

# Nederburg Auction 2015

## Inspiring Tomorrow's Legacy Today

By Yegas Naidoo



Robert Joseph, 41st Nederburg Auction keynote speaker



Yegas Naidoo from Miles for Style



This event is the Nederburg Auction, the oldest auction in the New World of wine and a tribute to the endeavours of South African winemakers since 1975 to improve their wines

The business of fine wine will once again take centre stage at the 41st Nederburg Auction which will unfold at the historical Nederburg Winery in Paarl on the 11th and 12th of September.

Recognised as one of the world's five major auctions, and the oldest in the New World, the auction offers an exclusive opportunity for local and International wine buyers to add to their collection from a well curated selection of fine and rare South African wines some boasting iconic status.

The 2015 collection comprises 60 Reds, 35 Whites, 12 dessert, 15 fortified including 9 Ports and 7 Methode Cap Classique. The oldest wine is a limited release 1948 KWV Port. Looking back on our vinous history the Nederburg Auction mirrors the Cape Wine industry with reliable accuracy.

Once again serious bidders from both the Trade and, now the private sector too, will be lavishly indulged during the two day programme. Considered and competitive bidding will commence on Friday morning preceded by breakfast and an informal

tasting of the Auction wines.

Activities on the Saturday include a continuation of the bidding from Friday but are showcased in a manner to stimulate lavish Lifestyle elements that Nederburg has precisely refined incorporating a free flow of our very own South African Methode Cap Classique bubbles, lavish buffets, delectable food stations, lively musical interludes, exquisite art presentations and a non-mandatory formal dress up code that is always observed with great vivacity and colour.

The grounds of the historical Nederburg will once again be manicured to perfection and the transformation will be breathtaking to behold. The Saturday morning bidding will conclude with the, always well supported and entertaining, charity auction which generally becomes a talking item due to the fierce but friendly bidding – all for needy beneficiaries in the Cape Winelands.

The theme this year is BEYOND and is intended to capture and celebrate the committed players and iconic wines that have lifted the status of our wines from the

current generation and going back to a 40 year winemaking past. As aptly put by Dalene Steyn the Auction's business manager "This is the Nederburg Auction's legacy and in this, its 41st year, the time has arrived for us to take this legacy and inspire the icon wines of the future.

'Among consumers, things are changing too. Today, we trust our peers, or just possibly a supplier. Even in developing markets, wine drinkers are no longer in awe of traditional blue chip regions like Bordeaux.' - Robert Joseph (41st Nederburg Auction keynote speaker)

Once a year, over two days in September, Nederburg winery in Paarl becomes the highlight and focal point of the fine wine business, providing an appropriate backdrop for a prestigious showcase of South Africa's best wines, culture and wine personalities. This event is the Nederburg Auction, the oldest auction in the New World of wine and a tribute to the endeavours of South African winemakers since 1975 to improve their wines.