



NEWS RELEASE

Rooiberg becomes custodian of The Game Reserve wines

Rooiberg Winery is the new custodian and future owner of The Game Reserve wine range of Graham Beck Wines, following an agreement between these neighbouring Robertson Valley wineries that are leaders in nature conservation.

The Game Reserve labels will continue to feature the Graham Beck brand name and the two wineries will collaborate to ensure consistent quality and continuity, according to Rooiberg CEO Johan du Preez. The award-winning Game Reserve Wines will be locally distributed by Rooiberg's network of distributors and agents with effect from 1 July 2016.

“The transition will be fully supported by the Graham Beck marketing and sales team, while their company will also support Rooiberg internationally with the wines being offered to the existing network of global agents and importers for continuity of supply. This development is a natural progression of our active growth strategy, brand essence and culture of conservation,” Du Preez added.

Graham Beck wanted to ensure a vibrant future for the super-premium The Game Reserve wines, which had made its mark globally as a wine range dedicated to conservation and that appeals to customers and consumers sensitive to bio-friendly methods of wine production.

“As Graham Beck's neighbour in the Rooiberg Breede River Conservancy, Rooiberg boasts a 50-year history and shares its dedication to quality wine production in harmony with nature and in the best interests of the community.”

Rooiberg is ISO 9001 and HACCP accredited, a certified Organic Producer of wine, registered for Integrated Production of Wine (IPW) and holds Wine and Agricultural Ethical Trade Association (Wieta) accreditation.

Rooiberg will continue the unique partnership established by Graham Beck Wines in 2013 with the Wilderness Foundation. For each bottle of The Game Reserve sold globally, a contribution of R3 is made towards the Wilderness Foundation's conservation and education programmes throughout Africa – the benefits of which support biodiversity and cultural, scientific, economic and spiritual values.

“We are elated about this joint project which is the result of good neighbourliness, co-operation and mutual trust. This internationally registered brand will fit ideally into the higher end of the Rooiberg portfolio and create good challenges for our joint production team. Of paramount importance is the fact that the Graham Beck winemaking team will continuously be involved to ensure that the unique wine styles and quality of the range be maintained.

“This will require the highest degree of care, involvement and co-operation. The logistical and distribution challenges have already been addressed and will be collectively managed”, said Du Preez.

The Game Reserve wines comprise seven varietal wines, Chardonnay, Sauvignon Blanc, Chenin Blanc, Shiraz, Cabernet Sauvignon, Merlot and Pinotage.

Meanwhile, Graham Beck Wines has announced that it had changed course with high-end Méthode Cap Classique (MCC) as its future focus with an investment of R150 million in it over the next three years. The rest of the company’s still wine portfolio, comprising Railroad Red, Waterside Chardonnay and Pinno, has been sold to DGB (Pty) Ltd.

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