

# NEWS LETTER

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



## SIMONSVLEI

MORE THAN WINE

AUGUST 2024



## WHAT'S HAPPENING?

The crisp, cool beauty of winter is mesmerizing and we have an exciting lineup of events and promotions to keep you warm, and delighted.

### **OppiPanne Music Festival - 8 to 11 Aug:**

Join us for the OppiPanne Music Festival, a family and environmentally friendly event held on the magnificent Makgadikgadi Salt Pans, one of the world's largest salt pans.

## WELCOME!

Welcome to the first edition of Simonsvlei's newsletter. We will be issuing our newsletter on a quarterly basis.

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



01/09

*"Simonsvlei, Meer As Wyn."*

# CELLAR MASTER



CELLAR MASTER - HELENA SENEKAL

## WINE FOCUS WITH HELENA SENEKAL

### *Woman Wine Maker of The Year!*

Helena is an exceptionally skilled wine maker and her passion for wine making has been rewarded with excellence.

Helena has been selected as the 2024 woman winemaker of the year and the trophy winner for best cap Classique.

With many years of experience Helena has become an integral part of the Simonsvlei Family .

We would like to take the opportunity to yet again congratulate Helena on this outstanding achievement.

Located 38km southwest of Nata, Botswana, this destination festival is perfect for the adventurous spirit. Come and enjoy great music and unforgettable experiences in a truly unique setting.

### **Women's Day Celebration - 9 August:**

In celebration of Women's Day, we have something special planned for all the wonderful women visiting our tasting room. Additionally, for the entire month of August, we are offering a special discount on our sparkling wines and Rosé, both on our website and in our tasting room. Don't miss out on these delightful offerings!

### **Shiraz Challenge - August 15:**

Simonsvlei is proud to host the prestigious Shiraz Challenge. On August 15, all finalists will gather at our venue to compete, and the winner of this esteemed competition will be announced. Join us to witness the best Shiraz wines and celebrate the artistry of winemaking.

### **Lig en Lewe Festival - August 21 to 24:**

From August 21 to 24, we are excited to be part of the Lig en Lewe Festival. This lively event features food stalls, live music, and a variety of activities for everyone to enjoy. It's a fantastic opportunity to indulge in great food, enjoy live entertainment, and engage in fun activities with family and friends.

follow our instagram page  
@simonsvleiofficial to tune in to  
an exceptional interview with  
Helena to hear all about her wine  
making journey!

## Visit Our Tasting Room Or Shop Online Our Variety Of Rosé Wines:

- MCC Brut Rose
- Sparkling Rose
- Vineyard Selection Shiraz Rose
- Lifestyle Pinotage Rose
- Simonay Sweet Rose



## HARVEST OF 2024

- The 2024 harvest season was a test of the South African wine industry's resilience. With an estimated 7% decrease from 2023. Despite facing diverse and demanding climatic events, from frost and heavy winter rainfall to floods and wind, the industry transformed this harvest into one of the most remarkable (SAWIS).
- Harvest 2024 at Simonsvlei kicked off on 23rd of January with Chardonnay and Pinotage. 2024 Produced excellent ruby colors on our red wines, with lots of structure and flavors due to smaller berries and a lighter yield in the vineyards.



## COMPETITIONS

We recently concluded our Numzaan Brandy competition, where participants shared creative videos about their love for Numzaan Brandy.

We are thrilled to announce the winner, Leon Lottering, who will receive a year's supply of Numzaan Brandy, a stay at Monta Rose Guest House, a dinner at "Ons" restaurant, and a personal cellar tour.

Congratulations to the winner and thank you to everyone who participated!

- Our white wines are bursting with tropical and citrus flavors with ample texture and mouthfeel.
- Our reds are currently in French oak barrels, and we are excited to see how they mature within the next couple of months. Some of our 2024 whites will be bottled in June. Please keep a lookout on our social media for release dates.
- Reflecting on the harvest I was again amazed by nature. Even will all the tests from this season the vines still gave us quality grapes to make great wines with. In the words of Frank Lloyd Wright "Study nature, love nature, stay close to nature. It will never fail you."



04/09



## OUR STAFF

In this newsletter we would like to introduce our Cellar Door Ambassador, Neil Kok.

He is 43 years of age and is married to Luzaan, a foundation phase teacher at local school. They have three children, Avah-Rose (7), Liam (15) and Lu-Zaine (22).

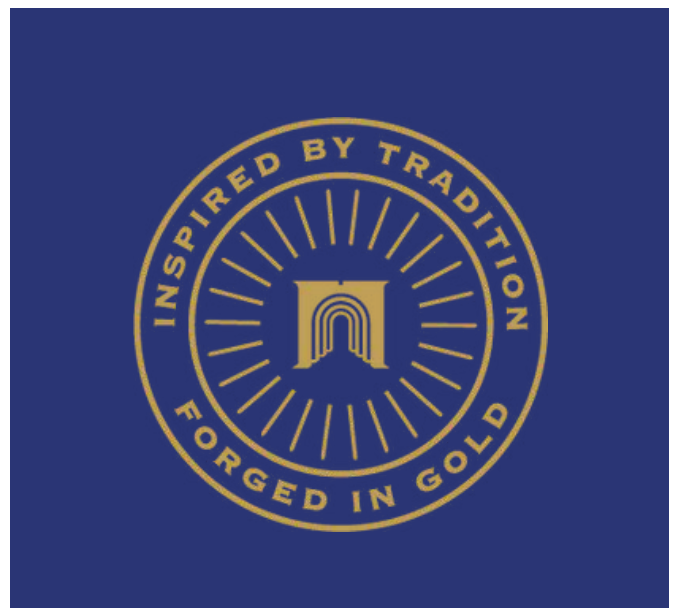
His favourite Simonsvlei wine is the Vineyard Selection Chardonnay 2023.

## IN HIS OWN WORDS

- Childhood memories of Simonsvlei will always be in my heart, when I came to Simonsvlei as a small boy, with my dad to purchase the tapsak (silver bags). We had an old Datsun car and drove to the back of Simonsvlei, where the cellar is, and my dad and his friend would purchase the tapsakke.
- They bought a lot of it, and I think they resold it again, this is how I know Simonsvlei. Driving also past Simonsvlei on the N1 in my youth/teenage years always made me think of the days when I went with my dad, and I think lots of people does it still.
- Hobbies - Cooking definitely - love traditional foods, and my speciality doing my Pork Belly, crispy crackling with homemade apple sauce, mash and seasonal steamed veggies, and preserving of fruit and veggies. Art and Crafts with my 7-year-old daughter. I started working at Simonsvlei in December 2018, as the tasting room assistant.
- Prior to Simonsvlei, I have been in the hospitality industry for +/- 10 years, working at various well-known hotels and restaurants in the Paarl, Wellington and Franschhoek.

- History started here at Simonsvlei, as I can hear from clients enters the Simonsvlei doors to the tasting room, they will always say “I was here years ago” or they will tell the history of Simonsvlei when they were young.
- Currently I am the cellar door ambassador. Loving my position and meeting new people all over the country and world that visit Simonsvlei. I love to educate people about wines specially Simonsvlei wines.
- People need to appreciate and enjoy the wine, that is my motto and passion. Simonsvlei has the most wide range of wines to choose from and other offerings and this is what makes Simonsvlei so unique. I always love to present tasting to first time wine drinkers, this makes it more pleasurable as I will be offering them to start with a certain wine range.
- There are always different types of guests, the starters/beginners, the “just to want to enjoy the wine”, the “I really want to know more about the wine”, and the wine connoisseur. I always have a little bit humour and is always a way to let clients enjoy their stay at Simonsvlei.

- My motto in the industry what I have always took with me from an old lady that was my general manager was, “arrive as a guest and leave as a friend”.
- Lastly, just enjoy life to your fullest, but enjoy it with a good glass of Simonsvlei Wine...



# 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.

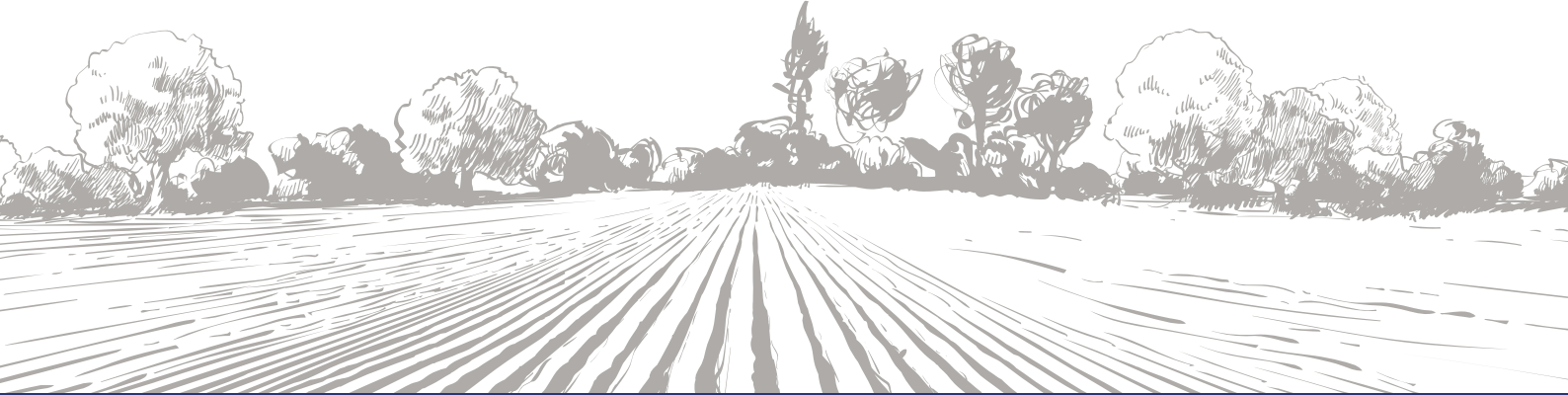
It was believed that the full name of the cultivar would not resonate with the buyers. Grapes came from the farm overlooking Boschenmeer. When the vine block, due to age, was no longer economically viable, it was taken out. Simonsvlei, when the Nutmeg Humbro crop became smaller, mixed it with Hanepoot 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.





# 1945 - 2024



08/09





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!