

LA CAPRA

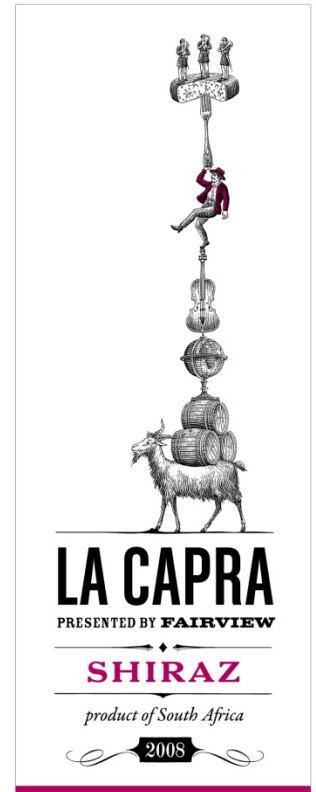
PRESENTED BY FAIRVIEW

Fairview Estate is a third generation family owned farm, located on the slopes of Paarl Mountain in the magnificent winelands of the Cape of Good Hope. With a winemaking heritage reaching back to 1693, Fairview is a respected and awarded producer and has been bottling wine under its own label since 1974. During this time the farm has developed a

reputation as one of South Africa's leading wine producers. Under the guidance of owner Charles Back, who joined his father at the farm in 1978, Fairview's range of innovative and award winning wines has not only carved out a strong position in the market but has also helped to strengthen the reputation of South African wines in international markets including the United States.

Charles Back abandoned the limiting 'estate wine' approach in the 1990s and instead sought out the best sites for his vineyards. Today he owns vineyards in Stellenbosch, Darling and the Swartland in addition to the vineyards at Fairview's home in Paarl. Along with these sites, Back and his winemaking team also work with a few carefully selected independent growers resulting in a range of premium single vineyard wines that complement his innovative range. Fairview has long been regarded as a pioneer of Cape wine, being a strong driver of the Rhône revolution in South Africa and introducing varieties such as Viognier, Mourvèdre and Petite Sirah.

Aside from the Fairview team's winemaking exploits, its marketing approach has helped to keep it at the forefront of the wine world. The wildly popular "Goats do Roam" wines from Charles Back's Goats do Roam Wine Company have enjoyed success in many markets around the world, leading the South African foray into the US market. It was one of the first Rhône-style blends from South Africa and alludes to the herd of over 700 dairy goats that roam the pastures of the Fairview farm. Besides lending their name to a range of wines, these goats also provide milk used for Fairview's leading range of internationally awarded artisanal cheeses.



Ever restless and looking for new opportunities, Charles Back decided to launch an endorsed label within the Fairview range. Fairview has been growing its total vineyard plantings for a number of years and this increased availability of good quality grapes from his own vineyards has allowed Back to fulfil this goal. With so-called "second labels" being a common practice in the wine world, Back's aim was to do something that was new and fresh; a range of great value, outstanding wines not conforming to the expected wine norms. With this in mind, the beginnings of La Capra started to take shape and after a lot of hard work and development the wines were released in 2009.

The packaging and presentation of La Capra is inspired by the fantastic tale of Attila Balébôs and an all-encompassing passion for life and the celebration thereof. The wines invite you to enjoy the festival spirit of La Capra every day and are made in a style to suit. The La Capra label draws inspiration from the various influences that have shaped the direction of Fairview and an annual springtime "La Capra Festival" will start in 2010. This festival will be a celebration of good food, fine wine and uplifting music. It will be a coming together of creeds and cultures (and baby goats!) to mark the arrival of springtime in the Cape.

The La Capra range of nine single varietal wines is loaded with fresh fruit flavours and its food friendly style will soon have your friends asking for another bottle. Let each glass transport you to a magical place where the wine flows freely, laughter fills the air and you dance until the sunrise.

La Capra Presented by Fairview

Sauvignon Blanc, Chenin Blanc, Chardonnay, Viognier, Cabernet Sauvignon, Merlot, Malbec, Shiraz, Pinotage.

For more information and to read the fantastic tale of Attila Balébôs, visit us online at www.lacapra.co.za or www.lacaprawines.com.

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