



BOUCHARD FINLAYSON

A BOUTIQUE VINEYARD

TEN REASONS TO LOVE BOUCHARD FINLAYSON

1. We are a family-owned boutique vineyard and winery inspired by genuine passion
2. Our Founder Peter Finlayson was the first winemaker in the Hemel-en-Aarde valley, assisting in establishing the internationally recognised Walker Bay wine region
3. The unique terroir of our estate is synonymous with world-class **South African Pinot Noir**
4. Our **small dedicated team** handcrafts wines to perfection
5. Our wines are **globally acclaimed and award-winning** favouring **quality over quantity**
6. We are a sister property to *The Red Carnation Hotel Collection* - where our complete range of wines are proudly showcased - and part of the *Travel Corporation*
7. We produce a small quantity of **estate olive oil** and **honey (800 000 bees; 65 000 per hive)** that displays the expressive characteristics of our unique terroir
8. We are a World Wide Fund for Nature (WWF) Conservation Champion member – offering guided **nature trails** on our **100 hectares of preserved fynbos land**
9. Our homestead cellar hosts the Hermanus Music Society's monthly **classical music** concerts
10. We have been a lead sponsor of the **local arts community** *Hermanus FynArts Festival* since its inception in 2013

MISSION

Bouchard Finlayson's mission is to produce premium classic Pinot noir, Chardonnay and Sauvignon Blanc wines focusing on quality rather than quantity, showcasing South Africa's best wines for the global market.

VISION

Our vision is to accentuate our unique terroir from our boutique vineyard in the Hemel-en-Aarde Valley in the production of premium wines with excellent quality and distinction. We will strive to continuously innovate and improve through progressive analysis of both supply and demand. Through sustainable and environmentally friendly practices and focusing on social responsibility, we aim to achieve award winning wines whilst always establishing strong and long lasting relationships with all our supporters.

CORE VALUES

1. Family run
2. Integrity
3. Quality
4. Efficiency
5. Consistency
6. Reliability
7. Teamwork
8. Service Excellence
9. Caring, Welcoming and Attentive Team

BOUCHARD FINLAYSON (PTY) LTD

Hemel-en-Aarde Valley, P.O. Box 303, Hermanus, 7200, South Africa

TEL: +27 (0) 28 312 3515 FAX: +27 (0) 28 312 2317 EMAIL: info@bouchardfinlayson.co.za WEBSITE: www.bouchardfinlayson.co.za

DIRECTORS: M. Tollman, B.G. Tollman, V.E. Tollman O'Hana

Reg No. 2000/017868/07