

DECEMBER
2016
JANUARY
2017

AVONTUUR ESTATE



NEW LABELS INTRODUCED FOR ESTATE RANGE

After more than a decade of sporting the well-known cream and gold labels, the Estate range is sporting a new classic look which will bring some of our winery brand characteristics to the fore.

Led by Michael and Philip Taberer, the design team at “The Mark Studio” were given the brief earlier this year to increase the brand exposure and modernise and clean up the labels.

“We’ve done a lot of research and it’s amazing how much work needs to be done to create clear communication and simplicity. I feel we’ve accomplished a great look, which highlights our brand and quality,” says Michael.

“The distinctive diamond shape will be immediately identifiable as ours and will stand out in trade,” added Philip.

OPENING TIMES

Avontuur Estate is open daily throughout the festive season, except on Christmas Day, the 25th of December and New Year’s Day, the 1st of January. On the public holidays ie the 16th, the 26th and the 27th as well as the 2nd of January, we would love to see you for a meal or a tasting. We look forward to hosting you.



Here is an artist’s impression of the first three wines in their new livery. The first wine to be released with the new label is the Pinot Noir / Chardonnay 2016 with two reds to follow soon thereafter.



2017 YEARLING SALES KICK OFF IN CAPE TOWN

With the programme for next year's Yearling Sales now out, the exclusive Cape Premier Yearling Sale at the CTICC

on 21 and 22 January, takes precedent as the year winds down. Avontuur has 9 Yearlings on Sale, with 4 Fillies and 5 Colts making up the group. Six Var's dominate, but with last Friday's decisive win by the first SA-bred Oratorio on SA soil, we expect much interest in the Oratorio's too this year.



Provacteur (Var x Model IQ)
enjoying freedom in the paddocks.



TASTING ROOM GIFT IDEAS

The Tasting Room is full of the spirit of the festive season with décor reflecting the mood and four gift ideas on sale, which should solve your gifting problems easily. For Him, we have a braai and red wine gift set and For Her a bubbly set, both @ R300. For Uncle Jim who loves lots of wine around the braai, grab one of our R44 Rouge Magnums and 2 FREE branded glasses at only R150 and if you're the more adventurous type, try our Sweet Treats tasting at home with our DIY kit for only R500.

SPOIL YOURSELF IN OUR TASTING ROOM

The very popular Sweet Treat pairing is on throughout the summer season @ R60 pp. Combine it with a self-guided Farm Walk @ R70 pp. Ask about our platters in the tasting room, and enjoy a few nibbles whilst tasting.



SHARE, TAG AND WIN!

You can be the lucky winner of an Avontuur Experience worth R5000 for you and 5 friends, just by taking a pic with our #AvontuurMoments Photo frame in the participating stores in the Western Cape or in our tasting room. Grab a frame, pose for a pic, share and tag on our social media pages – and if you take the funkiest pic – you could be our winner! It's easy!

Ella and Marcelle tried out the frame earlier this week to show how it's done.

GIFT IDEA FROM OUR RESTAURANT

Every foodie will love a meal voucher from our Restaurant, which can be tailor-made to suit your budget and their tastes! Ask any of our waitrons for more info.

OPEN FOR DINNER!

Book now for dinner in the Avontuur Restaurant which is open from Wednesday to Saturday in season at openhand@polka.co.za or +27 21 855-4296.

