



## THE SUN SHINES ON DEON BOSHOFF

Cellarmaster, Deon Boshoff (37) defies expectations with his modest and diffident nature. He may work in Stellenbosch, a mere 30 minutes' drive from his home town, Grabouw, but the significance of the move has been immense. Being born into a family of apple-farm workers, his story is one of hope and inspiration. His unassuming beginning has not held him back.

He believes it was naïveté, more than anything else that helped him to transcend the barriers of poverty. "I come from a very stable and hard-working family and my older siblings were my role-models. They all completed their tertiary education on bursaries. I took it as a given that you had to work hard to succeed. I wasn't even aware of the alternatives.

"I also led a very sheltered life on the farm. Ironically, I wasn't even thinking of studying after school and was already working for an apple farming concern as a stock taker. It was only because my brother, an agricultural teacher, had heard about a bursary open to people of our farming community and encouraged me to apply that I ever entered a career in winemaking."

One giant leap of faith later, he embarked on a three-year course to study wine-making, a decision he has never regretted. "I was luckier than most," he explains. "My education gave me a head start. I also didn't have the constant and overwhelming anxiety of poverty plaguing me that my parents experienced. That gave me the freedom to think and explore and develop."

Deon is now leading the winemaking team behind Place in the Sun Wines, a brand very close to his heart. "When you make a wine that plays a part in improving the quality of life of the vineyard workers, it makes you feel special. Just like they have, we have put our hearts into these wines. We like to believe you can taste it in every one of them."

He heads Adam Tas, one of South Africa's foremost cellars, in Stellenbosch and has become an important role-model in the local wine industry.

Deon, his wife, Josie, and their two young daughters, Jay-Dee and Caitlin, live on the False Bay coast just minutes from the sea. "I shall never forget where I came from. It has shaped who I am. For me to be involved in making wines that play a part in transforming the lives of other people from a similar background to my own, is a massive reward."

Place in the Sun wines sell nationally and are available from leading stockists such as Makro and Pick n Pay. The whites sell for around R42 and the reds, for around R48.

For more details, go to [www.placeinthesun.co.za](http://www.placeinthesun.co.za)

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