

Boschendal 1685 Shiraz wins gold

Boschendal's 1685 Shiraz 2009 has won a gold medal at The 2012 Old Mutual Trophy Wine Show. There were 136 submissions in the Shiraz class and only two gold medals were awarded.

The Old Mutual Wine Trophy Show, which began 10 years ago, received 1023 entries from 224 wineries. The judging panel, led by Michael Fridjhon, comprised three international judges and six local judges. "This year the representation across the classes suggests a broader, as well as a greater, depth of talent. Shiraz nevertheless remains the largest class with 136 submissions," Fridjhon said.

"To win one of only two gold medals awarded to Shiraz at the Old Mutual Wine Show is a fantastic achievement for our whole team and validates the Grand Gold award this wine won at the Monde Selection in Brussels last year, " remarked Boschendal winemaker Thinus Kruger. "Shiraz is a variety that really talks clearly about its origins and our 1685 Shiraz has a real sense of Boschendal, together with the unique traits of the 2009 vintage, which delivered wines with excellent concentration and complexity," he said.

Hyper focus on quality

DGB's marketing manager, Brad Gold, believed that this strong showing for Boschendal on the local and international stage is due to the hyper focus on quality at Boschendal. "It is a pleasure to market wines that are not only multi-award winners and amazing quality, but that also resonate fondly with our local and international consumers," he said.

Boschendal 1685 Shiraz 2009 is available from national liquor retail outlets at an average retail price of R85.

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