



AVE: 100658.71 (ZAR)

PLACE IN THE SUN PROMOTION



# WHEN LIFE HANDS YOU GRAPES...

Refreshing and soft on the palate, it's about more than the wine...

*“All new projects are identified by the farmworkers, then discussed and prioritised by the entire joint body – and their work is regularly audited by the Fairtrade movement.”*



**PLACE IN THE SUN**  
See the brighter side



**P**lace in the Sun is a delightful range of wines sharing the vision of the Fairtrade movement. These South African wines are bold and rich in flavour but refreshing and soft on the palate. And while they're firmly focused on quality – they are about more than just the wine! Grapes are sourced from premier Fairtrade vineyards.

Dè-Mari Kellerman was doing a marketing course in tourism when she developed a keen interest in the

wine industry – so she got herself a weekend job in cellar-door sales to get a taste. After being exposed to viticulture, Dè-Mari realised she'd found her perfect industry.

She was eventually granted full-time employment at South Africa's biggest wine producer, Distell, and it wasn't long before her hard work and positive attitude were rewarded and she was selected to be a part of the marketing team.

Dè-Mari went on to complete a post-graduate marketing module in

agricultural economics and is now the global marketing manager of several famous wine brands, including Place in the Sun – a brand dedicated to uplift the communities that contribute to the production of their wines.

PHOTOGRAPH: SUPPLIED

**Not for Sale to Persons Under the Age of 18.**