

INDABA *Real Wines. Real People. Real Impact.*



Drawn from the world's oldest soils, Indaba wines are crafted by family farmers who have perfected their art over generations. We work closely with these conscientious farmers who are based in prime appellations and strive to continuously improve critical conservation practices. These are real wines, made by real people. Quality and value drive the Indaba brand.

Bruwer Raats, winemaker and proprietor of Raats Family Wines, initially joined Indaba as a production consultant in 2008. He was named full-time winemaker in 2010. Bruwer's responsibilities go beyond simply crafting the Indaba wines. He also oversees the sourcing of varietal components and works with the farmers (most of them under long-term contract with Indaba) to impact viticulture decisions and drive the ultimate style of the wines.

The Indaba range is composed of Chenin Blanc, Sauvignon Blanc, Chardonnay, Merlot and Mosaic (a red blend representative of the best grapes coming together), all of which are crafted in a fresh, juicy and approachable style. Sourced from regions including Stellenbosch, Paarl, Durbanville and Robertson, the wines consistently garner "Best Buy" accolades from Wine Enthusiast and have been called "Contenders for Wine of the Year..." by Neal Martin of Robert Parker's Wine Advocate.

Leading the world in sustainability, South Africa is largely considered to be the greenest wine region on earth. Indaba wines are crafted in the Cape Floral Kingdom, the smallest, yet most diverse of the six plant kingdoms. Several organizations work with the South African wine industry to ensure conservation and sustainability remain a top priority among wine producers. The look and spirit of Indaba reflects both South Africa's position as a leader in sustainable production and the influence of the Cape Floral Kingdom.

A commitment to social responsibility is a key part of the Indaba philosophy. For every sale of a case of Indaba wine from January 1, 2016 Cape Classics will donate \$0.50 (fifty cents) to the Indaba Education Fund (IEF), a fully accredited 501(c)(3). Formerly known as the Indaba Scholarship, Indaba has provided many bursaries for students to pursue wine-industry-related graduate and post-graduate studies since 1998. Mzokhona Mvemve, the first Indaba Scholar, became one of South Africa's first certified black African winemakers after graduating from Stellenbosch University in 2003. Via IEF, Indaba has shifting its focus to the crucial area of early childhood development. IEF's mission is to provide teacher training, infrastructure and learning materials all based on a Montessori approach, at schools established for wine farm workers' children in the Cape Winelands. IEF aims to implement positive changes in society by starting at the beginning - identifying and fostering untapped potential in children at an early, receptive and influential age in hopes of encouraging brighter futures.

Indaba sales also provide financial assistance to the Pinotage Youth Development Academy, a 12 month program that assists motivated but currently unemployed young adults of color by providing a combination of technical and personal life skills supported by practical placements on farms. Furthermore, Indaba has also received a level 5 review (80%) from the Broad Based Black Economic Empowerment (BBBEE), which is an organization committed to motivate the correction of race and gender based inequalities that exist in South Africa as a legacy of the pre-1994 Apartheid rule. Indaba is proud to be a part of the positive changes that are altering the face of South Africa's wine industry.



ESTABLISHED: 1996

WINEMAKER: Bruwer Raats

WINE IMPORTED:

Chenin Blanc, Sauvignon Blanc, Chardonnay, Merlot, 'Mosaic'

SIGNIFICANCE OF NAME:

The "i" logo is in part symbolic of Indaba's Zulu translation, which is a "sharing of news and information". The "i" represents that information and the act of sharing it over a great glass of wine.



indaba *wines.com*