

WHALEHAVEN

WHALEHAVEN AMBASSADORS BRING SOUTH AFRICAN ELEGANCE TO AMATHUS DRINKS STORES

September 2024 marked an exciting moment for wine enthusiasts as Whalehaven Winery, from the Hemel-en-Aarde in South Africa, made its grand entrance into the UK market through the prestigious Amathus Drinks stores. With over four decades of expertise, Amathus Drinks, a family-owned importer, distributor, and retailer, is renowned for curating some of the world's finest beverages. And now, the Whalehaven Terroir Series is proudly among their offering.

Whalehaven's ambassadors, Silvana and Paul, embarked on a vibrant tour of Amathus' eight retail stores, each located in the heart of London's most eclectic and cosmopolitan districts, including Soho, Shoreditch, South Kensington, and Notting Hill.

At each stop, the staff at Amathus Drinks gathered to learn about Whalehaven's journey—born in the nurturing embrace of the Southern Right whales' winter sanctuary in Hermanus, South Africa. Silvana and Paul shared the story behind the Terroir Series, emphasising how each wine captures the unique soil, climate, and natural nuances of the region.

More than just a product presentation, this visit was a training experience. They took time to engage with the highly trained Amathus staff, offering them in-depth knowledge about Whalehaven's handcrafted wines. From the rich mineral characteristics of the Chardonnay to the bold, fruit-forward nature of the Pinot Noir, the ambassadors provided detailed tasting notes, food pairings, and insights on how to present these wines to discerning London clientele.

Amathus, which first opened its doors in 1978, has long been a trusted destination for wine and spirits lovers in the UK. With their staff known for being well-versed in the nuances of wine, Silvana and Paul found an enthusiastic audience in these stores. The training sessions were lively, with a shared passion for wine bridging the gap between the rolling hills of South Africa and the urban vibrance of London.

Now, with the Whalehaven Terroir Series available across Amathus' London locations, customers will be treated to the refined taste of one of the Cape's most esteemed wineries.

For more information about Whalehaven Winery and its award-winning wines, visit www.Whalehaven.co.za



A TRIUMPH OF NATURE