

NEWS RELEASE

ANOTHER RECORD SALE AT THE 4TH AUCTION OF LE VIN DE FRANÇOIS ON OCTOBER 21ST

Now an established and sought-after event on the wine and social calendar, the exclusive black tie by-invitation-only auction of this unique wine once again broke the previous year's record, realising sales of R925 000.

The lots of 190 cases of 12 bottles, 30 Magnums, 8 Jéreboms, two 5 litre bottles and one 9 litre size were auctioned to mainly local collectors and restaurateurs, but there were also buyers from France, Germany, Czech Republic, the UK, Dubai and Brazil, some of whom had travelled from abroad to attend the event. For the second year, top buyer was Mr. Koen Roose from Belgium, with part of his purchase destined for Michelin-starred restaurants.

The venue, which differs each year and was Overture at Hidden Valley on this occasion, is always kept secret and the 120 guests were transported to and from the auction and dinner in a range of 20 Lexus cars, including top-of-the-range hybrid models. Soutiran Champagne was served on arrival and on the flower-bedecked, candle-lit terrace, guests were treated to a gourmet three-course meal prepared by renowned chef Bertus Basson. The dishes were matched to Chateau Naudé Wine Creation wines, which included the 2010 vintage Le Vin de François on auction.

The auction, conducted once again by experienced Henré Hablutzel, took place between courses. A collector's item case of 3 bottles each of the 2007, 2008, 2009 and 2010 vintages of Le Vin de François went for R10 500, the top price paid for a single case on the evening.

A highlight of the evening was the spectacular laser show onto vineyards, depicting the wine label and winemaker Francois Naudé.

As introduced last year, the 8 winning works of an art competition run in conjunction with the University of Stellenbosch's Department of Visual Arts were also included. Students had been invited to create a piece of art in any medium, inspired by one of the eight contributing wineries for the 2010 blend. All the submissions were displayed at a Gallery in Stellenbosch, where a panel chose the work best representing each estate. The highest price for an artwork was R10 000, paid by Harald Bresselschmidt of Aubergine Restaurant. All the profits from the art sales plus proceeds from two donated cases of Le Vin de François are going to MAD, the 'Make a Difference' foundation started by ex-Springbok captain Francois Pienaar. The total value is R25 000.

A creation of well-known winemaker Francois Naudé, Le Vin de François is a blend of the best Pinotages in the country and is only sold on auction. Francois' dream of creating the ultimate Pinotage was born in 2007 when he approached some of the cellars where he consulted, with the idea of selecting barrels of their wine in order to create a blend that showcased the best of the variety. That there was total agreement says volumes about Francois' standing in the wine industry and his acknowledged expertise with Pinotage.

Wines selected for the 2010 vintage include ones used in previous blends, namely Delheim, Kanonkop, Lanzerac, Simonsig, Beyerskloof and L'Avenir. The addition was

Wildekrans, bringing the number of producers to 7, supplying 10 barrels of wine. The blending from such diverse terroirs, wine styles and oak regimes allowed him to create a complex wine capable of ageing up to 15 years, yet accessible and delicious on release. Supporting the concept of the pinnacle of wine, the packaging is distinctive and exclusive and the twelve bottle wooden cases are custom made, stackable and sturdy.

Le Vin de François is a family project, from Chateau Naudé Wine Creations, so it is fitting that the icon used on the label is a wing nut, symbolising the clasp together of family ideals, with the different wines from a variety of terroirs that created this unique wine. Francois also jokingly added that the wing nuts look a little bit like his ears!

For more information go to www.levindefrancois.com.

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