

# J.C. Le Roux reveals sophisticated new look for the Nectar range and celebrates with Dineo Langa as face of the campaign

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The House of J.C. Le Roux, South Africa's first dedicated sparkling wine cellar, is excited to reveal an elegantly beautiful new look for their premium Nectar range and equally thrilled to be celebrating Nectar's new look with the fabulous Dineo Langa, J.C. Le Roux's newly appointed ambassador, as the face of the campaign.



As consumers' desire for sophistication and status grows, J.C. Le Roux has refreshed the Nectar variant packaging to reveal a luxurious look that bubbly drinkers will feel proud to clink flutes to with friends and family this festive season. The beautiful new packaging has an updated colour palate of soft coral and lavender and features delicate illustrations of South Africa's most beloved flora and fauna – the king protea and the Cape sugarbird.



The Nectar Demi-Sec range forms part of J.C. Le Roux's premium tier, and although the packaging has an elegant new

look the range still offers the same sophisticated tastes: the off-dry Nectar Demi-Sec, alive with fruity hints of pears and litchi, and the delicate blush-coloured Demi-Sec Rosé with nuances of berries, plum and tropical fruit.

Nicola Jansen, marketing manager of J.C. Le Roux, says, “The Nectar Demi-Sec range was first launched in 2019 and has always been ideal for bubbly drinkers who are progressing on their sparkling wine journey as it offers a slightly drier, yet accessible taste. The new sophisticated look has now just further elevated the range and offers consumers a premium, aspirational bubbly with an attainable price tag – now that’s worth celebrating!”



Giving consumers another reason to Just Celebrate, J.C. Le Roux has also collaborated with Port of LNG, Dineo Langa’s stylish fashion brand, on a one-of-a-kind bubbly bag allowing consumers to conveniently and fashionably carry J.C. Le Roux Nectar bubbly to any occasion, from picnics to get-togethers with family and friends. These exclusive J.C. Le Roux X Port of LNG bubbly bags can be won through an exciting consumer giveaway on the J.C. Le Roux social media pages. The giveaway starts 1 December 2021 and closes on 15 January 2022.

The J.C. Le Roux Nectar range is available at leading retailers nationwide for only R94.95.

To purchase the J.C. Le Roux Nectar range online, visit: <https://store.jcleroux.co.za/>.

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