card!**







*SCAN ME!*



## THANK YOU !

Simonsvlei would like to invite you to stay connected with us. Follow us on social media for the latest updates, behind the scenes insight along with special offers and events.

Follow us on facebook, instagram and twitter.

@simonsvleiofficial & @simonsvleiwines

Ensure to visit our online store at [www.simonsvlei.com](http://www.simonsvlei.com) or contact us on our WhatsApp 0793952880

Thank you for taking time in reading our newsletter and becoming part of the Simonsvlei Family!



# SIMON & SWALE

MORE THAN WINE

