

# Nederburg recognised as one of the Most Admired Brands globally

For the fifth time, Nederburg features on the Drinks International's World's Most Admired Wine Brands list for 2021. The Paarl winery, listed in 34th position, is the highest placed of two South African wine brands to appear on the list, voted for by an academy of over 200 global industry experts.



Image Supplied: Nederburg The Manor

Known as the definitive list of the world's best wine brands, it's compiled annually by UK-based trade publication Drinks International.

Nederburg was included in the list in 2016 (49th position), 2017 (36th position), 2018 (41st position) and again in 2019 (47th position). According to the organisers, to make it into the international line-up of the top 50 wine brands, demands consistent or improving quality; a reflection of region or country of origin; a responsiveness to the needs and tastes of target audiences; excellent marketing and packaging; and a strong appeal to a wide demographic.

Nederburg's managing director, Niël Groenewald, says: "Such continued high-level affirmation for Nederburg is a huge boost as we build the brand's global presence. We've already taken the brand to a new level and continue to do so, thanks to continued local and international demand for our wines."

## Brand marketing revamp

The brand is currently on a roll with a significant global update and re-energised approach to communication that's more accessible, but also more intriguing.

The brand is currently updating its communication approach, covering a range of aspects include a simplified brand architecture, pack makeover and improvements in wine styling, a new look and feel for advertising and promotions; an ongoing line-up of digital, influencer, in-store and on-consumption activations, a renewed focus on e-commerce and customer relationship management (CRM). This also includes a revamped restaurant and tasting facility now called The Manor.

"The overall brand update seeks to amplify the brand's pre-eminent position and pay tribute to its long-standing history, while meeting changing buying and consumption trends," continues Groenewald.

The goal, he says, is to encourage wine lovers to taste, learn and discover. "Our message is that Nederburg, a household name in South African wine, remains relevant, current and exciting. In terms of wines, we truly have a treasure trove of options that people can explore as they expand their repertoire across a spectrum of price points, all representing exceptional value."

These updates are also intended to reflect the refreshed styling of the wines. "The wines, particularly those in the core range, have been tweaked for greater freshness and fruit concentration, better balance, a more appealing texture and improved weight on the palate.

"Take our Cabernet Sauvignon as an example. In the new version, you'll find on the nose and mouth, lingering layers of black and red fruits, some spice, nuts and traces of leather and cigar box.

"In all these core range wines the changes are nuanced but noticeable. They're also vegan-friendly. So far, wine lovers are relishing what they've encountered." Groenewald emphasises that the refreshed styling of the wines is the result of a continually improving understanding of the vines and their location that deepens with each succeeding vintage.

"Through everything we do, we want to show that familiarity doesn't have to breed contempt. On the contrary. As with any relationship, you have to remain invested to keep it vibrant and enticing. That way familiarity becomes reassuring. It can also offer an often-needed safety net for greater exploration. A great way to taste, learn and discover," concludes Groenewald.

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