

THE AGP FOUNDERS



APPELLATION GRAND PRESTIGE

CRAIG MCNAUGHT

AGP CHAIRMAN



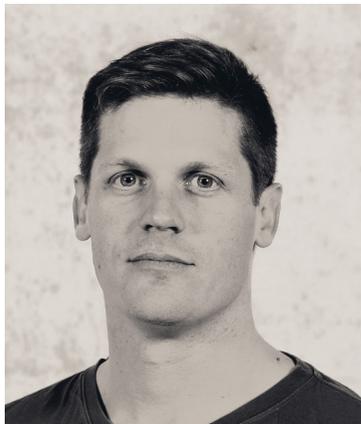
Craig McNaught is the second-generation winemaker at Stony Brook Vineyards; a small, family-run winery in Franschhoek's Bo Hoek region.

"A wine identity is something that Franschhoek has needed for decades. Our valley has consistently produced some of the new-world's best Cabernet Sauvignon, Semillon and Chardonnay wines, but Franschhoek has failed to garner the recognition it deserves because of the myriad of other grapes that are being grown here that maybe don't suit the climate, but rather the mass-consumer. We're on the path towards changing all of that with the AGP initiative, by rewarding producers who put the time and effort in

to growing and bottling the varieties that really reflect what Franschhoek does best. I'm incredibly excited to see how far we can take this, not only because of my vested interest in the success of the valley, but also because of my genuine love of Franschhoek wines."

WYNAND GROBLER

DIRECTOR OF STRATEGY



Wynand is head winemaker and director at Rickety Bridge Winery in Franschhoek where he makes a wide variety of wines, specialising in a small selection of premium Wine of Origin Franschhoek wines.

The importance and strength of wine regions worldwide lies in their unified approach to quality and their ability to convey the typical essence of that region in the final, bottled product. I am excited to be part of the AGP's vision and mission which is to identify and announce the best and most typical Cabernet Sauvignon, Chardonnay and Semillon wines Franschhoek has to offer. This ground-breaking approach to identifying terroir-driven wines will change the South African wine industry for

the better and focus the region on producing these premium and noble varieties. With South Africa and the world already focussed on Franschhoek as a destination, the AGP will allow for the wines from this prestigious region to be identified for its historical excellence and future glory.

CLAYTON REABOW

DIRECTOR OF OPERATIONS & LOGISTICS



Clayton Reabow is the head winemaker and operations manager at Môreson Wines; a boutique winery in Franschhoek specialising in the production of ultra-premium wines.

"The concept of wines crafted from grapes grown within a producer's direct locality is an ever-diminishing one within South Africa. Due to the current regulations, winemakers are free to source wine and grapes from almost any area in the country. The problem with this is that wines lose their regional identity and have to forfeit their 'wine of origin' status to more general terms like 'Coastal Region' and 'Western Cape'. We plan to reverse this current situation via the creation of a

classification system for grape varieties that exemplify and honour Franschhoek's fine wine heritage; namely Cabernet Sauvignon, Semillon and Chardonnay. AGP will reward wines that exhibit typical characteristics for the Franschhoek region, highlighting the uniqueness of these three varieties to the rest of South Africa."

ROB ARMSTRONG

DIRECTOR OF PROCUREMENT



Rob Armstrong is custodian of the vineyards and runs the winery at Haut Espoir, a small family-owned-and-managed farm in the Bo Hoek.

"I am a firm believer in the quality of the wines originating from the valley, so much so that for the last eight vintages we have not sourced fruit from further than a five kilometre radius around us. Franschhoek has some of the most diverse and unique pockets of terroir anywhere in the world and my aim is to see the Valley's unique wines given the recognition that they have deserved for many years. I am also a huge advocate for the unsung hero of our valley, Semillon, as being one of the white varieties that should be used a great

deal more. It's a grape that no region in South Africa has really laid a claim to and we feel that Franschhoek has shown over the years that it can produce world-class Semillon."