

LABRI 1694
FRANSCHHOEK

Veritas Awards 2013

Press Release

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VERITAS
experience excellence

La Bri bringing home GOLD!

Merlot 2011

Following on from our trophy for the La Bri Merlot 2010 at the Old Mutual Trophy wine show in 2012, La Bri is proud to announce that our **Merlot 2011** received a **GOLD** medal at this year's Veritas Wine Awards.

The Veritas Awards is synonymous with excellence in wine. It is the longest running and most prestigious wine competition in South Africa for market ready wine.

This year 1 792 wines and brandies were competing for a Veritas medal: 3.7% were honored with Double Gold, while 9.2% won Gold, 29.3% Silver and 38% Bronze.

Wine enthusiasts will be able to sample La Bri's Gold medal wine along with the other 2013 Double Gold and Gold Veritas award winners at a series of wine tastings across the country during the months of October and November.

For more details on these public tastings visit www.veritas.co.za

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La Bri Merlot 2011 - Tasting note:

Single vinyard estate grapes aged for 20 months in French oak barrels showing red plums with underlying dried mushrooms on the nose. A juicy and elegant entry with firm tannins. A follow through of red plums on the palate with hints of thyme.