

THE BELL



TOWER

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SINCE 1691 | STELLENBOSCH



IT'S ALL IN THE GRAPES...

The weather conditions during the fruit-set period were excellent, resulting in good quality grapes. It is exciting to see our vineyards responding to the heat and for us to start preparing for the harvest. “We all know the quality of wine is all in the grapes,” says our Winemaker Francois Joubert. “The major focus on our vineyard management will result in ideal yields for optimum quality. The grapes have been formed and set and we anticipate a good harvest.”

Asara continues with their biodynamic approach to pest control, with the introduction of “good” insects to counter pests and reduce the amount of pesticides used on the farm. “Around the world people are moving more towards environmentally friendly and greener products. We are very proud of what we have achieved implementing such practices thus far,” says Francois.

While the pace is picking up dramatically on the farming side in preparation for the harvest, the winery is literally getting its beauty sleep. The chandelier-lit cellar is spic and span and the barrel-wines have been put to rest. “We all feel better after we’ve taken a nap”, explains Francois. “The barrel wines will now “rest” in the barrels to enhance the soft and full-round flavours,” he says.



MOJITO'S FOR EVERYONE!



SANSIBAR, our popular whisky and cigar bar, has become known as one of the cocktail hot spots in Stellenbosch. It might be the view, or the fact that it's the place to be seen - but it most definitely has something to do with the innovative cocktails and atmosphere. New on the menu is the White Cab Mojito - the base being our unique Cabernet Sauvignon Blanc - a Mojito simply to die for.



Before we know it, it's
Christmas and New Year's

Enjoy a festive Christmas Day or New Year's Eve buffet in our ballroom with live entertainment, or treat your loved ones to a dining experience at Raphael's with ambient piano music. Available from only R345 p/p (R125 for children under 10). For more information contact us at events@asara.co.za or **021 8888 000**.



ENTRY IS FREE. WE LOOK FORWARD TO SEEING YOU THERE.

SAVE THE DATE

Asara
Pure Food
Market

The extremely popular Pure Food market will take place on 17 December from 10h00 – 15h00. The food producers have all been handpicked by Hotel GM and food fundi Pete Gottgens. This will be the perfect occasion to celebrate summer with friends and family, while enjoying locally produced food, our beautiful wines and a spectacular view - all in a five star environment.
Entry is free. We look forward to seeing you there.

THE WHITE CAB
HAS ARRIVED.



The secret is out.

The Asara White Cab 2012 will soon be available on the shelves. With a satisfied grin, all we can say is that you should not miss out on this unique white red wine – *Yes, you heard right.*

White peach whiffs are immediately apparent, with tropical fruit and notes of expended yeast. A fruit-sweet entry of dessert peach, with mouth-watering braeburn apples and pear. Zesty to the finish.

Make sure to get your hands on the Cabernet Sauvignon Blanc 2012 this summer.

WIN your dream
wedding with Asara...



We are undertaking the biggest wedding competition in the Winelands. Entries close 5 January 2013. Simply enter online by telling us why you should win. One lucky bride will win a **wedding worth R372 000**. For more information visit **www.asara.co.za** or our Facebook page and click on the **Asara-Win-Your-Dream-Wedding app**.

Letter from the GM



Pete Gottgens (General Manager of Asara)

In November I had the privilege to represent Asara at the Hong Kong International Wine and Spirits Fair – one of the biggest wine shows in the world. There is major growth

in per capita consumption in Asia with 12 million wine drinkers in Beijing and Shanghai alone and 10.7 million in other cities. Therein lays a massive opportunity for SA to increase our share of the Chinese wine market.

Although the China trip was jam-packed there was time for a bit of fun. I was invited to run the kitchen at the Asara Fine & Gourmet Asia 2012, a premium fine food, wine and hospitality trade fair in Macao. It was wonderful representing Asara, but ultimately South Africa in this manner.

I arrived back in South Africa with summer in full swing. Peak season seemingly arrived early and there has been a tremendous increase in visitors to the Estate, both international and local. The season ahead is looking fantastic and hopefully we can repeat the 90%+ occupancies of last year.

You will see that we have redesigned our newsletter using the “Bell Tower”, which represents both the iconic structure on the Estate and of course our flagship wine. The monthly “Bell Tower” newsletter will keep you up to date with Asara news, but will also be a platform where we will feature some of your experiences, thoughts and ideas. So, if you came for dinner, stayed overnight, got engaged or even married at our Estate please feel free to talk to us on Facebook, Tweet, email, phone or fax us - I would love to hear from you.

Until the next edition in 2013 - may you have a blessed, fun, festive and safe holiday season.

Pete Gottgens