

9 October 2017

Dear Participant

Wine/brandy tastings will once again be presented this year in Cape Town, Johannesburg and Durban in co-operation with Deloitte.

**Please note that there will be two tastings in each of the cities. There is a separate wine tasting for Deloitte VIP business men/women as well as another tasting aimed primarily at the Trade (restaurateurs, liquor store owners, food and beverage service managers), media and the public.** Cheeses crowned with the Qualité awards for the best for 2017 South African cheeses will be also be available for tasting at the public tastings.

Wine tastings with a selection of Gold and Double gold wines will also be held in Port Elizabeth, George and Knysna.

**Tickets will be available from Computicket - [www.computicket.com](http://www.computicket.com).**

**A SPECIAL DELOITTE TASTINGS:**

Deloitte will be hosting three special – by invitation – tastings for their top clients, by inviting the Chief Executive Officers, Chief Financial Officers and Chief Operating Officers of major companies to attend these tastings. This will be the ideal occasion to sell your award winning wines to an appreciative audience.

**Your co-operation in ensuring the success of this additional VERITAS promotion would be appreciated.** We request that you make a winemaker or qualified sales person available for these tastings with the necessary order forms for taking orders.

**Cape Town: Thursday 19 October 2017 from 17:30 till 21:00.** *Approximately 400 guests are expected.*  
*Ballroom East, CTICC, Cape Town*

**Johannesburg: Wednesday 25 October 2017 from 17:30 till 21:00.** *Approximately 400 guests are expected.*  
*Deloitte, Building 33, The Woodlands, 20 Woodlands Drive, Woodmead, Sandton*

**Durban: Wednesday 8 November 2017 from 17:30 till 20:30.** *Approximately 300 guests are expected.*  
*Deloitte, 2 Pencarrow Park, Pencarrow Crescent, La Lucia Ridge Office Estate.*

**B TRADE AND PUBLIC TASTINGS:**

**1 CAPE TOWN: Wednesday 18 October 2017**

- 1.1 **VENUE:** Ballroom East, CTICC, Cape Town  
1.2 **TIME:** 17:00 - 20:00

**2 JOHANNESBURG: Tuesday 24 October 2017**

As in the past, VERITAS is again joining forces with WINEX to promote synergy in the industry and is of course a considerable cost saving for everybody travelling to Johannesburg. (The Veritas tasting will also take place at the Sandton Conference Centre)

- 2.1 **VENUE:** Bill Gallagher Room, Level 1, SANDTON Conference Centre, (Maude Str)  
2.2 **TIME:** 17:00 - 20:00

**3 DURBAN: Thursday 9 November 2017**

In Durban we wish to follow the format of the Cape Town/Johannesburg tastings. However we understand that the cost to attend such a tasting for two nights only is very high. We wish to suggest that your distributor/agent in Durban look after your wine, if possible.

- 3.1 **VENUE:** Function Room, Deloitte's Head Office, Pencarrow Park, Pencarrow Crescent, La Lucia Ridge Office Estate, Durban  
3.2 **TIME:** 17:00 - 20:00

4 **WINES** (refer rule B3.2 of the 2017 Veritas catalogue)

**Competitors who have won double gold and gold awards must submit their wines for the tastings in Cape Town, Johannesburg and Durban.**

The following quantity of the winning wines must be supplied at no charge to the Veritas office for use at the different wine tastings and other marketing events through the year, namely:

- **White and Red Wine** - 36 x 750ml bottles (or 27 litres in the case of other packaging)
- **Muscadel and Port**– 12 x 750 ml bottles (or 9 litres in the case of other packaging)
- **Museum classes** – 6 x 750 ml (or 4,5 litres in the case of other packaging)
- **Brandy** - 12 x 750 ml bottles (13.5 litres in the case of other packaging)

**NB: Please ensure that the DG/G sticker is on each of the above bottles.**

**DELIVERY OF WINES:**

**NB: These wines/brandies must be delivered to the Veritas office (12D Louws Ave, Suider Paarl) on Wednesday 11 and Thursday 12 October 2017.**

**Veritas will organise the delivery of wines to the different tasting venues.**

5 **Competitors must provide a winemaker/cellar assistant/marketer/PRO/agent or distributor to answer enquiries at your table. NB: Only 2 persons per cellar.**

- **If you are unable to arrange a person for this purpose, Veritas will organise help at the cost of R300/evening.**
  - **Senior students of the Cape Wine Academy will be asked to help.**
  - **They will attend to 4/5 wines, however should you prefer to have a dedicated person for your wine only, the cost increase to R600/evening.**
  - **If they are not available the Veritas staff will assist in this regard.**
- **An invoice will also be generated for cellars who did not pitch.**
- **Please provide tasting notes and prices should you make use of our helpers.**

6 The tasting will be presented in the same format as that of last year.

- **No pull up banners, table cloths or any decor or flowers**
- **Please provide brochures and order forms**
- **PLEASE BRING YOUR OWN ICE BUCKETS ALONG**

7 The success of the tastings will depend on the highest possible number of participants to serve the selected audience of ± 200 people from the trade and expected group of 350 members of public per session in the major centres.

8 **NB: PLEASE ENSURE THAT YOU ARRIVE 30 MINUTES BEFORE THE START OF THE TASTINGS.**

It creates a bad image for Veritas, your fellow winemakers and our industry if you do not arrive on time.

9 **CO-OPERATION WITH THE TRADE**

Veritas, in collaboration with the Trade, are planning a marketing opportunity for all double gold and gold winners directly following the announcement of the results. Participants are requested to supply a minimum of 20 cases (12 x 750ml) to the Trade at market-related prices for this purpose. The Trade undertake to communicate directly with the participants regarding all purchasing arrangements.

*Through this event competitors have the chance to sell their wine, while consumers in the whole country get the chance to buy the winning wines.*

**Please send your completed form to the VERITAS secretariat before 11 October 2017.**

**Should you have any enquiries, please contact Juanita Samuels at Tel: 021 863 1599 or email: info@veritas.co.za.**

Thanking you in advance for your co-operation to promote the winning Veritas wines to the trade and public.

Kind regards



**BENNIE HOWARD**  
**CONVENOR: MARKETING COMMITTEE**



**ELSABÉ FERREIRA**  
**MANAGER**