

# Records tumble at CWG Auction, sales reach R11,9m

Exceeding last year's turnover by 42%, the 2014 Nedbank Cape Winemakers Guild Auction reached a record R11,929,600 in sales, with three wines fetching the highest price ever achieved of R8,600 for a case of six bottles, and attracted a record number of 178 buyers.



Auctioneer, Henré Hablutz of Honeyr-Mills Auctioneers

Kicking off the auction with the highest bid ever made in the history of the Guild, with R7,000 for the very first wine to go under the hammer, the auction continued its record breaking streak with keen bidding prevailing until the very last item had been sold. Competitive buying saw Tsogo Sun take pole place as this year's top buyer spending close on R2.47 million. The other top buyers were Alan Pick of the Butcher Shop and Grill on almost R1.9 million, Singita on R469,000, Tedeum Vin Denmark on R450,000 and Restaurant Mosaic on R330,000.

The three red wines that fetched the highest price of R8,600 per case were Boekenhoutskloof Syrah Auction Reserve 2012, Kanonkop CWG Paul Sauer 2011 and Etienne le Riche Cabernet Sauvignon Auction Reserve 2004. The highest price paid for a white wine this year was R5,600 for six bottles of Cape Point Vineyards CWG Reserve White 2013.

"The unprecedented surge in prices this year is testament to the high quality standards of our auction wines and the stature and recognition the Guild enjoys from private wine collectors as well as leading trade buyers. The endorsements of our auction wines from some of the world's top wine commentators have also been encouraging," said Andries Burger, Chairman of the Cape Winemaker Guild.

"After 30 years, the Guild auction has come of age as a reputable brand and our contribution to the South African wine industry through our social responsibility programmes and the development of future winemakers and industry leaders, is tangible and contributes to our high standing and credibility."

In total 2,833 cases (6 x 750ml equivalent) were sold at an average price of R4,210 per case and an average price per bottle of R701.82. The lineup of 61 wines included 40 red wines, 18 white wines, 1 Méthode Cap Classique, one dessert wine and a potstill brandy.

## Few international buyers

The auction, conducted by Henré Hablutzell of Hofmeyr Mills Auctioneers for the 17th consecutive year, attracted 156 local and 22 foreign buyers.

The bulk of the wines, 90% were snatched up by local buyers with just 10% bought by foreigners despite the favourable exchange rate. Amongst the foreign buyers, the most bids came from Denmark, followed by the UK and the Netherlands.

The 10 top selling wines based on an average price per case equivalent of 6 x 750ml were the Boekenhoutskloof Syrah Auction Reserve 2012 (R8,060), Kanonkop CWG Paul Sauer 2011 (R8,032), Etienne le Riche Cabernet Sauvignon Auction Reserve 2004 (R8,240), Beyerskloof Traildust Pinotage 2012 (R7,350), Hartenberg Auction Reserve Shiraz 2011 (R6,612), Rust en Vrede CWG Estate 2011 (R6,295), Etienne le Riche Cabernet Sauvignon Auction Reserve 2012 (R6,143), Hartenberg CWG Auction Cabernet Sauvignon 2010 (R6,000), Ernie Els CWG 2012 (R5,920), and Kanonkop CWG Pinotage 2008 (R5,871).

## Charity raises over R228k

Over and above the main auction, a record amount of R228,700 was raised on the day in aid of the Cape Winemaker's Guild Protégé Programme, a mentorship initiative for young, upcoming winemakers and viticulturists. This year's special item sold at the Charity Auction, a one-of-a-kind 18-litre 2012 Members' Reserve comprising a blend of top wines from all 45 members of the Guild, was purchased for yet another record breaking price of R80,000.

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