

NEW DAWN

BY RÜDGER VAN WYK

NEW DAWN RED BLEND | WESTERN CAPE | 2024

THIS IS A WINE I'VE WANTED TO MAKE FOR YEARS. MY BACKGROUND IN WINE HAS ALWAYS BEEN ABOUT SINGLE ORIGIN SITES, FOCUSED ON EXPRESSING TERROIR AND HIGHLIGHTING SUBTLE NUANCES THAT REFLECT CRAFTSMANSHIP. BUT LIFESTYLE WINES ARE DIFFERENT. THEY REPRESENT WHAT WINE IS REALLY ABOUT: FOOD, MUSIC, JOY, AND THE KIND OF WINE YOU WANT TO DRINK PLENTY OF. FOR YEARS, MY FAMILY TOLD ME MY WINES WERE TOO EXPENSIVE FOR EVERYDAY ENJOYMENT. THIS ONE CHANGES THAT. IT'S SOMETHING MORE PEOPLE CAN AFFORD AND CONNECT WITH, WITHOUT COMPROMISING ON QUALITY. CABERNET SAUVIGNON, GRENACHE NOIR, SYRAH, CINSAUT, AND CARIGNAN. STRUCTURE, TEXTURE, COLOR, AND PERFUME. EACH GRAPE BRINGS SOMETHING ESSENTIAL. IT'S A ONE IN A MILLION BLEND. HONEST, EXPRESSIVE, AND MADE TO BE SHARED.



VINEYARD VISION

Grapes were farmed across diverse Western Cape soils and trellis systems. Cabernet on sandstone/shale delivers structure and dark fruit. Bush vine Grenache offers concentration and texture. Syrah grows on granite with echalas and VSP trellising, contributing spice. Cinsaut and Carignan from sandy soils provide elegance and aromatics. Each sustainably cultivated site showcases its variety's unique voice.

BLEND COMPOSITION

The 2024 New Dawn Red is composed of 30% Cabernet Sauvignon, 27% Grenache Noir, 27% Syrah, 11% Cinsaut, and 5% Carignan. All fruit is sourced from certified sustainable vineyards across the Western Cape region. This carefully crafted blend brings together the best of each variety: Cabernet's structure, Grenache's texture, Syrah's spice, Cinsaut's aromatics, and Carignan's vibrancy.

WINE MAKING

Each variety was vinified separately using indigenous yeasts and spontaneous fermentation. Syrah, Cinsaut, and Carignan included 30% whole bunches for lift and aromatics. Cabernet Sauvignon spent a month on skins, providing the blend's backbone and structure. Grenache received softer extraction for palate depth. Carignan saw gentle extraction to preserve freshness—bringing energy and vibrancy to the blend.

"THIS IS NOT NOSTALGIA.



THIS IS MOMENTUM."

-RÜDGER VAN WYK