



ROOIBERG WINERY

# Born from 3 rivers and a mountain



Rooiberg Winery, situated in the leading wine-producing Robertson Valley of the South African winelands, has celebrated its 50th anniversary – its story essentially being that of a group of wine farms alongside three rivers surrounding the Rooiberg Mountain (“red mountain”) which overlooks the cellar and its source vineyards. These are the Vink River, its tributary the Noree and the Breede River. These geological features mean that there are three distinctive production areas – Vinkrivier, Eilandia and Rooiberg – which give rise to an extraordinary terroir and wine style diversity.

## PROUD PRODUCT DIVERSITY

In addition to the signature Rooiberg brand, the diverse product portfolio comprises Red Chair, Cape Avocet, Headbutt, Amandalia, Zebra Collection, AlexKia, Cape Dreams, Eseltjesrust and some own label wines for the Woolworths retail group.

The latest additions are a limited bottling Méthode Cap Classique, made from selected Pinot Noir and Chardonnay grapes – part of Rooiberg’s Reserve range – and the Finch Mountain export wines, named after the Vink River, one of the unique areas of origin where Rooiberg’s grapes derive from.

## ACCOLADES GALORE

The emphasis on quality production has yielded increasing accolades such as coveted Pinotage Top 10 listings in 1997, 2003 and 2013. In 1996 Rooiberg was awarded six double gold medals at the Veritas Awards, South Africa’s premier competition.

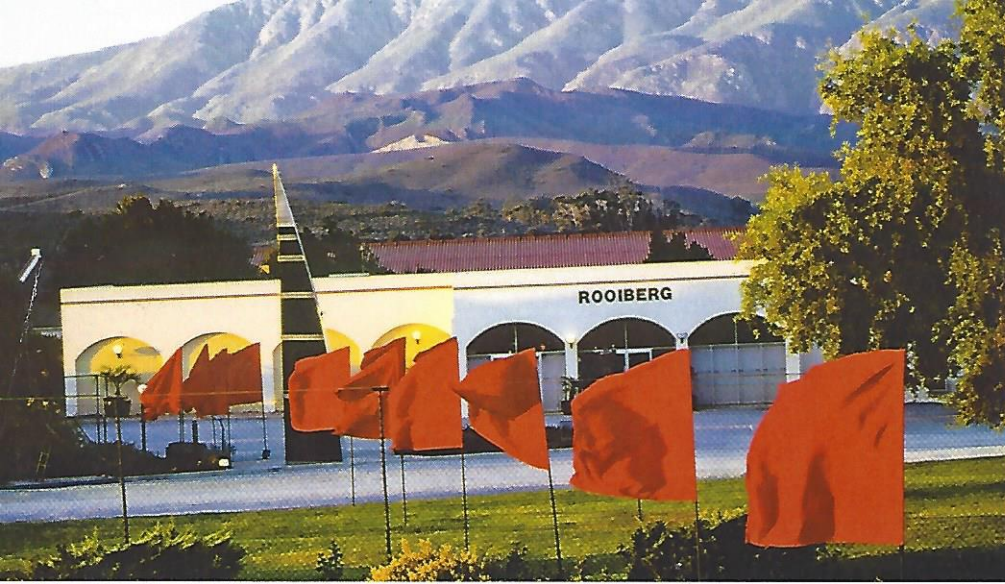


## VALUE PROMISE

Rooiberg strives to continuously over-deliver on the quality of its wine and services, which translates into value-for-money to selected consumers in predetermined target markets; thereby always to comply with our unique value pledge to all stakeholder groups:

*Profitability, quality, an impeccable reputation, outstanding product taste properties and appearance, popularity, diversity and availability.*

*Be part of it*



## HALF A CENTURY OF INNOVATION AND DIVERSITY



A private company with 29 shareholder members who operate 20 farms and with exports to several countries, Rooiberg has shown a remarkable growth spiral following its founding as a producer cellar (co-operative) on 14 April 1964. The winery today processes 15 000 tons of grapes. Some 1.4 million litres (16.5%) of the total wine production of 11 million litres are bottled and the rest sold in bulk. Of the bottled wine component, 36% is exported and 64% sold on the domestic market.

## DRIVING ETHICAL TRADE AND SUSTAINABLE PRACTICES

### CLEAN AND GREEN

Rooiberg Winery is a leader in compliance with the 'clean and green' and ethical systems of various regulatory organisations. The winery is increasingly reaping the fruits of its comprehensive quality systems – being ISO 9001 and HACCP accredited and a certified organic producer of wine. It is a member of the Biodiversity Wine Initiative (BWI) and registered for Integrated Production of Wine (IPW).

The ISO certification (2008) ensures that the entire production operation adheres to predefined management goals and objectives, while at the same time reducing costs of wastage and errors and increasing productivity at its production facility.

Rooiberg is registered for accreditation in terms of the international Hazard Analysis and Critical Control Point System (HACCP), for food safety standards under the SA Bureau of Standards (SABS).

## NURTURING NATURE

Rooiberg supports green practices and is involved in large-scale game and nature preservation. It is part of the Rooiberg Breede River Conservancy Corridor Project in collaboration with the neighbouring Graham Beck Private Reserve and various other property owners in the vicinity. The Project collaborates with the Landmark Foundation which is researching 2 500 square kilometres of land for its preservation status.

## DESERVING DONKEY WORK

Rooiberg supports the Esetljiesrust Donkey Sanctuary (meaning "donkeys' rest") at nearby McGregor Village – whereby the welfare and status of donkeys are promoted through a culture of caring. This by serving on the organisation's board and bottling and promoting wine for the project under the Esetljiesrust label.

## BIG ON BIODIVERSITY AND WINE

In 2005 Rooiberg achieved membership status with the Biodiversity and Wine Initiative (BWI). Thereby it conserves valuable natural *veld* (vegetation) within an important succulent Karoo region on their members' farms and by embracing the principles of sustainable production. The project comprises 6 343 hectares which represents 57.3% of the total area of shareholders' farms.

## DRIVING ETHICAL TRADE

Accreditation for the Winery in terms of the Agricultural Ethical Trade Initiative SA (Wieta) was achieved in July 2014. Thereby the enterprise – now including its 29 shareholder farms – has been successfully audited in terms of the organisation's rules for promoting ethical trade in agriculture, including compliance with the Wieta Labour Code.

## SUSTAINABILITY/ETHICAL SEALS BOTTLE BY BOTTLE

Each wine bottled by Rooiberg Winery is certified by South Africa's Wine and Spirit Board and features its traceable sustainability seal – the first of its kind in the world – as a guarantee of eco-friendly production. This is augmented by the ethical seal for "fair labour practice". Linked to the Wine of Origin system that guarantees the source of grapes, their varietal and vintage, the sustainability seal further guarantees production integrity and sustainability.



## ALLURING LAND ART

Along with quality wines, Rooiberg is known for its striking land art on the cellar premises. The mammoth red chair erected in December 2012 is the largest in Africa and attracts a stream of visitors to the modern tasting room and the Bodega de Vinho Restaurant. It has inspired a successful wine range, Red Chair.

