



BOUCHARD FINLAYSON
A BOUTIQUE VINEYARD

PRESS RELEASE

BOUCHARD FINLAYSON FLAGSHIP TRIUMPHS
WITH TOP JOHN PLATTER AWARD

FOR MORE INFORMATION

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South Africa, Hemel-en-Aarde Valley, 14 November 2007; Following the outstanding news that Bouchard Finlayson's 2005 Tête de Cuvée Galpin Peak Pinot noir was the only Pinot noir to receive a 'superlative' 5-star rating in the 2008 John Platter South African Wine Guide, it was announced last night that this superlative classic has also been selected out of over 6000 wines to receive the prestigious and esteemed John Platter 'Wine of the Year 2008' award!

The announcement was made at a glamorous ceremony, hosted at Stellenbosch's Devon Valley Hotel to unveil the new 2008 John Platter guide, and confirmed that the Cape's Hemel-en-Aarde Valley is Africa's benchmark location for Pinot noir, with boutique winery, Bouchard Finlayson, being the pioneer, and true leader in its class.

The acclaimed John Platter Wine of the Year Award is given to the wine that receives the highest number of votes in a 'blind' tasting session held to select the guide's 5-star winners. In this year's evaluation, 88 were selected as potential 5-star candidates across all categories. Twenty-one (21) were finally awarded a 5-star rating, with Bouchard Finlayson's 2005 Tête de Cuvée Galpin Peak Pinot noir receiving the greatest number of overall votes. Says renowned winemaker and master of Pinot noir, Peter Finlayson: 'The success of this 2005 vintage has been very rewarding – from two perspectives. Firstly, during the early development of this wine, I made the prediction that it was a knock-out vintage! This prediction has come true. Then secondly, there has been great personal comfort in this endorsement - while I am about to enter my sixtieth year there is youthful reward in being told one still has what it takes to produce the best! Most winemakers have thrown in the towel by this stage, in a sense I revel in the thought of more vintages ahead!

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There is further satisfaction in appreciating that this is the first time a Pinot noir has been given the title of John Platter Wine of the Year. This capricious variety plays a small part in overall red wine production in South Africa and most often it is planted for Method Cap Classic and not for quality reds.

Perhaps this success endorses my qualifying statement that Pinot noir wine is like opera – there is no middle of the road!!

TÊTE DE CUVÉE – A LABEL RESERVED FOR EXCEPTIONAL QUALITY

To showcase the Hemel-en-Aarde Valley's exceptional Pinot noir growing potential, winemaker Peter Finlayson created a limited-release label reserved exclusively for the best called the Tête de Cuvée!

As a blend crafted from the best barrels of the best vintages, the Tête de Cuvée has attracted attention since its very first release in 1997 as an international award-winner and masterpiece in its class.

Says Finlayson: 'The 2005 vintage was an excellent summer which presented cool conditions and allowed for ideal Pinot noir ripening. The Pinots from this vintage have proved to offer fantastic fruit driven wines. This is the sixth Tête de Cuvée release since 1997 and follows in the tradition of blending a handful of the best barrels to carry this title. In this case it was 12 barrels!

Appealing on the nose with whiffs of raspberry, cherry and oaky plum. Rich, long on the palate with full bodied firm harmonious structure ending in layers of velvety tannins which act as a guarantee for many years of positive development.'

Suggested Retail Price: from R445.00 per 750ml

ABOUT BOUCHARD FINLAYSON

Established in 1989 in the temperate Hemel-en-Aarde Valley, on 125-hectares (312 acres) of Walker Bay's prime viticultural land, Bouchard Finlayson vineyard and winery is a small cellar dedicated to the quality production of Pinot noir, Chardonnay and Sauvignon blanc. Ever since releasing their first vintages, the name - Bouchard Finlayson - has been internationally synonymous with excellence. Today, owned by the Tollman family, and under the leadership of Victoria Tollman and winemaker Peter Finlayson, 19 hectares (47 acres) of the estate are currently under vine, with 50% devoted to the varietal for which Peter is most acclaimed - Pinot noir. Other cultivars under production include Chardonnay, Sauvignon blanc, Sangiovese as well as a handful under exploration.

MORE

The winery is conveniently situated 1¹/₂ hour's drive from Cape Town just outside the charming seaside village of Hermanus. Renowned as the world's best land-based whale watching spot, Hermanus also offers a range of interesting local arts and crafts, top-class restaurants and quaint tearooms. Any time spent in the region would be lacking without sampling Bouchard Finlayson's gems.

For further information on Bouchard Finlayson or to purchase their wines call +27 28 312 3515, email info@bouchardfinlayson.co.za or visit www.bouchardfinlayson.co.za

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EDITOR'S NOTES:

BOUCHARD FINLAYSON TÊTE DE CUVÉE GALPIN PEAK PINOT NOIR HALL OF FAME

Tête de Cuvée Galpin Peak Pinot noir 2005:

- Wine of the Year 2008 – John Platter South African Wine Guide
- 5-Stars – John Platter South African Wine Guide 2008

Tête de Cuvée Galpin Peak Pinot noir 2003:

- Winemaker's Choice Diamond Award 2005
- 5-Stars – John Platter South African Wine Guide 2007

Tête de Cuvée Galpin Peak Pinot noir 2001:

- Gold Medal – International WINE Challenge 2003
- Gold Medal – Juliet Cullinan Wine Competition

5-Stars – John Platter South African Wine Guide 2004

- Tête de Cuvée Galpin Peak Pinot noir 2000:
- 2005 Juliet Cullinan Connoisseurs Award

Tête de Cuvée Galpin Peak Pinot noir 1997:

- Burgandy Pinot noir Trophy Winner WINE Challenge 2000

ABOUT THE JOHN PLATTER SOUTH AFRICAN WINE GUIDE

The John Platter South African wine guide is South Africa's most comprehensive, up-to-date and authoritative chronicle of who's who and what's what in South African wine country.

Wines are ranked in the guide by an experienced team of tasters according to a five-point scale, which ranges from 0-stars ('somewhat less than ordinary') up to 5-stars ('Superlative. A Cape classic.')

ENDS/
