

**A Step Closer to Chenin Blanc's Uprising:
Cape Classics Impresses "Texas' Best" with South Africa's Staple Grape**

Dallas, TX, August 2011 – United States importer Cape Classics partnered with The Texas Sommelier Conference (TEXSOM) in mid-August to host its first-ever Chenin Blanc focused hospitality suite. A premier event in the wine industry, TEXSOM brings together an elite group of the nation's top wine professionals and industry veterans. The sponsorship provided Cape Classics the opportunity to build awareness of Chenin Blanc and promote the growth of the varietal in the US market.

The hospitality suite showcased a selection of South Africa's finest Chenin Blanc producers including Indaba, Ken Forrester, Raats Family Wines, Mulderbosch, De Morgenzon and Kanu. Current Master Sommeliers (MS) James Tidwell of Four Seasons Resort and John Blazon, previous Wine Director of Walt Disney, among others, as well as trade studying for the MS exam including former "Texas Best Sommelier" honoree June Rodil tasted through the lineup of Chenin Blanc offerings.

"We received overwhelming praise on the approach (not to mention the wines), as it allowed the sommeliers to try a myriad of styles from crisp and clean, stainless steel fermented offerings, to rich, oak aged bottlings, on to noble late harvest dessert selections. Most importantly for TEXSOM, Chenin Blanc plays well with food, which is key for this audience of tastemakers," said Molly Choi, Cape Classics Senior Vice President.

Despite the fact Chenin Blanc is South Africa's most widely planted varietal and available nationally in the US, it has remained in the shadows of other varietals and struggled to gain recognition as a standard offering. "As we work towards making Chenin Blanc a household staple asked for by name, a la Pinot Grigio or Chardonnay, we felt this successful showing helped us along that road," commented Choi.

The conference also held a seminar titled 'Regional Diversity: South Africa' led by Wayne Belding MS and John Blazon MS that exemplified South Africa's unique terroir through range of bottlings. A 'Varietal Focus: Chenin Blanc' seminar followed led by Andrew McNamara MS and Melissa Monosoff MS.

"The conference ended with a sense of collective enthusiasm for South African wine, and Chenin Blanc in particular. We could not have asked for more from this group of influencers," finished Choi.

Presented by the not-for-profit organizations the Texas Sommelier Association and the Wine and Food Foundation of Texas, TEXSOM is the only event of its kind in the world. Since its inception in 2005, it has attracted more than 1,500 wine professionals, and more than 120 Texas sommeliers have competed. The winner is awarded scholarships for professional certification courses working towards the Court of Master Sommeliers accreditation.

Cape Classics was established in 1992 with a mission of bringing the crème de la crème of South Africa's then-fledgling wine industry to the American market. Today Cape Classics proudly represents 21 of South Africa's finest estates and labels. With a focus solely on South African wine, the company remains committed to providing a unique range of selections that are exciting and delicious and that offer outstanding value. Nearly 30% of all bottled wine from South Africa available in the US bears the Cape Classics seal.