



THE BRAND

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ABOUT

HISTORY

Obikwa was launched in 2002. It is positioned as a 'palate pleasing wine with a sense of fun', supported by eco friendly practises (light weight bottles and production process).

Obikwa is represented by an ostrich with its remarkable long neck.

It currently pays homage to the intrepid Obikwa people for whom the ostrich represents a life force and trusty companion.

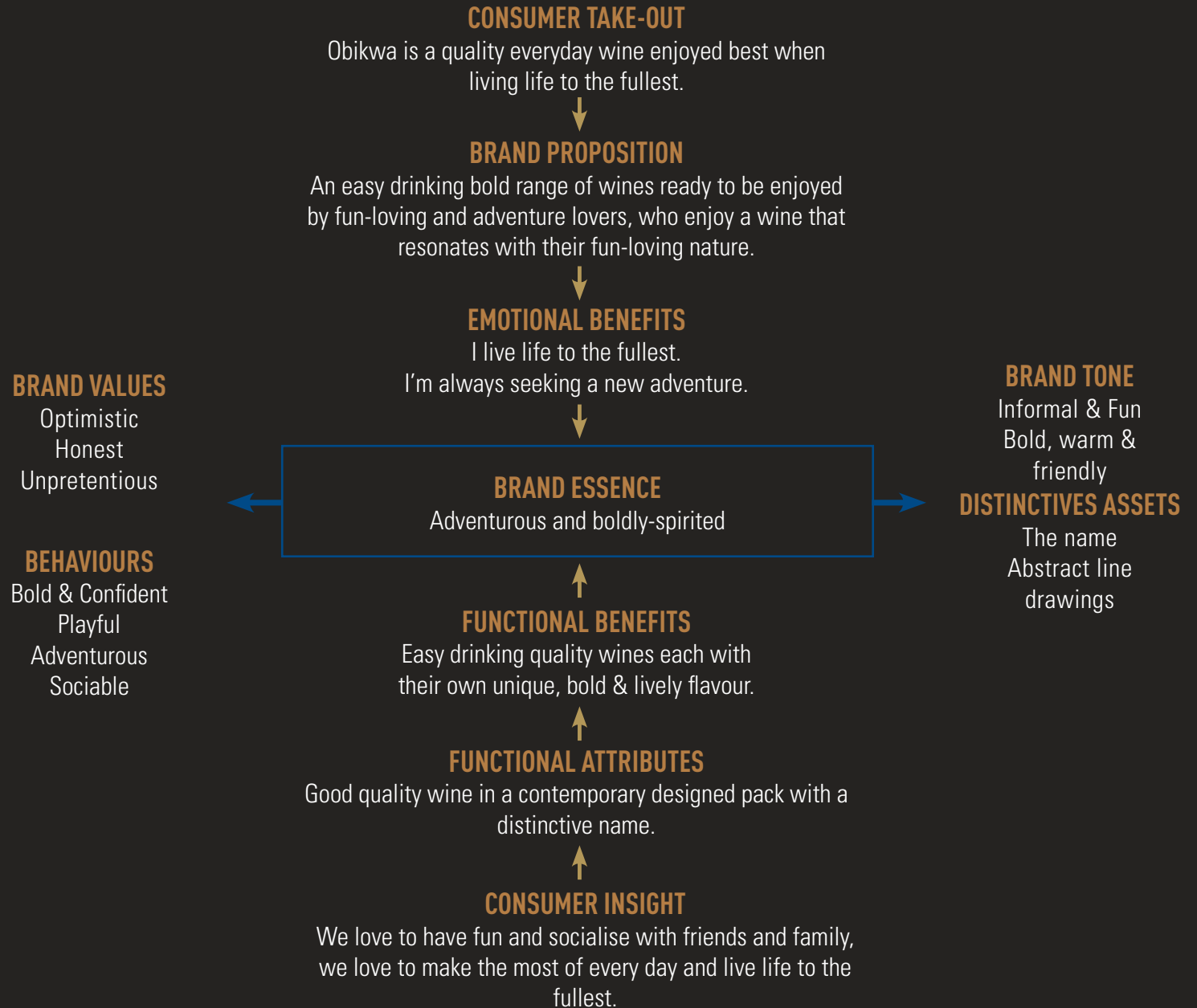
It has a distinctive South African heritage

BRAND STORY

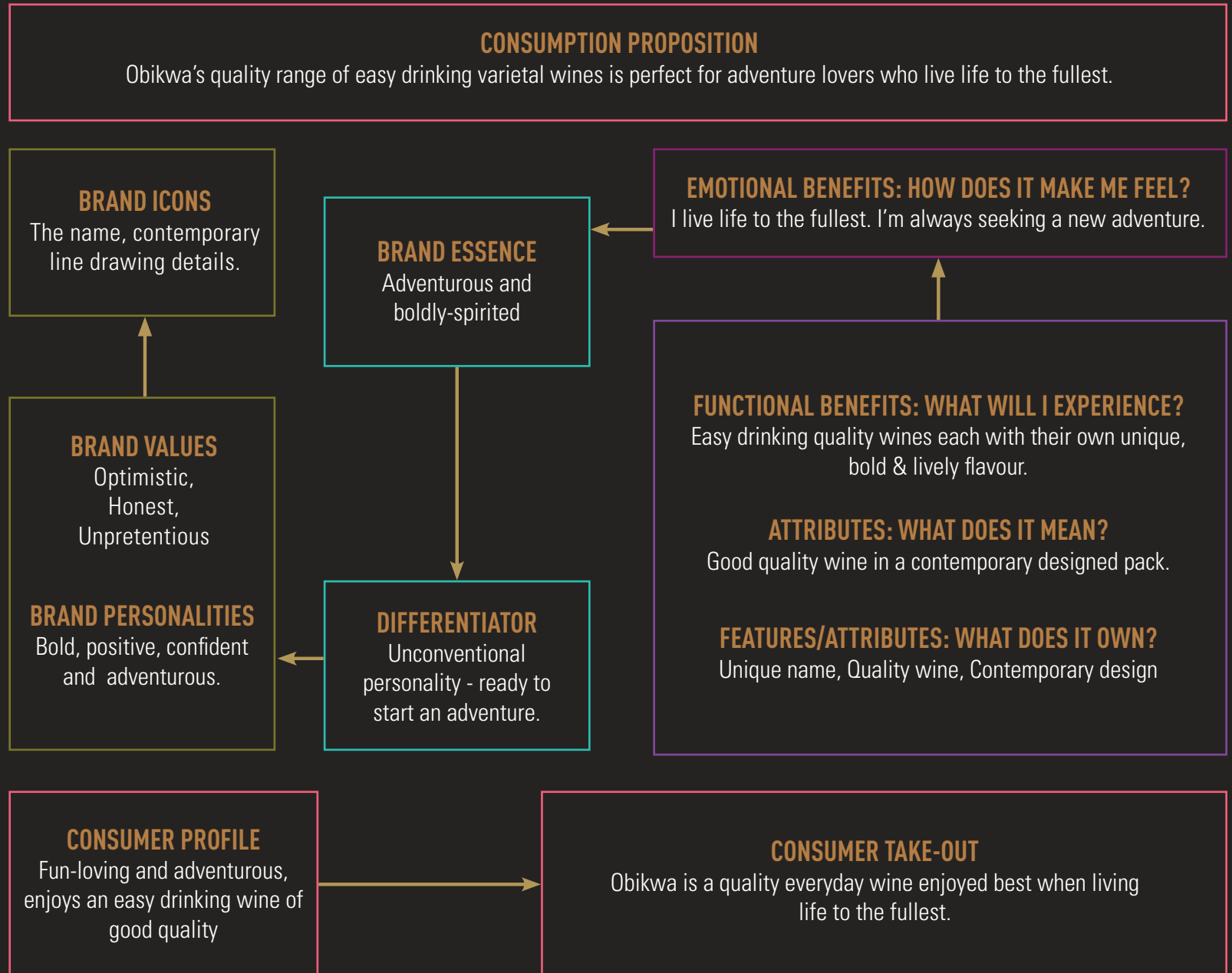
Paying tribute to the adventurous Obikwa people and their trusted companion, the Ostrich. Obikwa is an easy drinking, quality wine to be shared with people who live life to the fullest.



BRAND POSITIONING



BRAND BRAIN



FACT SHEETS

CABERNET SAUVIGNON

CHARDONNAY

CHENIN BLANC

CUVÉE BRUT

MERLOT

MOSCATO

PINOT GRIGIO

PINOTAGE

ROSÉ

SAUVIGNON BLANC

SHIRAZ



OBiKWA

CABERNET SAUVIGNON 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from a selection of the Cape's premier vineyards in the Stellenbosch, Paarl, Wellington and Robertson areas. The grapes were harvested at optimal ripeness to achieve the fruit-driven character of the wine.

WINEMAKING

The grapes were harvested by hand in February and March. Each vineyard block was individually vinified. The fruit was cold-fermented to retain fruit flavours. Maceration assisted in preserving flavour while giving intensity of colour to the wine. The skins were then removed, pressed and malolactic fermentation completed.

WINEMAKER'S COMMENTS

Colour: Deep ruby red.

Bouquet: Ripe red berry fruit aromas with hints of oak spice.

Taste: Full-bodied with a juicy palate brimming with red berry fruit and subtle oak spice flavours. Firm tannins ensure that the palate has some muscle.

FOOD PAIRING

Great with steaks, beef stroganoff, winter casseroles and stews, roasts, veal and even robust poultry dishes and mature cheeses.

CHEMICAL ANALYSIS

Alcohol: 13,51% by volume

Residual sugar: 6,52 g/l

Total acidity: 5,57 g/l

pH: 3,64





OBiKWA

CHARDONNAY 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were harvested at 22° to 24° Balling from mid-February to early March. Each vineyard block was individually vinified. Some of the fruit was fermented with oak, while the balance was tank-fermented and left on the lees for a period of four months to ensure a concentration of flavours and creaminess on the palate.

WINEMAKING

The grapes were harvested from mid-February to early March. Each vineyard block was individually vinified. Some of the fruit was fermented with oak, while the balance was tank-fermented and left on the lees for a period of four months to ensure a concentration of flavours and creaminess on the palate.

WINEMAKER'S COMMENTS

Colour: Straw yellow with tinges of green.

Bouquet: An abundance of pear and peach aromas and notes of oak spice.

Taste: Soft and creamy with marmalade and pear flavours followed by oak spice.

FOOD PAIRING

Enjoy with rich food dishes such as pasta, poultry and fish in creamy sauces as well as asparagus and melted butter, snails in garlic butter, Caesar salad, mild Indian korma and other creamy curries.

CHEMICAL ANALYSIS

Alcohol: 12,85% by volume

Residual sugar: 5,75 g/l

Total acidity: 6,35 g/l

pH: 3,41





OBiKWA

CHENIN BLANC 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from selected vineyards in the Paarl and Worcester wine-growing areas of the Western Cape, planted between 1970 and 1988 at altitudes of 130 m to 180 m above sea level.

WINEMAKING

The grapes were harvested by hand at 21° Balling from mid-February to early March. After crushing, the juice was kept on the skins for a brief period for added aromatic expression. The settled free-run juice was then cold-fermented in stainless steel tanks at 13°C for around 14 days to preserve intensity of flavour.

WINEMAKER'S COMMENTS

Colour: Brilliant with tinges of green.

Bouquet: Floral and fruity.

Taste: Crisp and fruity with a lingering finish.

FOOD PAIRING

Delicious with poultry, fish, seafood, pork and fresh summer salads.

CHEMICAL ANALYSIS

Alcohol: 11,99% by volume

Residual sugar: 5,77 g/l

Total acidity: 6,43 g/l

pH: 3,32





OBIKWA

CUVÉE BRUT 2017

BACKGROUND

Background

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the bright yellow ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch, and is a blend of Chenin Blanc and Colombard grapes.

VINEYARDS

Grapes were sourced from a selection of vineyards across the Western Cape. These vines all have unique characteristics, providing a multitude of building blocks enabling the winemaking team to blend a refreshing sparkling wine offering a complex flavours and aromas.

WINEMAKING

The base wine was prepared using standard techniques for producing white wines. Only the free-run juice was used to ensure a fresh and light sparkling wine. After fermentation, the wine was stabilised and clarified. Prior to bottling, CO² was added to create the lively sparkle.

WINEMAKER'S COMMENTS

Colour: Brilliant and clear with green tinges.

Bouquet: Fruity and floral with lots of guava aromas.

Taste: A dry yet fruity sparkling wine with tropical fruit flavours. Very refreshing and lively with a light, clean palate showing excellent balance.

FOOD PAIRING

Enjoy chilled with breakfast, light meals, fresh salads, seafood and poultry.

CHEMICAL ANALYSIS

Alcohol: 11,99% by volume

Residual sugar: 5,77 g/l

Total acidity: 6,43 g/l

pH: 3,32





OBiKWA

MERLOT 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from a selection of the Cape's premier vineyards in the Stellenbosch, Paarl, Wellington and Robertson areas. The grapes were harvested at optimal ripeness to achieve the fruit-driven character of the wine.

WINEMAKING

The grapes were harvested by hand at 22° to 24° Balling in February and March. Each vineyard block was individually vinified. The juice was fermented at 24° to 26°C to retain fruit flavours. Fermentation was completed on the skins to ensure extraction of sufficient fruit, colour and structure, but not excessive, harsh tannins. Maturation took place on American oak after malolactic fermentation was completed.

WINEMAKER'S COMMENTS

Colour: Light ruby red.

Bouquet: Ripe berries with dark chocolate and a hint of tobacco.

Taste: Medium-bodied with a soft and elegant palate, laced with ripe fruit and spicy vanilla flavours.

FOOD PAIRING

Excellent with oxtail, casseroles, red meat, game, pizza and pasta dishes.

CHEMICAL ANALYSIS

Alcohol: 13,46 % by volume

Residual sugar: 6,13 g/l

Total acidity: 5,28 g/l

pH: 3,67





OBiKWA

MOSCATO 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBIKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes for this wine were sourced from selected vineyards in the Western Cape.

WINEMAKING

The grapes were picked at optimal ripeness upon showing maximum fruit expression. The naturally fruity sweetness of the grapes was preserved by halting the fermentation process. The wine was clarified and stored at very low temperatures to preserve its freshness and sweetness.

WINEMAKER'S COMMENTS

Colour: Brilliant and clear with green tinges.

Bouquet: Floral and fruity with a slight muskiness, reflecting the characteristic aromas of the grape varieties that make up the blend.

Taste: Crisp, fresh and fruity with a pleasant sweet aftertaste of ripe pears.

FOOD PAIRING

Excellent served chilled on its own or with white meat dishes, summer salads, fish and seafood.

CHEMICAL ANALYSIS

Alcohol: 8.24% by volume

Residual sugar: 80.10g/l

Total acidity: 6.26g/l

pH: 2.96





OBiKWA

PINOT GRIGIO 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the bright yellow ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from vineyards predominantly situated in the Breede River Valley. The vines are grafted onto nematode-resistant Richter 99 rootstocks and grow in soils originating from decomposed granite. The vines are trellised on a four-wire system and received supplementary irrigation during the growing season. The crop was limited to seven tons per hectare.

WINEMAKING

The grapes were harvested during February at 20,5° to 21,5° Balling. No skin contact was allowed. The juice was clarified and fermented with a pure yeast culture. After fermentation the wine was blended, stabilised and bottled.

WINEMAKER'S COMMENTS

Colour: Brilliant with green tinges.

Bouquet: Upfront fruit flavours including dried peach and apricot as well as a hint of litchi.

Taste: A crisp wine with a touch of fruit and a fresh, lingering finish.

FOOD PAIRING

An ideal sipping wine for a warm day, also excellent served with light salads and cold meats.

CHEMICAL ANALYSIS

Alcohol: 12.80% by volume

Residual sugar: 5.90g/l

Total acidity: 6.21g/l

pH: 3.20





OBiKWA

PINOTAGE 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from bush and trellised vineyards in the Helderberg, Durbanville and Stellenbosch areas, situated at altitudes of some 50 m to 180 m above sea level.

WINEMAKING

The grapes were harvested by hand at 24° to 25° Balling in early February. Five days of skin maturation was allowed to extract sufficient colour and fruit, without excess harshness. After pressing, malolactic fermentation occurred. Maturation took place on American oak for two to three months after blending. The wine finally underwent single cross-flow filtration before clarification and bottling.

WINEMAKER'S COMMENTS

Colour: Ruby red with purple edges.

Bouquet: Aromas of blackberries, plums and prunes followed by spicy oak notes.

Taste: Medium-bodied with rich fruit flavours of blackberries, plums and strawberries and a lingering finish.

FOOD PAIRING

Excellent with oxtail, casseroles, stews, steaks, game, pizza and pasta dishes.

CHEMICAL ANALYSIS

Alcohol: 13,61% by volume

Residual sugar: 6,81 g/l

Total acidity: 5,29 g/l

pH: 3,55





OBiKWA

ROSÉ 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the bright yellow ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from selected vineyards in the Stellenbosch, Paarl, Robertson and Worcester wine-growing areas of the Western Cape. Growing in soils ranging from decomposed granite to deep Clovelly and Hutton with excellent drainage, the trellised vines are situated some 210 m to 410 m above sea level. Appropriate canopy management and row orientation minimized wind damage.

WINEMAKING

The grapes were harvested by hand at 22 - 23° Balling during February. The juice was immediately separated from the grapes to reduce colour accumulation to a minimum. After clarification, fermentation took place in temperature-controlled stainless steel tanks over a two-week period.

WINEMAKER'S COMMENTS

Colour: Light salmon

Bouquet: A delightful combination of raspberries, red cherries and strawberries.

Taste: Refreshingly light-bodied and crisp on the palate.

FOOD PAIRING

Enjoy on its own or served with a variety of summer snacks – cheese platters, fresh salads.

CHEMICAL ANALYSIS

Alcohol: 12,60% by volume

Residual sugar: 7,50 g/l

Total acidity: 6,10 g/l

pH: 3,31





OBiKWA

SAUVIGNON BLANC 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from selected vineyards in the Stellenbosch, Paarl, Robertson and Worcester wine-growing areas of the Western Cape. Growing in soils ranging from decomposed granite to deep Clovelly and Hutton with excellent drainage, the trellised vines are situated some

210m to 410m above sea level. Appropriate canopy management and row orientation minimized wind damage.

WINEMAKING

The grapes, picked on taste when showing green fig flavours, were harvested by hand at 20° to 22° Balling in February. After crushing, the juice was left on the skins for a brief period to preserve its natural acidity. The settled free-run juice was then cold-fermented in stainless steel tanks at 12° to 14°C.

WINEMAKER'S COMMENTS

Colour: Clear with hints of green.

Bouquet: Fig leaves with abundant gooseberry, asparagus and tropical fruit aromas in the background.

Taste: Crisp and fruity with tropical fruit and gooseberry flavours as well as a hint of green fig.

FOOD PAIRING

Delicious with poultry, fish, seafood, pork, pasta and fresh summer salads.

CHEMICAL ANALYSIS

Alcohol: 12,76% by volume

Residual sugar: 6,00 g/l

Total acidity: 6,20 g/l

pH: 3,26





OBiKWA

SHIRAZ 2017

BACKGROUND

Taking its name from one of the early peoples at the Cape, these are down to earth, adventurous wines expressing their true varietal character and rich, ethnic charm. Palate pleasing with a sense of fun as depicted by the ostrich with its remarkable long neck, these wines are a tribute to the intrepid OBiKWA people for whom the ostrich represents a life force and trusted companion.

This wine is made in the Adam Tas cellars in Stellenbosch.

VINEYARDS

The grapes were sourced from bush and trellised vineyards in the Stellenbosch, Paarl, Malmesbury and Worcester areas. These vines grow at altitudes ranging from 50 m to 180 m above sea level.

WINEMAKING

Hand-picked at 23° to 24,5° Balling during February and March, the grapes from the different vineyard blocks were vinified separately. Four to six days of fermentation on the skins in stainless steel tanks was allowed to ensure extraction of sufficient fruit, colour and structure, but not excessive harsh tannin. Malolactic fermentation occurred after pressing. The wine was next matured on American oak for three to four months prior to single cross-flow filtration, clarification and bottling.

WINEMAKER'S COMMENTS

Colour: Dark burgundy red.

Bouquet: Aromas of ripe plums, berries and oak spice with a hint of cigar box.

Taste: Rich and full-bodied ripe plum flavours and smoky nuances supported by oak spice and soft tannins.

FOOD PAIRING

Excellent with richly-flavoured casseroles, grilled red meat, roast lamb, venison, duck, quail and lightly spiced dishes.

CHEMICAL ANALYSIS

Alcohol: 13,74% by volume

Residual sugar: 6,43 g/l

Total acidity: 5,49 g/l

pH: 3,53



BRAND CI

LOGO

The Obikwa logo is the cornerstone of the brand.

The logo must always appear in the following forms and cannot be altered or applied in any way or by means other than specified in this manual.

PRIMARY LOGO

2 Colour logo - Black and Gold (refer to colour page for accurate colours). GRAY border for visual purposes only.



SECONDARY LOGO

2 Colour logo - Black and Gold (refer to colour page for accurate colours)

OBiKWA

FONTS

There is only two main fonts used within the Obikwa brand.

DIN Condensed - Bold is the primary font used across all touch points, as well as the varietal, and various headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

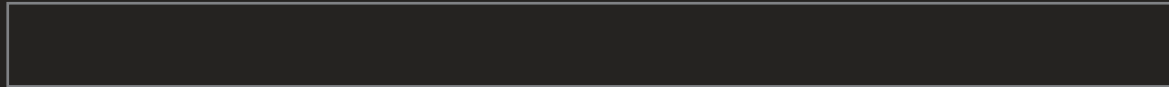
Univers - Light Condensed is the secondary font used across all touch points, including the brand story, and any body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BRAND CI

MOTHERBRAND COLOURS

Colour plays an important role in brand recognition. This section demonstrates the unique colour palette of Obikwa.



Black | An integral part of the Obikwa brand

PMS Black C



Gold | Can be either metallic PMS 871 C or KURZ foil 429

For display purposes - C22 M44 Y73 K2 | R181 G126 B69



White | An intergral part of the Obikwa brand

C0 M0 Y0 K0 | R255 G255 B255

BRAND CI

SKU COLOURS

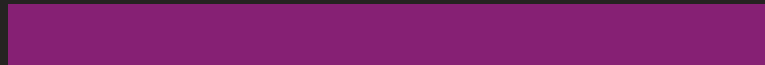
Colour plays an important role in brand recognition. This section demonstrates the unique colour palette of Obikwa.



PMS 207 C | Cabernet Sauvignon
C22 M100 Y69 K16 | R148 G7 B49



PMS 348 C | Chenin Blanc
C83 M11 Y96 K43 | R16 G89 B34



PMS 512 C | Merlot
C50 M100 Y15 K10 | R111 G16 B99



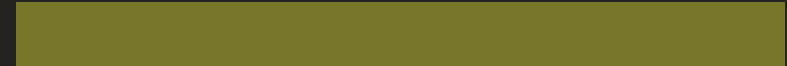
PMS 3135 C | Pinot Grigio
C100 M5 Y50 K3 | R0 G140 B175



PMS 198 C | Rosé
C0 M78 Y33 K0 | R229 G70 B105



PMS 7409 C | Shiraz
C5 M23 Y95 K0 | R236 G181 B11



PMS 392 C | Chardonnay
C24 M11 Y100 K48 | R130 G122 B4



PMS 713 C | Cuvée Brut
C0 M33 Y51 K0 | R245 G166 B109



PMS 3265 C | Moscato
C69 M0 Y37 K0 | R57 G178 B163



PMS 301 C | Pinotage
C100 M53 Y4 K19 | R0 G75 B135



PMS 368 C | Sauvignon Blanc
C54 M0 Y86 K20 | R92 G149 B53

