



EST 1941

Melita Pinotage

Lower Alcohol Wine

The concept

Boland Cellar's leading red grape variety, Pinotage, and its signature white grape, Chenin Blanc, are skilfully blended in an innovative wine style. This represents two significant aspects, namely a lighter style wine with low alcohol and a sustainable environmental venture which promotes and conserves healthy bee populations. For this, Boland Cellar has collaborated with The Bee Effect sustainability organisation to bring about real and meaningful benefits to agriculture and bee population health. The name Melita has its origin in ancient Greek mythology and is derived from the goddess Melissa who was regarded as the keeper of bees and honey-making.

The health buzz

Healthier options are today being sought by consumers for all categories of foods and beverages. This healthy trend is prevalent with wine consumers desiring lower alcohol levels in wine to support a healthy lifestyle while still expecting the typical flavours and tastes. For this purpose, alcohol levels are reduced by about 35% (to 8% A/V) by means of various interventions from vineyard to cellar, which include earlier harvesting to avoid high natural sweetness in the grapes as well as cutting-edge precision technology to remove some alcohol from the wine. The entire process requires utmost care and skill to ensure that the final product is balanced and retains its typicity without compromising on flavour and character.

Pinotage

Pinotage is a Proudly South African wine grape variety which is unique and has a vibrant fruity character with gentle tannins and generous ripe black cherry and plum flavours. Pinotage is well suited to the Paarl region due to its warm climate, cooler breezy nights, coupled with shale and granite soils which retain water and provide fruit structure while promoting fresh acidity. The colour and flavour intensity of this Paarl Pinotage is a worthy expression of its heritage and quality.

Taste expectations

This fruit-driven Pinotage generously shows its red berry and plummy nature. Expect to taste ripe dark-fruit flavours of black cherry and blackberry combined with notes of red figs. The friendly approachability of this Pinotage makes it a delightful partner to alfresco meals. An ideal choice with many foods and good gatherings thanks to its lively and sunny character.

Melita

