

# Klipdrift

## GOLD

### THE MARKET

South African brandies are renowned throughout the world and market leader Klipdrift is represented by three products: Klipdrift Gold, Klipdrift Premium and Klipdrift Export. Klipdrift epitomizes modern brandy in South Africa and Klipdrift Gold has widened the appeal of this well-known name to suit the refined tastes of brandy

connoisseurs. Klipdrift Gold is an evolution of the much-loved and uniquely South African Klipdrift brand that is tailored to appeal to its upmarket target audience.

From the legendary Klipdrift distillery in Robertson comes an exclusive brandy so unique it's only released in the years that the Brandy Master deems it to be of a satisfactory standard.

Rather than just relying on one aged brandy for its unique taste, Klipdrift Gold is the first brandy to utilize the blending of rare, aged brandies to create a beautifully balanced brandy with layer upon layer of rich aromas and flavours. Our Brandy Master meticulously blends outstanding brandies, some as old as 21 years, bringing forth an exceptional creation that shows the vibrancy of youth, perfectly balanced by the distinction of age. The time, effort and craftsmanship that goes into each drop of this liquid gold results in a brandy of unparalleled taste and character.

Klipdrift Gold is the perfect brandy as it is complex enough to satisfy the connoisseur, yet delicate with a satin texture on the palate to be appreciated by all.

Klipdrift is the market leader in brandy and has over time become almost synonymous with the brandy category in the minds of consumers.

### THE PRODUCT

Klipdrift Gold is a unique blend of superior pot stillled brandies that are aged for up to 21 years that merge to produce this premium brandy with a difference. Through skilful blending, youth meets maturity in a multifaceted and exclusive brandy of exceptional quality, revealing a symphony of fragrances at different levels. A lustrous gold in colour, Klipdrift Gold's initial aromas are intensely floral and fruity: ripe peaches, citrus and apricots. These aromas represent the youngest brandies in the blend. The top note is followed by the sweet and spicy notes of vanilla, cinnamon, cloves, cedar, tobacco and walnuts. These beautifully integrated fragrances give way to richer dried fruit, chocolate and coffee scents.

The brandy is uniquely packaged in elegant bottles to reflect a prestigious image of distinction and stature.

### ACHIEVEMENTS

True to its namesake, Klipdrift Gold is a globally-loved and acclaimed brandy and here are a few of the international awards received:

Concours Mondial de Bruxelles:

- The magnificent "Médaille d'Or" or Double Gold award in 2011

Veritas Awards:

- Gold in 2011
- Double Gold in 2010

### HISTORY

#### The making of a legend

It all started in a place known for its warm, generous people and rich, fertile soil. A place where your neighbour is not just your neighbour.

• What separates one man from another?

• Is it the speed in which his brain reacts?

• Is it the drive in his eyes?

• Is it the will to face up to any situation?

• Or is it his strength of character?

• It's difficult to know what separates men, but winners clearly have – **The appreciation of Gold.**

Veritas double Gold winning Brandy

[www.klipdriftgold.co.za](http://www.klipdriftgold.co.za)

**Not for Sale to Persons Under the Age of 18**

No, he's the guy who is late for his own wedding because he is helping you fight a veld fire that is threatening your harvest. In Robertson, the only thing bigger than the local glasses are the size of the locals' hearts. A rather fitting birthplace for a truly South African spirit like Klipdrift brandy.

The story goes that a farmer got into trouble one day in the raging Breede River that bordered his farm near Robertson. A young man, Kosie Marais, happened to be riding past on his horse and heard the farmer's cries for help. Without thinking twice Kosie jumped in and saved the farmer. The grateful farmer rewarded his lifesaver by splitting his farm in two and giving Kosie half. Fittingly, Kosie named his half after the nearby drift where he saved his new neighbour. And so, two acts of absolute selfless generosity gave birth to the name Klipdrift.

From the word go, Kosie was no ordinary farmer. While other farmers in the district concentrated on making wine, he had another idea fermenting at the back of his head. He had read somewhere that the Chenin Blanc and Colombar varieties that did particularly well in the Robertson area, were perfectly suited for brandy-making purposes. Fancying himself a bit of an engineer, he started setting up a small distillery in his yard. (Once, he also built a stainless steel boat with removable wheels, and it was rumoured that he was drawing up plans for a one-man submarine). After years of experimentation, he started making limited quantities of exclusive potstill brandy.

Being the generous man that he was, he could not wait to let friends and family try his work of art. One sip of the final product left his friends speechless. And two sips later, they could not stop talking about the smooth, full-bodied taste. Everybody wanted to know his recipe for this special brandy he called Klipdrift. But Kosie remained modestly secretive and maintained that

all you needed to make the best brandy in Africa was time, good quality grapes and a big nose.

Today, almost 70 years later, Distell knows that Kosie was absolutely right. Yes, even about the nose. That's why his brandy-making skills and philosophies have been passed on through the years, from brandy master to brandy master. Kosie's original Klipdrift Export brandy may have had a humble beginning, but it has since established itself as a leader in the African brandy industry.

### RECENT DEVELOPMENTS

Situated in the heart of Robertson, the distillery officially opened its doors to the public in March 2007 and since then it has welcomed all visitors with true South African generosity and hospitality. Visitors can take informative tours and tastings that are mixed with entertaining glimpses of this South African legend's history.

Adjacent to the distillery itself where the original copper stills and equipment are still in use, the building now houses a tasting area, historical displays, a bar and lounge. There is also the Brandewyntuin - a gem of a restaurant serving delicious dishes with Klipdrift flair and a brandy twist.

### PROMOTION

Print commercials for the brand have appeared in publications that include *Good Taste*, *Destiny Man*, *Business Day* and the *Financial Mail*.

For Klipdrift Gold, the logo is used in black and gold on the packaging with the slogan: "The appreciation of Gold."

An interesting newsletter describing the latest events and news for the brand is sent to a database of members every two months. The brand also has an innovative and interactive website featuring the "mining" of the brandy and exploring its history and development.

### BRAND VALUES

Klipdrift Gold is a brand that associates with and rewards winners, based on the fact that Klipdrift Gold has won numerous international awards that stand testimony to the intrinsic value the brand has to offer - exceptional brandy.



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### THINGS YOU DIDN'T KNOW ABOUT KLIPDRIFT

- Major Marais, known locally as Kosie, had no formal education in engineering or chemistry but attempted all manner of engineering feats, including the formulation of recipes for all of his own liqueurs, in addition to the distillation and blending of his brandy
- He developed a patented bottle filler that could fill six bottles at a time to cope with the production of growing volumes
- Kosie's (Major Marais) military background showed in his expert marksmanship with a Bisley rifle. Urban legend claims that he would signal the start of each working day on his farm by shooting off a round from the top of a nearby hill
- In his spare time he also designed and built an art deco cellar which can still be seen at the farm
- The well-known Klipdrift label features a pocket watch with the time registering two minutes past eight - the time when the first drop of Klipdrift is said to have trickled out from the pot stills' condenser on that Christmas Day in 1938