

A unique new look for Simonsig's Chenin Blanc and Cabernet Sauvignon Shiraz

On behalf of the Malan family from Simonsig Wine Estate, we take great pleasure in introducing you to our new packaging for two of the stalwart wines in our range: the Simonsig Chenin Blanc 2016 and Cabernet Sauvignon Shiraz 2015.

After a year of conceptualisation and development, working closely with leading South African designer Anthony Lane, our new bottle and label design combines tradition with contemporary style and finesse.

As a family owned and managed wine estate, and one of the first in the Stellenbosch region, we are immensely proud of our heritage that goes back as far as 1688 - the date our forefather, French Huguenot Jacques Malan, arrived in the Cape. Since then, our family involvement in the Western Cape wine industry ranges from planting some of the first vineyards in the Stellenbosch region to pioneering MCC in South Africa. The Malan family name is irrevocably associated with the establishment of a South African wine culture and continues to play a major role in the country's vinous pursuits.

This rich legacy is reflected in the bold use of the Malan family crest and the date 1688 that has been emblazoned directly onto the bottle. To further emphasise the importance of heritage to the Simonsig brand, a vivid red crest adorns the label, while high quality, slightly off-white paper with a serrated edge and clean typeface contributes to the classic yet contemporary feel.