



Floriography



THE STORY The Floriography concept is inspired by one of the natural wonders of the world—the Cape Flowers, which bloom every year in a semi-desert region of South Africa called Namaqualand. This region stretches for over 600 miles on the west coast of southern Africa (including Cederberg) and covers over 170,000 square miles. Over 3,900 seed species lie dormant in the soils of this region until the summer, when the area transforms into a floral wonderland. Carpets of flowers, of all species and all colors, stretch for miles in all directions. The flowering that takes place each year in Namaqualand, painting the desert in colors that defy even the most vivid imagination, is one of the most spectacular phenomena a person will ever witness.

BLOOMING RED

Blend: 69% Shiraz, 17% Mourvèdre, 14% Grenache

Tasting Notes: A fruit driven blend. Expect a wine filled with ripe plums, raspberry and hints of dark chocolate with smoky nuances leaving a sweet creamy texture. The juicy tannins make this wine approachable and ready to drink but will improve over the next 4 years.

BLOOMING WHITE

Blend: 48% Bukettraube, 29% Muscat D’Alexandrie, 22% Sauvignon Blanc, 1% Semillon

Tasting Notes: Blooming White is an explosion of aroma and flavor. It has prominent muscat flavors with apricot and floral notes on the nose. A well-balanced wine with a delicate sweetness and crisp acidity. Enjoyed as an aperitif; partner to spicy fusion foods – not hot; mild curries, or goose liver and Sushi.

ROSÉ IGP Mediterranee

Blend: 50% Grenache – 5% Syrah – 20% Cinsault – 25% Caladoc

Tasting Notes: Floriography displays a light salmon color in the glass. Watermelon, ripe peach aromas, and floral notes lead to a palate alive with wild strawberries and hints of mineral notes, with crisp acidity and a refreshing finish. The perfect wine for every occasion.



THE TERM Floriography, or the “language of flowers,” was coined in the Victorian era and refers to the practice of communicating with others by sending secret messages coded in the arrangement of particular flowers. In this highly chaste and demure era of the western world – a time during which propriety and proper behavior were of the utmost importance – open expressions of ardor, passion and desire were taboo. Using flowers as symbols allowed individuals to express feelings that could not be spoken aloud.

OUR WINES aim to unlock this secret language as a way to celebrate life and awaken all our senses to the wonder, the passion, the joy and the meaning imbued in all things living on our amazing planet. We hope this range of wines not only takes you on a sensory journey of sight, taste, and smell but also a journey of thought and speculation. Most of all, we want these wines to bring you happiness and excitement. These wines are made to be aromatic, fruity, soft, and accessible. Enjoy.