



GRAHAM BECK
MÉTHODE CAP CLASSIQUE
★

Celebrate what Matters



FACT SHEET



ABOUT GRAHAM BECK SPARKLING WINERY

Founded in 1983 with its first commercial wine in 1991, Graham Beck has an unwavering dedication to farming in harmony with nature and the community to craft Méthode Cap Classique South African sparkling wines using the traditional méthode champenoise.

The iconic brand is lauded among the world's best values. It has been affectionately dubbed the "President's Choice" - the Brut Non-Vintage was served at Nelson Mandela's inauguration in 1994 as well as President Barack Obama's election night victory party in Chicago in 2008.

Founded by the late Graham Beck, the family-owned company continues its founder's commitment to and investment in a wide range of social health, educational and sports programs for its staff and their communities, as well as extensive environmental conservation projects. The internal slogan, "the Graham Beck Way" refers not only to a meticulous attention to the details of grape growing and winemaking, but also to the value it places in putting people and the planet first.

Imported by Beck Family Estates, Graham Beck Méthode Cap Classique wines include three tiers -- non-vintage, vintage and prestige - all made from Pinot Noir and Chardonnay grapes grown in the Western Cape.



GRAHAMBECK.COM

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FACT SHEET



FOUNDED

Founded in 1983. First commercial wine, 1991.

PROPRIETOR

Antony Beck, son of founder, Graham Beck.

WINEMAKERS

Pieter Ferreira, Cellar Master (since 1990)

Pierre de Klerk, Winemaker

U.S. MANAGEMENT

Imported by Beck Family Estates

Clay W. Farmer, Vice President, Sales

WINES

Non-Vintage Wines: Brut NV; Brut Rosé NV, Bliss Nectar NV, Bliss Nectar Rosé NV

Vintage Wines: Blanc de Blancs; Brut Zero; Brut Rosé

Prestige Wines: Cuvée Clive

VINEYARDS

Near the town of Robertson in South Africa's Western Cape, Graham Beck's 300 acres of estate vineyards benefit from a unique location in a continental shelf, which offers wide diurnal temperature swings, and a preponderance of well-draining limestone soils. Ample sunlight is moderated with cool winds which are funneled into the vineyard area through this shelf. The combination of climate, soils, row orientation and clonal selections produce healthy fruit with low-pH, ideal for the Graham Beck house style: fresh, bright sparkling wines.

CONSERVATION

2000: Winery begins to return nearly 5,000 acres on the estate to its original state. Today, 75% of the estate property is under conservation.

2006: Named a World Wildlife Fund "Conservation Champion" (at that time called the Biodiversity and Wine Initiative).

2006: WWF Champions also develop education and awareness strategies to encourage the entire community. The Becks help launch the Rooiberg Breed River Conservancy with 27 neighboring farms, in association with Cape Nature. Rehabilitation, restoration and restricting impacts on the ecology of the region conserves the area's stunning biodiversity.

Today: 1,200 solar panels power 30% of the winery's electricity needs (40,000 kWh).

PHILANTHROPY

The Graham and Rhona Beck Foundation continues to fund numerous programs which touch on every phase of life and skills needed by their employees in South Africa; from child care and education, to elder care and disability programs.

WINEMAKING

Described by the team as the "Graham Beck Way," the winemaking standards include hand picking and hand sorting fruit; whole cluster pressing; selection of quality juice (cuvée) from the press juice (taille); partial barrel fermentation; extended yeast contact for non-vintage (15 months), vintage (36 months), and prestige wines (60 months). Finally, the date of disgorgement is printed on all back labels to convey bottle ageing.

LOCATIONS

Robertson Estate:

Address: PO Box 724, Robertson, 6705, South Africa

Telephone: +27 (0)23 626 1214

Email: market@grahambeck.com

GPS: -33.80407,19.7979113,17z

Stellenbosch (Marketing, Sales Office):

Address: The Vineyard Business Park - B2, Corner Adam Tas and Devon Valley Road, Stellenbosch, South Africa

Telephone: +27 (0)21 874 1258

Email: market@grahambeck.com

GPS: -33.943437,18.834623,7z

VISITATION

Visitors are welcome at the Robertson Estate. A variety of tour and tasting options are described on the winery's website.

DIGITAL RESOURCES

 www.GrahamBeck.com

 /GrahamBeckMCC

 @GrahamBeckBubbly

 @GrahamBeckSA

U.S. MEDIA CONTACT

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