

Adoro Wines gains recognition in the UK

Ian Naudé, winemaker at Adoro Wines, regards the UK market as a barometer of successful international brand building, so when Adoro Wines achieved a rare dual listing with Berry Bros. & Rudd, Britain's longest standing boutique wine merchant, he was delighted.

The Naudé White 2008, Ian's signature blend and one of the two listed wines, has been described by Jancis Robinson as "a sophisticated blend" with "far more flavour than one would expect for 11.5% alcohol"¹. UK critic Matthew Jukes praises the Adoro Red 2005 – the second of the listed pair – as a "smooth, bright, layered, classy red with a palate which reflects its country proudly"².

Wine buyer Alun Griffiths of Berry Bros. agrees; the exceptional balance of both securing his vote for the listings.

"I believe that one of the areas in which South Africa is making a very bold statement at present is in the realm of blended white wines," Alun says. "I think Ian has been particularly successful in creating a wine of superb harmony, and one of the plus points for me was the realisation that he adjusts the blend each year to take account of which vineyard areas and which varieties have been particularly successful."

Alun pointed out the subtlety of the Shiraz in Adoro Red; a true-to-grape rendering of "smoky, peppery character".

"This wine ... further reinforces my opinion that terroir is becoming a more influential factor in the production of premium South African wine. As the country's wine industry develops we are seeing the successful differentiation of regional pockets which produce varying styles of wine."

The links below lead to the Berry Bros. listings of the Adoro and Naudé wines.

- [Adoro Wines](#)
- [Naudé White](#)
- [Adoro Red](#)