

# Oystercatcher is the new black

Black Oystercatcher Wines, a family-run wine farm located at Cape Agulhas, teamed up with Anthony Lane Design Consultancy to launch a new brand look. It highlights the unique geology and climate of the Cape Agulhas region, which produces smaller grapes, with stronger fruit flavours and a distinctive mineralogy.



The credit card-sized Z-CARD used as part of the Black Oystercatcher marketing campaign to launch its new brand look.

The label and logo also now include two Black Oystercatcher birds. The birds are classified as near threatened in South Africa. "These birds are not only special because of their conservation status. They also pair for life. We believe this relationship also captures the soul of Black Oystercatcher Wines - our partnership with the slow-ripening grapes, and our partnership with our customers, stakeholders and friends," says Black Oystercatcher founder, Dirk Human.

Black Oystercatcher Wines released three new vintages in December: the 2014 Sauvignon Blanc, the 2014 Rose and the 2012 White Pearl. The former two vintages carry the new label.

For more information, go to [www.blackoystercatcher.co.za](http://www.blackoystercatcher.co.za).

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