

**Platter’s by Diners Club Wine Guide 2023**

***(N.B: Complete and return by 30 May 2022)***

# Invitation to be featured in the new edition

|  |
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| **Platter’s 2023, to be published in the fourth quarter of this year, is the 43rd edition of this best-selling guide to who’s who and what’s what in South Africa’s winelands. To be featured in Platter’s 2023, at no charge,****visit** [**www.wineonaplatter.com/instructions\_newproducer**](http://www.wineonaplatter.com/instructions_newproducer) **and follow the guidelines provided there.****Then complete and sign this document, and return it to****Ina de Villiers at** **inadv@wineonaplatter.com** **no later than 30 May 2022.** |

# Winery/distillery contact detail & general information

**NOTE: ignore any specific/temporary interventions needed to combat the pandemic, and provide details that reflect the “normal” situation at your estate/venue during the currency of this guide (November 2022 – November 2023).**

|  |  |
| --- | --- |
| Full name of estate, private cellar, distillery or producing wholesaler |  |
|  |
| Region |  |
|  |  |
| District |  | Ward |  |
|  |  |
| Date established |  | Date of first bottled vintage/distillate |  |
|  |  |  |  |
| GPS coordinates (in the format S 33° 55' 18.9" E 018° 55' 19.0") |  |
|  |  |  |  |  |
| Do you bottle on your property? |  | Yes |  | No |
|  |  |  |  |  |
| Tasting localeopening hours | Monday – Friday |  |
|  |  |  |  |
| Saturday |  | Sunday |  |
|  |  |
| Languages spoken (besides English & Afrikaans) |  |
|  |  |
| If you charge a fee for tasting, indicate the amount (ZAR incl VAT) |  |
|  |  |
| We assume your sales hours are the same as the tasting locale opening hours. If not, indicate the sales hours |
|  |
|  |
| Do you offer cellar/distillery tours? |  | Yes |  | No |
|  |  |  |  |  |
| We assume your cellar/distillery tour hours are the same as the tasting locale opening hours. If not, indicate the cellar/distillery tour hours |
|  |
| Do you offer meals or refreshments? Please provide full details of what is offered and the hours available |
|  |
|  |
| Indicate the public holidays when the tasting locale is closed |  |  | All public holidays |  | Easter Sunday |  | Youth Day |
|  |  |  |  |  |
|  |  | New Year’s Day |  | Family Day/Easter Monday |  | National Women’s Day |
|  |  |  |  |  |
|  |  | Ash Wednesday |  | Ascension Day |  | Heritage Day |
|  |  |  |  |  |
|  |  | Human Rights Day |  | Pentecost |  | Day of Reconciliation |
|  |  |  |  |  |
|  |  | Good Friday |  | Freedom Day |  | Christmas Day |
|  |  |  |  |  |
|  |  | Easter Saturday |  | Workers Day |  | Day of Goodwill |
|  |  |  |  |  |
|  |  | Other days closed |  |
|  |  |  |  |
|  |  |  |  |  |  |
|  | We consider our visitor facilities to be accessible to persons with disabilities, particularly wheelchairs. Specifically: |
|  |  |
|  | A signposted parking bay is provided |
|  |  |
|  | Access to our tasting venue is disabled friendly |
|  |  |
|  | A toilet is provided for persons with disabilities |
|  |  |
|  | We offer a cellar tour, and it is accessible to persons with disabilities |
|  |  |  |
| Please tick the following where applicable and feel free to elaborate |
|  | Wine Club |  |
|  |  |  |
|  | Special facilities on your property for children |  |
|  |  |  |
|  | Special facilities on your property for tour groups |  |
|  |  |  |
|  | Gift shop on the property |  |
|  |  |  |
|  | Cheese or other farm produce made or sold on the property |  |
|  |  |  |
|  | Visitors permitted to bring their own picnic |  |
|  |  |  |
|  | Conference facilities |  |
|  |  |  |
|  | Walking or hiking trails on the property |  |
|  |  |  |
|  | Proclaimed conservation area on the property |  |
|  |  |  |
|  | 4x4 trail on the property |  |
|  |  |  |
|  | Mountain biking trail on the premises |  |
|  |  |  |
|  | Permanent museum, art and/or cultural exhibition on the property |  |
|  |  |  |
|  | Facilities to produce craft beer, gin etc on the property |  |
|  |
| Provide full details of any other facilities or attractions on the property (e.g. guest house/B&B, AV presentation, self-guided tours or festivals) |
|  |
|  |
|  Who is/are the owner(s) of the estate/private cellar/distillery/producing wholesaler (if a cooperative, number of members, or if a company, number of shareholders)? |
|  |
|  |
| Percentage of foreign ownership |  |

**CELLAR / BRANDY MASTER(S)**

|  |  |
| --- | --- |
| Name of cellar/brandy master(s) |  |
|  |  |
| When was/were the cellar/brandy master(s) appointed? |
|  |  |  |  |
| Month |  | Year |  |
|  |
| The cellar/brandy master(s) is/are |
|  |  |  |  |
|  | Shareholder(s)/employee(s) |  | External service provider(s) working under contract |

**WINEMAKER(S) / DISTILLER(S)**

|  |  |
| --- | --- |
| Name of winemaker(s)/distiller(s) |  |
|  |  |
| When was/were the winemaker(s)/distiller(s) appointed? |
|  |  |  |  |
| Month |  | Year |  |
|  |
| The winemaker(s)/distiller(s) is/are |
|  |  |  |  |
|  | Shareholder(s)/employee(s) |  | External service provider(s) working under contract |

**ASSISTANT WINEMAKER(S) / DISTILLER(S)**

|  |  |
| --- | --- |
| Name of assistant winemaker(s)/distiller(s) |  |
|  |  |
| When was/were the assistant winemaker(s)/distiller(s) appointed? |
|  |  |  |  |
| Month |  | Year |  |
|  |
| The assistant winemaker(s)/distiller(s) is/are |
|  |  |  |  |
|  | Shareholder(s)/employee(s) |  | External service provider(s) working under contract |

**VITICULTURIST(S)**

|  |  |
| --- | --- |
| Name of viticulturist(s) |  |
|  |  |
| When was/were the viticulturist(s) appointed? |
|  |  |  |  |
| Month |  | Year |  |
|  |
| The viticulturist(s) is/are |
|  |  |  |  |
|  | Shareholder(s)/employee(s) |  | External service provider(s) working under contract |

|  |  |
| --- | --- |
| Total area of your property (hectares) |  |
|  |  |  |  |  |  |
| Number of hectares under vine |  | Number of hectares in production |  |
|  |  |  |
| Main wine/brandy/sherry-style wine grape varieties planted & average age of vines for each variety |
|  |
| Note any blocks that are particularly old, unique or unusual (in SA context) |
|  |
|  |  |
| Average annual harvest (tons) |  |
|  |  |
| Number of cases made for own brand(s) (6 x 750ml or litres if made in bulk) |  |
| Breakdown of production for own labels |
| Red (%) |  | White (%) |  | Rosé (%) |  |
|  |  |  |  |  |  |
| Other (specify) (%) |  |
|  |  |
| Name(s) of your own export brand(s) |
|  |
| Countries to which your own brand(s) are exported |
|  |
| Names of brands you make for third parties (e.g. restaurants, merchants). If these third-party brands are exported, state to which countries |
|  |
|  |
| Average number of cases made for clients (6 x 750ml or litres if made in bulk) |  |
|  |  |
|  |  |
| If the brands you make for third parties are exported, state to which countries |
|  |
|  |  |  |  |  |
| Is your winery/distillery certified in terms of an ISO quality specification? |  | Yes |  | No |
|  |  |  |  |  |
| If yes, which one? |  |
|  |  |
| When was certification obtained |  |
|  |  |
| Winery/distillery is certified by |
|  |  |
|  | WIETA |  | Fairtrade |
|  |  |  |  |
|  | Other (specify) |  |
|  |
| Winery/distillery postal address & code |
|  |
|  |
| Tel number |  | Email address |  |
|  |  |  |  |
| Website |  |
|  |  |
| Instant messaging ID |
|  |  |
| Skype |  | Other (specify) |  |
|  |  |
| Social media addresses |  |
|  |  |
| Twitter |  | Facebook |  |
|  |  |  |  |
| Instagram |  | TikTok |  |
|  |  |  |  |
| Other (specify) |  |
|  |  |
| **NB: Emergency/all-hours number (office use only – not for publication)** |  |

# Winery overview

|  |
| --- |
| You are new to Platter’s Guide - give a brief history of your winery/distillery & some of the major highlights down the years |
|  |
| Tell us about your production facilities, vineyards, markets etc, and about your plans for the future |
|  |
| What is the philosophy of your winery/distillery? |
|  |
| How would you describe the style of your wine/brandy (grape and/or husk)/sherry-style wine? What makes your wine/brandy/sherry-style wine unique? |
|  |
| How important is the visitor experience to your brand? Do you see the tourism element becoming more important and what are you doing to prepare? What role does social media play in your marketing? |
|  |

# Declaration

I have read the requirements and conditions for inclusion in the guide and agree to abide by them.

|  |  |
| --- | --- |
| Completed by (name) |  |
|  |  |
| Designation/job title |  |
|  |  |
| Signature ***(not required if document is emailed)*** |  |

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