



## **#1 Importer of South African Wine, Cape Classics, Expands Portfolio with DGB Partnership**

**NEW YORK, NY – September 1, 2021** – Cape Classics is thrilled to announce a new partnership with DGB. As one of South Africa’s leading independent producers, DGB is home to some of the country’s most renowned brands. Boschendal, The Beachhouse, Bellingham and Ribshack Red are all highly successful brands that will be expanding the importer’s South African portfolio which currently consists of 26 brands from South Africa and France.

Rob Bradshaw, Cape Classics President & CEO, emphasized his enthusiasm for the partnership, “We are exceptionally proud to represent DGB’s legacy as an incredibly inclusive wine company that produces quality-driven wine over a range of price points. A great partnership is beginning. I’m eager to see what we can do together as we work to keep showing America the magic of fine South African wine.”

Based in Franschhoek, Boschendal is one of the most award-winning wineries in South Africa, with a history dating back over 300 years. The farm is one of South Africa’s original estates producing a range of wines from Chardonnay to their sparkling selections (Cap Classique)— representing some of the finest the country has to offer.

The Beachhouse has introduced many to the South African category while making wine approachable and fun, consistently delivering quality. This brand helps Cape Classics to increase their South African footprint in the U.S. market.

Bellingham was established in 1693, when visionary couple Bernard and Fredagh Podlashuk transformed a neglected Franschhoek farm into a winery that would pioneer many firsts in the South African wine industry. Today the modern brand continues to build on its grand legacy.

DGB Executive Chairman, Tim Hutchinson, shared, “We are excited by the prospect of working hand in glove with Cape Classics and building our business together. We have known André Shearer since the early days of Cape Classics in the US and we really respect what Rob and his team have achieved in a very competitive market. As a company committed to social upliftment, we really admire their work in underprivileged communities in the Cape Winelands with early childhood development programmes. DGB supports two children’s homes and we also have a mobile computer centre and library visiting farms schools who have limited resources. The values and cultures of both our companies are aligned.”

The Cape Classics and DGB partnership brings 15 new SKUs to the Cape Classics portfolio with wines ranging from \$9.99 to \$39.99 which will be available nationally from September 1<sup>st</sup>. With the introduction of these new brands, Cape Classics continues to strive to bring value at each level.

**About Cape Classics**

Behind every farm, winemaker, bottle, and grape lies an untold story. Collectively, we discover these tales and share them with our customers. Demanding authenticity, Cape Classics operates the "old-fashioned" way, with relationships and social responsibility at the forefront of our business. The 30 wineries we represent throughout South Africa and France embrace sustainable eco and social practices, doing their part to help preserve lands for future generations while improving the human condition now. Our wines are expressive, crafted with passion and perspective, and delivered with the same hallmark levels of service and professionalism since 1992.