

## **BOSMAN PRODUCES BEST FAIRTRADE WHITE WINE FROM SOUTH AFRICA**

Bosman Family Vineyards "Sur Lie" Chenin Blanc 2011 has scooped the award at the recent Michaelangelo International Wine Awards as the Best Fairtrade White Wine from South Africa.

This is the first year that the Michaelangelo International Wine Awards recognise quality in the Fairtrade category. Bosman Family Vineyards took the honours as the Best Fairtrade White Wine and Stellenrust was awarded the Best Fairtrade Red Wine of South Africa.

The 8th generation family producer, Bosman Family Vineyards, have been accredited as a Fairtrade producer since 2009 and has quickly positioned themselves as one of South Africa's premium Fairtrade wine producers. They are the official wine supplier for Sainsbury's premium Taste The Difference Fairtrade range of wines in the United Kingdom. These wines that Bosman Family Vineyards produce on behalf of Sainsbury's have also been awarded medals at the International Wine and Spirits Competition and the Decanter World Wine Awards of the United Kingdom.

The Bosman Family of Wellington, winemaker Corlea Fourie and her winemaking team, as well as Bosman Family Vineyards community developer, Klaas Morkel, are thrilled with the result: "The recognition by the Michael Angelo International Wine Awards is fantastic and gives testimony of the quality Fairtrade wines that we can produce", says Klaas Morkel. "Our social projects for employees on the farm have been active for many years, but through Fairtrade, we have the ability to take our community involvement to the next level. One example of the impact of Fairtrade wine sales on our community has been the success story of Shineen October. She was selected for the South African karate team to participate in the Commonwealth Games in Australia in July 2011. If it was not for the sales of Fairtrade wines, she would not have been able to go. She has been a real inspiration to the children on our farms."

Fairtrade encourages sustainable production, initiating a long-term approach to environmental protection. Fairtrade certification makes sure that farms comply with the highest of labour standards. Fairtrade audits farms and traders annually to ensure that the whole supply chain complies within the standards. Fairtrade guarantees that producers are getting a fair price that reflects the cost of sustainable production. For every Fairtrade sale, small farmers and farm workers receive a Fairtrade Premium that they can invest in projects benefitting the greater community.

The Fairtrade movement started officially in 1988 in the Netherlands and has since spread to numerous other countries of the world, as well as South Africa.

South African consumers can be on the look out for the Fairtrade mark on their favourite products on retail shelves. One such product that will be sporting the Fairtrade mark in November 2011 is Cadbury's chocolate, who will only use Fairtrade chocolate for their Dairy Milk chocolate from 2011 onwards.

-End-

Issued by:

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Bosman Family Vineyards

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**IMAGES AVAILABLE ON:**

<http://www.sendspace.com/filegroup/UB%2Fm4o45F0ya4WqC0bkPxoPGg9nG4dqxcTPBzTJfTQiiQpiFF0Rm%2Bw>

or from [neil@neilbuchner.com](mailto:neil@neilbuchner.com)

*People in the images are:*

Klaas Morkel (Community Developer of Bosman Family Vineyards)

Corlea Fourie (Winemaker of Bosman Family Vineyards)

Shineen October (South African Karate Athlete)

Petrus Bosman (Managing Director of Bosman Family Vineyards)

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