

SEPTEMBER 2009

ERNST GOUWS & CO

TO THE POWER OF '&'

Dear Wine Friends, SPRING HAS FINALLY SPRUNG HERE! It has been distinctly cold and wet in the Cape this winter, which turned our thoughts to soups, stews and hearty red wines enjoyed next to blazing log fires. Winter is also a relatively quiet time of year, giving us a bit of breathing space. In July Ernst and Ernst Jr. took a bit of time off and headed for a spot of bow hunting in the Kalahari Desert in Namibia. This normally arid desert area benefited from good rains and as a consequence, where there's usually sand and scrub as far as the eye can see, the grass was knee high and the shallow pans full of water. The Kalahari is always a place where the soul meets the body and a couple of days spent there has become obligatory for the Gouws men. They have returned rejuvenated and rested. Living in a country of diversity is something we cannot appreciate enough. The difficulty lies in deciding which seat suits one best - the five star restaurants in Cape Town or the back of an elephant! In August we visited the Eastern Cape and even went on an elephant safari in the bush. It was an once-in-a-lifetime experience!

HARVEST NEWS 2009

Ernst reports that the predictions of a good harvest held true and he's thrilled with the way the white wines in particular have turned out. Many experts rate the 2009 white wines from South Africa as the best in years because of the high natural acidity and good flavours. We bottled the new 2009 Chenin Blanc and Sauvignon Blanc last month and the first orders are ALREADY on their way to Europe and California. The new vintages will be available on the South African and German markets (www.heb-ra.de <<http://www.heb-ra.de>>) from September onwards. We think the whites are fantastic, but we'd love to hear what your thoughts are.





OUR NEW NAME: ERNST GOUWS & CO.

Something we've wrestled with for months is a name change. It may seem fairly simple but it's been a big talking point for a long time.

For 4 generations, the Gouws family has been intrinsically linked to the fine art of winemaking. It is a thread that holds our family together, bound at our very core. Through wine, we have loved, laughed and cried.

Changing from Ernst & Co to inscribing our family name, Ernst Gouws & Co onto a bottle of wine is not something we're doing lightly or without serious consideration. However, with the next generation

moving to the fore, we thought it fitting to acknowledge our forefathers, so that we always remain mindful of tradition. The new vintages bearing the family name, will be available in the market from this month.

OUR NEW BRAND POSITIONING: TO THE POWER OF '&'

As family business, our secret to success lies in 'The Power of &'. We believe the strength of our brand lies in teamwork, shared values and passion. We value the contribution and support of our family and friends, our colleagues in the wine industry, our staff members, our suppliers and our sales partners all over the world.

"The Power of &' shows in the high quality and character of our wines - energy & passionexperience & shared values.... affordability & trustworthiness...viniculture & viticulture ... marketing & sales ... quality & care. 'The Power of &' reflects the character of Ernst Gouws and his family.

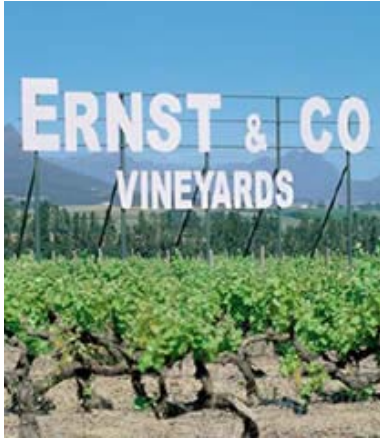
Through mutual strength and determination we deliver the best we can offer. We wish you to enjoy our wines as much as we enjoy producing them!

TRAVEL FEEDBACK

One thing is for sure - there are many opportunities to sell wine all over the world and we need to be on top of our game.

Whilst writing this newsletter, Ezanne, daughter, assistant winemaker and enthusiastic wine marketer, is visiting the Californian sales team to promote our wines. At the same time Ernst will be on the East Coast visiting New York, Massachusetts, Maine and Connecticut. This is a good time of the year for the two winemakers to pound the pavements, while at home Gwenda & her team will keep the ball rolling.

To find out where to purchase Ernst Gouws & Co wines in the USA, contact ErnstUSA@broncowine.com <mailto:ErnstUSA@broncowine.com> .



STAND A CHANCE TO WIN 6 BOTTLES OF WINE FOR FREE.

What is the new brand name of the 2009 Chenin Blanc and Sauvignon Blanc, produced and bottled by the Gouws family?

6 Lucky winners will win 2 bottles each of the newly bottled white wines with free delivery anywhere in the world. Simply send your answer and your name to ernst@ernstgouws.co.za before 30 September 2009.

Winners will be announced by 15 October 2009.

We thank you for sharing our passion and look forward to hear from you.

Cheers,
Ernst Gouws & Family