

# GOING UNDERGROUND

Psst! Have you heard? Since it opened in November 2014, [spasie] has become Cape Town's top restaurant for underground dining experiences. Located in Church St (with additional premises on Bree St), it features a range of exclusive, invitation-only events. On Pocket Watch Wednesdays, guests can enjoy a speakeasy and gourmet street food, or try their hand at some interesting games. But the only way to score access for yourself and five friends is to have one of the 10 vintage pocket watches floating around the city. Sundays see Executive Chef Nicholas Charalambous and the team creating a New York-style brunch, with bottomless bubbly, marvellous mimosas and unlimited access to their DIY Bloody Mary Bar, which features bacon- and cucumber-infused vodkas.

But the signature event is the Chef's Table. Different guest chefs – including international and South African icons, as well as rising stars from some of the country's top kitchens – create a four- or five-course menu with wine pairings. [spasie] has hosted teams from Ellerman House, The Roundhouse and the Cape Grace, as well as top restaurant chefs like Michael Deg (Delaire Graff), Harald Bresselschmidt (Aubergine) and Christo Pretorius (the Twelve Apostles).

It's also hosted independent chefs and culinary rock stars like Craig Cormack, Steffen Olivier and Jaco Redelinghuys, as well as a "Meet your Meat" evening where Bertus Basson (Overture) brought in live animals to introduce to the guests and teach them where their meat comes from.

In addition, [spasie] has exclusive, once-off experiences like a complimentary gin-tasting, an evening of boutique wine-tasting and exhibitions by leading artists. So, whether you'd like to join an existing event or get [spasie] to host your own, start spreading the word. – **Eugene Yiga**

Tel: 021 422 1492. Email: [hello@spasie.co](mailto:hello@spasie.co)

Visit: [www.spasie.co](http://www.spasie.co)



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## THERE'S ALWAYS A STORY WITH NEDERBURG

As Nederburg continues to expand its global presence, the award-winning winery is presenting wine-lovers with a fresh new face

From its beginning in 1791, Nederburg – based in Paarl, Western Cape – has become one of the fastest-growing wineries in the Distell portfolio. Over the past year, it's raised its international presence and experienced double-digit sales growth, even in its most established markets, such as Germany. But rather than rest on its laurels, the brand's reinventing itself in a way that enables it to better connect with new wine consumers around the world.

Launched at the end of February, the latest communication campaign avoids traditional wine convention formats by inviting consumers to immerse themselves in a sensory experience, rather than a cerebral one. Described as "evocative, richly visual, warm in tone and often whimsical", it's about

strengthening ties with existing brand supporters and igniting curiosity in a premium, but more provocative way.

"Wine communication doesn't have to be prescriptive or technical," says Dè-Mari Kellerman, Global Marketing Spokesperson for the brand. "It can be evocative instead and take people to places where they're reminded of emotions, scents, tastes and textures."



Anthony Lane, one of SA's leading package design specialists, has also created a new logo. Not only does this modern and slanted version feature the brand crest more prominently (and strengthen the "family" resemblances between the various tiers), but its style recalls the branding of the past – all signs that Nederburg's next chapter is just getting started. – **Eugene Yiga**

Visit: [www.nederburg.co.za](http://www.nederburg.co.za)