



Cape Classics is pleased to announce the debut of Jam Jar Sweet Shiraz 2009, now available nationally. Born out of the realization that there are not a lot of options available to consumers seeking quality sweet red wine, this fresh, fruity, semi-sweet Shiraz aims to fill that void. Most of the grapes are grown in Paarl, a region with a Rhône-like climate that is ideal for Shiraz cultivation, and production is overseen by Bruwer Raats, critically acclaimed winemaker of Raats Family Wines and Indaba.

Crafted in a lighter style than your typical Shiraz, Jam Jar strikes the perfect balance between sweetness and acidity, making it a refreshing aperitif as well as a fantastically versatile partner for both savory foods and desserts. Suggested retail price is \$11.99 per bottle.

The brand's evocative packaging has a nostalgic, “retro” feel. White labels have a clean, minimalist design, with black glossy hi-build accents. Fittingly, the wine is packaged under red and white checkered screwcaps, inspired by classic jam jar lids. The red and white check pattern also extends to outer cartons, which lend themselves to traffic-stopping case stack displays.

Jam Jar is sweet perfection...Simple, pure and honest! Look for it now at a retailer near you.



www.capeclassics.com