



OLD ROAD WINE CO. BRAND OUTLINE

At Old Road Wine Co. we produce wines that pay homage to the

Franschhoek valley's heritage of prised old vines and fascinating, unique

stories. Made in cellar standing proudly in the town's old main road, our

quality wines bring life to the characters and traders, around which an

illustrious industry was founded.

Our wines speak not only to the senses but also to something in the soul.

SAVOUR THE INTERESTING







The very nature of a great wine is its unique ability to deliver something a little different. This set of quirky wines is a side-step into a world of unique characteristics, where individuality from the vine is celebrated through the creation of delicious distinctive wines. These wines have a sense of place and reason for being each unique in their offering and place in the market.







Quirky Ones

There's something about the peculiar things in life that have an uncanny knack of delivering a sense of intrigue. It's those unexpected traits, the left-of-centre personalities, the colourful characters that time and

again tease our attention.

QUIRKY BY NAME - QUIRKY BY NATURE





Perfect for relaxing on a picnic blanket or with long lunches around the pool, surrounded by the stirring sounds of nature and the laughter of loved ones sharing a memorable moment.



"This is the inspiration for the fresh and vibrant Juliette Sauvignon Blanc. We really wanted to capture ripe tropical summery flavours, but also wanted to conserve the freshness and racy acidity of this Sauvignon Blanc on the palate and the finish. I think we got it!" - Winemaker's note



Bright Bold & Unforgiving

Old Road Wine Co

Pardonnes

INSAUT

"These quirky last words inspired this equally quirky Cinsaut – packed with juicy red berry fruit and wild cherries, some perfumed spice on the nose and a gentle silkiness on the palate. It is that of the unpretentious grace of a well-made Cinsaut that we really like." – Winemaker's Note







This unconventional blend is inspired by the dog's cheeky chutzpah. Bright red cherry in colour and flavours of plums with an earthy minerality makes for endless enjoyment after work, at a steakhouse or around a fire. Chill it or add a block of ice, as we do in summer on the farm.





Ι Π ΠΛΔΠ ΨΙΝΕ







Rough appearances aside, the simple cleaver becomes an instrument of refinement in the skillful hands of the artisan

butcher. Much the same as our winemakers have honed their kills through this Cape blend.







OLD ROAD WINE CO. THE ORIGINALS

The Old Road Wine Co. recalls the stories of the legendary characters who shaped our Winelands communities in the early years.





The Originals Range

The Anvil Shiraz The Fat Man Pinotage The Smous Sauvignon Blanc Le Courier Chenin Blanc





The Anvil recognizes the once indispensable local blacksmith, the 'smithy' who forged iron with his sledge and anvil over an open fire to create items that were both necessities and works of art. This Shiraz strikes a similar balance between power and elegance.

Powerful peppery spice and dark fruit flavours on the nose. With a bright, juicy palate bathed in oak spice, anise black berries and a savoury all spice finish.

OLD ROAD WINE

SHIRAZ

SCHE HOEK

SHIR



The Fat Man was an institution at the local train station, where he would greet new and familiar faces with a friendly smile and interesting anecdote, always accompanied by his loyal hound. This captivating Pinotage takes a leaf from his book, making a memorable impression.

Juicy red berries and plums with hints of milk chocolate, oregano and spice. A clean smooth medium bodied wine that is refreshing with a dry finish.



20 18



OLD ROAD WINE



The Smous tells the tale of the local trader who would travel far and wide with his trusty truck filled with provisions every shape and kind and deliver to the community, nearly always on time!

This characterful Sauvignon Blanc is equally layered and intriguing with exotic tropical fruit notes beautifully balanced by a vibrant acidity and flinty minerality.





OID ROAD WIN



Le Courier of old was a bastion of commitment, toiling through rain and shine to bring the villagers their daily post and parcels . Like its namesake, this complex Chenin Blanc was built for the long haul.



Le

OLD ROAD WINE

An intricate Chenin Blanc with apricot, peach, hints of honey and floral aromas fresh and upfront on the nose. This Chenin Blanc shows whispers of soft vanilla, canned peaches – a textured wine with lingering pear drop finish.







GORGEOUS SPARKLING

With the most alluring floral undertones, this exquisite sparkling rose delights with a palate of raspberry cream, juicy strawberries and nuances of spiced peach and delicate cherry blossom. It provides a gorgeous balance between exuberance of fruit and acidity with a delightful twist of superb lusciousness.



GORGEOUS (STILL WINE)

With the most alluring floral undertones, this exquisite sparkling rose delights with a palate of raspberry cream, juicy strawberries and nuances of spiced peach and delicate cherry blossom. It provides a gorgeous balance between exuberance of fruit and acidity with a delightful twist of superb lusciousness.

Thank you