



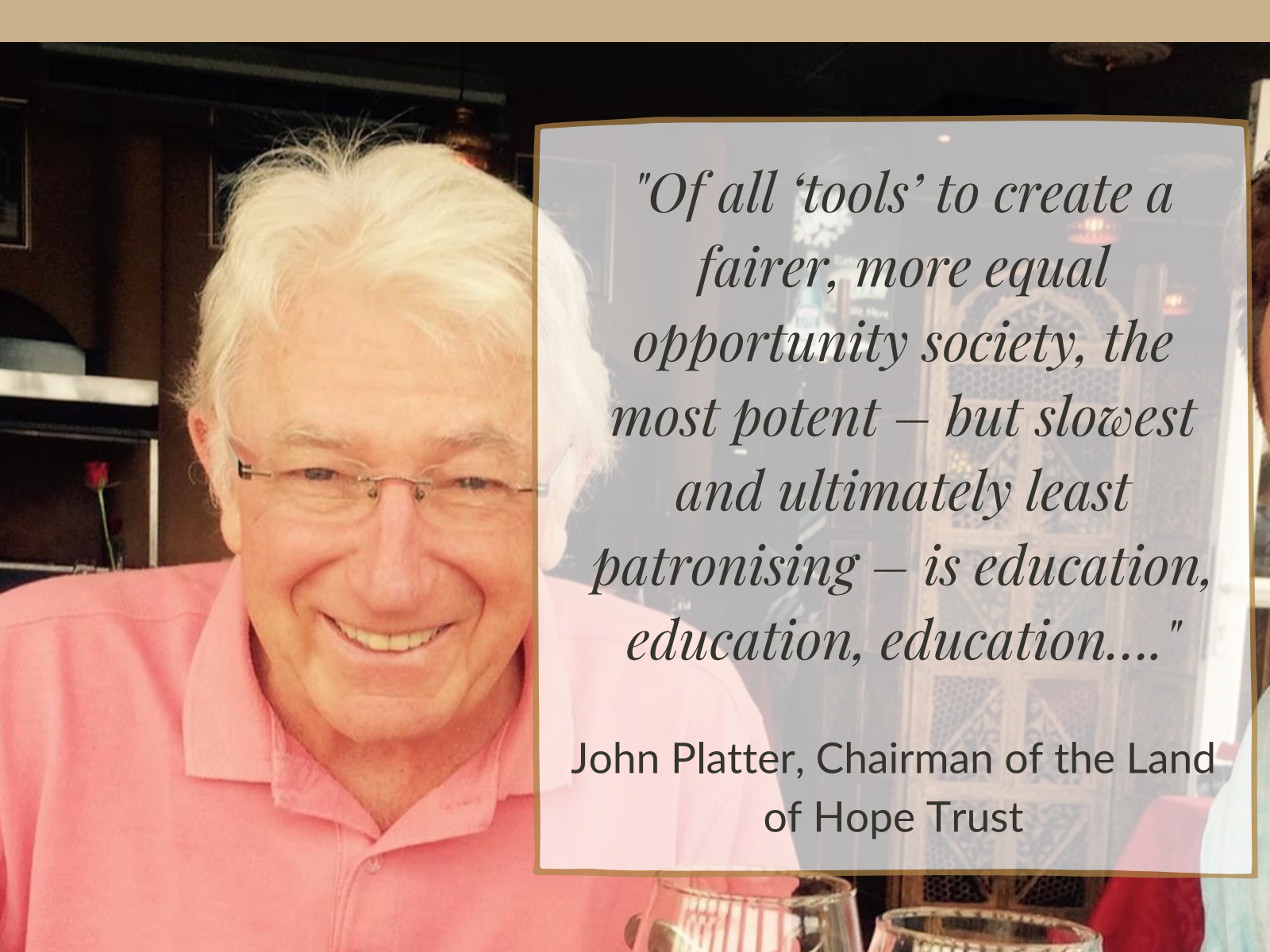
LAND & HOPE

SOUTH AFRICA

DRINK WELL,
DO GOOD



Long-term social upliftment
through the gift of high quality
education and skills development.

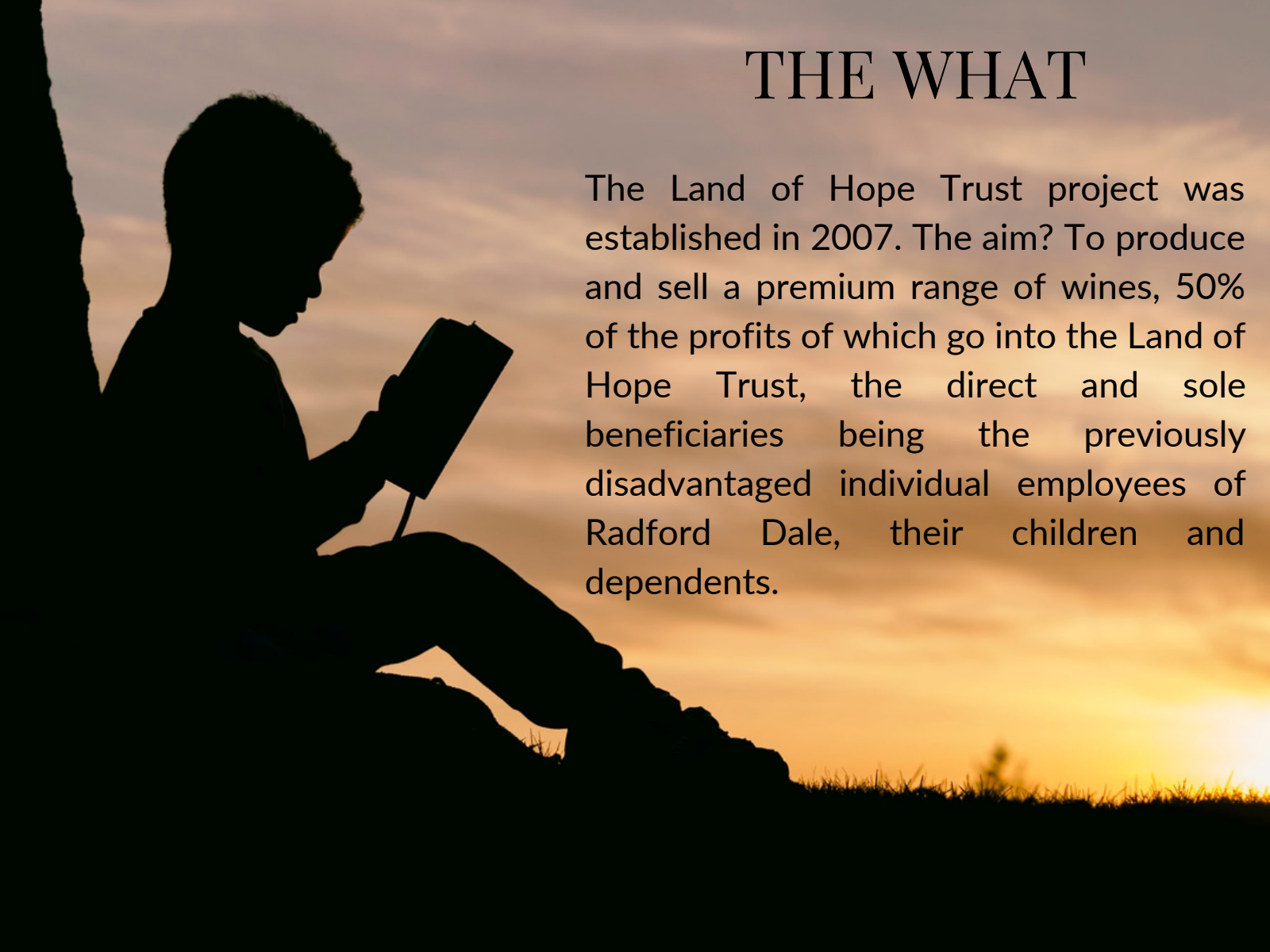


"Of all 'tools' to create a fairer, more equal opportunity society, the most potent – but slowest and ultimately least patronising – is education, education, education...."

John Platter, Chairman of the Land of Hope Trust

THE WHAT

The Land of Hope Trust project was established in 2007. The aim? To produce and sell a premium range of wines, 50% of the profits of which go into the Land of Hope Trust, the direct and sole beneficiaries being the previously disadvantaged individual employees of Radford Dale, their children and dependents.



THE WHY

The primary objective of the trust is **educational.**

The Trust is making it possible to send our children to schools we could only dream about when we were young, which under apartheid we were not allowed to attend, and which will give our next generation the intellectual ability and the expertise to ensure the positive evolution of our economy our democracy and our community.

"Through this Trust our kids can not only dream big but also have the assurance that it is possible."

Veronica, Beneficiary & Trustee



Without LoH funding, the children would have no choice but to attend South African state-run schools.

The OECD (Organisation for Economic Co-operation and Development) in 2021 found that almost half (46%) of state-school learners in SA did not achieve the academic results to matriculate (graduate) from secondary school.

The state school system in South Africa is in terminal decay and a generation of African children will miss out on a life of opportunity and instead be faced with illiteracy, innumeracy, poverty and crime.

That is why our Trust is so important, as it makes absolutely certain that the children of our own community receive the best possible education and enter adult life as equals to the privileged few who benefit from first world standards.

THE HOW

Structure of the Trust

- The Trust benefits solely the PDIs, their children and dependants.
- The Land of Hope Trademark and Brand Equity belong 50% to The Trust and 50% to Radford Dale (the latter being the production partner and financier of the wines, operating under an independently-audited memorandum of agreement).
- The board of trustees is comprised of 2 PDI employees, 2 Directors of Radford Dale (including one further PDI), and an independent Chairman in the person of John Platter.



- * Beneficiaries submit their distribution requests in November for the following school year
 - *Trustees meet in December to review all requests
 - *Trustees allocate distributions, taking budget into consideration
 - *At least 3 trustees must approve each request
- *Invoices are submitted and reviewed against approved allocations before payment is made.



Distributions are primarily for:

- School and Tuition fees
- Aftercare
- Uniforms
- Stationery
- Sport & Development Skills
- Transport (in rural areas)
- Speech therapy and remedial support
- The trust has also assisted with funding for medical emergencies and housing support

A photograph of three young boys in school uniforms. The boy on the left is wearing a red and white checkered shirt. The boy in the middle is wearing a blue and white striped shirt. The boy on the right is wearing a dark blue polo shirt with a colorful stripe on the collar. They are all looking down at a book or paper in front of them. The background is slightly blurred, showing other people and what appears to be a classroom or library setting.

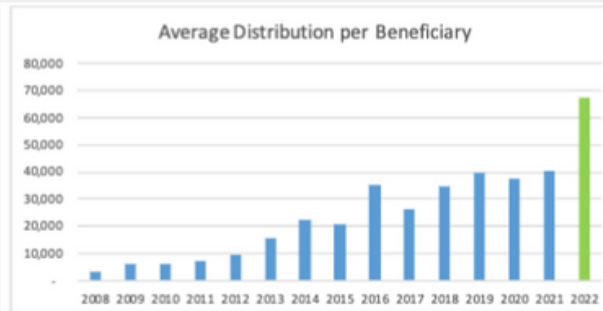
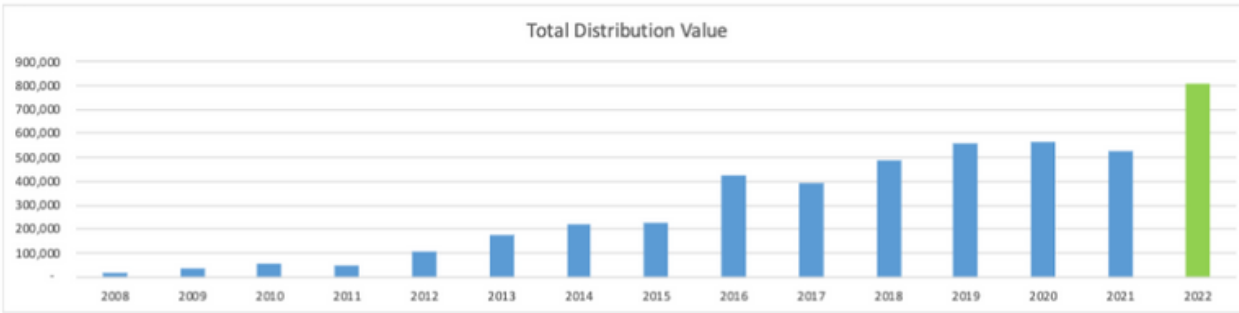
THE IMPACT

From supporting five child beneficiaries in 2008 with a total education fund of R15,883 to twelve in 2022 with a fund of R807,555, the impact and growth of the Trust is evident.

LAND OF HOPE TRUST DISTRIBUTIONS HISTORY

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Number of Beneficiaries	5	6	9	7	11	11	10	11	12	15	14	14	15	13	12
Distribution Value	15,883	35,707	53,586	50,957	106,648	175,016	223,170	225,917	421,425	394,212	486,691	558,849	560,800	524,702	807,555
Ave. Dist. per Beneficiary	3,177	5,951	5,954	7,280	9,695	15,911	22,317	20,538	35,119	26,281	34,764	39,918	37,387	40,362	67,296

Approved





THE WINES

"We make premium wines that can compete in the local and international markets on quality alone. Profit is not the motivator behind these wines...but we are all the richer because of them."

Heather Whitman, Trustee &
Beneficiary



From start to finish, all the PDI employees are involved in picking the grapes, making the wine, bottling, branding, selling and shipping it.

When it comes to production the Land of Hope range, **they** call the shots.





Land of Hope grapes are picked by hand and the wines are made as naturally as possible using minimal intervention, in the same philosophy as Radford Dale wines.

We take care to select vineyards and sites from all over the Western Cape which would best suit the style of wine we want to make. All Land of Hope wines are produced from sustainable agriculture. We are fully accredited for environmental, ethical, and social-upliftment practices.

From 2022, we are excited to be adding our very first certified ORGANIC wines to the range.

THE RESERVE RANGE



These three wines are the pride of this project and are produced in each vintage.

Exceptional quality wines.

Selected single vineyards

Hand-picked and sorted

Minimal intervention

Restrained alcohols

Matured in seasoned French & Austrian oak

Large format barrels and vats





Land of Hope Reserve Chenin Blanc Stellenbosch

Rooted in ancient decomposed granitic soils, this Chenin Blanc is from a single vineyard on an ocean-facing slope of the Helderberg Mountain in Stellenbosch. This wine shows both the exuberance of the variety in its floral notes and its nobility in a compelling mineral acidity, naturally bestowed by the site in which it is grown.

Balanced and poised, it provides just enough richness to please the palate and just the right amount of zing to refresh.



Land of Hope Reserve Pinot Noir

Hemel-en-Aarde valley

These grapes come from two adjacent vineyards of Burgundian clones 115 and 777 in the Hemel en Aarde Valley. This region grows vines which produce high quality Pinot Noir grapes, which means the wine has more depth and texture as well as presence and poise.

Whole berry fermentation lifts the aromatics while also bringing supple tannins and length. Dark red fruit and subtle earthiness can be detected. This is not a Pinot for those who think that a good red wine must be black, oaky and full of tannins. This is a fragrant, bright and refreshing Pinot with wonderful succulence, expressive fruitiness and is full of character.

THE CLASSIC RANGE



These wines are entirely flexible
to meet individual customer
specifications

Flexible

Commercial

Market driven

Bespoke to customer's brief

Land of Hope Syrah

Stellenbosch

Two mature, trellised, mountainside vineyards, planted with a variety of clones produce this Syrah. Overlooking False Bay, the vines enjoy the cooling influence of the famous Cape Doctor (the prevailing South Easterly wind during summertime). The rocky, gravelly nature of the soil promotes the production of balanced, finely textured wines which show restrained fruit and interesting spice and fynbos notes.

In an age where Syrah is known for making big, polished and powerful, often sweet fruited wines, we have chosen the path less travelled by showing a restrained and subtle expression of one of the Cape's most exciting varieties.





Independent Press & Reviews

Platter's South African Wine Guide

4.5 Stars

Land of Hope Chenin Blanc 2009

Land of Hope Cabernet Sauvignon 2011, 2009, 2008 & 2007

Land of Hope Reserve Cabernet Sauvignon 2013

4 Stars

Land of Hope Reserve Chenin Blanc 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013,
2012, 2011, 2010 & 2008

Land of Hope Chardonnay 2018, 2016 & 2014

Land of Hope Reserve Cabernet Sauvignon 2019, 2017, 2016, 2015, 2013, 2012 & 2011

Land of Hope Reserve Pinot Noir 2020, 2019, 2016, 2015, 2012 & 2011

Land of Hope Syrah 2018

Craft 3 Chenin Blanc 2021

Tim Atkin MW South Africa Special Report

91 Points

Land of Hope Reserve Pinot Noir 2020

Land of Hope Reserve Chenin Blanc 2015

90 Points

Land of Hope Reserve Chenin Blanc 2020

Wine Mag – Christian Eedes

Land of Hope Pinot Noir 2019 – 92 points

Land of Hope Reserve Cabernet Sauvignon 2019 – 90 Points

Jancis Robinson MW – Julia Harding MW

Land of Hope Reserve Pinot Noir 2019 – 16+ points

Land of Hope Reserve Chenin Blanc 2019 16 points

Land of Hope Craft3 Chenin Blanc 2020 – 15 points

International Wine Challenge

Land of Hope Reserve Stellenbosch Chenin Blanc 2017 - Silver

Land of Hope Chenin Blanc 2013 - Gold

Land of Hope Chenin Blanc 2012 - Silver

Marks and Spencer Land of Hope Reserve Chenin Blanc 2012 - Silver

Land of Hope Reserve Hemel en Aarde Pinot Noir 2018 – Bronze

Land of Hope Cabernet Sauvignon 2016 - Commended

The Wine Society 2020 Wine Champions

Land of Hope Reserve Chenin Blanc 2019

Robert Parker November 2013

89 Points

Land of Hope Reserve Cabernet Sauvignon 2011

Land of Hope Reserve Chenin Blanc 2012

"Education is the most powerful
weapon which you can use to
change the world."

NELSON MANDELA



THE FIRE OF AFRICA

LAND OF
HOPE
SOUTH AFRICA

DRINK WELL,
DO GOOD

