

# PR PULPIT ROCK



IPW

## WHERE FAMILY AND TRADITION MATTERS

### PULPIT ROCK WINERY

After a long trek from the Cape of Good Hope, the Riebeek Valley was discovered in the mid-1600s.

The Brink family was among the first settlers in the region and are now the proud owners of one of the most acclaimed wineries in the region, Pulpit Rock.

The Brink family has been farming in Riebeek West for more than five decades and in 2003 they decided to build their very own winery. The winery was aptly named Pulpit Rock – referring to a rock formation resembling a pulpit on the slopes of the mountain behind the winery itself.

### ABOUT THE WINERY

When building the cellar, Pulpit Rock invested in state of the art equipment and design. There are two vast barrel maturation cellars including a 1,000 ton overall production capacity.

The first vintage was produced in 2004 and the stylish wine tasting center of Pulpit Rock Winery opened its doors to the public in October 2004.

The grapes are meticulously selected and harvested full ripe to achieve optimum quality, including good structure and prominent fruit. A combination of the latest equipment and

traditional techniques are used to create world-class wines. Pulpit Rock Winery truly is a family concern. Patriarch Ernst Brink serves as the backbone of the business, while his sons Van der Byl and Haumann see to the day-to-day running of the farms and cellar. Their efforts are complemented by the winemaking skills of Jaco van der Merwe.

### PULPIT ROCK – LEADERS IN PET

PET (Polyethylene terephthalate) is a type of plastic bottle and Pulpit Rock is one of the first wineries in South Africa to supply wines in PET bottles to a foreign market. After winning a large tender in Sweden, the farm has seen great success in the response to these bottles.

PET bottles are:

- Lightweight (a 6-pack wine case is reduced by about 2.5 kg and a forklift load is lessened by 266 – 496 kg)
- Robust, shatterproof and unbreakable
- Taste neutral
- Able to offer a 12-24 month shelf life
- Able to reduce a carbon foot print by >50%
- Environmentally sensitive and friendly

Pulpit Rock enjoys an IPW accreditation.

Owner: Brink Family  
Location: Riebeek West  
Size: 400 hectares  
[www.pulpitrock.co.za](http://www.pulpitrock.co.za)

