

# GoodLife Fine Brandy Festival 2009

By [SA Brandy Foundation](#)

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The GoodLife Fine Brandy Festival, the only event of its kind dedicated entirely to the art and enjoyment of South African brandy, will present its second annual showcase at the Sandton Sun hotel from 20 - 22 May 2009.



The full spectrum of the brandy industry's achievements, from masterfully crafted potstill brandies to couture cocktails, will be on display at the Sandton Sun from 20 - 22 May 2009. Themed continuity in change, the GoodLife Fine Brandy Festival 2009 brings together major distillers, small, single-estate brandy makers and Gauteng's brandy lovers at a sumptuous yet sophisticated gathering at the five star Sandton Sun hotel.

"Building on the inaugural show's extraordinary success in 2008, this year's festival focuses on innovative new ways to appreciate brandy," says Caroline Snyman, chairperson of the South African Brandy Foundation. "It emphasises the refined nature and usage of South Africa's brandy products in a sophisticated show environment."

South African brandy is an integral - and unique - part of the South African wine industry, an agricultural and commercial sector which presently employs an estimated 257,000 people, according to Snyman. "While the festival celebrates the modern era of brandy, we stay rooted in the age-old traditions and exacting standards of excellence on which the industry was built."

Not only can visitors nose and sip their way through a collection of potstill and vintage brandies, trendy brandy cocktails will also be on everybody's lips, according to Ielanda Koen, manager of the South African Brandy Foundation. "The buzz words at this year's festival promise to be the avant-garde cocktail and the brave new world of molecular mixology."

Cutting edge cuisine - which draws on the explorations of molecular gastronomists and culinary deconstructionists - will be paired with adventurous cocktails and presented at special masterclasses and live demonstrations. The aim is to unveil progressive brandy-based drinks that make people rethink how tastes and textures, especially classic combinations, can work together.

A special sensory pavilion - 'Journey from vine to vat' - will illustrate the story of the production of fine brandy and explain

how the aged spirits acquire their defining aromas and flavours. The festival line-up includes the largest collection of South African brandies assembled under one roof. The Salon Privé offers a breath-taking array matured treasures. By popular demand Van Ryn's veteran cooper Abie Valentyn is back for more action.

According to festival director Michael Fridjhon, the GoodLife Fine Brandy Festival focuses South Africans - especially those interested in the achievements of the wine industry - on our proud brandy legacy. "This event serves to remind us of the triumphs of the country's distillers - several of whom have been crowned 'The World's Best Brandy producers' at international competitions in the past decade."

Our world-class brandy industry is underpinned by arguably the most exacting and stringent regulations anywhere in the world. Every year South African distillers have returned from the UK with a cache of gold medals from the International Wine and Spirits Competition and the International Spirits Challenge. For the second year in row and for seven years since 1999 a South African brandy has won the title of Worldwide Best Brandy.

South Africa's spirit drink of choice (selling 50% more than its nearest competitor), brandy has a consumer profile which closely mirrors the key South African demographics. While still skewed towards males, brandy consumption amongst women is increasing rapidly. At present, 25% of brandy drinkers are women, where cocktails with mixers seem the consumption style of choice. In line with global trends, the SA market has seen a significant shift towards premiumisation, as consumers covet craftsmanship, luxury and provenance. Innovative new products, such as white potstill brandies draw a new generation of hip and trendy 20-somethings to the category.

The GoodLife Fine Brandy Festival is an initiative by the South African Brandy Foundation in sponsorship with Standard Bank. Festival partners include Sandton Sun, BDFM and British Airways.

## GoodLife Fine Brandy Festival details

20 - 22 May 2009, Sandton Sun, Sandton, Johannesburg

**Times:** 18h00 - 21h00 (no entry after 20h30)

**Cost:** R180, including a brandy glass and beverage vouchers

Tickets are available through Computicket or at the door. Note: No visitors under 18 years.

## Enjoy brandy responsibly and in moderation.

**Festival info-line:** contact the SA Brandy Foundation on (021) 887 3157 /  
or [www.sabrandy.co.za](http://www.sabrandy.co.za).

For more, visit: <https://www.bizcommunity.com>