



Dear All

It's already been a month since Ernst and I visited California and introduced Ernst & Co wines to the National Sales Team of Bronco wines. Thank you very much for making it an unforgettable trip! We enjoyed the warmth of the American people, the trade visits and tastings in Sacramento and San Francisco, but especially your interest and desire to do good business. During the short five day visit, we even found the time to visit Alcatraz! Since market research shows that American consumers expect good fruit flavour, vibrant acidity and length on their white wines, we're confident that the Ernst & Co Sauvignon blanc fits the bill. The advantage South African wines have, is that there's an old world elegance married with new world abundance and fruit generosity. In this respect, the Ernst & Co Pinotage shows ripe, generous fruit backed by silky tannins over a backing of integrated oak. We believe it's a true example of this uniquely South African varietal. The Ernst & Co Sauvignon blanc, Pinotage Rosé and Pinotage are well priced - something we found while doing store visits with you was that the trade expected the wines to be more expensive. We aim to over deliver on quality at all times. Over here in the Cape winelands we've started the 2009 harvest. It's a pretty significant year for South Africa. As a nation and an industry, we've just celebrated the 350th anniversary of the first ever harvest on our shores! Our founder, Jan van Riebeeck, memorably wrote in his diary on 2 February 1659: "Today, praise be to God, wine was pressed for the first time from Cape grapes, and the new must was tasted fresh from the vat."

Well, we've had almost perfect ripening conditions, cool and slow without any heat spikes, and all indications are that 2009 is going to be excellent. Everything is running about a week later than usual, but we've started picking Sauvignon Blanc and Pinot Noir. Ernst and our winemaker daughter, Ezanne are really happy with the grapes. While he's notching up hours in the sun, supervising the picking, Ezanne is in the cellar, receiving the grapes.

This is the highlight of the year for us! We anticipate it for months but then it seems to fly by so fast and before you know it, we're bottling and despatching our wine around the world. Ultimately, we're in this together - and we'd like to help you sell not just our wines, but South African wines as an exciting new category for American wine lovers.



On that note, some of you asked about the possibility of helping make Ernst & Co Wines stand out from the competition in the wine shop. I've attached a PDF of a shelf talker which might be useful.

I also received a number of requests about information on South Africa and its wines. If you'll recall, I had a very

helpful CD which we used in our presentation in January. If any of you would like your own copy, send an e-mail to [ernst@ggwines.co.za](mailto:ernst@ggwines.co.za) <mailto:ernst@ggwines.co.za> and I'll ensure you get it.

Ernst said if he could live his life over, he'd probably relocate to the States... I don't know how much of an influence the In & Out burgers had on that decision or maybe, it has to do with the over-sized Harley Davidson truck he and Joey admired in San Francisco.

Cheers,  
Gwenda Gouws