

ECO-FRIENDLY FLUTTERBY TAKES FLIGHT



Eco-conscious wine lovers travelling on SAA can look forward to a taste of Boland Cellar's popular environmentally friendly Flutterby range, which has recently been added to SAA's prestigious in-flight wine list.

The Flutterby range was launched to great acclaim in 2011 and the slender 100% recyclable PET bottles has been a hit with eco-conscious consumers and outdoor enthusiasts. The lightweight and easily transportable range with its convenient screw cap is the perfect picnic partner and offers a varietal for every taste, each sporting its own unique butterfly label. The unique PET packaging technology also presents a significant reduction in the manufacturing carbon footprint.

SAA will be serving the 2009 Flutterby Cabernet Sauvignon in miniature 187ml rendition of the original 750ml range. The Flutterby Cabernet Sauvignon has rich Blackcurrant fruit and herbs tones, complemented by soft oak flavours.

Situated in the picturesque Paarl Valley, Boland Cellar only uses fruit from the Paarl region to highlight the tremendous diversity and potential of this wine-producing district and to showcase its unique terroir. The wines are shaped by the sunny climate in summer and the mild, but wet winters as well as the maritime influence of a nearby ocean, the protected river valleys, the exposed mountain slopes and the effect of sometimes violent wind storms.

Boland Cellar will also be serving a Rosé in 187ml glass bottle on SAA. The sun-ripened grapes of the Rosé display soft and juicy red summer fruit flavours - perfectly balanced with excellent length and a slight sweet finish.

For more information on Boland Cellar, visit www.bolandcellar.co.za

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BOLAND CELLAR

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