



Introducing ASARA Wines

2023 Season

ASARA Wine Estate - Stellenbosch - South Africa



Welcome to ASARA Wine Estate

Situated in the heart of the Stellenbosch Winelands, the farm traces its origins back to 1691...



...ASARA has been actively developed into an award-winning estate over the last 20 years...



... pairing fine wines with great food and warm hospitality in breath-taking scenery.





Welcome from the Rahmann family



Dear Wine Lovers and Enthusiasts,

When I discovered this beautiful piece of land in 2001, I immediately fell in love and decided, this is where I want to stay and live my dream. The dream of creating and producing wine like I personally love and enjoy.

Old World - French oriented style wines – elegant wines with finesse.

Offering a lovely but subtle fruit on the nose - not upfront and bold, rather developing nicely while you are sipping the glass or the bottle. The wine should develop from the first to the last sip and give you a variation of different taste experiences while you are enjoying a particular bottle of wine.

I couldn't believe my luck, that after looking pretty much all over the world for a spot like this to have found it. The perfect place for creating Old World Style Wines, situated in the beautiful & picturesque new world South Africa. And this allows us to make extraordinary and exceptional wines using our knowledge & creativity and making the best of what South Africa can offer.

So, I moved with my family from Hong Kong to South Africa, bought this 180-ha wine farm, named it ASARA and developed it into what it is today.

An award-winning Wine Estate & luxury Boutique Hotel in the heart of the Stellenbosch winelands.

During the past 20 years we continuously developed the Estate into an excellent destination for good food and fine wines. Our wines reflect the unique ASARA terroir and honour craftsmanship and tradition. At the same time, we constantly work on refining our product range in various ways.



Please allow us to introduce you to our wines and our Estate. The following presentation will provide you with an overview and give you a first impression of our brand and the ASARA Wine Collection. We are looking forward to hearing from you and hope to start a conversation leading to a successful & mutually beneficial business relationship.

Best regards,

Markus Rahmann



A note from the Farm Manager

The prestigious Asara Wine Estate is situated on the Stellenbosch side of the renowned Polkadraai Hills region. This unique location of Asara contributes to the ideal viticultural conditions to produce our well known wines.

The farm has deep decomposed granite soils which buffer our vines in the summer to produce good, complex wines for the consumer to enjoy. Our 100 hectares of vineyard benefit from the diverse slopes, aspects and altitude which contribute to the complexity which you enjoy in every glass of Asara wine.

The various varieties have been planted on site specific blocks to take full advantage of these important differences. With meticulous canopy management during the growing season and perfectly timed hand picking, we as the farm team are proud to present a high quality product in the bottle.

We know that our wines tell the story of our terroir. We are committed to look after it in the best way possible.

Alan Cockcroft, Farm Manager

 Overview





A note from the Winemaking Team

Situated in the heart of Stellenbosch, the terroir of Asara Wine Estate produces exceptional fruit. Our aim is to nurture the grapes and to produce wines which express Asara and its terroir to its fullest potential.

The Asara team relies on traditional viticultural and winemaking techniques, however, we combine the best of the traditional with modern thinking and our experience to create elegant wines with complexity and personality.

Wine is a living form of art that is crafted through the interaction of nature, biology, chemistry, and science. Our team respects this, and with our passion and intuition, we add the human element. We believe that you will enjoy drinking and sharing our wines as much as we enjoy making them.

We pride ourselves on creating wines characteristic of our terroir.

At Asara we follow a hands on approach in the vineyard with minimal intervention in the winery reflecting our philosophy of allowing fruit and terroir to be fully expressed in every bottle.

Michiel du Toit, Winemaker





The ASARA terroir

 Overview



- Range of slopes and varying exposure to ocean breeze and soil types
- 180-hectare estate
 - 102ha under vine, full irrigation
 - 65% red varietals, 35% white
 - 3ha olive orchard
- 5 dams (130 000m³ capacity)
- 900 ton wine cellar
 - Processing and fermentation tanks
 - Barrel maturation cellar
 - Finished goods storage and dispatch/logistic teams on site

The ASARA terroir

 Overview



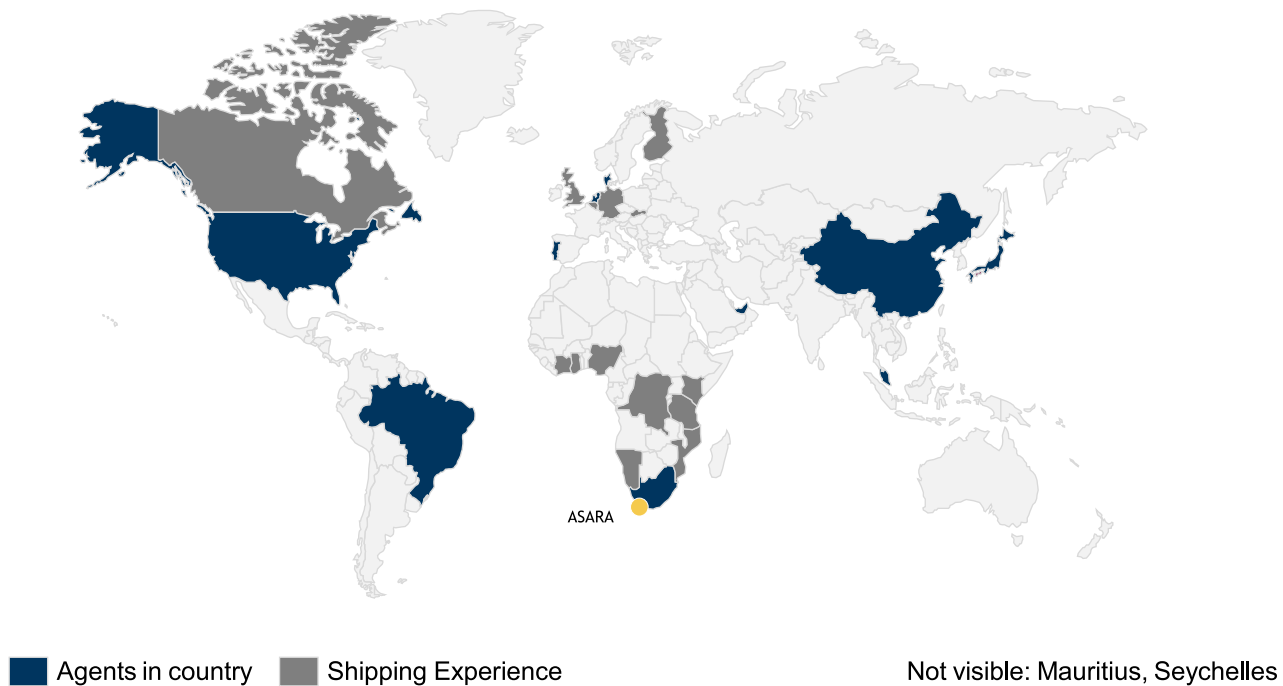


International experience & certifications

 Overview

Significant International Distribution Reach

Country map indicating countries with physical representation



Sustainability and standards certification

Ethical working conditions & standards



Wine & Agriculture Ethical Trade Association
Certified since 2015

Sustainable production, packaging



Integrated Production of Wine
Certified since 2013

Environmental biodiversity



WWF & Botanical Society
Advanced certification in progress



ASARA Wine Ranges

 Overview

Speciality Range



One of a kind..
Made in a special way, or with a little twist

Terroir Range



Each one a unique narrative of terroir
Wines from hand-selected vineyard rows & blocks

 For more info

Vineyard Collection - White



Each sip – truly ASARA
Featuring varietals grown on the estate

Vineyard Collection - Red



Each sip – truly ASARA
Featuring varietals grown on the estate

Cape Fusion Range



Fine blends for full flavour