

Cape wines for new Canadian market

The Cape Legends portfolio of boutique, mainly artisanal, wines has marked its debut into the Canadian state of Quebec with a list of accolades, including a Grand Gold medal at the recent international Selections Mondiales held in Montreal.



Carina Gous, head of the Cape Legends portfolio.

The Grand Gold was one of just 10 awarded to the 1700 wines entered for the show, as well as three Golds and three Silvers.

The Grand Gold went to the 2003 Jacobsdal Cabernet Sauvignon, while the three gold medalists were the 2004 Alto Cabernet Sauvignon, 2003 Neethlingshof Shiraz and 2001 Stellenzicht Syrah. Silvers were awarded to the 2004 vintage of Plaisir de Merle Shiraz, Stellenzicht Golden Triangle Shiraz and Uitkyk Cabernet/Shiraz.

Continuous supply status

At the same time, three Cape Legends wines, one from Plaisir de Merle and two from Le Bonheur, are being listed with Société des Alcools du Québec (SAQ), the state-owned liquor retail monopoly. They have been accorded “continuous supply status”, which means they will be listed from one vintage to the next, according to Carina Gous, who heads the Cape Legends portfolio.

“Our wines are already well-received in Ontario, which remains a key and growing market for our specialist wines from Stellenbosch, Simondium, Darling and other prime wine-producing areas in South Africa’s Western Cape.

Highly discerning palates

“We are greatly encouraged by the response of the people of Quebec, known for their highly discerning and demanding palates. Given their historical and cultural affinity with France, this achievement is all the more impressive.”

She says the Cape Legends portfolio is finding ready favour in this new market. “The new support for the portfolio mirrors the positive performance in other markets where we trade. Despite the global surplus that has adversely affected trading amongst producers worldwide across the price spectrum, we have succeeded in growing several key markets, notably Canada, Northern Europe and Africa.”

She adds that marketing efforts are being focused on both on-consumption and retail channels. “Cape Legends wines are recognised for their compatibility with a variety of cuisines, from Mediterranean and Northern European to Asian and fusion food.”

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