

Draft release

Allesverloren Estate celebrates a tercentenary of excellence

Allesverloren Estate – the oldest wine estate in the Swartland district, renowned for its distinctive red wines – celebrates 300 years of commendable winemaking tradition on this venerable estate.

The colourful history of this celebrated family farm, situated on the slopes of Riebeeck West's Kasteelberg, dates back to 1704 when Governor Willem Adriaan van der Stel granted the farm to a widow by the name Cloete. This courageous woman was one of the first settlers to venture into the inhospitable Swartland region when it was customary to undertake week-long arduous wagon journeys along primitive roads to Stellenbosch, in order to purchase tools and provisions. Whilst returning from one such journey during their first year on the farm, the settlers arrived to discover their farm had been plundered and the manor house burnt to the ground, hence the estate's name, Allesverloren – 'all is lost'.

The Malan legacy began when Daniël Francois Malan bought the farm in 1870. The estate has been in the proud Malan family ever since and is currently in the capable hands of passionate owner and winemaker, Danie Malan, head of the sixth Malan generation on the farm.

Danie's pride and joy are his red wine and port varieties and one of the many highlights over the past decade includes the honour of the Diners Club Winemaker of the Year Award, awarded to Danie in 1998 for his signature wine the 1996 Allesverloren Shiraz.

Allesverloren's unique terroir – vineyard altitudes ranging from 171 to 370 m above sea-level – results in full-bodied, hearty red wines and fortifieds with an excellent concentration of fruit. The estate's robust reds are made in the traditional old-world style resulting in wines with depth and character as well as sufficient tannins to sustain the slow maturation characteristic of great wines.

more...

Allesverloren offers wine lovers a superb selection of Shiraz, Tinta Barocca, Cabernet Sauvignon and Port. The estate is one of only a handful South African wineries that successfully bottle a wine under the Tinta Barocca label.

Come and experience excellent wines and true Swartland hospitality at this age-old family farm. Wine sales and tastings are held from Monday to Friday, 08h30 to 17h00 on the premises and on Saturdays from 08h30 until 14h00. For more information contact the estate at Tel: (022) 461 2320, email info@allesverloren.co.za or visit the website www.allesverloren.co.za.

Issued by: Gudrun Clark Communications
Contact: Rozelle Swart
PO Box 27203, Rhine Road, Cape Town, 8050
Tel: +27 +21 462 0520 Fax: 021 – 462 5020
e-mail: rozelle@gc-com.co.za

On behalf of: Allesverloren/Distell
Contact: Lize-Marié Luis
PO Box 184, Stellenbosch, 7599, South Africa
Tel: +27 +21 809 8400
e-mail: lluis@distell.co.za