



BOUCHARD FINLAYSON  
A BOUTIQUE VINEYARD

PRESS RELEASE

GLOBAL RECOGNITION FOR BOUCHARD FINLAYSON WINES

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“Pinot Noir has often been quoted as an exasperating variety for growers, winemakers and wine drinkers alike. It is sometimes said to be feminine, alluring and capricious but most of all it is that tantalizing desire to achieve richness with this grape which forces perseverance and ultimately satisfies the Holy Grail of wine making“

**“Hemel-en-Aarde Winners”**

At the cutting edge of South African Pinot Noir production!

The winning top 10 evidence ...

1997 Tête de Cuvée Galpin Peak Pinot noir - Trophy winner -  
International Wine Challenge London 2000

2001 Galpin Peak Pinot noir - Classic Wine trophy –  
Best South African red wine 2002

2001 Tête de Cuvée Galpin Peak Pinot noir - Gold Medal -  
International Wine Challenge London 2003

2003 Galpin Peak Pinot noir - Winemakers Choice Award 2005

2003 Tête de Cuvée Galpin Peak pinot noir - Platter Wine Guide -  
Five Star 2007

2005 Tête de Cuvée Galpin Peak Pinot noir - Platter Wine Guide –  
“ Five star & SA Wine of the year “ 2008

2005 Galpin Peak Pinot noir - International Wine & Spirit Comp London Gold  
- Best in Class 2007

2005 Galpin Peak Pinot noir -Top scoring wine -  
Juliet Cullinan Wine connoisseurs Award 2007

2006 Tête de Cuvée Galpin Peak Pinot noir - Trophy winner -  
Old Mutual Trophy wine show 2008

2007 Galpin Peak Pinot noir – rated 91 points by Wine Spectators James  
Molesworth

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Bouchard Finlayson is committed to raising the standards of their award winning wines. Many study trips to Burgundy have ensured that valuable friendships have been kindled with associates such as Paul Bouchard and Francois Labet. These contacts have spawned a web of knowledge which can only be measured in the pleasure enjoyed from the products of dedicated winemaking.

## **HISTORY**

Established in 1989, Bouchard Finlayson has rapidly established itself as one of South Africa's leading boutique vineyards. Nestled in 125 hectares of prime wine growing terroir in the maritime wine region of Walker Bay it hand crafts wines that enjoy worldwide recognition and success.

Owned by the Tollman family, and under the leadership of Victoria Tollman O'Hana and highly respected winemaker Peter Finlayson, the vineyard carries the name Hemel en Aarde on its title deed. The property was originally part of the Moravian Mission Station from 1818 to 1845, and then granted to J. F. Loubert and J.D. K. Reitz in 1847 by the Governor of the Cape, Sir Henry Pottinger. It was however only in 1976 that the Hemel en Aarde Valley finally took a serious approach towards viticulture and quality wine making.

19 hectares (47 acres) of the estate are currently under vine. 50% of these hectares are devoted to the cultivation of the celebrated Pinot noir varietal, for which Bouchard Finlayson, and now the whole valley, is widely acclaimed.

Bouchard Finlayson are well known for their highly respected Pinot Noir, with Galpin Peak Pinot Noir very much the flagship. Much awarded and widely celebrated repeated vintages of this trail-blazing wine, from grapes grown on the slopes of Galpin Peak, continue to provide a true celebration of Pinot-crafting. It consistently endorses the fact that Hemel-en-Aarde Valley is revered as a rare jewel by those who spend much of their time in the hunt for vintages created from this most fickle and elusive grape.

The estate also features a limited amount of other very carefully selected varietals from which it produces a superlative range of award winning wines, including some particularly fine Chardonnays:

Tête de Cuvée Galpin Peak Pinot Noir  
Galpin Peak Pinot Noir  
Hannibal  
Missionvale Chardonnay  
Crocodile's Lair / Kaaimansgat Chardonnay  
Sans Barrique Chardonnay  
Walker Bay Sauvignon blanc  
Blanc De Mer

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## **THE WINEMAKER**

Winemaker Peter Finlayson is renowned for being South Africa's Pinot pioneer. His vast knowledge of wine and the wine industry, as well as his role in placing the Walker Bay wine region on the map, is well documented. Winner of the 1989 Diners Club Winemaker of the Year award, with numerous accolades both locally and internationally, his reputation as one of South Africa's leading winemakers and viticulturalists is well established.

After graduating at Stellenbosch University Peter travelled to Germany in 1975. He accepted an invitation to enroll as a "guest student" at the famous Geisenheim Wine School in the Rheingau. His time in Germany was spent under the mentorship of Dr Hans Ambrosi who was the then director of the "Staatsweinguter" in Eltville. Dr Ambrosi also enjoyed the position of chief of the German Wine Academy which is situated at Kloster Eberbach. The regular events hosted by the German Wine Academy gave Peter a chance to become a lecturer and group leader. His time there also gave him the opportunity to travel extensively through the magnificent German winelands.

Another major influence on Peter was his strong association with legendary plant breeder Professor Helmut Becker. Many a congenial evening was spent discussing history and tasting experimental wines in the wine library at Geisenheim and had a huge impact on Peter's ambition and desire to become a viticulturist.

Peter returned to South Africa at the end of 1975 to assist on the family property in Stellenbosch.

## **THE TERROIR AND BIODIVERSITY**

The climate of Walker Bay is largely influenced by the nearby, cold Atlantic Ocean rendering it one of the coolest wine growing areas in the Cape. The valley is surrounded and sheltered by a mountain barrier, formed by Galpin Peak (810 meters) and the Tower of Babel (1200 meters), which traps the cloud cover and moisture brought in from the sea by the prevailing wind. Summer conditions are consequently warm rather than hot, and winter conditions are mild and frost-free. The sea breezes work to keep vines cool thereby encouraging slow ripening and flavour-rich grapes.

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The moisture retention of the soil is enhanced by the clay that is found, to varying degrees, in the predominant Bokkeveld (Malmesbury) Shale, while vines are planted in a north-south direction to ensure equitable sunlight exposure.

Bouchard Finlayson's continued focus on conservation has meant that only 19 hectares of their most precious resource, their land, is under vine. In 2005 Bouchard Finlayson joined The Biodiversity and Wine Initiative (BWI) – a partnership between the South African wine industry and the conservation sector, aimed at protecting the Cape's rich floral kingdom. See [www.bwi.co.za](http://www.bwi.co.za)

### **THE HOMESTEAD, CELLAR AND TASTING ROOM**

The striking Bouchard Finlayson Homestead is an attractive combination of modern influences and classic Cape Dutch styling, with a look and feel that is timeless. The wine cellar, situated in the basement of the Homestead, is perfect for special events and wine tastings as well as select gatherings and new wine label launches.

There has been a recent addition and enhancement to the point of sales tasting room, which now can accommodate many more visitors and they are warmly welcomed to sample some of the fruits from this very special area of South Africa, the Hemel-en-Aarde Valley( Heaven on Earth )

### **LOCATION**

Situated on the R320, in The Hemel-en-Aarde Valley near Hermanus, Bouchard Finlayson vineyard and winery is open for tastings and sales on Monday to Friday from 09h30 to 17h00 and on Saturdays from 09h30 to 12h30. For further information call 27 28 312 3515; email: [info@bouchardfinlayson](mailto:info@bouchardfinlayson) or visit [www.bouchardfinlayson.co.za](http://www.bouchardfinlayson.co.za)

The village of Hermanus is the capital of the "Cape Whale Route". A place of beauty with a deliciously gentle climate often referred to as the best land based whale watching in the world. Surrounded by mountains and best restaurants it is a delightful destination within an easy drive east of Cape Town.

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## MORE RECENT ACCOLADES AND AWARDS

**At the Juliet Cullinan Wine Connoisseur's Awards** the overall winner for 2007 was Peter Finlayson, once again for the Galpin Peak Pinot Noir 2005. Bouchard Finlayson also came up trumps in the category of Unusual Reds, for their Bouchard Finlayson Hannibal 2004. Bouchard Finlayson's 2005 Tête de Cuvée Galpin Peak Pinot Noir was selected as Wine of the Year 2008 in the prestigious and esteemed **John Platter Wine Guide**. This flagship wine was selected out of 6000 wines and was also the only Pinot noir to receive a 5 star rating by the Platter Guide.

Bouchard Finlayson's wines have in recent months received outstanding recommendations from respected US wine magazine **Wine Spectator**. Impressively, the full range of Bouchard Finlayson's wines, bar just one, have scored an average rating of 90 points. In the January 2009 issue of Wine Spectator, the 2007 Galpin Peak Pinot Noir scored an impressive 91 points. In the February 2009 issue of **Wine Spectator**, both the 2007 Sauvignon Blanc and the Sans Barrique Chardonnay were awarded Top Value wines for 2008. Both wines scored above the empirical 88 points required to qualify for top values in their category. In addition, both wines also carried a suggested retail price of \$20 or less per bottle, another requirement to qualify.

On November 15th and 16th 2008, the **Houston Livestock Show and Rodeo TM Wine Competition Committee** hosted its sixth annual **International Wine Competition**. Judges tasted over 1800 entries with Bouchard Finlayson's Hannibal 2005 being unanimously awarded one of only 24 double gold medals.

In the South African press, the 2008 Sauvignon Blanc has achieved four stars in the 2009 **Platter Guide**, underlining the fact that that the Bouchard Finlayson white wines no longer take a backseat to the mighty reds!

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