



## Chairman's Report

# 2018

## CBA Annual General Meeting: 16 November 2018 Chairman's Report

Looking back over the past 18 years since the Association has been formed; Chenin has come of age, no longer just a niche grape loved by of the wine fraternity. Chenin is acquiring a mainstream following and more and more people are believing in it, buying it, drinking it and talking about it. This is in line with the growing international interest in the grape, increasingly seen abroad as South Africa's calling card.

The versatility of Chenin, its diversity of wine styles and its great food-friendliness, all point towards its rising acceptance among local consumers. In 2017 SAWIS feedback system for local sales only reported on bottled wines (750ml). From 2018 the feedback system was changed by SAWIS and *all* packaging taken into account and expressed in liters. We thus cannot compare sales of 2018 with 2017 as the feedback system not the same. For info however, here the 2016, 2017 and 2018 statistics.

liter	2016 (750 ml)	2017 (750 ml)	2018 (all packaging)
	CHENIN BLANC	CHENIN BLANC	CHENIN BLANC
JAN	337,960	265,608	510,983
FEB	390,193	344,601	663,647
MAR	347,321	329,553	467,732
APR	291,245	291,760	401,882
MEI	312,910	308,697	461,040
JUN	382,146	261,907	527,131
JUL	272,714	330,916	537,311
AUG	330,281	337,938	512,962
SEP	407,616	326,085	374,336
OKT	447,303	480,474	
NOV	447,563	535,104	
DES	564,224	538,684	
<b>TOTAAL</b>	<b>4,531,476</b>	<b>4,351,326</b>	<b>4,457,025</b>
17/16		-4.0%	

The importance of Chenin blanc in the industry also continues with the ongoing support of Winetech and also the research projects. Since 2010 the Institute for Wine Biotechnology, Stellenbosch University, in collaboration with the Chenin Blanc Association (CBA) of South Africa, joined forces with ongoing research projects on this variety.

## **The 5th annual Standard Bank Chenin Blanc Top 10 Challenge**

The CBA has been running the annual Standard Bank/Chenin Blanc Top 10 Challenge since 2014 and is working across various fronts to raise the reputation of Chenin Blanc, South Africa's most widely planted varietal.

This year's Standard Bank/Chenin Blanc Top 10 Challenge attracted 159 entries from 99 producers. This is up on the 136 entries in 2017. Featuring five newcomers to the Top 10 list, the 2018 winners are, in alphabetical order:

Cederberg Private Cellar Five Generations Chenin Blanc 2016  
DeMorgenzon Reserve Chenin Blanc 2017  
Jean Daneel Wines Signature Chenin Blanc 2016 (debut)  
Leopard's Leap Culinaria Chenin Blanc 2016  
Mulderbosch Vineyards Chenin Blanc Steen op Hout 2017 (debut)  
Slanghoek Wynkelder Legends Barrel Fermented Chenin Blanc 2016 (debut)  
Spier Wines 21 Gables Chenin Blanc 2017  
Stellenrust '53' Barrel Fermented Chenin Blanc 2017  
Wellington Wines La Cave Chenin Blanc 2016 (debut)  
Wildeckrans Barrel Select Chenin Blanc Reserve 2017 (debut)

Spier has featured amongst the Top Ten every year since the inception of the challenge in 2014 and DeMorgenzon, every year since 2015. Stellenrust has been in the line-up every year since 2014, with the exception of 2016. This year marks the third time Leopard's Leap has appeared.

This year's panel members were:

Cathy van Zyl MW (chair), Richard Kershaw MW (winemaker), James Pietersen (retailer, Wine Cellar), Tinashe Nyamudoka (sommelier, Test Kitchen), UK wine consultant Simon Field MW, Associate judge: Spencer Foudaumiere (formerly at Burrata)

The awards events took place on 31 August 2018 at Ellerman House (Media) and Delaire Graff (Standard Bank and their guests). Winners this year again received R25 000 each and the money will be spent on improving the social and economic well-being of the staff on the farm.

Several collaboration events with Standard Bank also took place in 2018, including participation in the Standard Bank Cheese Festival and several consumer events.

**Highlighted below only few of many accolades and events this past year:**

### **Platter's SA Wine Guide of 2019:**

The annual John Platter ratings are arguably the most anticipated South African wine ratings each year. Huge congratulations to the 18 [#CheninBlanc](#) 5 star winners! By far the biggest category in [#Platters2019](#).

## #DrinkChenin day 15 June/CBA Social Media

The CBA is successfully continuing the exciting social media platform.

We were completely overwhelmed by and filled with pride for the incredible support from fans of South African Chenin Blanc all over the world on #DrinkChenin Day on 15 June. Herewith the feedback on our social media platforms and standout campaign results:

### #DrinkChenin

ESTIMATED REACH

**1,223,111**  
ACCOUNTS REACHED

EXPOSURE



### @cheninblanca

ESTIMATED REACH

**646,235**  
ACCOUNTS REACHED

EXPOSURE



Overall, it's clear that @CheninBlancSA flew the flag for South Africa in the very best way on Friday 15<sup>th</sup> June, truly showcasing our Chenin Blanc on the world stage and leading the digital conversation by doing so.

We are already planning the events for #drinkchenin day 2019, which will be on **15 June 2019**.

## The Chenin Party at The Grand Africa Café & Beach on 11 September

The Chenin Blanc Association hosted their second CHENIN BLANC PARTY for WOSA and other International guests at The Grand Café and Beach.

The weather was great and it was a perfect spot for the guests to experience the lure of South African Chenin blanc! The party indeed celebrated this heritage grape and the diversity of South African Chenin blanc. The CBA collaborated with SASA

(Sommeliers Association of SA) to raise awareness of the Sommeliers profession of SA in a fun and interactive way. We had a great attendance of WOSA and other international visitors and the feedback we received has been overwhelming positive from the producers, WOSA guests and SASA.

### **Finances/Membership**

The sponsorship of Standard Bank makes it possible to have the available funds to assist with hosting of some smaller events and showcasing the winning wines at events, e.g. Cape Wine. We now have 140 members.

### **Events 2019 – Chenin Blanc International Congress 1-3 July Angers, France**

In September 2016, a research exchange and networking meeting was held in Savennières, France between the CBA, University of Stellenbosch and the various French research organizations.

A meeting was then held in Savennières in November 2016 which laid the foundations for the Chenin Academy and the city of Angers gave its official support to the Academy of Chenin and the congress of 2019. The aims of the ACADEMIE DU CHENIN are to increase the knowledge of the chenin internationally, particularly in relationship to history, terroir, viti/vini, research and also wine tourism. For this reason, Evelyne de Pontbriand, owner of Domaine du Closel in Savennières and president of the Academie, visited SA in November last year and she met up with the CBA members and SU.

One of the projects of the L'ACADEMIE DU CHENIN is an International congress in 2019 Angers. (1-3 July). The CBA and SU are both involved as supporting partners and finalizing the programme. At present we are working on the themes of the papers and also possible speakers from SA. [www.CBIC2019.com](http://www.CBIC2019.com)

### **Support Partner**

WOSA as always, have been wonderful supporters of the Association and the past year we hosted a number of visitors and then also 60+ WOSA guests joined us at our Chenin Party on 11 September.

A very special thanks again to our wonderful sponsor – we value your support and partnership.

Thanks also to all the members of the working committee, Manager Ina Smith, Christina Harvett who manages our finances. Thanks also to Tessa de Kock (Tessa de Kock PR) who assisted with the news releases and Jan Sleet (Sleet Consultancy) who assisted with the media at the Awards event and Chenin Party.

Kind #chenin regards

***Ken***

Ken Forrester Vineyards: 8 November 2018