



*Media Release*

**For Immediate Release**

**To: All Media**

**Date: 27 November 2019**

**Attention: News Editors/Agricultural writers**

**Agricultural Research Council launches the refurbished Nietvoorbij Cellar Complex in Stellenbosch**

**Stellenbosch:** ARC President and CEO, Dr Shadrack Moephuli, officially opened the Nietvoorbij Cellar Complex in Stellenbosch on Tuesday, 26 November 2019. The complex aims to be the centre of experimental & commercial winemaking and academic excellence.

The ARC Infruitec-Nietvoorbij Campus is located in Stellenbosch, the beautiful premium wine region of South Africa. Over the past two years, the ARC invested into the upgrade of our Nietvoorbij Cellar Complex. This includes upgraded experimental and commercial winemaking facilities, a tasting room, storage facilities and a sensory evaluation laboratory. This facility produced many award-winning wines, including the 1999 Nietvoorbij Pinotage, which received a prestigious 4 star rating, amongst others.

At the launch, guests were given an opportunity to see, first-hand, the transformation of this Cellar Complex. They were also introduced to the new Nietvoorbij wine brand which tells a story of growth, transformation and the freedom to explore and soar in the industry.

Dr Moephuli said; "Our ultimate goal is to transform the ARC Nietvoorbij Cellar Complex into a state-of-the-art commercial and experimental production facility and research development center - a hub of innovation."

The Nietvoorbij Cellar Complex endeavours to contribute towards the training and development of previously disadvantaged and emerging wine entrepreneurs, with experimental and commercial projects in place to be a model for next generation innovation, wine making and wine cellar technologies in South Africa.



Prof Sibusiso Vil-Nkomo (Chairperson of the ARC Council) and Dr Shadrack Moephuli (ARC President and CEO), officially opened the Nietvoorbij Cellar Complex on Tuesday, 26 November 2019.

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**Issued by:**

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**Notes to the Editors**

**About the Agricultural Research Council**

The Agricultural Research Council is a premier science institution that conducts research with partners, develops human capital and fosters innovation in support of the agricultural sector. The ARC provides diagnostic, laboratory, analytical, agricultural engineering services, post-harvest technology development, agrochemical evaluation, consultation and advisory services, food processing technology services as well as various surveys and training interventions. For more information visit the ARC website at: [www.arc.agric.za](http://www.arc.agric.za) or follow @ARCSouthAfrica on social media.