

SA wine is US *Today's* wine

The NBC *Today* show, which attracts over 5.5 million viewers daily and is America's most popular morning television programme, included the South African wine, Jam Jar Sweet Shiraz, on its Valentine's Day themed insert titled *Sensuous Wine and Chocolate Combinations*.



The insert featured Paul Grieco, the GM and Sommelier of Hearth Restaurant in Manhattan's East Village. Grieco, who also owns Terroir Wine Bar, presented a series of wines and deserts, which were sampled by *Today* show presenters Al Roker and Hoda Kotb. He described the wine as being “fruit forward,” having “good length” and “not aggressive.”

"That the show and wine professional Grieco elected to feature the wine on national television, is huge validation to the many consumers out there who like this style of wine. Too many people get hung up on what they're 'supposed' to like, and this segment was a message to them, that their preference towards a sweeter style is OK," said Andre Shearer, the South African-born founder and CEO of Cape Classics, which launched Jam Jar in the US market.

"We listened to our customers who articulated this void in the flavour spectrum and created Jam Jar to fill that need. We're thrilled it continues to be so well received, by so many people."

Jam Jar is unapologetically accessible and populist. Its evocative packaging has a nostalgic “retro” feel with a red and white checkered screwcap, inspired by traditional jam jar lids. The wine has been launched in South Africa through Pick ‘n Pay and retails for R39.99.

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