



## Wines of Elgin get a fresh new identity

“Wines of Elgin: Distinctive by Nature”

Wines of Elgin have undergone a fresh re-branding to ensure that the region stands strongly, and uniquely, amidst the competitive international landscape. While Cool Climate remains at the core of Elgin’s wine style, there was a desire to create a more meaningful message.

Paul Clüver, Chairman of Wines of Elgin, believes that building a strong regional identity is equally important to the individual identity of producers. “Elgin producers realise that their individual identities depend on the image and reputation associated with the Elgin region, as it is the distinctive and unique features of our address that play the most important role in distinguishing members’ individual wines. With our cool climate, the coolest of all the Cape’s wine regions, our non-negotiable affinity with this unique natural environment, in which our wines as grown, as well as the reputation Elgin has achieved for being a collective accepted for making excellent and distinguished wines, this new brand identity and our tagline is all-encompassing and represent the collective’s shared values.”

The logo has been designed by one of our Members, Albert Rousset from Idun Wines, who explains that “Our logo draws inspiration from our distinctively rare marsh rose (endemic to Elgin), found here within the magnificent backdrop of the Kogelberg biosphere and Groenland Mountain amphitheater, making up the natural boundaries of the Elgin wine region. Within this emblem you’ll also find the graceful swirl in a glass, the harmonious interplay of elegance, passion, and tradition that defines the character of our wines.”

We look forward to introducing this fresh identity and growing the reputation of Wines of Origin Elgin, which, by their nature, are distinctive in both terroir and style.

### More Information:

#### **About Wines of Elgin**

Elgin, declared a wine ward in 1990, stands as one of the Cape's newer appellations. Nestled inland, 70 kilometers east of Cape Town, its landscape, enclosed by mountains and perched between 250 to 500 meters above sea level, uniquely shapes the region's viticulture. Situated within the esteemed Kogelberg Biosphere, a UNESCO World Heritage site, Elgin's vineyards thrive amidst a dedication to sustainable practices, championing Biodiversity Wine Initiative (BWI) Champions and embracing principles aligned with the Integrated Production of Wine system (IPW).

The diverse terrain, from towering peaks to gentle hills, fosters an ideal environment for nurturing exceptional wines, marked by a profound commitment to eco-friendly viticulture, including minimal intervention and water conservation. Elgin's natural advantages—high altitudes, cold winters with

ample rainfall, and refreshing southeasterly sea breezes—coupled with the black South Easter wind, creating unique cloud cover days leading up to and during the harvest period, contribute to a unique microclimate. This natural buffer aids vineyards by regulating temperatures, prolonging ripening, and enhancing flavor complexity.

Characterized by Bokkeveld Shale and Table Mountain Sandstone soils, Elgin's Mediterranean climate, with annual winter rainfall between 800 and 1200 mm, fosters extended grape maturation. Notably, its cooler nights, maintaining temperatures between 18°C and 19.5°C, allow for comprehensive grape development. Renowned for exceptional varieties like Chardonnay, Pinot Noir, and Sauvignon Blanc, Elgin showcases its versatility by successfully cultivating Riesling, Merlot, Syrah, and an array of other varieties across its 721 hectares of vineyards.