

# Adama HER Pinotage

## THE FACTS

COUNTRY: South Africa

REGION: Western Cape

## THE STORY

As a majority black-owned wine company, that is also 30% owned by women, the mission of Adama Wines is to be a meaningful player and an agent of change in the South African Wine Industry - from the market to the soil. Bosman Adama is a multi-ownership business situated in Wellington. 2009 saw the culmination of a dream when 260 permanent workers of the Bosman farming community received a well-earned share in 430 hectares of prime vineyard land. It is a business born out of trust and respect and is the largest land reform transaction to date in the history of the South African Wine industry. The transaction is viewed as a leading example of successfully transforming the South African Agricultural Landscape.

## THE ADJECTIVES

OVERALL: Youthful and fun

AROMAS / FLAVORS: Bright and punchy berries and ripe red fruits

MOUTHFEEL: Juicy with velvety tannins

## THE SELLING POINTS

PAIRINGS: Great on its own, but also pairs beautifully with charcuterie or curry dishes.

