

## The Great White Tasting

Hoping to shift the prevalent local perception of white blends as 'cheap and cheerful' quaffing wine, Ian Naudé and Eben Sadie initiated the Great White Tasting (GWT) in 2004 . Initially aimed only at the media and trade, the event now attracts international speakers and a large subsection of winemakers, its participative format including discussion on the wines, winemaking techniques and international trends.

The reason for this initiative, was that Ian & Eben realized that White blends is the future of South African wines, because this category allows winemakers the freedom to showcase their individual style and the terrior they work with.

Local interest in creating white blends of character, uniqueness and quality has surged within the last five years, owing to the efforts of Ian and other enthusiasts in promoting the category. In that time:

- Two of *Platter's* Wines of the Year have been white blends.
- Five-star ratings for white blends in the *Platter's* guide have grown from one to eleven wines, making this the biggest 5-star category in the 2011 guide.
- White blends are the fastest-growing export category in South African wine.

Since its launch in 2007, Naudé White, a blend of three noble cultivars, has achieved a consistent rating of 4½ stars in *Platter's Guide to South African Wines*, and has been described as a "cult white wine in the making" by top UK wine critic Matthew Jukes.

Its 2010 inclusion in Jancis Robinson's white blends selection for festive entertaining preceded its enormous growth in local popularity

Find out more about the GWT here. [www.greatwhitetasting.co.za](http://www.greatwhitetasting.co.za)