

## Keldermeester Versameling - Wine inspired by legends

As the second oldest European settlement in South Africa, Stellenbosch is a charming town that is steeped in rich history - from famous pioneers and historical buildings to streets lined with oak trees. Lanzerac wine estate, situated in the picturesque Jonkershoek Valley, forms part of this heritage.

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Just Design was recently asked to assist Wynand Lategan, the cellar master of Lanzerac, with designing labels for a range of three wines that celebrate the culture and heritage of Stellenbosch. Given the freedom to create a range that would reflect his own style, the winemaker produced a range that pays homage to influential individuals that have inspired him throughout the years. The Keldermeester Versameling consists of Dok, Prof and Berg Pad. Dok is named after Dr Danie Craven, the rugby legend from Stellenbosch who often visited Lanzerac for a glass of wine. Prof is inspired by Professor Abraham Perold who made a valuable contribution to the local wine industry and Berg Pad is named after the road between Coetzenburg and Lanzerac, a popular route for hikers and runners.



Just Design helped to make the stories of these individuals come to life by creating a minimalistic label that emphasises each name in a subtle way. We opted for blind embossing to capture the spirit of each legend coupled with a modern, clean type to differentiate the range from Lanzerac's standard wines. A luxury paper stock was selected to showcase the superior quality of the wine and to create a sense of exclusivity.



Each label's story is depicted as a shadow under the name, creating an air of mystery and intrigue that ties with the historical element behind the design. The bottles are sealed with wax and rounded off with a monogram stamp (KV is an abbreviation for Keldermeester Versameling).

Subtle, yet striking in appearance and taste, the Keldermeester Versameling strikes a chord with those in the know and those who are curious to find out more. The label is proudly Afrikaans, which lends itself to Lanzerac's history and geographical location.



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