



PLACE IN THE SUN

See the brighter side

2013 PLACE IN THE SUN MERLOT

Actively contributing to South Africa's social transformation



LABEL

The label represents the rays of the sun and is both a metaphorical and literal reference to the sun and its empowering properties. It is an invitation to embrace the warmth of South Africa with over 300 days of pure African sunlight. You'll find it in the people and the wide open landscapes, in the colours and the textures, in the music and the movement.

BRAND BACKGROUND

Place in the Sun is a relatively new range of wines from Zonnebloem, one of South Africa's most respected and longest-established names in wine. Grapes are sourced from the country's premier wine-growing regions, certified by FLO-CERT under the Fair Label Organisation (FLO) Standards that form part of Fairtrade.

The wines in the range are crafted to the same meticulous standards for which Zonnebloem is internationally renowned. They are bold and rich in varietal character but easy to drink, refreshing and soft on the palate.

VINEYARD

Trellised vineyards in the Cape's prime growing areas are cooled by False Bay sea breezes during the summer, helping to slow down ripening and concentrate fruit flavours. Grapes are hand-picked and delivered to the cellar, where they are handled very gently to preserve inherent fruit flavours.

WINEMAKING

The grapes were harvested and cold-soaked for two to three days to enrich colour and flavour. Fermented in stainless steel tanks, the wine was pressed when fermented dry. It next underwent malolactic fermentation to soften its texture and was matured in French, American and Hungarian oak for six months before bottling.

WINE PROFILE

Colour	Dark plum red
Aroma	Abundant cherry liqueur and oak spice aromas with red berry fruit
Palate	A soft-textured, juicy and fruit-driven wine with a subtle tannin structure

FOOD PAIRING

An excellent match with mushroom-flavoured dishes, it also stands up well to tomato-flavoured casseroles, Mediterranean-style dishes with aubergines and peppers.

CHEMICAL ANALYSIS

Alcohol	13,89% by volume
Total acid	5,54 g/l
pH	3,53
Residual sugar	3,82 g/l