



AGRICULTURAL RESEARCH COUNCIL LAUNCHES ITS FIRST NIETVOORBIIJ GIN JUST IN TIME FOR SUMMER

The Agricultural Research Council (ARC) has added a gin to its Nietvoorbij range, giving consumers something delightful to sip on this summer.

The gin was launched at the ARC's Nietvoorbij campus on Friday, 18 November 2022. Distilled from Hanepoot wine then infused with juniper berries, the gin has floral muscat flavours with notes of lavender and orange peel. No other botanicals were added to ensure that the natural aromatic wine cultivar was highlighted.

Winemakers, Craig Paulsen and Maxine Newman embarked on a gin journey earlier this year to develop a product that expands on the current wine range, opening the brand to a diverse audience. The reimagined Nietvoorbij brand, launched in 2019, tells a story of growth, transformation, and the freedom to explore and soar in the wine industry.

"Following the successful launch of our wine range last year, I am pleased to announce the latest addition to our growing commercial portfolio. We are extremely proud of our winemakers at the ARC Infruitec-Nietvoorbij research campus in Stellenbosch that have launched their very first gin", said Dr. Litha Magingxa (ARC CEO and President).

For more information, contact Ms. Derusha Crank on Tel: 021 809 3100 or E-mail: CrankD@arc.agric.za. Alcohol products are not for sale to persons under the age of 18.



(L-R) Ms Joyene Isaacs (ARC Board Chairperson), Mr Craig Paulsen (Nietvoorbij Winemaker), Dr Litha Magingxa (ARC President and CEO), Ms Maxine Newman (Nietvoorbij Assistant Winemaker) and Prof Bongani Ndimba (Senior Manager Research: ARC Infruitec-Nietvoorbij) at the launch of the Nietvoorbij Gin in Stellenbosch.



The Agricultural Research Council launches it's first-ever Nietvoorbij gin.