



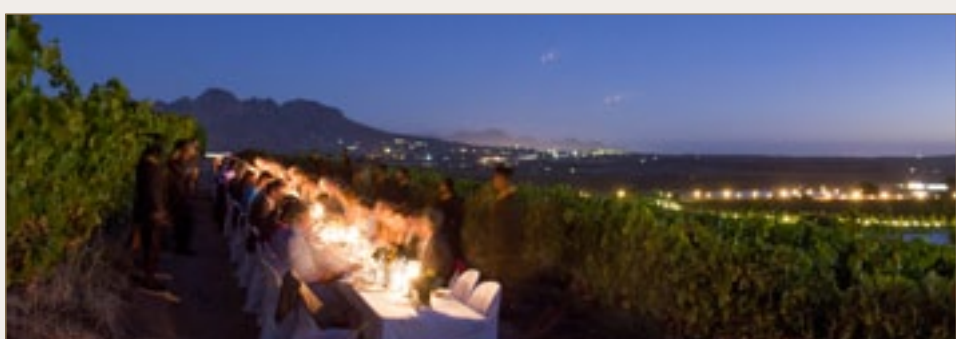
LESS ROUTINE, – MORE TEAM WORK.

THE GOLD MEDAL PLATES was an opportunity for every department to do things a little differently than normal. Gavin confirms that in this case, change was good (you can tell by the excited tone in his voice).

The beautiful dinner in the vineyards was a highlight – an unforgettable experience for both

the staff and the guests. “It was the first time that we’ve done anything like this, and it was an enormous success, mostly because all departments pulled together on this one,” he says.

Another highlight for the Food and Beverage department was facilitating day trips for the group. For some of us it was the



first time to experience some of these activities, like visiting Robben Island and being transported there in luxurious yachts. And we got to do all of this while working and treating our guests.” For Gavin and his team this was an exceptional experience, not only because of the activities, but also because of the interaction with the group. “Although we were here to deliver a service we learned from one another and that was amazing. Everyone was involved – every single one of us, and this also enabled us to deal with last minute changes such as moving the schedule around due to weather,” he says in a very satisfied tone.

To Jess there were many highlights during the GMP visit. “It was a privilege working with our GM, Mr. Gottgens. People have great respect for him and to see him interact with guests and having the opportunity to see him cook and organising these trips and functions, like the dinner in the vineyards, was a fantastic experience for our guests but also for us as a team,” she says. Jess also mentions that this experience presented them all an opportunity to not only represent Asara, but South Africa. “We interacted on a more personal level with these guests. There were opportunities to talk about life in South Africa and our culture. I was really proud to be part of this team,” she confirms.



SANSIBAR BROUGHT GREAT TALENT TOGETHER

Sansibar was where the action happened during the visit of the Gold Medal Plates. Guests thoroughly enjoyed the selection of whiskies, the special cocktails that were created for them as well as the special menu. But a definite highlight was Jim Cuddy and Ed Robertson’s impromptu performance together for the very first time... in South Africa, at Asara in Sansibar. It was a very special moment for the Canadian guests, as well as for the Asara team.



GETTING OUT of the kitchen comfort zone

For chef Tim Nolte the Gold Medal Plates was an exceptional experience, mainly because he experienced first hand how the team pulled together. “I have huge respect for the other departments after this. I never realised what hard work it is to set-up for functions, carrying tables around and all the physical work involved,” he says. Tim is also very happy with the way in which functions were executed and the opportunities this presented to them as a team. “It’s good to get out of your routine. We had to cook certain dishes on a braai, which we normally do in the kitchen. In the kitchen we are in a position where we can control everything perfectly – cooking these dishes on a fire presents a different challenge” he says. Tim also found the positive feedback they received afterwards extremely fulfilling. “Guests said the dinner in the vineyards was the best experience of their lives,” the very satisfied chef mentions.



HARVEST NEWS

“My challenge is to make sure we only bring in the best grapes and that is what we’ve been aiming to do throughout this harvest season,” says Alan.

Nothing that was not quite up to standard was included and therefore we make sure to take exceptionally good care of the grapes to ensure only the best for our wines. With the new sorting table being used there was also a second sifting phase to ensure great quality. “This year we also tested for phenolic ripeness whereby we take samples to test the sugar levels and ensure optimum ripeness of the grapes.

“We have completed about two thirds of our harvest and estimate to be finished by the end of the month,” says Alan. According to Alan they are also harvesting into crates and are limiting use of the machine. “This way we can handpick grapes, especially our premium blocks. This is all part of the extensive quality drive,” he says.

We are looking forward to the results of harvest. Thank you to the farming team for their dedication.

MARKET DAY

On 21 March the first one of the 2013 Asara “Pure Food” Markets took place. It was a wonderful occasion – especially the launch of our Nouveau. The band, Stone Age, kept guests entertained and really added to the celebration. Thank you to the Asara team for pulling off a great event. We will do this again in September and December.

APPLE CRUMBLE DELIGHT

The apple crumble is still one of the best sellers in the deli and the Canadian guests loved it. “One of the guests even had a piece early in the morning before he took part in the Cape Argus cycle tour,” chuckles Martha. Chef’s Nadia and Hein assisted GM Pete Gottgens with cooking classes that were hosted in the deli. They offered Cape Malay cooking classes to the Canadian guests.

The cooking classes are something that is offered by Asara to corporates and small groups and the rates vary based on the decided menu. **Guests or groups can contact events@asara.co.za to enquire about this offering.**



Letter from the GM



Pete Gottgens (General Manager of Asara)

ALL I WANT TO SAY IS “CHEERS!”

Thus far 2013 was filled with successes and proud moments. Asara Wine Estate & Hotel was recently named SA Wine Producer of the year at the China Wine and Spirits Awards, the biggest wine awards in China focussed on awarding best value wine producers.

The Gold Medal Plates group visiting the Estate was a proud moment for us as a team – being able to represent South Africa in this way was a great experience and a privilege.

We are also launching our new wine range, all in beautiful new packaging. There is the Asara Classic range – our value for money and cultivar-driven range, the Vineyard selection focussed on quality and the vinous history of the farm, and the Speciality collection, our eclectic wine range true to the quality of the farm. I will be travelling to China, Japan, Germany, France, Nigeria, Moscow, London, Belgium and the United States to promote our wines this year. We will also be at Taste of Cape Town. Asara is a sponsor and we have a very exciting stand planned. Do pop in if you are there.

Till next time
Pete