

GOLD MEDAL WINE CLUB

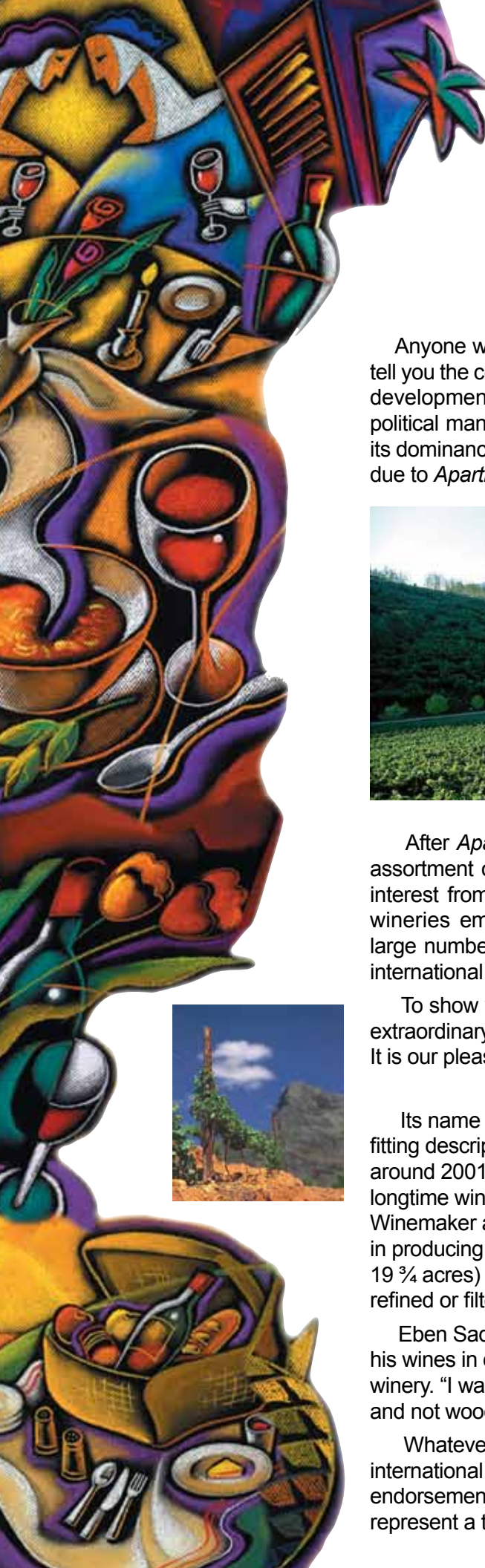
T A S T E T H E A D V E N T U R E



SOUTH AFRICA



International Series



WITH THE RESURRECTION OF THE SOUTH AFRICAN WINE INDUSTRY, COMES A TRIFECTA OF DIVERSE, ULTRA-PREMIUM WINERIES.

Anyone who keeps tabs on the rapid growth of the South African wine industry can tell you the country's export progress is on the far side of amazing. Most of the country's developmental aspect can be traced to the demise of South Africa's constraining political mandate, *Apartheid*, which restricted export growth by its very nature. During its dominance, the South African wine industry was reduced to almost bystander status due to *Apartheid's* negative global influence.



After *Apartheid's* demise, the simple fact that South Africa's lovely and diversified assortment of wines had been generally unavailable for many years fueled renewed interest from the international wine community. A new movement of contemporary wineries emerged in practically every wine-growing region. In rapid-fire sequence a large number of South Africa's high quality wines were reinstated to the top rungs of international wine circles.

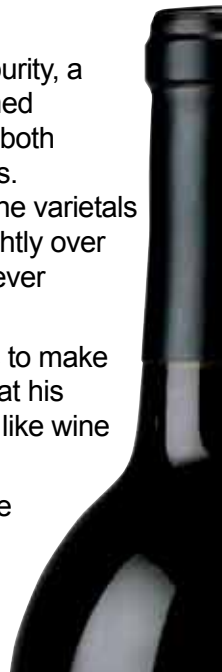
To show you the diversity level which some of these wines have achieved, a trio of extraordinary South African wines has been selected for this International Series release. It is our pleasure to bring these important wines to your attention and enjoyment.

Sequillo Winery, Swartland

Its name comes from the Latin and means an arid, dry place of great purity, a fitting description of a wine from the Swartland Region. Sequillo was formed around 2001 by both the Sadie family and the Cornet Spies Family Trust, both longtime wine-related families with deep roots in South African wine circles. Winemaker and rising star Eben Sadie decided on utilizing Southern Rhône varietals in producing the first Sequillo wines from vines planted on 8 hectares (slightly over 19 ¾ acres) that are all organically farmed. As such, Sequillo wines are never refined or filtered and are as close to natural tasting as is possible.

Eben Sadie is himself an outspoken critic of wood barrels. He chooses to make his wines in cement vats and age them in a variety of ancient oak barrels at his winery. "I want to make wine," he was recently quoted saying, "that tastes like wine and not wood."

Whatever the approach, Sequillo has proved an instant success on the international wine scene with top competition marks and supportive endorsements from the international wine press. Not only does Sequillo represent a top emerging wine region but also one of the present and

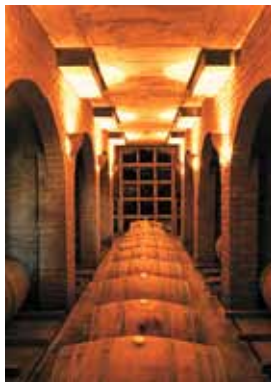




future stars of South African winemaking.

Jordan Winery, Stellenbosch

The Jordan Winery is unique to South Africa for two reasons. First of all, it is the only husband and wife team to own and operate a South African winery and, secondly, the farm on which Jordan's grapes are grown has the amazing aspect that it faces all four directions, North, South, East and West, a rarity among vineyard operations. Gary Jordan and his wife Kathy, spent two years at the famed University of California



Davis developing their knowledge of both growing and selling their product. In 1993, they returned to South Africa and began making wines on the three hundred-year-old farm with a related wine history.

Gary's parents, Ted and Sheelagh, had bought the 146 (slightly less than 360 acres) hectare property in 1982, and had

replanted the place with classical varieties that were suited to different soils and slopes. Under the Jordan Winery label, Gary Jordan soon became a stellar name in South African wines and received numerous awards on the international wine scene. In the United States, California's famed Jordan Winery agreed to sell Gary Jordan's wines, a fitting tribute to the accomplished South African. On the business side, Kathy Jordan was the driving force in opening a London restaurant venture earlier this year, named High Timber. High Timber is located on the banks of the River Thames just off the St. Paul's Cathedral side of the Millennium Bridge (London's famous wobbly bridge). Kathy and Gary feel the exposure from the new restaurant will help their ongoing winery in the capital considered the number one wine city in the world.

Paul Cluver Winery, Elgin Valley

No single individual is more important to a wine-growing region than Dr. Paul Cluver is to the Elgin Valley appellation. Acknowledged as a leading force as well as the most accomplished grower, Cluver, a respected neurosurgeon, is also among South Africa's most respected vintners.



Four generations of the Cluver Family are represented by today's wines at the spacious De Rust Estate, property dating back to 1896, which was once an apple orchard. Paul Cluver IV is Paul Cluver Wines' managing director, Liesl Cluver Rust

Continued

wine regions of South Africa

South Africa's wine regions are mostly situated in the Western Cape near the coast, where the vineyards benefit from maritime influences from the two oceans that meet at the southernmost tip: the Atlantic and the Indian Ocean. Combined with a moderate, Mediterranean climate and distinctive, varied topography, South Africa's wines convey a true sense of place. Winemaking traditions in this region date back more than 300 years and today's producers carry on that history and find an incredible balance between the elegance of the Old World style and the accessible, fruit-driven style of the New World.

Photos top to bottom, left to right:

- South Africa's Elgin Valley in the Overberg region.
- A Syrah vine thrives in arid climate of Swartland. Syrah is the most widely planted Rhone varietal in South Africa.
- Jordan Winery's hillside vineyards in Stellenbosch experience a variety of microclimates that allow a range of wine varieties to thrive.
- The barrel cellar at Jordan Winery allows their wines to mature and age in optimal conditions.
- It's a family affair at Paul Cluver Winery in Overberg's Elgin Valley.
- Map of South African wine regions.

- Paul Cluver 2008 Chardonnay label.

- South African flag.

Front Cover Photo:

- A South African vineyard changes color in the fall.

Swartland
Sequillo Winery

Stellenbosch
Jordan Winery

Elgin Valley (in Overberg)
Paul Cluver Winery



South Africa: Fun Facts!

- The population is roughly 44 million.
- There are 11 official languages there.
- Four of the five fastest land animals live in SA - the cheetah (70 mph), wildebeest, lion, and Thomson's gazelle.
- About half of the world's gold is produced in South Africa.
- South African grasslands have 30 species per square kilometer (greater than the biodiversity of rainforests).
- South Africa has the longest wine route in the world (route 62).
- South Africa is the second largest exporter of fruit in the world.
- The world's largest diamond, the Cullinan, was found in South Africa in 1905. It weighed 3,106.75 carats uncut. It was cut into the great Star of Africa (weighing 530.2 carats, the Lesser Star of Africa (317.4 carats), and 104 other diamonds of nearly flawless color and clarity. They now form part of the British crown jewels.
- SA is home to the world's deepest pub, located on level 5 of a mine known as Shaft 14 and 226 meters from the surface.

reading a South African wine label

South Africa has specific laws in place to ensure each wine's origin, authenticity, and style, and is much like the United States in that it defines the geographic origin of grapes on the wine label, but does not designate quality levels as found in Europe. South Africa has 5 classification levels called Wines of Origin (WO), ranging from large geographical areas down to what are called wards and wine estates. This geographic classification system is beneficial in South Africa, because there are fairly dramatic variations in terrior within small geographic areas. When the term 'Wine of Origin' or 'W.O.' appears together with the name of a production area on the label, it confirms that 100% of the grapes used to produce that wine came from that specific area.



Continued from Paul Cluver, Elgin Valley

is marketing manager, Inge Cluver Burger is financial manager and Karin Cluver is production manager. Inge's husband, Andries Burger, is an oenology graduate of Stellenbosch University and the actual winemaker for Paul Cluver wines.

Dr. Cluver is also a champion of biodiversity projects. More than 1000 hectares of the De Rust Estate are deeded as part of the Groelandberg Conservancy, a green space project of more than 34,000 hectares (almost 145,000 acres) that will keep the property in a pristine condition into perpetuity.

Paul Cluver Wines' interest in outside projects is matched by its wine's incredible results at the international level. The wines are a great tribute to a wonderful family that has involved itself in numerous outside projects while continuing to produce world-class wines.

the flag of South Africa



The flag of South Africa was adopted on April 27, 1994 after Nelson Mandela was elected President, to represent the new democracy of South Africa and to reflect the country's political transformation.

Although different people may attribute personal symbolism to the individual colors or color combinations, no universal symbolism should be attached to any of the colors. The only symbolism in the flag is the Y shape, which can be interpreted as the convergence of South Africa's diverse society and the desire for unity. The flag incorporates the colors black, green and yellow of Nelson Mandela's political party, the African National Congress and the former Boer republics flags (red, white, and blue). The South African flag is one of the world's newest flags, and the only national flag with six colors and without a seal or brocade.



Cheers!

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*S*OUTH AFRICA'S WINE REGIONS FIND WORLD-CLASS POTENTIAL WITH DIVERSE, VALUE-DRIVEN WINES.

While practically all of South Africa's significant wine regions are located within the area known as the Western Cape, or more precisely with close proximity to the city of Cape Town, it is important to identify the actual regions that differ significantly with respect to soils, climates and other wine-important characteristics. The Western Cape reminds of California and Capetown of Napa Valley in particular. Both are considered among the world's top wine growing and producing areas for numerous reasons.



Swartland

About one hour's drive northeast from Cape Town is the Swartland (who couldn't love a place with a name like Swartland?) Region, often called the breadbasket of South Africa for its seemingly endless acres of wheat. Swartland is perhaps the most emblematic example of the great growth in new South African wineries as growers and vintners seek to take advantage of its unique Mediterranean climate.

Swartland contains some excellent vineyard land, particularly along the banks of the Berg River where the mountain foothills provide some distinctive soil/climate conditions for producing exceptional grapes. Swartland is also a harbor for new growing techniques and biodynamic farming, a combination that has proven quite successful in many international growing venues. It is clear that the many emerging wineries and their extensive wine portfolios will eventually afford Swartland a seat at the table of great South African growing regions.

Stellenbosch

In many experts' minds, Stellenbosch is the most recognizable of South Africa's top wine producing regions. In many ways, it is the Napa Valley of South Africa. Built around the charming town of Stellenbosch (South Africa's second oldest city), the area contains more than 160 wineries as well as a winemaking tradition that traces its origins back to the late 17th Century. Stellenbosch contains all the prerequisites for growing great grapes; ample rainfall,

well drained soils, mountainous terrain and great soil diversity. The area is a virtual "who's who" of large wine estates and the best examples of Cape Dutch architecture that exists within South Africa. More awards have been garnered by Stellenbosch wineries than in any other wine region. There is also a growing legion of contemporary wineries and winemakers who are carving their own niche in the old Stellenbosch historical tradition. Utilizing modern techniques, on both the growing and production sides of the business, their wines are gaining critical acclaim from the international wine community while repeatedly turning heads within South Africa itself.

Elgin Valley

One of the newest appellations within the Western Cape growing area is the picturesque Elgin Valley that is located south-southeast of Cape Town, and east of the much larger Stellenbosch Region. It is a rural and picturesque growing area located not far from the confines of Walker Bay. It is among South Africa's coolest growing climates due to its proximity to the ocean and that fact makes Elgin Valley capable of producing truly great fruit in the Burgundian manner of France. The Elgin Valley Appellation is home to some twelve growers who are producing quality wines at a much higher level than was first expected.

The Elgin Valley is at a higher elevation (some 400-500 meters) than Stellenbosch and is about three degrees cooler than its better-known neighbor. It gets less rainfall than Stellenbosch and must be watered, much like practically all sections of Napa Valley. Since most of the wineries located in the Elgin Valley are contemporary, they rely on the latest growing techniques and features. Even though total planted acreage is still quite small with relation to other Western Cape wine growing regions, the Elgin Valley has nonetheless served notice that it will produce extremely high quality wines for the foreseeable future.



The International Series features specially-selected imported hard-to-find wines of the world for members of the Gold Medal Wine Club.

International Series

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"Bringing you the best small wineries since 1992"



International Series featured South African wines

Sequillo (Seh-kee-yo)

Sequillo's Red Blend comprises 60% Syrah, 30% Mourvedre, and 10% Grenache to give a balanced expression of South Africa's characteristic spicy, ripe fruit flavors.



Enjoy now until 2015

2005 Sequillo Red Blend

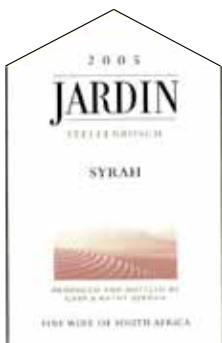
Produced entirely from the Swartland region of South Africa, the Sequillo 2005 Red Blend comprises Syrah, Mourvedre and Grenache - Southern Rhône varieties that are particularly suited to the arid climate of the rugged terrain of Swartland. This Red Blend was awarded **89 Points** by *Wine Enthusiast*: "From the creative mind of Eben Sadie, the Sequillo Red Blend is a quiet wine with character. The nose offers raspberry, red berry and spice, and on the palate, integrated flavors of red cherry and dark fruit, spice and minerality give this wine an elegant spin. Good acidity and balance, and a fresh overall character add to the interest." A delicious pairing to South African Sosaties (lamb kebabs) and barbecued chicken. Aged 18 months in oak.

REORDER

- **Member Price:** \$27.00 /bottle* **Save 21%**
- **Multi-Series Member Price:** \$24.00 /bottle* **Save 29%**

Syrah (See-Rah)

Although this variety is predominantly known as Shiraz in South Africa, the designation Syrah is used for "Rhône style" wines - those that are produced in a French style.



Enjoy now until 2015

2005 Jardin Syrah

The Jardin 2005 Syrah comes from the famed Stellenbosch region of South Africa and displays dense, rich, black-fruit flavors - characteristic notes of the big, bold reds produced in the region. *Wine Spectator* rated this wine at outstanding **91 Points**: "Dark and plenty fleshy, with fig, hoison sauce, warm currant confiture and bittersweet ganache flavors that glide along fine-grained, coffee tinged tannins. Long finish." Notes of white pepper and spice laced with dark chocolate blend with toasted oak flavors to give the 2005 Jardin Syrah a richly textured structure and good concentration from start to finish. Try pairing this classic Stellenbosch wine with beef curry, barbecued chicken, and lamb. Aged 16 months in oak.

REORDER

- **Member Price:** \$17.00 /bottle* **Save 15%**
- **Multi-Series Member Price:** \$16.00 /bottle* **Save 20%**

Chardonnay (Shar-don-nay)

Although a native grape of Burgundy, South African Chardonnays have become quite the success stories with their barrel fermentation techniques, oak aging, and bold, expressive fruit flavors.



Enjoy now until 2012

2008 Paul Cluver Chardonnay

Produced in the Elgin Valley of South Africa's Overberg wine region (one of the country's closest regions to the southernmost tip of the continent), the Paul Cluver 2008 Chardonnay was awarded **5 Stars** by the prestigious *'Platter's South African Wine Guide 2010.'* Previous vintages had earned 4 1/2 Stars, but this is the first to attain the coveted 5 stars. This wine is typical of a classic Chardonnay, the nose is bursting with aromas of citrus, floral tones, hints of ripe peaches, pineapple, oak and a lovely, toasty nuttiness. The palate is gentle, yet complex with a combination of ripe fruit, citrus and mineral flavors with hints of oak in the background. The finish is long, elegant and lingering. Try pairing with creamy pastas, salmon, and pork.

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