

SOUTH AFRICAN & WORLD CLASS WINES DELIVERED HOME



HHH WINES TO BE LAUNCHED FROM SWISS BASE THIS WEEK *South African wines feature in striking new enterprise in Switzerland*

Launching this week from its base in Montreux is HHH Wines, the result of the arrival in Switzerland seven years ago of South African entrepreneur, Heather Munetsi, who recognised the need to introduce the brilliant wines of her home country to connoisseurs in this quarter of Europe, where they are largely unknown.

As South Africa has become more and more one of the most sought-after destinations in the world, so the products of its Winelands have become the must-have on the tables of international fine wine and food connoisseurs. 'Having now lived in Switzerland for the past seven years, as a South African who enjoys excellent wines, I realised that there were still a lot of people who were not aware of the amazing quality of South African wines,' says Mrs Munetsi, who excelled in her career in the top echelons of the South African hospitality & Leisure industry before she moved to the Switzerland Vaud Canton in January 2005 with her family supporting her husband who works for food giant Nestlé.

HHH will introduce and sell to wine connoisseurs, a selection of world class wines mainly from South Africa, some Swiss, as well as other countries. The wines, which can be chosen from the HHH website will be delivered to customers' doorsteps. HHH Wines will also host a few special wine tasting, food pairing and other events in special venues in Montreux and elsewhere.

'Once visited, the Winelands of the Western Cape are never forgotten and returning home, visitors yearn for the wines and specialities they enjoyed in this enchanted region at the foot of Africa,' says Mrs Munetsi. 'On our site, they can once again order and enjoy their favourites and have them delivered to their homes in Europe. There will also be other South African products such as olives and olive oil available to be chosen on the site.'

The wines and olives supplied by HHH are among the best the world has to offer, competing with and outstripping the products of Europe, Australia and North America for quality, innovation, and sheer joy in the pleasure of it all.

The products come from historic farms and estates across the tiny triangle at the base of Africa, between the Atlantic and Indian Oceans, from the Swartland to the Boland. The black land and the highland with their Mediterranean climate that produces rich juicy harvests of fruit that have their origins far to the north of the equator, but prosper in the southern sun and gain their idiosyncratic *Kaapse geur* - the perfume of the Cape.

The South African wine growing industry goes back to the time of the first European settlers at the tip of Africa. They brought with them a huge heritage of fine wines and found, in this distant place, a perfect climate for the cultivation of vines and the production of fine wines.

Its 'Mediterranean' climate was perfect for the production of traditional wines and later, other varieties that are entirely unique to the Winelands of the Western Cape.

Oldenburg and Kloovenburg wine Estates are the first featured vineyards on the HHH lists and both have won many awards for their products over the years – their achievements speak volumes about their quality. Since 2001 Koovenburg wines have won huge numbers of awards including the Kloovenburg Shiraz's Double Gold Medal at the 2008 Michaelangelo Wine Awards. And, a mere three years after its very first commercial vintage, Oldenburg Vineyards near Stellenbosch last year received a brace of gold medals on the international wine stage, making

its commitment to producing fine wine clear for all to see. As part of the launch excitement, Geneva-based owner of Oldenburg, Adrian van der Spuy will be running the launch wine tasting and food pairing event this week.

HHH wines will also offer a special service of stocking cellars for their clients. A client can request HHH Wines to source their favourite, special wines from their country of choice and deliver to their doorsteps.

South Africa has a strong presence in the world wine firmament, and is 17th in terms of acreage planted, with the country owning 1.5% of the world's grape vineyards with 110 000 hectares (270 000 acres). Yearly production among South Africa's wine regions is usually around 10 million hL (264 million US gallons) which regularly puts the country among the top ten wine producing countries in the world.

Perhaps with the refined palates of the European wine lovers in mind Kloovenburg owner and winemaker Pieter du Toit has selected the best red grape cultivars for the farm's exclusive range of red wines, including Shiraz, Merlot, Pinotage and Cabernet Sauvignon. Grapes from low-yield vines with concentrated fruit flavours go into the crisp, barrel-fermented Chardonnay which is also part of the selection on offer.

HHH WINES is a division of Home Holiday Hub Sàrl.

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