

## Last chance to enter 2018 Paarl Wine Challenge

Entries are now open for the annual Paarl Wine Challenge. According to Annelize Stroebel, general manager of the Drakenstein Local Tourism Association, the competition is the ideal opportunity for local wineries to showcase their diversity.



From left to right: Zoyon Le Seuer (Multi-Color Corporation), Annelize Stroebel and Carike Heydenrych of the Drakenstein Local Tourism Association and Warren Blaire of Multi-Color Corporation.

"This competition initially started in 1997 as the Shiraz Challenge and in 2006 was extended to include our very popular Chenin Blanc varietal. To make the competition even more inclusive, we expanded it once again in 2010 to incorporate even more categories. The Paarl wine region is one of the biggest wine producing areas and well known for their award-winning Chenin Blanc, Shiraz and Pinotage. The Paarl Wine Challenge gives us the chance to put the spotlight on other varietals that are gaining prominence in our region," explains Stroebel.

Entries will be judged by a panel of industry experts, including winemakers, Cape Wine Masters and members of the media. Only wines of origin Paarl (including Simonsberg-Paarl and Voor Paardeberg wards) are eligible for entry in the various categories, which include Chenin Blanc, Chardonnay, Other White Cultivars, White Blends, Pinotage, Shiraz, Cabernet Sauvignon, other red cultivars and red blends.

Multi-Color Corporation (MCC), one of the largest label solutions providers, continues their support of the challenge for the fifth consecutive year. According to Warren Blair, business development and marketing manager: "Multi-Color Corporation is committed to helping grow and nurture the South African wine industry and our partnership with the Paarl Wine Challenge is part of this mission."

[Late entries close on Monday, 10 September 2018](#). Winners will be announced at an awards ceremony on Friday, 28 September.

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