

## A Fresh Approach to Wine at Vinexpo

"We could have had a green jumper or white jumper...but the red is eye-catching," Van Arkel explains to us as he serves us samples of wines. The idea of the jumper stuck, and now the label features animals from around the world to represent each of the countries the wines are produced in.

The idea behind Tussock Jumper is novel, because it is a label that offers wines from vineyards around the world—both the old and new world—including Argentina, Spain, France and Australia.

The idea of using distinctive fauna to for each country makes it both a handy visual hint and aesthetically appealing to consumers. The stylisation appeals to lovers of the hip and offbeat, with a quirky and irreverent sense of humour.

### Origin Wines

"It's being more trendy," Leon Van Den Berg, business director of Origin states regarding "hip" packaging for wine.


"We have a bottle where people can write their own personal message on it."

Origin Wines is a South African company that started as a three-man team. They are now one of the top three exporters in the country and pride themselves on being one of the most innovative wine producers in South Africa, with a dedicated team of creatives constantly working on new designs and packaging concepts.

The company has three brands: Stormhoek, Fairhills and The African Horizon, each with its own distinct "look" and style.

Of these, Stormhoek was created with the younger consumer in mind. The bottles eschew a paper label altogether. Instead, the design is printed on the bottle itself. Their aptly-named Fruit Bomb 2013 is a moscato that comes in a white bottle covered in a cheerful, brightly coloured pattern of pineapples, watermelons, grapes and peaches, while their Be Sparkling Rose 2013 comes in a clear bottle inscribed with a heart in which uplifting quotes are written.

Both the packaging and the names of these wines are designed with younger consumers in mind. The fun packaging grabs attention, and the names de-mystify wine, as they are straightforward, simple and memorable.

Says Van der Berg, "People see our bottles and want to keep them." 

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## AN EXTRAORDINARY WINERY

Text Tara Lee  
 Photos Courtesy of Château Le Queyroux

**AT** Vinexpo I had the rare opportunity to meet many winemakers in person. One who captivated me was Dominique Léandre-Chevalier and his wines from Château Le Queyroux from the heart of the Blaye region.

What initially drew me to his tasting booth was a large photograph displayed on the wall, one of Léandre-Chevalier himself tilling the soil with a magnificent white-speckled horse pulling the plow. "My horse is my constant companion in the fields," he said.

Another photograph, a birds-eye view of the vineyard, where the vines are planted in a circular fashion, also caught




my attention. As Léandre-Chevalier explained, he is confident that Château Le Queyroux is unique; it is the only vineyard in France to be planted in a circular pattern. This special cultivation of the vine, focus on hand-harvested grapes, careful selection of the fruit, as well as using pre-phylloxera, non-grafted Petit Verdot vines, show Léandre-Chevalier's reverence for heritage and his respect for the art of wine making.

For Léandre-Chevalier, wine making is less of a business and much more about the passion for doing something right.

After all, the estate is named L'homme Cheval, the Horseman, after his family name, which translates directly as "man horse". "My ancestors were winegrowers, tree nursery owners and wagonners." Family history inspired the design of the wine labels that feature two centaurs.

Along with his surname, he carries the family tradition of respecting nature and intervening only when it is absolutely necessary. "Working and living in harmony with my values and using the knowledge passed down through the generations of my family, I am profoundly convinced that hard work is the only path to reaping long-term benefits." Léandre-Chevalier continued, "I knew it was impossible... So I did it!" His dedication to the art of wine making shows through in his wines, which are excellent and highly expressive with their own unique characteristics.

While the methods of cultivation at L'homme Cheval are down to earth, Léandre-Chevalier's approach to dining is classically French – a leisurely social event. The estate doubles as a bed and breakfast guesthouse, and their bistro serves barbeques and a selection of cheeses and charcuterie. The building is a nineteenth century family home in the typical Gironde style, tucked away in the town of Anglade, just steps away from the Atlantic. 



CULTURE