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HAWKSHEAD WINES

THANDI WINES, SOUTH AFRICA

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Thandi is a Xhosa word that means 'nurturing love'. It is the name chosen for a unique concept that has helped transform the lives of previously disadvantaged farming communities in South Africa. Established in Elgin in 1995, the project developed slowly until in 2003 Thandi became the first wine brand in the world to receive Fairtrade accreditation. Not only does this mean that their suppliers are paid a fair price for their grapes, but Thandi also supports the local community through initiatives such as basic adult education and provision of a crèche for farm worker's children. Many of the employees are also shareholders in the business.

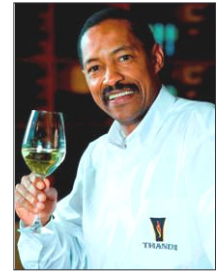
Whilst the ethical credentials of Thandi are impressive, the success or otherwise of the business really depends on the quality and value of its product. This is the main motivation of General Manager Vernon Henn, pictured right: 'Although we are able to empower

people through the wines sales, Thandi is firstly about quality. We want consumers to repeatedly purchase our product.'

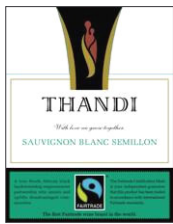
However, one of the key problems is the transfer of skills from those who have the education and experience to those who do not. The tension between ensuring good wine quality whilst empowering the previously unskilled native population has been through Thandi's partnership with the Company of Wine People. This is one of South Africa's leading wine exporters and they play a vital role in terms of mentorship and skills development.

The wines are produced at the Company of Wine People's winery in Stellenbosch. Thandi are in the process of recruiting their own winemaker, so the wines are made by Danie van Tonder of the Company of Wine People. Danie has worked in California and the south of France and brings a wealth of experience to the project. His task is to ensure the wine quality matches the aspirations of both Thandi and international consumers as well as being true to the wine's South African origins.

Having tasted through the Thandi range, we have selected our four favourite wines. These not only demonstrate Danie's winemaking skills but they are also good value in the competitive and highly taxed UK marketplace. With savings of up to £13 including Free Delivery on our Sampler Case these wines are well worth a try.



THANDI FAIRTRADE
 Sauvignon Blanc Semillon
 2010 WESTERN CAPE 13%



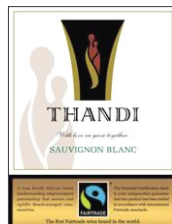
This blend of 60% Sauvignon Blanc and 40% Semillon was fermented in stainless steel at a cool 15°C to retain its aromatic character and freshness. Sealed with a screw cap, it is best enjoyed whilst young and fresh.

Pale straw colour and pure, fresh aromas of gooseberry, nettle and green peppers. Gooseberry, lime and passion fruit flavours with a touch of asparagus and greengage. Good freshness, balanced mid-palate and a good thread of acidity coming through on the lingering finish.

At Peak Now - 2013

ZA0360W £7.25

THANDI FAIRTRADE
 Sauvignon Blanc
 2010 STELLENBOSCH 14%



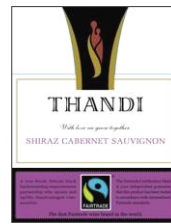
This single varietal Sauvignon Blanc is a step up from the Sauvignon Semillon blend. It is made solely with grapes from the premium Stellenbosch region, fermented in stainless steel and then kept on its yeast lees for two months to add complexity.

Lively aromas of gooseberries, passion fruits and notes of currant leaf. Fresh, crisp with an attractive combination of ripe tropical fruit flavours, gooseberry and hints of green figs, asparagus and lemon grass. Well balanced fruit and acidity with long, juicy finish.

At Peak Now - 2013

ZA1060W £7.75

THANDI FAIRTRADE
 Shiraz Cabernet Sauvignon
 2009 WESTERN CAPE 13.5%



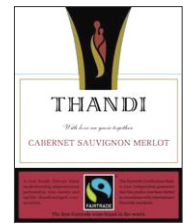
This new wine is a full flavoured blend of 70% Shiraz and 30% Cabernet Sauvignon, the latter aged nine months in French oak barrels before blending with the rich, spicy Shiraz. It is rather impressive, especially at this price.

Deep cherry colour and intense aromas of dark berry fruits and spicy liquorice. Cassis and black cherry flavours combine with soft vanilla and hints of liquorice and black treacle. Ripe tannins and rich fruits give an attractive mouthfeel with notes of black pepper coming through to finish.

At Peak Now - 2014

ZA1079R £7.25

THANDI FAIRTRADE
 Cabernet Sauvignon Merlot
 2009 WESTERN CAPE 13.5%



For us this 50/50 blend of Cabernet Sauvignon and Merlot, aged 8 months in French oak barrels, was the best of the Thandi wines we tasted.

Cassis, plum and spicy liquorice aromas with a touch of black pepper. Savoury blackcurrant and damson flavours with gentle tannins in the background. Some relatively complex characters of mocha, woodspice and smoke and nice aromatic lift on the finish with a touch of raspberry coming through. Lively youthful style but this will also repay keeping.

At Peak Now - 2014

ZA0629R £7.75

**save
 up to
 13%**

The 12 bottle Sampler Case is **£83.99** including Free Delivery
 It contains 3 bottles of each wine – a **saving of up to £13**

Alternatively, you can make up your own 12 bottle case
 and receive Free Delivery on your order – saving £6.99

THANDI SAMPLER CASE

List Price	£96.99
OFFER PRICE	£83.99
Case Code	ZAC012M