A South African Wine Story: 350 years of Turmoil and Triumph

ABSTRACT:
On February 2, 1659 Jan Van Riebeeck, the first Commander of the Cape of Good Hope wrote in his diary: "Today, wine was made for the first time of Cape grapes". We will look at 350 years of culture and change in the Cape wine industry and how prepared it is to face the many societal challenges/opportunities as well as the myriad global challenges/opportunities in today’s world of wine. Mr. Conde’s own experience is unique in the South African wine industry. He is fortunate to have witnessed first-hand one of the most dynamic periods of South African wine industry; during that time he built two very different wine businesses, and each has provided many insights and lessons in the making and selling of wine.

BIOGRAPHICAL:
Stark-Conde´ Wines is a family-run winery established in 1998 that produces hand-crafted wines from family vineyards in Jonkershoek Valley, Stellenbosch, South Africa. Meticulous viticulture, selective harvesting, grape-sorting, small-batch fermentation and careful barrel maturation are the company’s guiding principles with apriority focus on Cabernet Sauvignon and Syrah.

Mr. Conde´ was born in Kansas City, Missouri, and raised in Independence, Missouri. He graduated with a BA in Fine Arts from Parsons School of Design, New York. He worked as a designer and art director in New York and Tokyo, focusing on corporate identity design and publishing. He has authored two books on design in Japanese.

In 1997, Mr. Conde´ moved to Stellenbosch, South Africa. The first vintage, made in an old farm shed using a hand crusher and home-made press, went on to receive 92 pts from Wine Spectator magazine, was a Platter 5-star wine (South Africa highest wine honor), won the Fairbairn Capital trophy for best Cabernet Sauvignon of the year and was selected by the well-known British wine journalist, Oz Clarke, as one of the Top 20 Wines of the year. Last year the winery won the Australian Five-Nations trophy for best Southern Hemisphere Cabernet Sauvignon.

José Conde´ is also a founding partner and managing director of MAN VINTNERS, a 150,000 case winery focused on good-value varietal wines from South African Coastal Region vineyards. For more information: www.stark-conde.co.za or http://www.stark-conde.co.za

DATE • TIME • LOCATION:
Tuesday April 16, 2013, 4:00 PM, 105 Agricultural Engineering Building