

## News Release

# THE BUZZ ABOUT TERROIR, ALCOHOL REDUCTION AND RARE CULTIVARS

## WineLand Mini Seminars at Intervitis Interfructa

These will be the hot topics on the agenda at the three daily mini seminars organised by *WineLand* magazine at this year's Intervitis Interfructa, where knowledge transfer will be the name of the game when the exhibition kicks off at the CTICC on August 2-4.

Over the three days of the exhibition, selected experts will deal with these subjects in short morning sessions. They will delve into the intricacies of terroir, with its facts and fables. New cultivars will also be put under a magnifying glass. How do you plant these cultivars, how and where do you market them and what industry regulations are relevant to this topic? You can also become a legal eagle on alcohol level control. This all important topic will be tackled from cellar, vineyard and legal perspectives.

"We didn't want to get any general speakers to talk about these relevant issues," explained Edo Heyns of *WineLand*. "We aimed at a different take on things. So we don't have only academic speakers with phenomenal knowledge on the subjects, but also people with hands-on experience in the different fields of the winemaking chain.

"We want the speakers to talk about these hot topics with people and explain their experiences and give a picture to winemakers and producers on what works and what doesn't work, how you manage some things and how not to ... and what you should know for this purpose."

Booking for the WineLand Mini Seminars at the WineLand Lounge – in the show hall – is essential. Only 100 seats are available per day. Tickets are R120 a person, but only R300 if you attend all three seminars. Contact Susan Smith on 021 448 7330, e-mail [susansmith@isales.co.za](mailto:susansmith@isales.co.za).

## Mini Seminars Programme

Tuesday, 2 August 10.00 - 11.30

Topic: "Die beheer van alkohol" (Afrikaans)

Speakers: Charl Theron / Francois Viljoen / Wendy Jonker

Wednesday, 3 August 10.00 - 11.30

Topic: "Nuwe druifsoorte en tendense binne die bedryf" (Afrikaans and English)

Speakers: Eben Sadie / Caroline Rillema / Nico Spreeth

Thursday, 4 August 10.00 - 11.30

Topic: "Terroir: Fact or Fable" (English)

Speakers: Chris Mullineux / Chris Keet / Alain Deloire