

De Morgenzon releases new DMZ label

Renowned Stellenbosch estate De Morgenzon is pleased to announce the debut of their value label, DMZ. The just-released 2008 vintage Chardonnay and Shiraz bottlings are now available in select US markets, and line priced at \$14.99 per bottle. Crafted by University of Stellenbosch graduate and winery CEO Stefan Gerber, the line aims to produce elegant, well-balanced wines which over-deliver in terms of quality for price. Most of the fruit for the DMZ label is estate grown, while some is sourced from carefully selected sites. The wines are a winning combination of rich New World fruit and classic Old World structure.

The elegance of the DMZ wines is also reflected in the brand's packaging. Dramatic labels are anchored by an oval containing the DMZ monogram, surrounded by grapes bunches, a pair of sphinxes and classically styled cherubs that guard the way to the Tree of Knowledge. The scene also depicts figures representing the strong winds that lash the De Morgenzon estate as well as the mythological spirits of the mountains at Cape Point and Table Mountain, both of which are visible from De Morgenzon. The wines are packaged under user-friendly screwcap closures – robin egg blue for the Chardonnay and crimson for the Shiraz. Striking outer cartons incorporate those same vivid tones in a wide awning stripe pattern.

Established in 2003 by Wendy and Hylton Appelbaum – members of South Africa's "first family of philanthropy" via the Donald Gordon Foundation – De Morgenzon is best known for their flagship Chenin Blanc, a stunning barrel-fermented wine crafted by Chenin superstar Teddy Hall. De Morgenzon means "the morning sun," and the farm was so named because it is the first part of the Stellenboschkloof to see the rising sun. The property has always been farmed naturally, but the Appelbaums are currently in the process of converting to fully organic farming, reflecting their philosophy that a biodiverse and ecologically sensitive environment yields superior quality grapes. Aiding in the mission to produce top wines are weather proof stereo speakers, which were erected throughout the property to pipe Baroque music through the vineyards and the cellar, 24 hours a day, 7 days a week. De Morgenzon strongly believes that the power of music positively influences the ripening process and makes for "happy grapes." To hear what the vines have been listening to, visit the De Morgenzon website at http://www.demorgenzon.com/music_4.html.

