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THE BELL



TOWER

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SINCE 1691 | STELLENBOSCH



Taking a stand at TASTE OF CAPE TOWN

Asara Wine Estate and Hotel recently participated in the Taste of Cape Town festival, but rather than just booking a spot the team decided to take a stand. "We had loads of new information to share with the public. Aside from re-launching our entire wine range, we wanted people to interact with Asara and experience our accessible, value for money offering of good food and wine with a twist on the conventional," says Pete Gottgens, Estate General Manager.

The concept was built around the pop-up restaurant trend. We dubbed ours the Asara Bistro Box. "It is a concept that we are particularly proud of and it was clear that it worked. We made it easy for people to experience our products, guiding them to try the interesting combinations, but also keeping it affordable yet fun and uncomplicated," he says.

The Bistro Box offered guests the opportunity to indulge in a range of

gourmet burgers, macaroons and handmade chocolates, carefully paired with the wines from the new Vineyard Collection and Speciality range.

Junior Sous Chef, Tim Nolte, describes Asara's participation at Taste of Cape Town as an amazing experience. "It's always more challenging to work out of the kitchen environment. It was a small condensed space, but with the benefit of experiencing first hand how consumers perceived us, and experienced our food – this made it all the more rewarding," he says.

Pete worked closely with the chefs, chocolatier Karin and pastry chef Tessa to come up with new and interesting macaroon and chocolate

combinations that paired well with the wines. "The most unusual macaroons were the pink peppercorn and bacon & egg macaroon," he says.

Tim says as a team they were extremely proud of how, despite their commitment and loyalty to a successful Taste of Cape Town, they also kept the day-to-day operations on the Estate going, without compromising on standard. "We really have a very strong, loyal team," he says.

Asara's Bistro pop-up Box was one of the busiest stands at Taste of Cape Town.



Introducing the NEW Asara wine range

After months of planning and preparation the new Asara wine ranges were introduced to the public at Taste of Cape Town.

Asara's wine range will now consist of the Classic Collection – our value for money and cultivar driven range; the Vineyard Collection – a collection of wines that stay true to the vineyard of origin by means of minimal cellar handling; and the Speciality range – an eclectic collection of wines that are niche and unique and reflects the Estate's vinous history dating back to 1691.

TIP: Private clients enjoy the benefit of 10% discount all year round.

Feedback from management training programme ambassadors

Myles and Jessica are trained through the Asara management programme towards becoming future managers.

According to Myles the management training programme it a valuable learning experience, giving him insight into the entire operation. He just completed a very challenging part of the training programme ...night shift, or night auditing as it is referred to. "You literally have to reset your body clock. In the beginning it is tempting to stay awake during the day. It is as if we are programmed to be productive during the day. Very soon you realise that your body needs the sleep so you can be productive in the evening." Myles also worked at reception and is currently busy working as a porter. "I appreciate the fact that I get an opportunity to interact with people working in departments that often don't get a voice, such as night auditing. I also learn how front-of-house interlink with food and beverage where I worked during the first term."

All the best with the rest of the programme.

Harvest 2013... TICKED AND PICKED!

Harvest 2013 is a wrap and it's now time for all the magic to take place in the cellar. During harvest only the best grapes were selected, most of them handpicked. "Currently we are focusing on removing the red grapes from the skins and fermentation will take place. We are also blending the Vineyard Collection reds – the Shiraz/Merlot, Cabernet Sauvignon as well The Bell Tower," says assistant winemaker Tanya-Marie Goedhart.



Top 100 wine award.

The winemakers' sweetie, Asara noble late harvest named the Carillon, was awarded one of the Top 100 SA wines in April. Well done to our winemaker Francois Joubert and his team.



Introducing the 2013 PINOTAGE ROSÉ

Ripe, vibrant strawberries and raspberries, with candy floss and melon on the nose. A mouth-watering palate of fresh strawberries, honeydew and red berries make for a wine that's crisp, sweet and refreshing.

NOW
AVAILABLE

A longer season for the hotel

According to Isabelle, Asara's trainee receptionist, peak season might be over, but the hotel is still running at maximum capacity majority of the time. "It's mostly business guests, but we also have a good mix of local guests as well as international guests from the United States, Canada, Sweden and Germany."

Seems like season is getting longer – something most hotels can only hope for. We are grateful for the support we receive from locals and guests around the world and will continue to strive for service excellence.



FRESH FROM THE FARM

Asara has its own herb and vegetable garden. All the herbs and vegetables grown on the farm are used in Raphael's restaurant. At the moment they are harvesting tomatoes, seven types of lettuce, cabbage, carrots, radish, beetroot and spinach. The herbs that are currently in season and sourced from Asara's garden are rosemary, thyme, sage, fennel and oregano.

Garden tips from horticulturist.

Rudi, Asara's horticulturist, generously shared a few gardening tips:

- Sow beans, lettuce, carrots, cabbage and radish in May.
- It is also the best month to collect fallen leaves for a compost bin.
- Sow seedlings in seedling trays. Seeds smaller than the head of a pin should first be planted in a seedling tray. Any bigger and they should go straight into the garden.
- May is also the best month to plant tulips.

Did you know! Contrary to popular belief, tulips are originally from the Turkish Himalayas and not Holland.

Behind the Scenes

Make sure to get a copy of Huisgenoot or You magazine of 16 May to see the fashion shoot with the winners of the **Asara Win Your Dream Wedding competition, Evette Janse van Rensburg and Shaun Dalhouzi**. They were photographed in Sansibar, our cigar and whisky lounge as well as the barrel cellar.





Mother's Day

Lunch at Asara Wine Estate & Hotel

Treat your mother to a special 3-course lunch in our beautiful Raphael's Restaurant.

Sunday 12 May 2013 | R285 per person.

Contact 021 888 8000 or reservations@asara.co.za for more information or to book.

Letter from the GM



Pete Gottgens (General Manager of Asara)

I recently had the opportunity to visit Japan for the Wine and Gourmet show to promote Asara wines. I will always remain a chef at heart and therefore make an effort to visit interesting food markets when I travel and experiencing the weird and wonderful combinations of the countries I visit.

During my trip to Japan I had the privilege of attending the Tsukiji fish market, the biggest fish market in the world. A quarter of the world's fish gets sold through this market. I arrived before 4am and there were already queues. You are welcome to visit our Facebook

page to view a video of the tuna auction at this market.

I'm traveling to China soon to attend another wine show. In the past month we were able to see the benefits of our investment in Asia with the export of 50 000 bottles of wine to China in April alone.

Although the grass always looks greener and weirder on the other side, local remains "lekker".

Till next time, Pete