

NEDERBURG

RARE SOUTH AFRICAN WINE

AUCTION

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Showcasing South Africa's Finest Wines

The 37th Nederburg Auction
16th & 17th September 2011

So what is new in 2011?

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THE *expression* INSIDE

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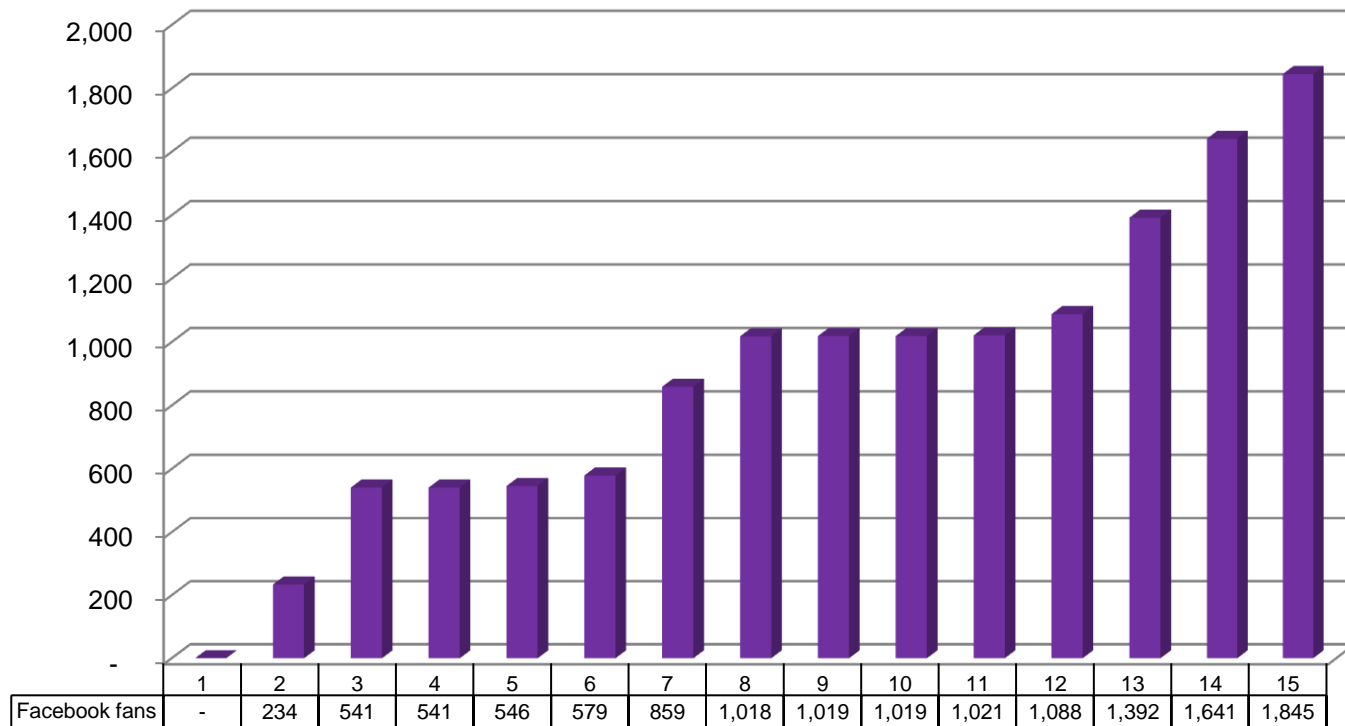
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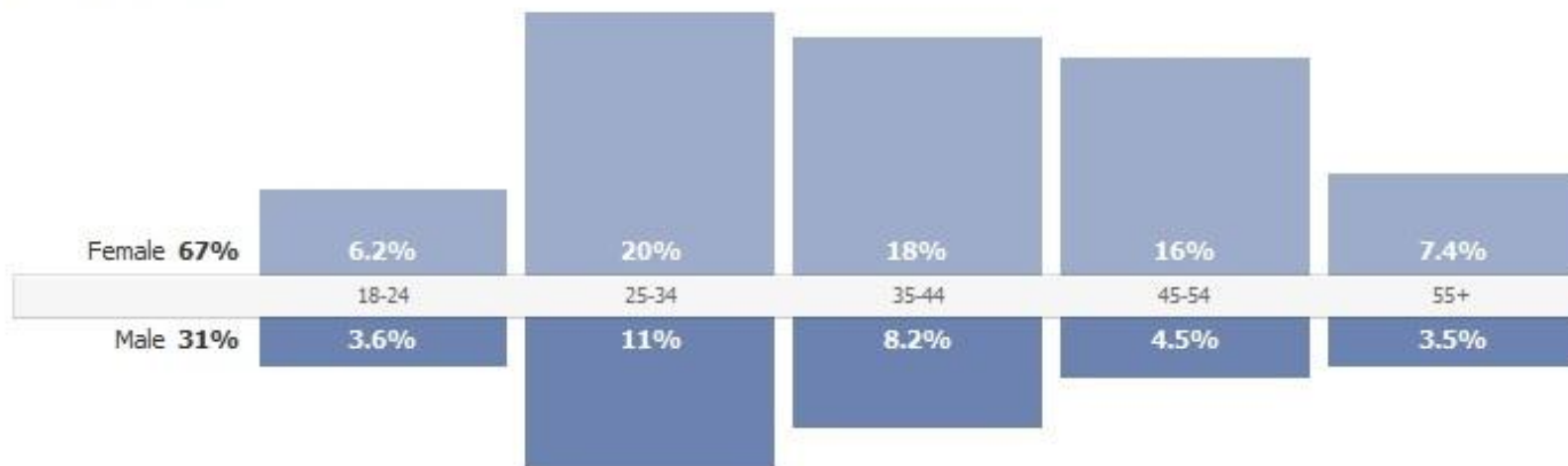
Nederburg Auction: Total Facebook Fans per week



Data: 15 weeks leading up to the auction

Demographics

Gender and Age?



Countries?

1,538 South Africa
57 United Kingdom
10 United States
7 Germany

Cities?

445 Pretoria
345 Cape Town
296 Midrand
152 Johannesburg

Language?

1,246 English (US)
343 English (UK)
46 Afrikaans
7 German

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[WINES ON AUCTION](#)

[BIDDING & BUYING](#)

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NewsFlash:

18 AUGUST 2011 - NEDERBURG AUCTION
28 DAYS UNTIL THE FINEST WINES ARE SOLD ON SHOW!

DAVID WHITE THE KEYNOTE SPEAKER AT THE 2011 NEDERBURG AUCTION



By day he is the chief operating officer of a boutique communications consultancy in Washington, but it's his after-hours activities that are earning him international public attention. Yale graduate, David White, is the founder and editor of daily wine blog *Terroirist*, voted the best new wine blog in the 2011 Wine Blog Awards at last month's Wine Bloggers' Conference in the US. (That's quite apart from his role as guitarist for Washington cover rock band, Sick Feed.)

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MichaelFridjhonInter
view Vimeo SD

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Nederburg Auction
2011 Media Tasting
2:06



Razvan Macici on
wine selection for
2:09



DavedBiggsInterview
Vimeo SD
1:46



White wines' strong
showing
4:11

Suggestions



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PRIVATE COLLECTION WINES

ITEM 95 KANONKOP

PINOTAGE BLACK LABEL 2007
PRIVATE COLLECTION ITEM

Cases: 1 (6 x 750ml)
Reserve price per case: R 6,000
A% 14.00 RS 2.00 TA 5.00 pH 4.00
Free SO₂ 29 Total SO₂ 80

See page 58

ITEM 98 RUSTENBERG

CABERNET SAUVIGNON 1974
PRIVATE COLLECTION ITEM

Cases: 1 (6 x 750ml)
Reserve price per case: R 5,000
A% 13.08 RS 23.50 TA 6.80 pH 3.80
Free SO₂ 11 Total SO₂ 60

See page 100

ITEM 96 DELHEIM

DELHEIM GRAND RESERVE 1984
PRIVATE COLLECTION ITEM

Cases: 1 (6 x 750ml)
Reserve price per case: R 2,400
A% 12.90 RS 1.90 TA 6.30 pH 3.53
Free SO₂ 28 Total SO₂ 69

See page 41

ITEM 99 KWV

RED MUSCADEL JEREPIGO 1930
PRIVATE COLLECTION ITEM

Cases: 6 (1 x 750ml)
Reserve price per case: R 1,200
A% 20.50 RS 203.00 TA 5.90 pH 3.60
Free SO₂ 5 Total SO₂ 28

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Item Number: 108.00

Vintage: 2007

Estate: Ataraxia

Pack Size: 6X750ml

Reserve case price: 480

Alcohol Vol %: 13.41

Res. Sugar g/l: 1.90

T.A g/l: 7.90

pH: 3.18

Free SO₂: 37

Total SO₂: 151

Cultivar: Chardonnay

Category: Dry White

Pack Shots: [Download](#)

PDF fact sheet: [Download](#)

Website: <http://www.ataraxiawines.co.za/>

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Selection of the wines

- The call to enter wines were sent to whole industry
- Received 323 entries/wines
- All wines tasted by panel
- Total of 16 panel members
- 159 wines selected for the auction
- 48% of wines entered accepted

Selection panels

Day 1		
Panel A	Panel B	Panel C
Bennie Howard	Duimpie Bayly	Neil Ellis
Michael Bucholz	Tinus Els	Winnie Bowman CWM
Miquel Chan	Mia Matterson	Deon Boshoff
Neil Grant	Dr Edmund Oettle	Jörg Pfüzner
Day 2		
Panel A	Panel B	Panel C
Bennie Howard	Duimpie Bayly	Neil Ellis
Michael Bucholz	Tinus Els	Winnie Bowman CWM
Miguel Chan	Mia Matterson	Irina van Holdt
Razvan Macici	Ginette de Fleuriot CWM	Deon Boshoff
Neil Grant	Tariro Masayiti	Jörg Pfüzner

* Process audited by PWC

Wine Cultivar Breakdown

Reds

- 21 Red blend
- 23 Cabernet Sauvignon
- 15 Pinotage
- 4 Merlot
- 8 Shiraz/Syrah
- 6 other Reds

Whites

- 13 Sauvignon Blanc
- 11 Chardonnay
- 6 Chenin Blanc
- 6 Other White

MCC

- 3 MCC

Other

- 15 NLH
- 7 Sweet wines
- 7 Ports
- 14 Private Collection

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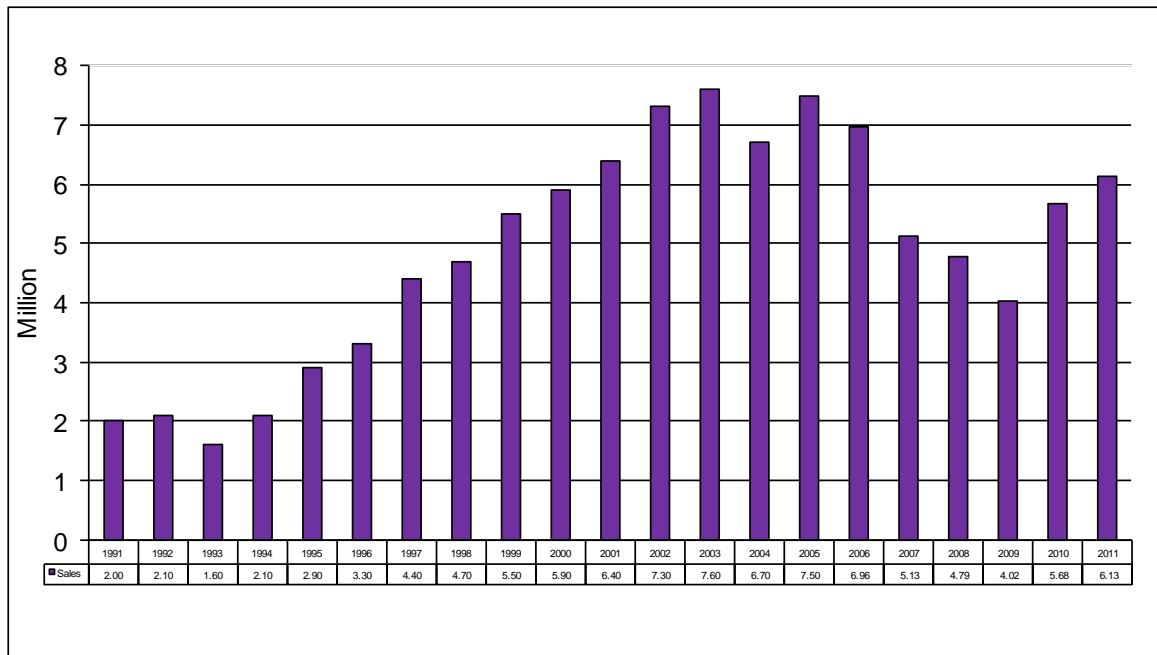
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Total Auction Sales (1991 – 2011)

Sales of R 6,133,840



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Summary of Prices

Total Auction Sales	2009		2010		2011	
	R 4,790,230		R 5,683,810		R 6,133,840	
	9 L Cases	Average Price per 9L Case	9 L Cases	Average Price per 9L Case	9 L Cases	Average Price per 9L Case
Total	3,660	1,099	3,775	1,506	3,091	1,985
Dry White Wine	722	842	788	1,100	784	1,201
Noble Late Harvest	116	1,694	98	2,711	189	2,596
Red Wine	2,753	1,136	2,703	1,515	2,016	2,166
Fortified Wine	30	833	49	1,924	56	2,018
Port	30	1,890	74	3,130	23	7,360
Method Cap Classique	10	854	63	2,021	23	2,417

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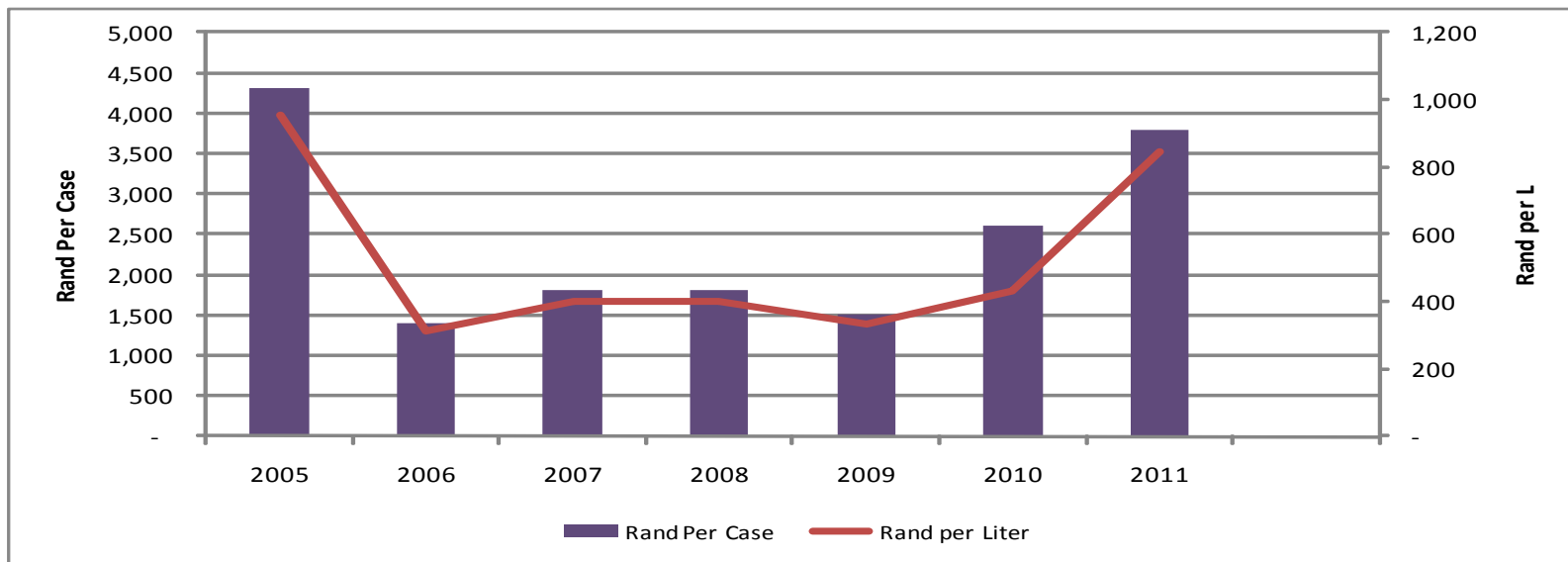
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Highest Prices Paid

Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Dry white	2005	Warwick "Professor Black" Soauvignon Blanc 2004	6 x 750 ml	4,300	956
	2006	Mulderbosch Chardonnay Barrel Fermented 2002	6 x 750 ml	1,400	311
	2007	Cape Point Savignon Blanc 2004	6 x 750 ml	1,800	400
	2008	Hamilton Russel Vineyards Chardonnay 2003	6 x 750 ml	1,800	400
	2009	Jordan Nine Yards Chardonnay 2006	6 x 750 ml	1,500	333
	2009	Vergelegen White 2005	6 x 750 ml	1,500	333
	2010	De Wetshof Estate Unfiltered Chardonnay 2006	4 x 1.5 L	2,600	433
	2011	Private Collection Item: De Wetshof Finesse Chardonnay 1993	6X750ml	3,800	844



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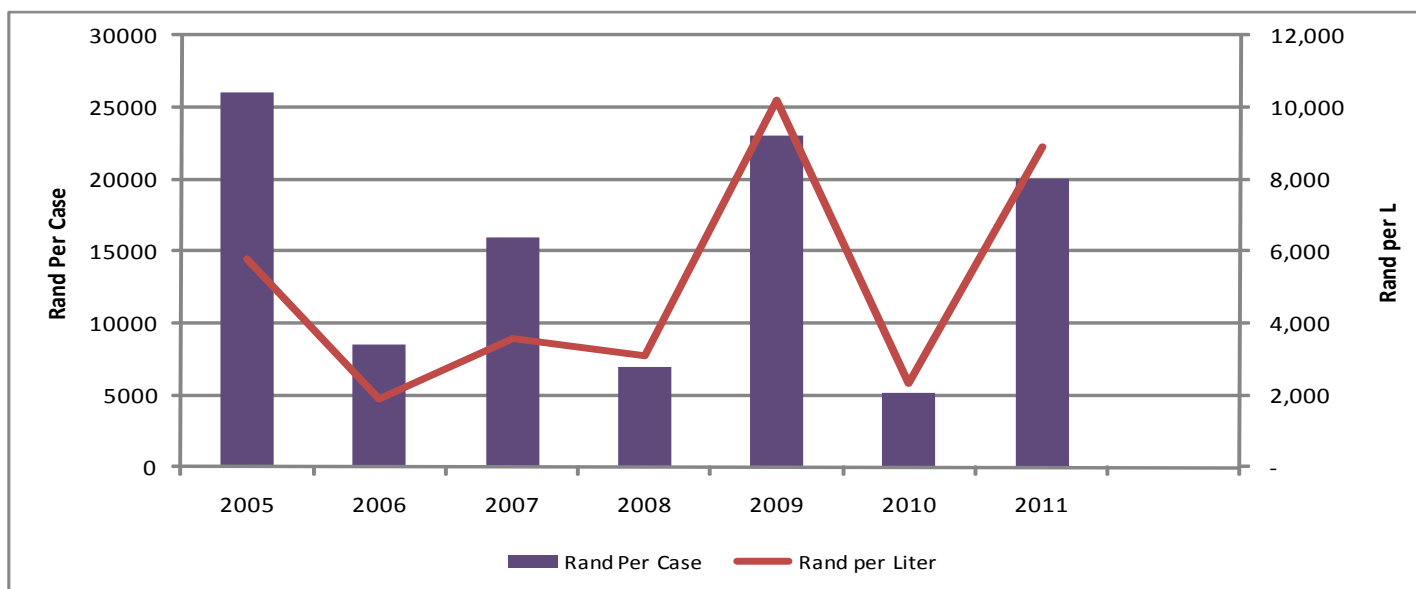
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Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Red Wine	2005	Nederburg Selected Cabernet Sauvignon 1962	6 x 750 ml	26,000	5,778
	2006	Zonnebloem Cabernet Sauvignon 1966	6 x 750 ml	8,500	1,889
	2007	Zonnebloem Cabernet Sauvignon 1967	6 x 750 ml	16,000	3,556
	2008	Zonnebloem Cabernet Sauvignon 1964	3 x 750 ml	7,000	3,111
	2009	Chateau Libertas 1959	6 x 375ml	23,000	10,222
	2010	Groot Constantia Cabernet Sauvignon 1972	3 x 750ml	5,200	2,311
	2011	Private Collection Item: Chateau Libertas 1961	3X750ml	20,000	8,889



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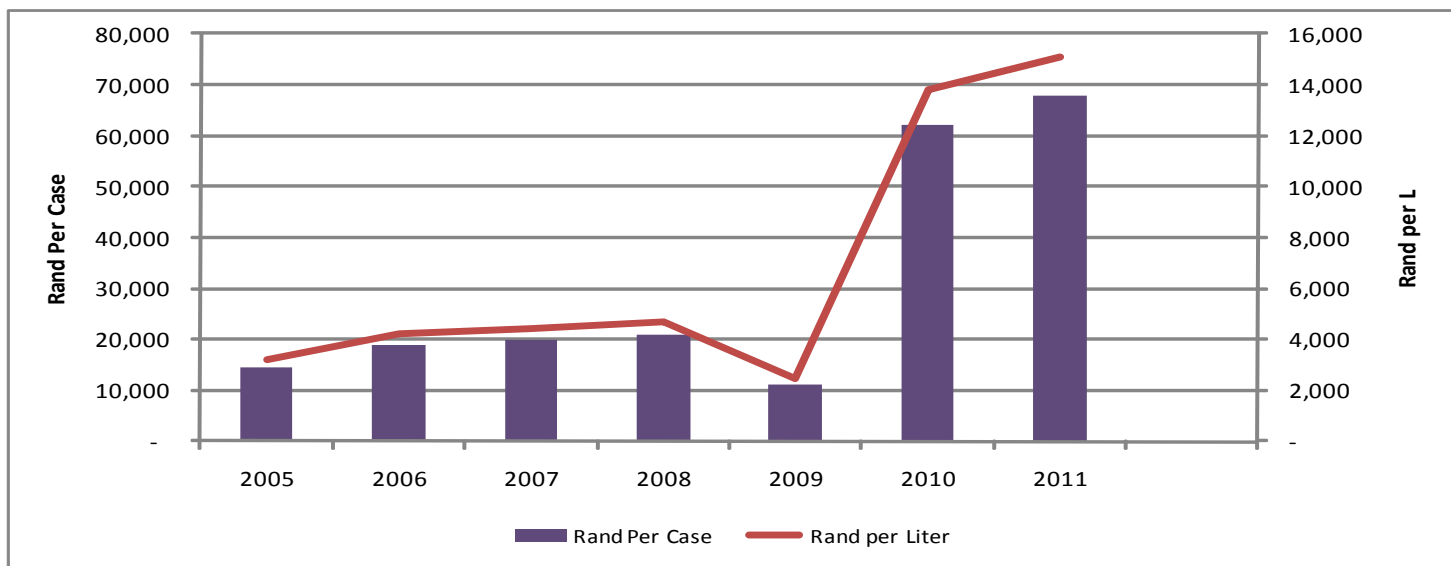
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Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Port	2005	Monis Collector's Port Double Stamp Collection 1948	6 x 750 ml	14,500	3,222
	2006	Monis Collector's Port Stamp Collection 1948	6 x 750 ml	19,000	4,222
	2007	Monis Collector's Port Stamp Collection 1948	6 x 750 ml	20,000	4,444
	2008	Monis Port 1948	6 x 750 ml	21,000	4,667
	2009	Monis Port 1948	6 x 750ml	11,000	2,444
	2010	Nederburg Port 1964	6 x 750ml	62,000	13,778
	2011	Monis Collectors Port (Double Stamp Collection) 1948	6X750ml	68,000	15,111



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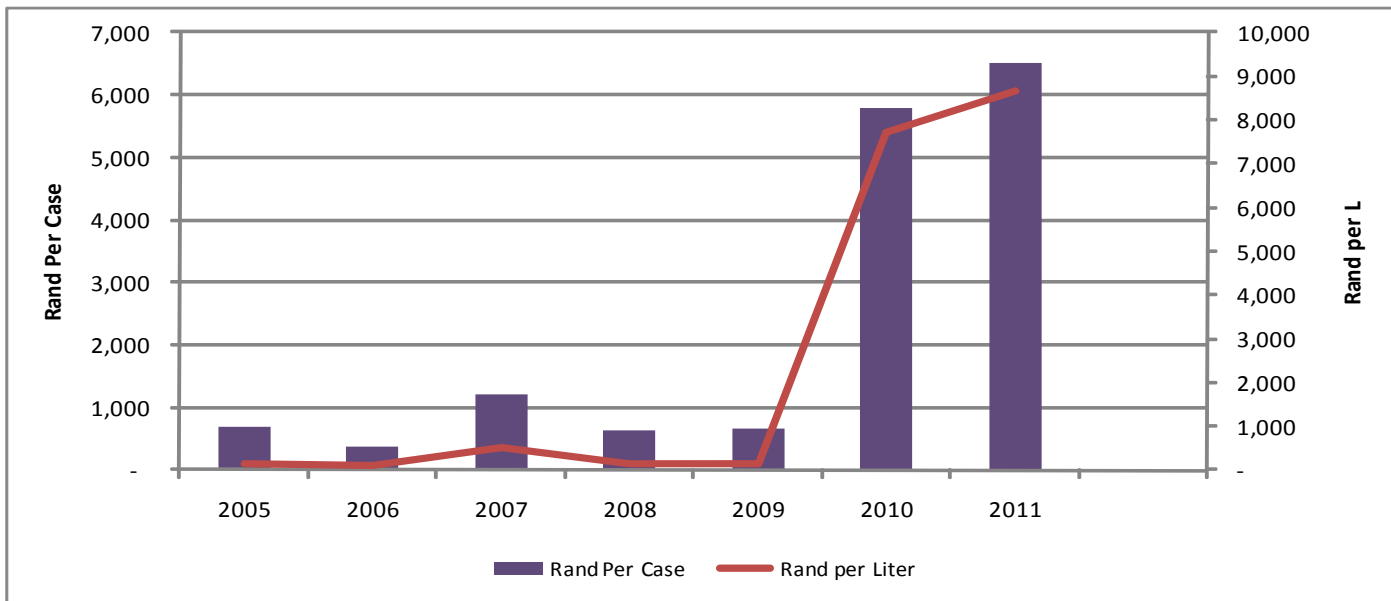
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Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Fortified	2005	Nuy Rooi Muscadel 1998	6 x 750 ml	700	156
Wine	2006	Nuy Rooi Muscadel 2000	6 x 750 ml	380	84
	2007	KWV Red Muscadel 1953	3 x 750 ml	1,200	533
	2008	Boland Kelder Wit Muscadel 1996	6 x 750 ml	620	138
	2009	Weltevrede Rooi Muscadel 1993	6 x 750ml	660	147
	2010	KWV Muscadel 1930	1 x 750ml	5,800	7,733
	2011	Private Collection Item: KWV Red Muscadel Jerepigo 1930	1X750ml	6,500	8,667



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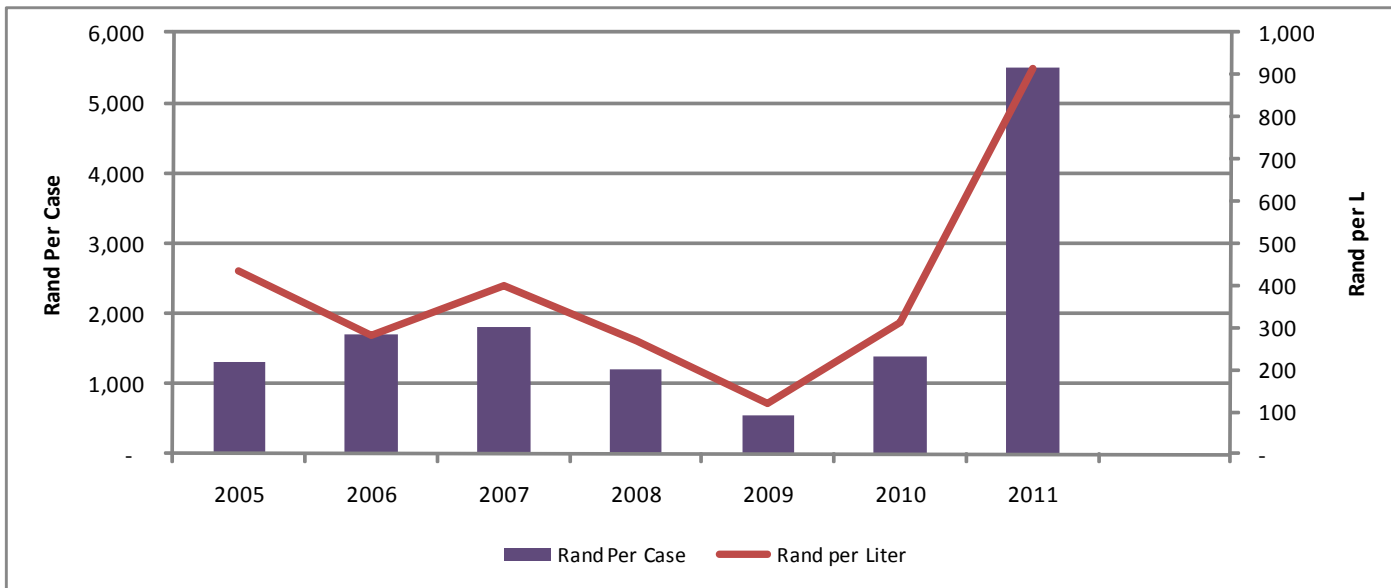
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Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Cap Classique Sparkling	2005	JC le Roux Chardonnay MCC 1989	1 x 3 L	1,300	433
	2006	Graham Beck Brut Methode Cap Classique 1994	4 x 1.5 L	1,700	283
	2007	Graham Beck Brut Blanc de Blanc 2001	6 x 750 ml	1,800	400
	2008	Graham Beck Blanc de Blanc 2001	6 x 750 ml	1,200	267
	2009	Old Vines Vintage Brut 2004	6 x 750 ml	550	122
	2010	Pongracz Desiderius 2001	6 x 750ml	1,400	311
	2011	Private Collection Item: Graham Beck Brut MCC 1994	4X1.5L	5,500	917



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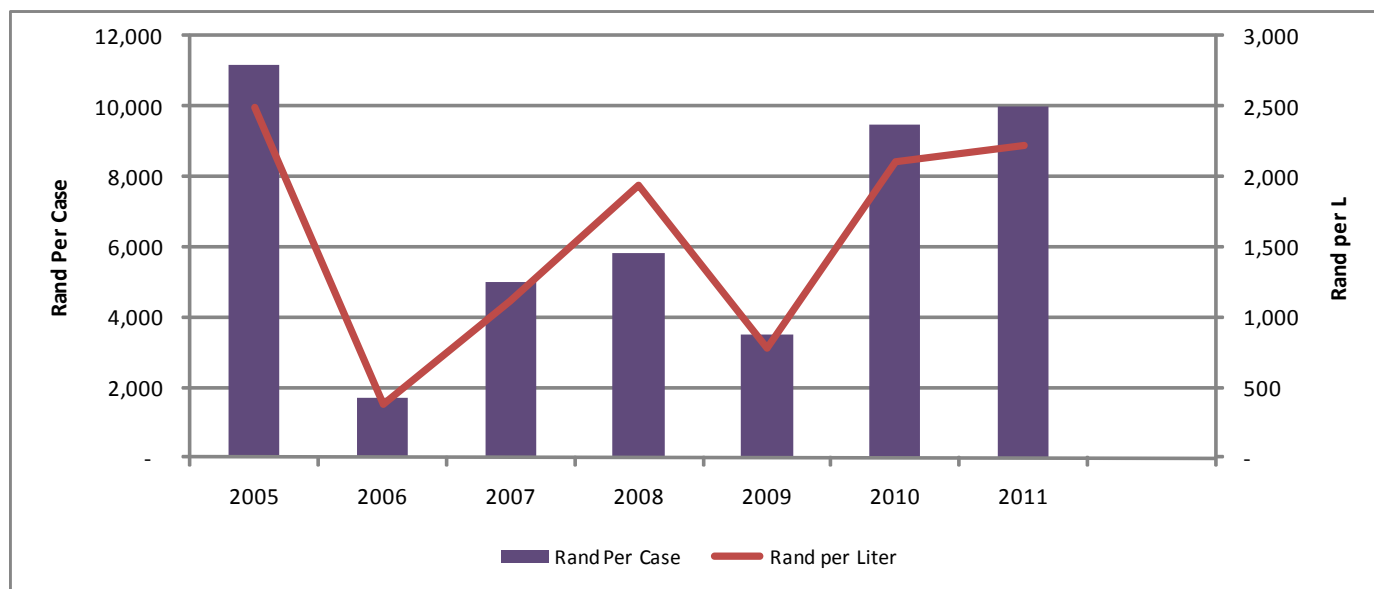
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Category	Year	Wine Description	Case Size	Rand Per Case	Rand per Liter
Noble late harvest	2005	Klein Constantia Vin de Constance 1986	6 x 750 ml	11,200	2,489
	2006	Nederburg Edelkeur (Chenin BI Noble Late Harvest) 2003	12 x 375 ml	1,700	378
	2007	Nederburg Edelkeur 1977	12 x 375 ml	5,000	1,111
	2008	Klein Constantia Vin de Constance 1992	6 x 500 ml	5,800	1,933
	2009	Nederburg Edelkeur 1979	12 x 375ml	3,500	778
	2010	Nederburg Edelkeur 1977	12 x 375ml	9,500	2,111
	2011	Private Collection Item: Nederburg Private Bin Edelkeur 1979	12X375ml	10,000	2,222



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Sales: SA & Rest

Country	2010		2011	
	Rand Value	% of Total Sales Value	Rand Value	% of Total Sales Value
Angola	-	-	329,600	5.4
Botswana	-	-	26,000	0.4
Canada	-	-	47,400	0.8
China	-	-	11,600	0.2
Denmark	122,100	2.2	-	-
Ethiopia	63,700	1.1	7,980	0.1
Finland	63,200	1.1	9,200	0.2
Germany	-	-	558,540	9.1
Ghana	42,400	0.8	15,600	0.3
Hong Kong	16,300	0.3	154,900	2.5
India	222,600	3.9	477,270	7.8
Ireland	-	-	90,000	1.5
Kenya	8,600	0.2	34,120	0.6
Mauritius	9,600	0.2	14,200	0.2
Mozambique	-	-	26,740	0.4
Namibia	312,500	5.5	521,180	8.5
Nigeria	111,800	2.0	68,000	1.1
Norway	-	-	56,100	0.9
Reunion	81,100	1.4	69,400	1.1
Russian Fed.	32,800	0.6	15,820	0.3
Singapore	-	-	72,600	1.2
South Africa	3,957,310	69.6	3,309,360	54.0
Swaziland	21,440	0.4	-	-
Sweden	41,180	0.7	61,900	1.0
Tanzania	6,580	0.1	-	-
United Kingdom	522,000	9.2	-	-
Utd.Arab Emir.	48,600	0.9	59,490	1.0
Zambia	-	-	96,840	1.6
Total	5,683,810	100.0	6,133,840	100.0

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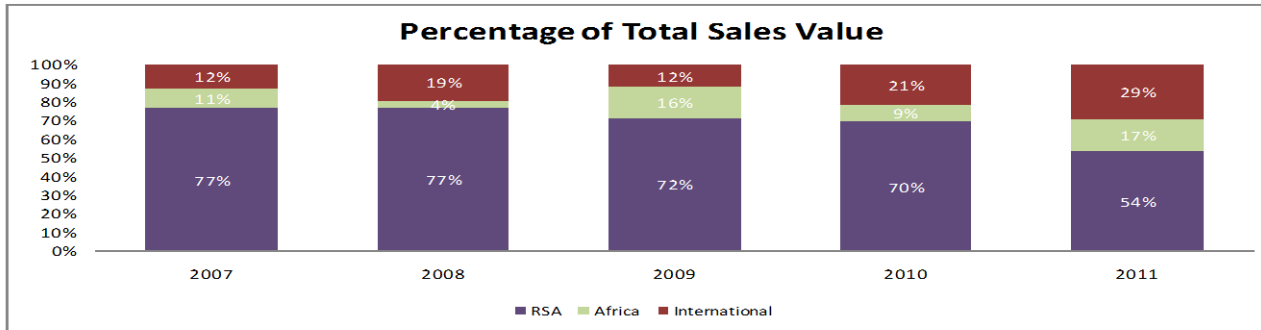
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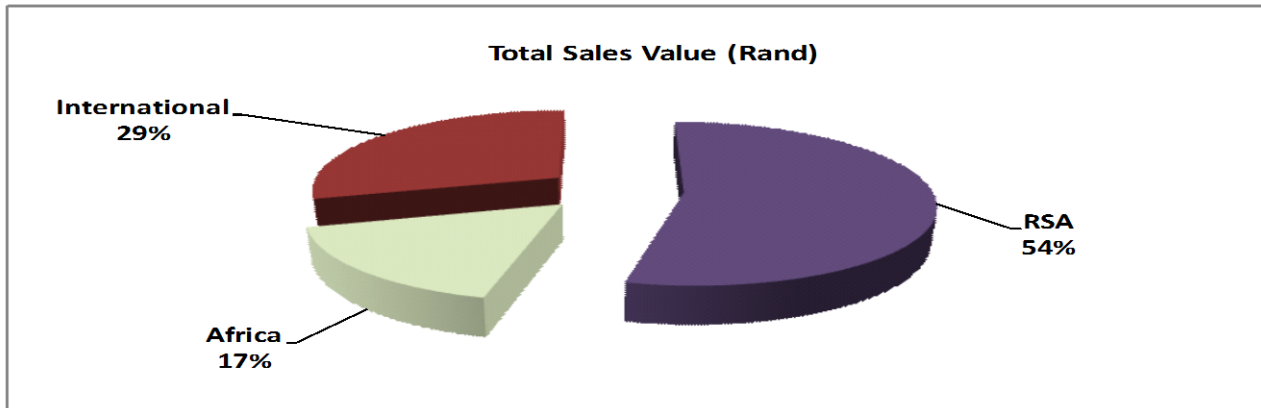
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Sales of R 6,133,840



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Top 10 Buyers

Rank	Paddle	Buyer Name	Purchases		Rand Value	% of Total Sales
			Lots	Cases		
1	26	Checkers Brackenfell 2701 Grocer	46	408	611,600	10.0
2	Spar Group (Combined)	Spar Group (Combined)	103	363	599,170	9.8
3	837	Metro Cash & Carry Germany	119	397	487,660	8.0
4	808	Flemingo International LTD	16	334	350,600	5.7
5	820	Rayan Investments Lda	19	179	329,600	5.4
6	711	Hotel Pension Palmquell	48	126	280,100	4.6
7	307	Fana's Tavern	13	232	279,000	4.6
8	Woermann Brock (Combined)	Woermann Brock (Combined)	66	146	222,480	3.6
9	520	Makro DC Chloorkop	30	135	212,340	3.5
10	2	Pick n Pay (Nederburg Auction)	10	170	194,800	3.2
Total Top 10			470	2,490	3,567,350	58.2

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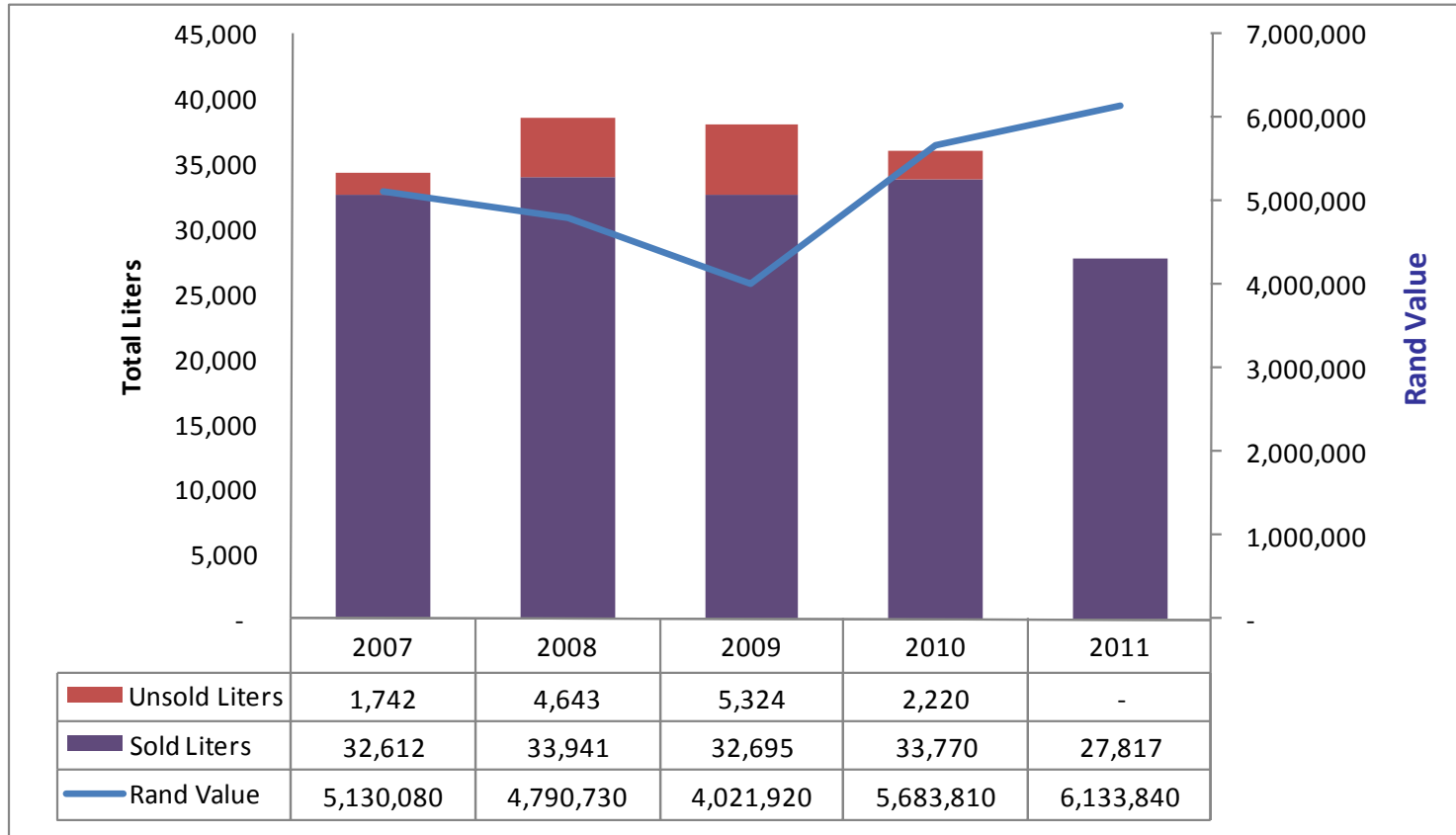
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Unsold Lots



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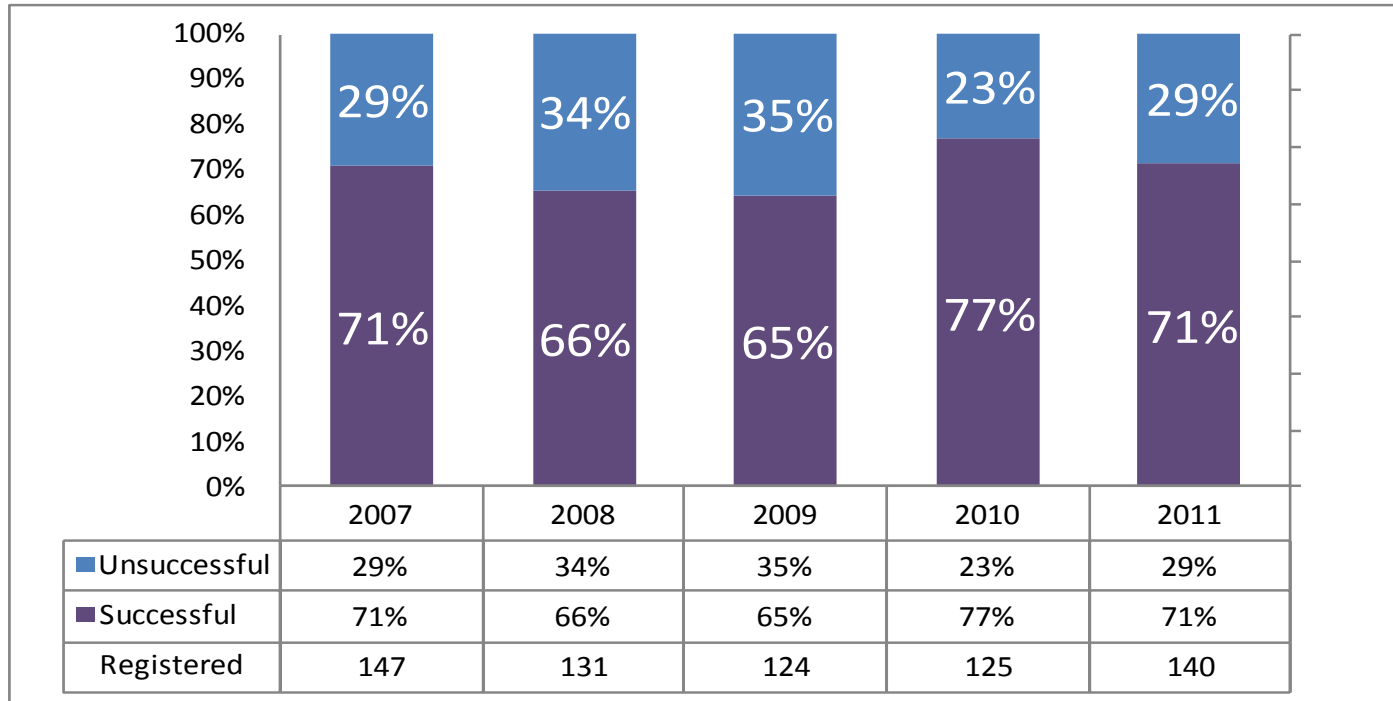
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Buyer Statistics



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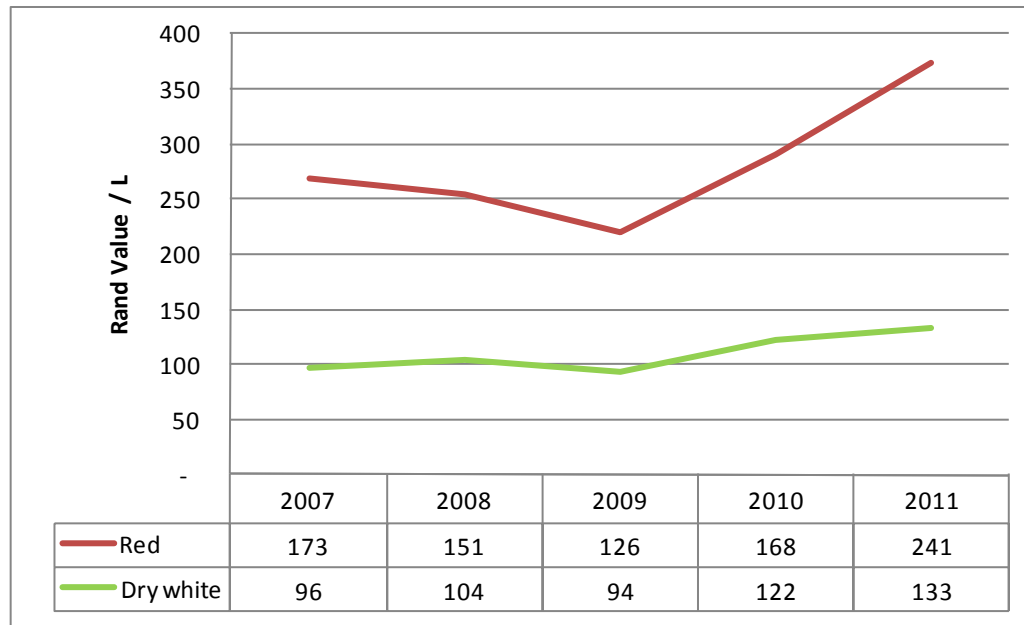
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Rand per Liter



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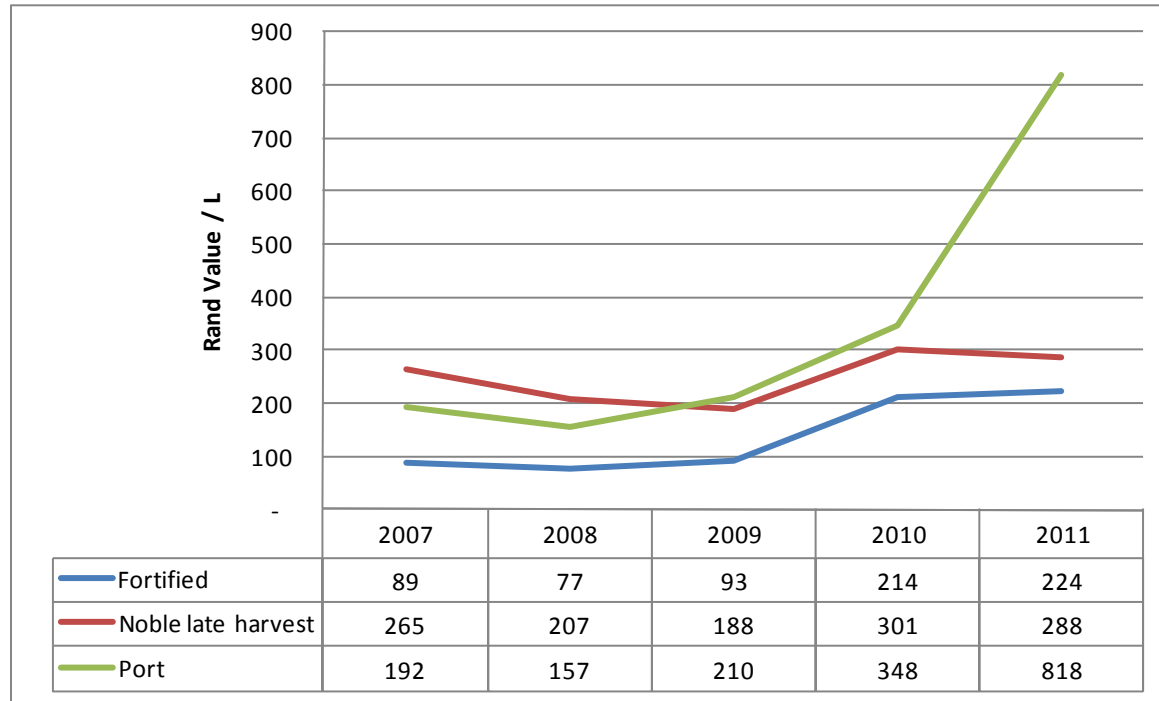
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Rand per Liter



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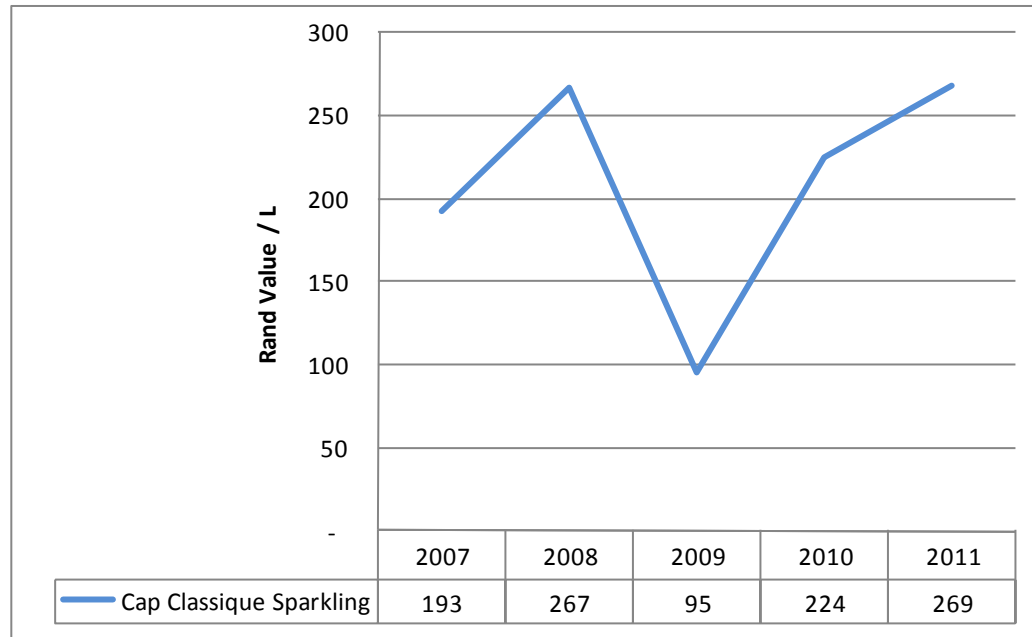
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Nederburg Charity Auction

Beneficiaries

* The Anna Foundation

* The Goedgedacht Trust

* The Pebbles Project Trust

Total = R183,100

Dates for 2012

20 & 21 September Nederburg Auction

24th September Public holiday

25 -27 September Cape Wine

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Thank you

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