

Boland Kelder

Noord Agter Paarl, Northern Paarl
Paarl
Paarl

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In the New World almost everyone can theoretically claim superior terroir since there is no regulation over the claim. We prefer to focus on the merits of what we call "regionalism". The concept of being a regional specialist can only become a competitive advantage if you have an intimate knowledge of the region, implying the luxury of time. For more than 6 decades we have been working in the Paarl region with its many different mesoclimates, soils and aspects, in time allowing our viticulturists to isolate five different climatic zones. Nowadays we achieve product differentiation on the basis of the added complexity gained by masterful blending of wines from the different zones.

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