

RIDGEBACK



Ridgeback Wine TastingCentre

With the Barometer having finally nudged at 40 degrees Celsius in Paarl, the word is official, summer is here!

Just in time for the heat comes the newest addition to the Ridgeback portfolio of wines, many of you will already be well acquainted with the Lion Hound Red, and keeping with the bottled berry juice theme of the Red, introducing fruit salad in a glass, The Lion Hound White! A beautifully tropical and exceptionally easy drinking white blend made up of 69% Chenin Blanc (you know our Chenin....) and 31% Viognier (Oh... our Viognier!) and enters the market at the giveaway price of R35 per bottle! As with the Lion Hound Red, the Lion Hound White sells on the farm only in cases of 12 bottles.

Also arriving with the high temperature in Africa comes Christmas, and for Christmas we of course need to provide something you can put under the tree to make it extra special. With this in mind, there are a few specials on offer from the tasting room.

It is our sincere hope that there will be something for every Christmas stocking and that plenty of corks will be pulled from Ridgeback bottles over this festive season!

Also, we at Ridgeback would all like to also take this opportunity to thank all our loyal supporters for all their visits and the many bottles of Ridgeback shared on the deck and in you homes over the past year, and a merry Christmas to one and all.



The Deck Restaurant at Ridgeback



Wine Tasting Consultants
Wine Tasting Centre

Ridgeback Wine Tasting Centre
and the Deck Restaurant will be closed on
Thursday 25th & Friday 26th December and
Thursday 1st January 2015



Cellar



Tasting Centre



Guest House

RIDGEBACK

Ridgeback Sales & Marketing

With the end of this year only a couple of weeks away, I would like to thank each and every one of our clients, importers, distributors, friends, and enjoyers of our fine wines. This year would not have been a success if it was not for your support.

The past year has had its ups and downs keeping us, both Toit and I busy.

Toit and I visited America, on two separate occasions, where our focus was to help doing groundwork and introducing our product to new markets. Both of these visits were a huge success and with the help of our American importer and distributors in America, we can see the impact and very positive results.

Our sales in Europe have been showing steady growth with thanks to our Importers and distributors throughout Europe. We will be exhibiting at ProWein 2015 for the first time in 3 years next year and I am very excited about spending time on the European market again. Both Vernon Cole and I will be attending the show. Afterwards I will spend another couple of weeks in Europe and meet with our Importers and cover as much ground as possible to increase our market.

Africa has also been very good to us recently and with the help of Vernon and some great leads, we started to move into a couple of new countries. With the great friendship and wonderful support Namibia still remains as our top African Country, which we again are very proud of.

Nationally we are also very fortunate to have had a great year. Our tasting room manager has been promoted to Sales Representative for Cape Town and is out in the trade for at least 3 days per week. We have also been spending a lot of time with our Agent in Gauteng and with all the possibilities of clients who want to have our wines on their list, we might have a great start to 2015.

Once again, I would like to say thank you for your support throughout this past year and I am looking forward to see everyone next year.

I would like to wish you a very Merry Christmas and a happy and joyful new year! Have a glass of Ridgeback and savour the moments with friends and family.

Best Regards
Conrad Dreyer

