

Audacia's Revolutionary New Honeybush-wooded Low-kilojoule Wine Health-conscious drinkers to "See the Lite"

Stellenbosch-based boutique winery Audacia Wines has done it again: Following the release in 2013 of the world's first-ever Rooibos-wooded "No Sulphites or Preservatives Added" wine cellarmaster Michael van Niekerk has now created a revolutionary low-kilojoule/low alcohol wine made with patented technology that involves the use of indigenous Honeybush wood chips, lightly toasted to enhance flavour.

"Honeybush wood chips are our magic ingredient," explains Audacia's Managing Director and partner, Trevor Strydom - the man behind this landmark innovation. "It contains a natural compound called Hesperetin which enhances the sweetness and flavour of wine without adding to its kilojoule content - Hence the very low residual sugars in Audacia Natural Red," he clarifies. "The toasting process also enhances the wine's flavour."

"Usually, when winemakers produce low-alcohol wines, the wines tend to lose structure because it is the alcohol that makes up a wine's backbone. To compensate, producers often end up adding grape concentrate (sugar) to improve flavour. This results in wines that while being lower in alcohol, still contain high amounts of residual sugar," he explains.



Photo L-R: Michael van Niekerk, (Audacia Cellarmaster) and Trevor Strydom, (Managing Director & Partner Audacia)

"Because toasted Honeybush wood imparts such fantastic flavour to wine, we don't have to go this route," Strydom clarifies. "The result is an easy drinking and accessible red wine containing only 200 kilojoules per 100 ml and only 7.5% alcohol. It's the perfect option for weight conscious drinkers, as well as those watching their alcohol intake."

UNIQUE NUTRITIONAL LABEL

Another unique feature of Audacia Natural Red is that it is the first wine in the world to bear detailed nutritional labeling. This is to ensure that consumers can clearly see what they are putting into their bodies.

"Wine drinkers and consumers the world over have become far more health conscious in the past decade," observes Strydom. "The worldwide increase in lifestyle-related illnesses has resulted in a higher demand for more specific information about what you're putting into your body, especially if one claims 'lower kilojoules.'"

"Audacia Natural Red is the first wine in the world to bear a nutritional label providing a complete breakdown of total energy (kilojoules), sugar content, carbohydrates, fats, dietary fibre and sodium per 100 ml."

Strydom is hopeful that Audacia has kick-started a trend that will help consumers make more informed decisions going forward.



GLOBAL GAME CHANGER FOR LOCAL WINE INDUSTRY

"It's an absolute win for brand South Africa and the local economy. We are in the process of sharing our breakthrough technology with all other South African wine producers, through a licensing process managed by Red Dawn IP Holdings.



All South African producers can now also gain full access to produce similar indigenous wooded wine ranges."

"Our end goal is to have fellow South Africans share and benefit from the technology, in order to uplift and improve the lives of all South Africans. We believe this is a global scale game changer for the South African wine industry as a whole."

NEW INDIGENOUS WOOD ADDED WINE CLASS

Strydom goes on to say, "From a local wine industry perspective the biggest and most important single factor is the vital and urgent need for government to create a new class of wine to differentiate this unique product range in the global marketplace.

We are currently working with government and various regulatory bodies to determine the most appropriate term for the wines. The term, 'RSA Indigenous Wood Added Wine' has been brought to the table, but we are still in discussion around final official terminology. It is imperative that the new class be created as soon as possible so as to separate and differentiate South African indigenously 'wooded' wines from other wines produced globally using imported oak wood derivatives (oak staves, chips, powders and tannin extracts)."

"The creation of our own indigenous wood added wine class is also critical to establish a distinctive category of South Africa's own "Healthier Option" wines. This will help avoid confusion in the minds of both wine producers and the global wine drinking public," he emphasizes.

"We are currently engaged in a consultative process with government and industry stakeholders in a process of determining how best to create and position the new wine class. The process will still take a few months to complete. The new wine class also needs to be strictly controlled by government (The Wine and Spirit Board/SAWIS) to ensure that only quality, certified indigenous wood added wines get packaged in South Africa and exported from South Africa, thereby ensuring we do what is in the best interest of the South African wine industry, create jobs locally and grow our economy," states Strydom.



Audacia Natural Red joins Audacia's growing portfolio of 'healthier option' wines that already boasts with both red and white "No Added Sulphites" wines made with toasted Rooibos and Honeybush wood chips (most of which are available at Pick n Pay stores nationwide), as well as a premium white wine currently available at cellar door and at the Root44 Market on weekends. Additional new products are also in the pipeline.

Audacia Natural Red (low-kilojoule) wine is available for sale at Audacia cellar door and Audacia's Root44 weekend market from 1st March 2016 for R65.

South African wine producers seeking access and support in producing the range of 'healthier lifestyle' RSA indigenous wood added wines such as the Audacia "No Sulphites or Preservatives Added" Rooibos wooded wines or low alcohol/low-kilojoules Honeybush wooded wines can contact Red Dawn IP Holdings (www.reddawnip.co.za) for further information.