

# Stellenbosch Cabernets get distinctive bottle from Consol

Consol Glass and local wine producers from Stellenbosch have collaborated to create a new Claret/Bordeaux shaped glass bottle that specifically identifies Stellenbosch Cabernets.



Stellenbosch is best known for its superior wines and has long been promoting itself as a premium wine growing area, especially for Cabernet. As a region, it celebrates the most wine awards per capita when compared to the rest of South Africa, and with over 150 wineries producing premium fruits of the vine, producers recognised the need for a Claret/Bordeaux shaped bottle that indicated the wine's origins.

Consol key account manager: Wine, Shane Dean, says Consol regularly works with customers to deliver bespoke world-class glass packaging solutions. "In this case we needed a bottle that would support the promotion of both the region and Cabernet – which is widely recognised as the 'King' of grape varieties.

"The new bottle reflects the masculine status of the wine in both its weight and stature but not wanting to be overly ostentatious, we have kept it under one kilogram.



## Stellenbosch Cabernet Sauvignon is 'wine futures' worthy

Lauren Hartzenberg 19 Jul 2017



"Much research went into the potential development of a logo or graphic symbol to indicate that the wine was from the region, but in the end it was agreed that the bottle should simply carry 'Stellenbosch' embossed on the front of the bottle, denoting the wine's origins."

Since its launch, 24 different wines are being marketed in the new bottle:

- Carrol Boyes
- Edgebaston
- Kaapzicht Landgoed
- Keermont
- Koelenhof
- L'Avenir
- Louisvale
- Mooiplaas
- Muratie Wine Farm
- Nico van der Merwe
- Origin Wine
- Raats
- Remhoogte Wine Estate
- Rianie Strydom
- Rust en Vrede
- Skilpadvlei
- Stellekaya
- Stellenbosch Hills
- Stellenbosch Vineyards
- Stellenrust
- Stellenview
- Vredenheim
- Warwick Wine Estate
- Zorgvliet Wines

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