



## NAME CHANGE OF FLAGSHIP WINE CAPAIA (EX ONE)

It is with great pride and optimism that we share with you our decision to re-name the Flagship wine of Capaia (used to be known as “One”) to simply CAPAIA.

There were several reasons why we thought it is important to make this change, but most of all we felt it not only necessary but equally justified knowing the history of Capaia, from where it started and how it has grown till now.

Interestingly enough, from the outset in 2003 the flagship wine was called only CAPAIA (as it will be known going forward), with the following wines being grouped under the name Blue Grove Hill (Merlot/Cabernet and Sauvignon Blanc). It was only in 2009 that the name changed to Capaia One and the rest of the portfolio to Capaia Cabernet Merlot, Capaia Sauvignon Blanc etc. In a way we are thus moving back to our roots to ensure we are well positioned for the future.

It was in hindsight the correct decision to name the Capaia as “ONE” when we did, as it was in a time of opulence and brands trying to topple each other by adopting the highest titles to their names (especially wines)...and some wineries still do...

At Capaia we are modestly recognizing that we have over the years produced wines of the highest calibre, but even more importantly feel that the simplicity of calling our flagship wine just that, the name of our Estate, will do more justice to the brand than the predecessor name One. The rest of the range will remain unchanged, as Capaia Cabernet Merlot, Capaia Sauvignon Blanc, Capaia Shiraz and Capaia Rose. Because the labels from these wines look distinctively different, there will be no confusion recognising the flagship wine, CAPAIA.

We thus ask all our loyal customers, importers and distributors to embrace and acknowledge our efforts in this regard by communicating it to all your relevant parties in order for them to have a better understanding, and in the end all of us will achieve a higher result in the market by supporting this small but very symbolic change.

With best wishes,  
Mariella Baronesse von Essen

Comte Stephan von Neipperg

CAPAIA WINES  
Botterberg Road, Philadelphia 7304  
South Africa



info@capaia.co.za  
www.capaia.com