

BEST VALUE FOR BOLAND

Boland Cellar proved once again that they can consistently offer consumers great value and quality across their wide-ranging wine portfolio with seven wines being included in the 2012 Ultra Liquors Best Value Wine Guide. Wines must cost under R60 a bottle and score 2½ stars or higher to be included in the Guide. A panel of judges consisting of industry experts, wine critics and wine writers tasted close to 1 000 wines this year and only a third of these qualified to be listed in the guide. The 2011 vintage of the Boland Cellar Sixty 40 Chenin Blanc/Sauvignon Blanc, the Boland Cellar Five Climates Chardonnay 2011, the 2009 Boland Five Climates Cabernet Sauvignon, the 2009 Boland Cellar Five Climates Merlot, the 2010 Boland Cellar Flutterby Merlot, the 2010 Boland Cappupinoccinotage and the 2009 Boland Cellar Five Climates Pinotage all made the cut.

According to Jean du Toit, managing director of Boland Cellar, this achievement is all the more significant in the current economic climate where wine drinkers still demand quality, whilst also being very price conscious. “The Boland brand is about being the best at all the price points where we compete and to be awarded in this manner provides all our current and the prospective new consumers with a independent guarantee of affordable quality. Our wines not only succeeded in beating the budget blues, but also continue to please the discerning palate. It is also satisfying that the wines are from several different ranges and vintages, which definitely means that our winemaking team is consistently getting the balance between affordability and quality right”, Du Toit mentioned. He was also particularly pleased with the achievement of the recently released eco-friendly PET bottled Flutterby Merlot, the industry market leader in this category. “For those that are still a bit sceptical regarding the concept of bottling quality wine in a PET bottle, this achievement will probably put an end to any remaining scepticism, thus assisting with our drive towards more eco consciousness in wine packaging”, Du Toit concluded.

For more information, visit www.bolandwines.co.za.