



Contents

December 2011

Great Recognition for DE TOREN Private Cellar	New World Winery of the Year...	Read More
Wine Enthusiast Top 100	Fusion V 2008 ranked no 68...	Read More
Gold for 2009 DE TOREN Fusion V at Mundus Vini	MUNDUS VINI International Wine Awards...	Read More
Another John Platter 5 Star Rating	The 2009 vintages of DE TOREN...	Read More
Our 2009 Vintages released	The 2009 vintage, the vintage of the century...	Read More
New Gift Ideas	Bright new packaging for gifts...	Read More
R1533 per bottle at Nederburg Auction	A new record price for a...	Read More
Chicken or the egg	Mila, our 3 year old...	Read More
First art exhibition at De Toren	At De Toren we are not known...	Read More
Our Viticulturist view on the 2012 vintage	2012 is again a challenging...	Read More
Looking to the future	We are very actively experimenting...	Read More
Share a laugh!	...	Read More

ORDERING WINE

**Please click here to view
our new online order form**

DE TOREN NOMINATED AS NEW WORLD WINERY OF THE YEAR BY WINE ENTHUSIAST MAGAZINE.

In 2004 **Food and Wine Magazine (U S A)** named De Toren Private Cellar as one of the 20 top New Wineries in the world. This year **Wine Enthusiast Magazine** of the U S A nominated De Toren as one of the 5 **Wine Star Awards** in the category of **New World Winery of the Year**.

We are in the illustrious company of: Bodega Norton (Argentina); Mission Hill Family Estate (Canada); Penfolds (Australia); Viña San Pedro (Chile) Their reason for the nomination is as follows:

"De Toren has helped put South Africa on the wine map with its classic Bordeaux-style blends, perceived by many to be some of the country's most balanced, expressive and highly regarded red wines"

Some of the wineries nominated like Vina San Pedro date back 150 years, Norton dates back to 1895 and the 160 year old Penfolds sports the world renowned Grange wines. Mission Hill is a multi million Dollar development was started in 1966. De Toren, only 13 years old are delighted to be counted between such illustrious candidates

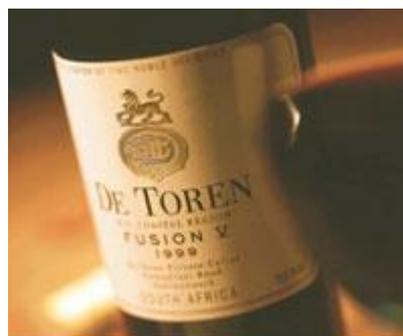


LATEST RANKING FROM WINE ENTHUSIAST

Further to the nomination above Wine Enthusiast Magazine also ranked De Toren Fusion V 2008 no **68** in the **Top 100 Wines of the World for 2011**.

De Toren is once again the only South African Winery to appear on the list and moved up to 68th place from last year's 74th position.

We are also very excited about the 2009 vintage which has already garnered a Gold Medal from Mundus Vini and a 5 Star accolade from the John Platter Guide.



GOLD FOR 2009 DE TOREN FUSION V AT MUNDUS VINI IN GERMANY.

MUNDUS VINI International Wine Awards was held early in September 2011. An all time record of 6028 wines were entered from all over the world.

Today MUNDUS VINI is the largest officially recognised wine competition in the world.

The tasting assessment system corresponds to that of the international oenologists' association (UIOE) and the OIV, which has been developed for international tastings. It is a mathematical scheme providing weighted points for the criteria of appearance, smell, taste and harmony/overall impression. Ideally, a wine can be given 100 points as the total of all the criteria. Each wine is tasted and assessed by a commission that comprises 5-7 jurors and must have 4/7 international and 3/7 German tasters.

Our **De Toren Fusion V 2009** was the only red wine from South Africa that received a **Gold Medal** for the 2009 vintage and one of only 4 red wines in the world to receive a gold medal for the 2009 vintage.

For the "GOLD" award of the Great MUNDUS VINI International Wine Awards, at least 90 points must be achieved in the judging of the wines by the international jury.



South Africa's own Dave Hughes was one of the Judges at Mundus Vini



[ORDER HERE](#)

ANOTHER 5 STAR RATING FOR DE TOREN FUSION V.

The 2009 vintage of De Toren Fusion V was released this year at the end of October 2011 during the WineX exhibition. Just prior to the release the John Platter Wine Guide announced its 5 star wines for the 2012 edition.

Again our De Toren Fusion V was one of the 45 ultimate recipients of this prestigious award. Over 7000 wines were reviewed in this edition and 139 wines were forwarded for the ultimate accolade. Only 45 wine qualified!

All these wines were revealed in London at the Cape Wine Europe 2011.



Platter's

Our Cellar Master Albie Koch was in London to present our wine to the press.

NEW GIFT IDEAS.

For the first time we have designed an outer box for both our wines to serve as a gift pack for any occasion.

These gift packs will be available at some of the major retailers at no extra charge or will be available from our distributors **Liquidity** for the trade (email orders@liq.co.za OR call **021 905 9066**), also available directly from the farm.

Do not forget those wonderful 3L, 6L and 9L bottles only available from the farm.

[ORDER HERE](#)



OUR 2009 VINTAGES RELEASED AT WINEX 2011 IN SANDTON.

The 2009 vintage was hailed as the vintage of the Decade. At De Toren this vintage certainly did not disappoint. For the first time the accolades are running in prior to the release date. (See above).

The **De Toren Z 2009** this year boasts Merlot 56%; Cabernet Sauvignon 24%; Cabernet Franc 14%; Malbec 4%; Petit Verdot 2% and displays alcohol at 14,5%.

On the other hand the **De Toren Fusion V 2009** sports: Cabernet Sauvignon 60%; Cabernet Franc 12%; Malbec 11%; Merlot 10% and Petit Verdot at 7%. The really ripe fruit resulted in a real block buster.

Even better news is that with such a great vintage we managed to produce 400 cases more than usual.

Both these wines were again placed in the top 10 Red Wines in the country by the voting consumers at WineX.

De Toren Private Cellar also received the most votes from the public as "Best Wines on the Show"

[ORDER HERE](#)



GREAT RESULTS FOR DE TOREN AT THE 37TH NEDERBURG AUCTION.

A new record price for a South African wine, a steep increase in prices and great international interest in SA rare wines marked the 37th Nederburg Auction, held in Paarl on 16 and 17 September 2011.

We entered a very rare collection of a 6 pack of the first 6 vintages of Fusion V. In the pack contained 1 bottle each of our maiden vintage 1999 followed by all the releases until the year 2004.

Bidding was very brisk and the hammer was finally struck for the first lot at R 9 200.00 for 6 bottles. This equates to R 1 533.00 per bottle. The average sales price for all the wine on offer was R 1 417.00 per bottle.

The great news, over and above the all time record price for our wines, was that we sold exactly the same pack to the first 50 of our customers on our database for R 599.00 per bottle just 9 months ago. This translates into nearly 300% return in less than 12 months.

The pricing achieved by our wines outperformed all wines on auction except for the rare ports and old Zonnebloem wines dating from 1948 to 1981.



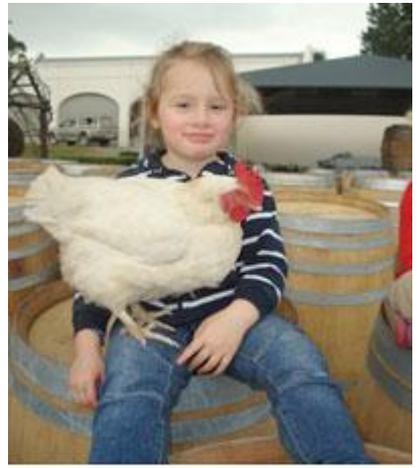
Nigerian businessman and importer of wine, Mr Obi Josephat Ndibe bids for a lot of the special De Toren Pack

CHICKEN OR THE EGG.

Mila, our 3 year old granddaughter just loves the winery and of course collecting our free range eggs.

She continuously wants to spend time in the cellar but says "Oupa's wine is yuk". I have a trade off now. "Change your view of the wine and I will let you into the cellar" Oupa won!

She loves eggs though and cannot wait to come to the farm to collect the eggs and to get Granny to scramble one immediately. She off course wants to thank the chickens for such great eggs and here she is, watching the men working the barrels and off course spending time with her favorite hen.



Mila and her hen!

FIRST ART EXHIBITION AT DE TOREN.

At De Toren we are not known as a destination that attracts thousands of visitors. Sonette appreciates art though and is an avid painter. She is a member of a group lead by Anne Wells.

At one of the sessions the group had a discussion and decided on the spur of the moment to have an exhibition and that the venue would be De Toren's Wine Cellar. They prepared for about 50 people and displayed the paintings against the tanks and in our vinoteque.

The rosé that we make only for Sonette was poured for free and before they knew it over 100 people arrived. The evening was so successful that they have decided to make it an annual and bigger event. Watch this space for next year with South Africa's new found artists!



Some works in our Vinoteque

OUR VITICULTURIST VIEW ON THE 2012 VINTAGE.

Ernest Manuel - Viticulturist

2012 is again a challenging season and our viticulture skills will be tested to the limit. Winter kicked off with cold conditions in May and June. Cold units during the critical period from mid-May to mid-June were more than sufficient for complete dormancy breaking.

We had 451 mm of rain which is 39% lower than the long term average. This might be a blessing in disguise, as we now have a relatively dry root zone and I can manipulate the growth of the vines by selective and planned irrigation. The colder conditions after bud burst caused initial shoot growth to be slow, followed by warmer conditions which stimulated shoot growth. So far my biggest concern is the fluctuation of weather and temperatures in the flowering stages of our early cultivars. I had to manage the canopies accordingly, by prolonging my suckering actions and we also altered the extent of the suckering.

Thus far the climatic conditions have been favourable for the development of powdery and downy mildew, but a proper preventative measures are in place. To date we had a very cool growing season and hopefully these mild conditions will gradually take us to summer. The success of this vintage will be determined by how well I can forecast the weather and my ability to optimize all the aspects of our terroir. I expect I smaller crop than the normal which will guarantee good quality berries.

As Prof Albrecht at the University at Missouri College of Agriculture said: "**Study nature not books**" and I will be doing this again this year!



Storm Clouds over our vineyards



Rare snow on our mountains

LOOKING TO THE FUTURE.

Charles Williams - Winemaker

We are very actively experimenting in the vineyards and cellar to craft better quality wines. Currently research shows that both experiments I am applying in the vineyards have positively correlated effects on berry and wine quality. My treatments consist of applying deficit irrigation (applying drip irrigation only when the plants enter a certain stage of water deficit). Some positive associations to deficit irrigation are increased anthocyanin concentrations (red pigment in grape cell walls) and increased Total Phenolics (TP) (mouth feel and structure).

The second treatment is the of removal of all lateral shoots up to the middle of the primary shoots. Directly this affects the canopy, and specifically the bunch microclimate. Positive effects reported for grapes in a more open and efficient canopy include:

- More effective photosynthesis of remaining leaves
- More malic acid degradation towards harvesting time
- Lower pH
- Better tartaric acid/malic acid ratio in grapes.
- Increased anthocyanins and TP

Most long term management practices, has been optimized, including cultivar and rootstock selections, soils matched to rootstocks and cultivars, optimized trellising systems and row direction selection (to accommodate sun position at certain times of day as well as the predominant wind flow).

The key for us is to know how to manage the plants, per "mini terroir", to get the perfect berries from each little spot in the vineyard. At the moment the wines are being analysed at the University of Stellenbosch. The two treatments, plus control treatments will be tasted (8 separate times) by an expertly trained panel comprising of 10 people to give as more insight into the properties of the wines. A "wine quality" assessment by winemakers and viticulturist are also planned to give us more detail into what wine industry seems to find the most appealing wine and or style.



SHARE A LAUGH!

The Value of a Glass of Wine

"Sometimes when I reflect back on all the wine I drink I feel shame. Then I look into the glass and think about the workers in the vineyards and all of their hopes and dreams. If I didn't drink this wine, they might be out of work and their dreams would be shattered. Then I say to myself,

'It is better that I drink this wine and let their dreams come true than be selfish and worry about my liver.'

~ Jack Handy



De Toren Private Cellar

W: www.de-toren.com

E: info@de-toren.com

T: +27 (0)21 881 3119

De Toren Private Cellar,
Polkadraai Road, Stellenbosch,
South Africa.



