



RAATS



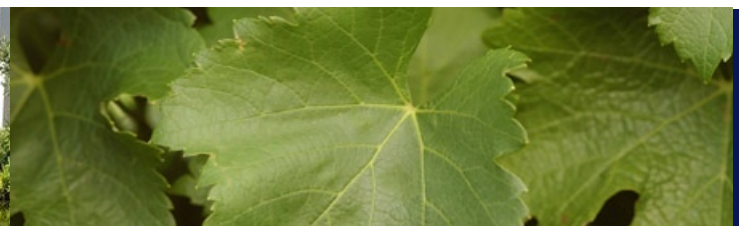
RAATS FAMILY WINES, FOUNDED IN 2001 BY BROTHERS BRUWER AND JASPER RAATS, IS FOCUSED SOLELY ON CRAFTING WORLD CLASS CHENIN BLANC AND CABERNET FRANC, BEST KNOWN AS THE PREMIER GRAPES OF FRANCE'S LOIRE VALLEY. THE SMALL FAMILY-OWNED WINERY HAS QUICKLY ESTABLISHED ITSELF AS A NEW WORLD LEADER IN THE PRODUCTION OF THESE TWO VARIETALS, GARNERING TREMENDOUS CRITICAL ACCLAIM AND A DEDICATED FAN BASE.

Raats truly is a family operation, and the multi-talented Bruwer performs double duty as both winemaker extraordinaire and chief marketer of the brand. Jasper initially handled viticultural responsibilities, but when he moved to New Zealand to create Koru Wines in 2004, their father was lured out of retirement to assume the role of resident viticulturalist. In addition to her dual career as an attorney and a mother of six, Bruwer's wife Janice manages the financial, administrative and logistics-related aspects of the business.

The Raats clan firmly believes that South Africa's proliferation of older Chenin Blanc vineyards provides a unique opportunity to craft terroir-driven wines that serve as international benchmarks for the varietal. Raats owns several hectares of estate vineyards in the Polkadraai Hills and also sources Chenin Blanc and Cabernet Franc from several extremely low-yielding old vines parcels characterized by complex soils of sandstone and decomposed granite. Bruwer and his father maintain complete control of viticulture at these sites, located at an average of 250 meters above sea level in the prime Bottelary Hills, Simonsberg and Blaauwklippen areas of Stellenbosch.

The Raats Family range consists of three wines. The crisp, unwooded "Original" Chenin Blanc, whose name reflects the fact that there is no oak to mask its vibrant fresh fruit character, is packaged under screwcap. The luscious, partially barrel fermented and aged Chenin Blanc strikes a perfect balance between elegance and power, setting the standard for South African Chenin and rivaling the finest Loire Valley Vouvrais. While Raats is best known for their sublime Chenins, Bruwer also crafts scant quantities of an exquisite Cabernet Franc. This sexy, silky, über-elegant bottling shows the heights this under-the-radar grape can achieve in the hands of a master!

For Bruwer, the greatest part of crafting wines under your own label is that "you don't have to worry about shareholders or catering to a market, or to keeping within a cellar's style. You can have freedom of expression in something that you believe in." The Raats family continues to win over hordes of thirsty consumers worldwide with their passionate belief in the classic, versatile and decidedly stylish varietals of Chenin Blanc and Cabernet Franc!



The Raats family continues to win over hordes of thirsty consumers worldwide with their passionate belief in the classic, versatile and, decidedly stylish varietals of Chenin Blanc and Cabernet Franc!



www.capeclassics.com