

VAN RYN'S TAKES INTERNATIONAL TOP HONOURS FIVE TIMES

Van Ryn's Distillery in Stellenbosch has retained its best in the world status amidst tough competition, having just taken the title in London of International Spirits Challenge (ISC) Best Brandy for the second year in succession. On both occasions, the top score went to Van Ryn's 12 Year Old Distillers Reserve, the same brandy to twice win the International Wine & Spirit Competition's Worldwide Best Brandy (IWSC) trophy, first in 2004 and again in 2005.



Last year, it was the turn of the Van Ryn's 20 Year Old Collectors Reserve to be judged IWSC Worldwide Best Brandy for 2008.

The latest coup brings to five the number of times South Africa's flagship brandy distillery has walked off with the highest score on a major international competitive event. No other local brandy distillery has been similarly honoured.



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Van Ryn's 15 Year Old Fine Cask Reserve won a gold medal on the 2009 ISC. The distillery also came home with three golds on this year's IWSC. These were for the 12 Year Old Distillers Reserve and 20 Year Old Collectors Reserve, both of which also earned best-in-class scores, as well as for the Van Ryn's 10 Year Old Vintage Brandy. The 12 Year Old Distillers Reserve also won gold on the 2009 Concours Mondial de Bruxelles.



Says brandy master Johan Venter, who conceived the Van Ryn's Collection Reserve range and continues to oversee the handcrafting of its four limited-edition brandies: "With the growing international participation of specialist brandy producers the world over, the competition and thus standards continue to rise, making it progressively difficult to retain our front-ranking position. Apart from the actual brandy-making expertise we have developed and try to enhance with each passing year, we also give a great deal of focus to the sourcing of the right fruit and have established close networks with the viticulturists who manage the vineyards from which we draw our grapes.

"We also are extremely particular in the seasoning and toasting specifications for the French oak vats in which we age our brandies. So with top-quality fruit and wood at our disposal, we are well placed to apply ourselves to the traditional art of double-distillation and, of course, to the blending, which is where we make our most discernible mark.

"We are also very fortunate in that South African brandy-making legislation is amongst the most stringent anywhere in the world, which certainly has given us a head start."

The four brandies in the range are stocked by specialty retailers and at Van Ryn's Distillery on the banks of the Eerste River.



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INTERNATIONAL ACCLAIM ENCOURAGES BRANDY ENTHUSIASTS TO BUY LOCAL



The Alchemy of Gold portfolio of specialty brandies has been well-rewarded at this year's premier European show, Concours Mondial de Bruxelles, earning two gold and four silver medals to augment its already impressive prize-winning tradition.

“Such high-level endorsement, in times like these, when people demand assurance of money well spent, sends a most encouraging signal to brandy enthusiasts,” says Alchemy of Gold spokesperson, Siobhan Thompson.

The gold medals went to Van Ryn's 12 Year Old Distillers Reserve, (twice winner of the International Wine & Spirit Competition's Worldwide Best Brandy Trophy and last year the winner of the 2008 Best Brandy Trophy at the International Spirits Challenge), as well as to relative newcomer Oude Meester Demant.

Smooth and approachable with a remarkable purity of taste, Oude Meester Demant was launched last year and has met with both critical acclaim and ready consumer support, according to Thompson.

“Every year, without fail, irrespective of the competition, Van Ryn's excels, demonstrating the consistency of its performance when judged in an international forum. We are also very proud that Oude Meester Demant should be acknowledged in this way.”

The silvers were awarded to Van Ryn's 10 Year Old Vintage Brandy and the Van Ryn's 15 Year Old Fine Cask Reserve, as well as to Klipdrift Gold and Nederburg Solera Potstilled.



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Founded in Brussels, Belgium, Councours Mondial is now held in a variety of European cities and this year was staged in Valencia, Spain. The competition, which draws entries from all over the world, involved judges from 40 countries.

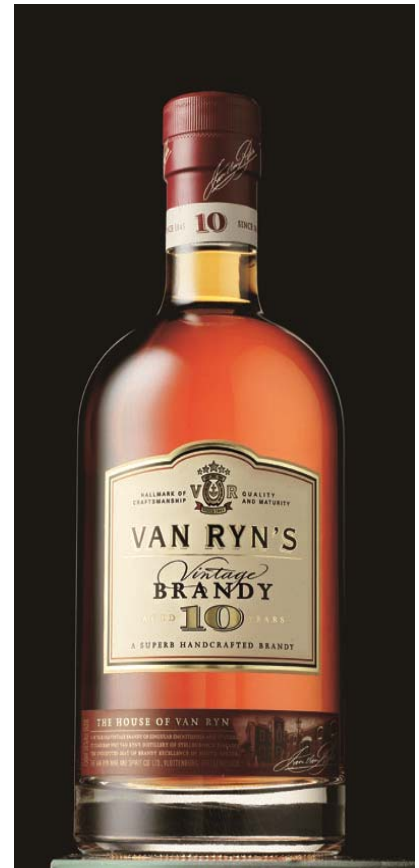
“The panel is like a microcosm of the United Nations accommodating a range of cultures and preferences in which our brandies continue to stand out when evaluated against their peers. It is also very affirming to note that this year’s medals have been awarded across a broad stylistic range from the complex, long-aged to the younger, more accessible brandies.”

All brandies in the Alchemy of Gold portfolio are offered through specialty stockists and style bars and fine dining establishments.

About Alchemy of Gold

Alchemy of Gold is a portfolio of internationally awarded South African connoisseur brandies sold mostly through specialty shops, fine dining restaurants and style bars.

These brandies are made in the traditional way perfected in Cognac, using copper potstills and aged in French oak but with a uniquely South African style.



The collection takes its name from the alchemists of the middle ages. Although best remembered for trying to turn base metals into gold, it was an alchemist who brought the art of distillation to Europe from the Middle East, setting the scene for the tradition for fine brandymaking. There is also a part of brandymaking that is like alchemy, if taken to mean the making of gold. Grapes, nurtured by the elements, are made into wine, distilled, aged slowly in wood and then blended by master distillers to create gold in a glass.



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	International Spirits Challenge		International Wine&Spirits Com		Concours Mondial	
	Year	Award	Year	Award	Year	Award
BRANDY						
Van Ryn's 10 yr Old Vintage	2004	Silver	2004	Commended	2004	Bronze
	2005	Bronze	2005	Silver		
	2006	Silver	2006	Gold (Best in class)	2006	Gold
	2007	Gold	2007	Gold (Best in class)	2007	Silver
	2008	Gold	2008	Gold (Best in class)	2008	Silver
Van Ryn's 12yr Old Distiller's Reserve			2003	Gold		
	2004	Seal of approval	2004	Gold-Best Worldwide Brandy trophy	2004	Silver
	2005	Bronze	2005	Gold-Best Worldwide Brandy trophy		
	2006	Gold	2006	Gold (Best in class)	2006	Gold
	2007	Bronze	2007	Silver (Best in class)	2007	Gold
	2008	Gold	2008	Silver		
Van Ryn's 15yr Old Fine Cask Reserve	2004	Silver	2004	Bronze	2004	Bronze
	2005	Gold	2005	Gold		
	2006	Gold	2006	Silver (Best in class)	2006	Gold
	2007	Silver	2007	Bronze		
	2008	Silver	2008	Silver		
Van Ryn's 20yr Old Collector's Reserve	2004	Silver	2004	Silver	2004	Bronze
	2005	Bronze	2005	Gold		
	2006	Silver	2006	Gold (Best in class)	2006	Silver
	2007	Commended	2007	Silver (Best in class)		
	2008	Commended	2008	Gold-Best Worldwide Brandy trophy		
Viceroy 5 YO			2005	Silver		
			2006	Silver		
	2007	Gold	2007	Silver		
	2008	Gold	2008	Silver		