



PLACE IN THE SUN

See the brighter side

2013 PLACE IN THE SUN SHIRAZ

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 at 24° Balling and fermented in stainless steel tanks. It was pressed once the tank had fermented dry and then matured on French, American and Hungarian oak for 6 months before it was bottled.

WINE PROFILE

Colour	Ruby red.
Aroma	Dark pepper, plum and mulberry notes enhanced by gentle traces of wood spice.
Palate	A bounty of berries and intense fruit melds with white pepper flavours in this medium- to full-bodied wine. Tannins are very well integrated.

FOOD PAIRING

Serve with smoked or cured meats, roast or grilled sirloin, lamb, venison, blue cheese and dark chocolate.

CHEMICAL ANALYSIS

Alcohol	13,61% by volume
Total acid	5,52 g/l
pH	3,44
Residual sugar	3,93 g/l