



Nicole Arnold (left) and Annareth Jacobs.

Woman now power the wine route

THE election of Nicole Arnold, marketing and sales manager at Uva Mira Vineyards as chairperson of the Helderberg Wine Route and Margi Hoffe of Bilton Wines as vice-chairperson at the AGM earlier this month, now puts the reins for the promotion of this important sub-route of American Express Stellenbosch Wine Routes, firmly into the hands of women.

Arnold started her career in the wine industry as tasting room manager at Lourensford in 2004. Hoffe is currently marketing manager at Bilton Wines and has worked for some top wineries, mostly in the Helderberg, over the years.

“I see huge opportunities for the farms to grow together into a cohesive unit which

reflects the vibrancy of the area,” says Arnold. “We have superb wines, incredible views, with wonderful people offering stunning hospitality. These areas will be highlighted and developed even further by the executive committee.”

The Helderberg wine route stretches from Stellenbosch through Somerset West up to Sir Lowry’s Pass. The 48 members include some of SA’s best-known wineries like Ernie Els Wines, Vergelegen, Lourensford and Rust & Vrede, many of whom incorporate other businesses such as restaurants, galleries and function facilities.

A new marketing company has also been appointed by the wine route.

