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## World's First Low-kilojoule Wine

Launched in Western Cape



In a landmark innovation for the international wine industry, a Western Cape wine label has launched a red wine wooded with honeybush.

On 23 February 2016 Audacia, a Stellenbosch winery, launched the new product at the offices of Alan Winde, Minister of Economic Opportunities.

Audacia Natural Red is a low-kilojoule, low alcohol wine, wooded with Honeybush chips.

Alan Winde, Minister of Economic Opportunities, said the method was uniquely South African.

"We have a reputation as one of the world's highest quality wine producers. Since 1994, South African wine exports have grown from 50 million litres to 500 million litres."

"South Africa is constantly breaking new ground in wine innovation. We are the only country to produce the Pinotage cultivar and we are one of a few countries to have launched a traceability seal which guarantees the ethical production of our wine. Pioneering new products, such as Audacia's Honeybush and Rooibos-wooded wines, are more examples of how we are setting ourselves apart on the global market," said Minister Winde.

Continue Reading Page 2

Photo L-R: Trevor Strydom, (Managing Director & Partner Audacia) and Alan Winde, (Minister of Economic Opportunities)



INNOVATION  
Page 5



TRAVEL & TOURISM  
Page 6 - 7



ENERGY  
Page 9

## New Approach to Inclusive, Affordable Urban Living

The Better Living Model Game Changer project will see the Western Cape Government, together with the City of Cape Town and private sector partners, plan, design, fund, and develop the former Conradie Hospital 22 hectare site into a sustainable, and affordable mixed-use, mixed-income and mixed-tenure neighbourhood.

The proposed construction will include more than 3000 residential units, as well as business premises, schools, and safe, green public spaces on this site. Breaking ground on this exciting new development is scheduled for early 2018.

"This project will change the game when it comes to how we optimize our assets, and unlock the economic potential of state-owned property in the future." Currently, there is a shortage of well-located affordable houses close to employment and economic opportunities in the City of Cape Town. The Better Living Model Game Changer will assist in alleviating this problem by creating affordable, integrated housing opportunities close to the Cape Town CBD.

Continue Reading Page 2



WELLNESS  
Page 11



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# World's First Low-kilojoule Wine

Launched in Western Cape (Continue from page 1)



Minister Winde added that the wine industry was an important job creator, employing over 289 000 people in the country and 167 000 residents in the Western Cape.

Trevor Strydom, the managing director and partner at Audacia, said the wine was in line with global trends, where consumers have become more health conscious. In addition to the use of Honeybush chips, the wine also has a detailed nutritional label, which provides a break-down of total energy (kilojoules), sugar content, carbohydrates, fats, dietary fibre and sodium per 100 ml.

The wine contains 200 kilojoules per 100 ml and 7.5% alcohol.

Strydom said: "Having been made with our own indigenous Honeybush wood chips (which have been lightly toasted to enhance the wine's flavour), it's also a uniquely South African product with a unique value proposition. There is no denying this wine is a healthier option for kilojoule conscious wine drinkers. For all these reasons, we believe it's going to perform exceptionally well on the global wine stage."

"Usually, when winemakers produce low alcohol wines, the wines tend to lose structure as alcohol makes up the backbone of the wine and wine makers end up adding grape concentrate to improve flavour," explains Strydom. "This results in wines that may be lower in alcohol, but might still contain a lot of residual sugar. In contrast, our indigenous Honeybush wood contains a natural compound called Hesperetin, which enhances the sweetness and flavour of wine without adding to its kilojoule content – Hence the low residual sugars in Audacia Natural Red."

Strydom said he was in the process of sharing the technology used in the process with other local winemakers. Further, he provided an update on the move to create a geographical indicator for South African wines produced using this method.

"From a local wine industry perspective, the most important factor is the 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 Wooded 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 differentiate South African indigenously 'wooded' wines from other wines produced globally using imported oak wood derivatives (oak staves, chips, powders and extracts).

Strydom said this process would still take a few months to complete, adding: "My belief is that the new wine class also needs to be strictly controlled by government to ensure that only quality, certified indigenous wooded 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, creating jobs locally and growing our economy."



Trevor Strydom, (Managing Director & Partner Audacia)

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

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# New Approach to Inclusive, Affordable Urban Living

(Continue from page 1)

In doing so, we will also be able to showcase how partnerships between government and the private sector can be leveraged to deliver well located housing opportunities across the province.

This game changing development will result in a high-density, high-rise, residentially led development; commercial and retail business opportunities; a safe and secure environment; active streets, low car dependencies and walkable living spaces; parks and other well-designed recreational spaces; new schools; the integration of different communities and income groups; and Government and public services being brought closer to citizens.

"This multi-billion rand investment will also stimulate economic growth and jobs – we estimate that during the construction phase, an estimated 2 000 jobs will be created as a direct result of the construction activities. It is estimated that, for every R1.1 million rand investment, 1 job is created within the construction phase."

This development will offer some 10 000 m<sup>2</sup> of retail space and some 14 500 m<sup>2</sup> of commercial space, which will stimulate small business growth in the area.

The Department of Human Settlements has indicated that, out of the more than 3000 residential units built, 49% of the residential development must be allocated to grant-funded housing, which will consist of social housing, FLISP (Finance Linked Individual Subsidy Programme) housing and rent-to-buy housing units. The remaining 51% of the residential units will be made available to the open market.



One of the benefits of this site's location is its close proximity to established public transport modes, including access to the Metrorail service, and existing public transport routes. There is also the potential for the expansion of other public transport modes, for example the My Citi bus service, which will significantly reduce residents' reliance on private vehicles.

The site will also have interconnected footpaths and cycling infrastructure as part of an integrated non-motorised transport plan for the area.

The development will include schools and a number of parks and green spaces to address the educational and recreational needs of households moving into the area.

The project will also see the implementation of Green technology for energy, water, and waste management, adding further to its efficiency and sustainability.

The Western Cape Government has dedicated resources to the Better Living Model Game Changer, and is committed to finding new and innovative ways to better leverage government properties for the most economic gains.

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