

## **BESPOKE LE VIN DE FRANCOIS PINOTAGE LAUNCHED**

### **Exclusive wine a first for ‘the pharmacist’ and his family**

Well known wine maker and wine personality Francois Naudé and his family made wine history with the introduction of their unique label **Le Vin de François** on 25 September 2008.

The wine was launched and sold out at a glitzy black tie auction, under the competent hammer of Henré Hablutzel. The evening featured decadent dining courtesy of celebrity chef Bruce Robertson. Live entertainment by legendary singer Lesley Rae Dowling & up and coming singer / songwriter Vanessa Nolan dazzled the guests; while background music was played by renowned jazz pianist Micu Narunsky and his musicians throughout the evening.

Only 30 buyers, close family and the 5 contributing winemakers and winery owners were invited to the location of the launch. Guests jetted in from as far afield as France, Denmark, the UK, Belgium and Johannesburg for the black tie affair. An association with Sandown Motor Holdings enabled guests to be chauffeur driven in Mercedes-Benz vehicles from their various hotels and residences to the secret venue in Observatory, where they were welcomed by copious amounts of French Champagne expertly sabraged by Bruce’s chief sommelier. The entire place was transformed with crystal, silver, candle light.

The first wine in the Chateau Naudé Wine Creation portfolio is a 2007 Pinotage. “I am a huge Pinotage fan and was lucky enough to have seven of the nine wines I entered for the ABSA Top 10 Pinotage Competition make the final line up. Pinotage is in my blood, like family, and it was only natural that our first product should be a Pinotage”.

Francois consults for various top wineries and is involved with all aspects from viticulture to grape selection and winemaking. He decided to ask his clients for carte blanche in their cellars, allowing him to select a barrel or two of the wines that he thought would benefit his unique Pinotage fusion.

For the 2007 blend, the following producers’ Pinotage were selected as building blocks: Delheim, Hartenberg, Lanzerac, L’Avenir and Neil Ellis and by the very nature of the process it could be argued that this is the ultimate Pinotage.

Every aspect of the product is unique, bespoke and high end, with the greatest regard for quality and exclusivity. The bottle is a reproduction of the original Bordeaux bottle used in 1855. The closures are specially selected Amorim corks, the same as used by first growths Chateau Latour and -Y’quem. The twelve bottle wooden cases that the wine comes in are custom made, stackable and sturdy, and the label a unique work of art from well known design studio Haumann Smal.

“We wanted to create a “magic” product. A product that would secure the first step for the brand to grow and prosper into something the generations that follow can be proud of” added Francois.

The icon that was 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!

Samples of the wine were sent to wine experts Guido Franque in Belgium; who is widely regarded as one of the top sommeliers in the world, and Tim Atkin; a British Master of Wine and leading journalist, who provided the tasting notes for the product.

Production of **Le Vin de François** will always be limited. The 2007 vintage produced 2400 bottles that were sold at auction. For the 'unfortunate' who didn't attend the evening, a further 3 cases of twelve are available on a special on line auction which runs until 31<sup>st</sup> October. The money generated with this auction will be donated to The Faith Fund. For more details about the charity, or to bid, please visit [www.levindefrancois.com](http://www.levindefrancois.com).

A few bottles were also kept aside for intimate press tastings that Francois will host at his home in Stellenbosch.

**For more information or hi-res pics contact  
Melissa Naudé on (021) 883 8469  
[naude@levindefrancois.co.za](mailto:naude@levindefrancois.co.za)**

#### *Pictures*

*Family.jpg – (FLTR) Francois Naudé Jr., Magda Naudé, Melissa Naudé, Francois Naudé Snr and Catherine Naudé.*

*LE VIN DE FRANCOIS 07 pack.jpg – Pack shot of the first bottle*

*Snr + Jnr.jpg – Francois Naudé Jr. and Francois Naudé Snr.*