

For immediate media information:

RECORD PRICES AT EIGHTH ANNUAL AUCTION CONFIRM ICONIC STATUS OF LE VIN DE FRANÇOIS

Limited release of unique, handcrafted Pinotage created by one of the wine industry's Pinotage aficionados, François Naudé

To honour the wine industry's talent in producing excellent Pinotage, Francois Naude each year tastes through the cellars of various producers, then selects a barrel of Pinotage from the ones he believes will meet his objective: 'To make the best Pinotage in the World of any given vintage – the crème de la crème to showcase the cultivar in particular.' The very fact that he is given this access speaks volumes about the prestige with which he is regarded in the industry. Chosen producers in 2014 were Beyerskloof, Delheim, Kanonkop, Lanzerac, L'Avenir, Rhebokskloof, Simonsig and Wildekrans, blended together to create Le Vin de François.

Only sold at a private Auction, a glittering black tie event held at Diamant farm in Paarl on March 19th 2016, the 2014 Le Vin de François went under the hammer for prices as high as R12 500 a case. A "collectors case" of all the vintages produced so far was sold for R17 000. The distinctively packaged wine was presented in 12-bottle wooden cases, sturdy enough for long haul storage in the connoisseur's private cellar. A limited quantity of Magnums, 3 litres, 5 litres and one 9 litre were also auctioned.

Total sales were R1 765 000 which equated to approx. R8 500/case for the 195 cases sold, an increase of 27% on last year. Foreign buyers accounted for 30.5% of sales with large volumes going to Botswana, Namibia, Netherlands, France, the UK and Germany and smaller amounts to Belgium and the Czech Republic. The biggest buyer again was luxury game lodge Singita, with more than R220 000's worth of purchases, a record high in the eight years of auctions.

At the by-invitation-only event, the 130 guests were treated to Soutiran Champagne and canapés on arrival, followed by a sumptuous meal. The wines served were carefully selected to match the food, and included the 2014 Le Vin de François. During the course of the afternoon & evening, guests were entertained by the music of the band Off the Record with their great Saxophone player Buddy Wells and after the auction, music was played by a famous disc jockey from SOS Entertainment for those guests who wished to dance. Fine potstill brandy & Cuban cigars ended the festivities.

As was customary, the proceeds of the artwork sales (paintings with association to the properties of the 'component' producers), together with two cases of Le Vin de François 2014 will be donated to charity. In this case it is a new one, The Nedbank Cape Winemakers Guild Development Trust, to assist in their goal of effecting transformation in the South African wine

industry through their successful Protégé Programme. The cases of wine will be auctioned at one of their pre-auction dinners in Johannesburg before the CWG's next auction in October 2016. Last year a case sold for R25 000.

Guests were chauffeured to and from the venue by Jaguar Land Rover, who have become a noteworthy annual partner to the event. They were also very generous to arrange various Jaguars to be displayed from different eras to coincide with the theme of various music, fashion and genres throughout a number of periods depicted. This all culminated in a display of the spectacular Jaguar F-Type in the modern era installation.

Although most of the stock was bought for private collections, 5 cases from the total production of 2 400 bottles will be available directly from Chateau Naude Wine Creation. For any further information, contact naude@levindefrancois.co.za