

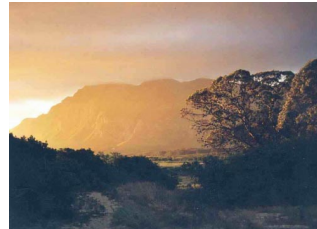
PRIVATE CELLAR



Stunning Discounts from South Africa!

Wines for the summer

Whether or not you are a football fan, as World Cup fever hits the streets, forget about the beer and enjoy the atmosphere (or drown it out) with these world class wines from the 2010 host nation.



Now that the crippling strikes have been called off in the South African docks, we are eagerly expecting a shipment of new vintages of wines from the **Springfontein Estate** and **Pax Verbatim**. We need to make room for the new wines so here is a ridiculously discounted offer from these two brilliant producers of fine South African wine.

Springfontein is situated in the Walker Bay region, just east of Hermanus, and Anja and Johst Weber first put this previously virgin land down to vines in 1996. The philosophy of the estate is to intervene as little as possible with the unique terroir of the vineyards and the calcified sand dunes produce extraordinarily good fruit year on year. The award winning Springfontein reds are always a huge hit at our tastings, particularly when Anja joins us to pour these beautifully hand-crafted wines.

Richard Hilton's **Pax Verbatim** Viognier is also always popular at our tastings. Having cut his teeth in Burgundy with the likes of Domaine Jacques Prieur, O. Leflaive and Louis Latour, Richard, a Brit, moved to the vineyards and wineries of South Africa in 1996. His aim is to refine the technique of matching varietal to vineyard site and, having garnered local knowledge working for well known South African wineries, he set up his own winery, Pax Verbatim, in 2003.

			£ per bottle	£ per dozen
Terroir Selection Pinotage, Springfontein	2006	£10.26	£8.95	£107.40
<i>John Platter gives this wine an impressive four star rating in his famous Wine Guide. Concentrated and spiced, try it lightly chilled.</i>				
Ulumbaza Shiraz, Springfontein	2005	£11.80	£8.95	£107.40
<i>"It certainly says South Africa but has cool climate influences and would be great with marinated steak or venison." Henry Rymill, The Spectator</i>				
Springfontein Estate Reserve	2005	£12.31	£8.95	£107.40
<i>Recommended in Decanter Magazine with a three star rating, this has creamed red fruits underscored by stylish new wood. Delicious.</i>				
Pax Verbatim Rockwater Fountain Viognier	2008	£11.29	£8.95	£107.40
<i>Tiny production and meticulous attention to detail in the vineyard - this wine is an excellent buy. Exotic white fruits are underscored by a refreshing acidity. Perfect summer wine.</i>				
Mixed South Africa Case		£136.98		£108.00
<i>3 bottles of each wine</i>				

These wines are offered subject to availability.
Prices include VAT and delivery is FREE on orders of 24 bottles or more
(or £6 for orders of less than 24 bottles)

"There is a delightful sense of place about the wines I have tasted from Springfontein, with an underlying minerality that no doubt comes from the calcified sand dunes the vines grow on." Henry Rymill, The Spectator

South Africa Fever!



South Africa Fever! Order Form

Wine	£ per case	Cases Required	£ Total
Terroir Selection Pinotage, Springfontein 2006	£107.40		
Ulumbaza Shiraz, Springfontein 2005	£107.40		
Springfontein Estate Reserve 2005	£107.40		
Pax Verbatim Rockwater Fountain Viognier 2008	£107.40		
Mixed Case (3 bottles of each wine)	£108.00		
Delivery @ £6 inc VAT (NB: free delivery on 24 bottles or more!)			

Payment Details

I enclose a cheque for the amount of £_____ made payable to Private Cellar Ltd.

Please charge my credit card number: _____
(Visa, MasterCard, Switch, Maestro)

Start Date: _____ Expiry Date: _____ Security No: _____

Issue No: _____ Signature: _____

Delivery and Account Address Details

Name: _____

Address: _____

PostCode: _____

Daytime Telephone Number: _____

Please let us know if there is a safe place to leave your wine if you are out^(*) _____

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^(*) Securely and at your own risk

Offer Closes on Friday 25th June 2010