

# Adama HER Shiraz

## 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: Bold and refreshingly juicy

AROMAS / FLAVORS: Sweet spice, new leather, ripe plums and dark berries

MOUTHFEEL: Structured and finely textured

## THE SELLING POINTS

PAIRINGS: Robust red meat dishes

