



GOATS DO ROAM

SOUTH AFRICA

Fairview is a family owned wine and cheese business located in Paarl, 40 miles from, and within sight of, the natural glory that is Table Mountain.

Charles Back, the owner of Fairview, is the third generation of Backs to head the family business since it was purchased in 1937 by his grandfather who had immigrated to South Africa from Lithuania in the early part of this century.

He started a small business in Paarl, which was a success. He then decided to start farming during the First World War, buying the farm Kleinbabylonstroen, which eventually became Backsberg wine estate, and is now owned by Charles' cousin, Michael.

Fairview had already been in the grape business for many years before the Backs bought the farm. The first European settlers on Fairview received their title deeds in 1693 from Simon Van der Stel, the second Dutch governor of the Cape of Good Hope.

Fairview quietly prospered through the years as a mixed farm. Details of the history of the farm are sketchy, though there is record of a local doctor prescribing teaspoons of Fairview fortified wine to help cure ailing children in the latter part of the 19th century.

Fairview was put on solid foundations by Charles Back, the grandfather of the present owner. When he passed away, his son inherited the farms. Cyril Back guided Fairview to prosperity through hard work and careful management.

Fairview raises about 600 milking goats and a number of sheep for the same purpose. In addition, a large quantity of cow's milk is purchased. The cheese factory processes between 12000-15000 liters of cows milk and 1000 liters of goats milk per day. This makes Fairview the largest producer of specialty cheeses in South Africa, offering blue, white mold, washed rind cheeses, cream and cooked curd cheeses.

Fairview was one of the first farms in South Africa to bottle wine on its own premises, with the first bottling in 1974. Fairview has been best placed amongst South African wine producers to capitalize on new opportunities offered in the global wine market. The wines and viticultural program has been planned with a firm ear to the demands of the world's most competitive wine markets. Fairview is now in the enviable position where red wines, mostly from premium varieties, make up over 80% of all the wine produced on the farm. The acquisition of a new farm in the Malmesbury District has allowed the emphasis to further shift toward red wines.

There's no stopping Fairview owner/vintner Charles Back when his interest in a creative, entrepreneurial project is piqued. It all started with a suggestion by a wine buyer...the man humorously suggested the vinification of a Rhône-style blend called "Goats do Roam". Back, already known for his panache with Shiraz and always looking for new styles of wine to woo adventurous and discerning consumers, took the ball and ran with it.

Thus was born, in 1999, what was for the South African wine scene an innovative blend using Rhône varieties such as Shiraz, Cinsault, Carignan, Grenache and Mourvèdre, which Back had sourced from various vineyards (his own and others) around Paarl and Malmesbury. The content of the bottle impressed with its quality, combining rich complexity with great drinkability. Since then, Goats do Roam has expanded to include a White wine blended from Viognier, Grenache and Roussanne and a Rosé which includes Shiraz, Mourvèdre, Gamay Noir and Grenache Noir. The line also includes Goat-Roti Syrah Viognier.

