



Asara Beaujolais Nouveau

– a wine synonymous with celebration



ON THE THIRD THURSDAY OF NOVEMBER at the stroke of midnight the province of Beaujolais in France erupts in a celebration. The event marks the release of the latest vintage, a young red wine made in an unusual style namely Nouveau.

Guests visiting the Asara Pure Food Market on Human Rights day 21 March, will have an opportunity to join the celebration as Asara will be releasing their own Beaujolais Nouveau. The wine is produced from Gamay Noir, a crisply acidic red grape whose association with Asara dates back 40 years. The Asara Gamay profile is classic Beaujolais and its Nouveau-style production offers the allure of a juicy, mouth-watering wine whose fermentation took place inside each grape.

Harvest takes place in the cool early mornings of February. The grapes are cooled overnight to 5°C. A small amount of grape breakage occurs at the bottom layers, precipitating fermentation with the addition of yeast. An abundance of CO₂ is captured in the juice, contributing to freshness and

therefore, when consumed cold, the wine shows little evidence of grape tannins, but plenty of fresh, zesty fruit.

With Haverst season in full swing, good food to accompany the wine and a public holiday to celebrate our human rights, South Africans have all the more reason to celebrate the release of Nouveau. The Asara Beaujolais Nouveau is the only one of it's kind in the country. Its also usually the first red wine of 2013 to be certified.

With its colourful label and association with celebratory occasions this wine makes for a perfect gift. It's best enjoyed during the first 3-6 months after release – another reason to get your hands on it and celebrate.

ASARA WIN-YOUR-DREAM-WEDDING WINNER

The winner of the Asara Win Your Dream Wedding competition worth R372 000 was announced on Valentine's Day. Evette Janse van Rensburg was selected as the winner from more than 3500 entries. Evette and Sean will get married on the Estate later in the year. Herewith a few words from the lucky bride...

“

Firstly I would like to thank Asara Wine Estate for making our dream come true. My fiancé and I have been saving for a while now but as you all know weddings come with a hefty price tag, hence the reason why we are so excited and thankful for this amazing prize! I'm already feeling like a princess and none of the arrangements have even started yet. We're looking forward to working with all the sponsors and with Asara Wine Estate. My fairy tale wedding is about to sparkle! Our dream has come true.

”



The winning couple - Evette and Sean



DID YOU KNOW?

Asara was voted no.11 in TripAdvisor's Traveler's Choice category of 25 Best Hotels for South Africa

Pure Food Market – SAVE THE DATE

Don't miss the Asara Pure Food Harvest Market on **Thursday 21 March** (Human Right's Day) from 10h00 to 15h00. **FREE entry.**

The Beaujolais Nouveau will be released at the market – don't miss this special occasion.



Sansibar will introduce a new wine based cocktail – the ingredients will be Peach Puree, Cane, Asara Cabernet Sauvignon Blanc and a splash of lime.

Any suggestions for an interesting name? Email name ideas to gms@asara.co.za

WELCOME TO OUR NEW STAFF

The following staff members recently joined our team:

- Cindy Eveleigh started on 20 February as our new Winery Sales Manager. She previously worked at Haute Cabriere & Bilton wines as wine sales and marketing consultant.
- Paul Rivett is the new Front of House manager. He just got back from working in the UK where he worked at the Cornwall Hotel Spa Estate as well as the Radisson chain.
- Keiley Shipperlee, originally from the UK, was appointed as Executive PA to the GM, Mr. Gottgens.
- Alan Cockcroft joined us in January as the new Farm Manager, Alan who speaks fluent Xhosa hails from the Eastern Cape and is an experienced viticulturalist.
- A warm welcome to all the new team members.



NEWS FROM THE DELI



It's almost impossible to just focus on one thing that is new and exciting in the Deli. Therefore we thought it best to share all the new secrets.

- Don't miss the new Pork Rillettes. The pork is cooked in its own fat until it is tender and is then used to make a spread. It's selling in the deli for R60.00 - an absolute must-have.
- Cheesecake is only making an appearance on the cake menu every now and again. And it's literally walking out of the fridge. Don't loose out on tasting this heavenly treat.
- Two new macaroons were added to the selection - Granny Smith apple and Mixed Berry. We know you'll love it.
- Freshly baked plain or olive and thyme ciabattas are available at the Deli and can also be ordered.

Letter from the GM



Pete Gottgens (General Manager of Asara)

There is only one phrase on the lips of our staff members: “Gold Medal Plates”. As mentioned in the previous edition Asara Wine

Estate and Hotel is hosting the Gold Medal Plates group consisting of 57 Canadian guests - what a feast! The goal of Gold Medal Plates is to raise substantial funds for Canada's high performance athletes, while celebrating Canadian excellence. The fundraising is restricted to Canadian corporates and individuals, but the celebration of their cuisine, music, arts and athletics stretch beyond borders – this time they are visiting South Africa.

We took things a bit further than the norm as we are not simply hosting them in the hotel, but we assisted them in tackling South Africa, and specifically Cape Town and the Winelands as a tourist destination. An entire crew has been dedicated to the group: taking them on day trips to Table Mountain, setting up a braai in Constantia, diving with sharks, petting Cheetahs from the Outreach programme and

enjoying South African wine and cuisine. We will be hosting an event in the vineyards where the guests will enjoy a South African meal under the stars. A group of enthusiasts also entered for the Cape Argus cycle tour and we wish them all the best. Guests will also be introduced to a few extra special wine-based cocktails.

Every part of the team went beyond measure to make this a memorable experience and we are very proud of what we have been able to put together for this special group. To quote one of my housekeeping staff members – “Asara is not just a place people visit for a holiday – we're also a family”.

Till next time
Regards, Pete