

BOOK 17 XVII

Represented by EXPRESSION UNIQUE SLA, Luxembourg
Crafted by DE TOREN PRIVATE CELLAR, Stellenbosch, SOUTH AFRICA

www.expressionunique.com



PLINY THE ELDER

2010 VINTAGE

THE TRUTH IS IN THE VINE



BOOK 17

RELEASE DATE - December 2011
VINTAGE - 2010
VARIETY - Proprietary Blend
DRINK - 2015 - 2022

Given, you want to make the best wine in the region
that can compete with the real great wines of our mankind.....
and you are prepared to give everything, without any restrictions, compromises or limitations.
Where does it lead to?
Let us show you how this leads to a
welcome to a new global collection of boutique Icon Wines



After many years successfully producing wine, I asked myself what would be required to make a great wine.
Our dedicated winemaker Albie Koch and his team were tasked to do everything for such a dream.
Together we realised that we have to leave all our South African viticulture and wine-making traditions behind us .
With Gregor Drescher, the German expert for production techniques of international great wines we understood very fast:
To make a real great wine we have to follow at first a very old conclusion in the most radical way,
as it was written in the Book 17 of Pliny the Elder.
We put together hundreds of small steps of latest our understanding of great wine production.
With this care we were able to create 600 Bottles of
BOOK XV11 vintage **2010**
A great wine with a unique expression.

THE STORY...

Rare opportunities present itself and become reality only when the receiver is ready for it...

Put yourself back in time; imagine the early knowledge of philosophers, scientists and true believers in nature. Take that, combine it with the modern-life technology and research tools available...then you get **BOOK XV11**.

The process was beyond belief!

BOOK XV11 is a tribute to the early wisdom, research and documentation of **PLINY THE ELDER**, which we have redefined by using the latest scientific analysis to create one of the New World Winery's exceptional wines.



BOOK 17 XVII

DEFINING the **true importance** of viticulture practices in the wine making process, is completely enlightening, liberating and at the same time humbling – when you realize everything is all about getting the basic elements precise!

Producing BOOK XVII was no small feat – we have since 1994 studied, analyzed and recorded detailed information about every aspect of the vineyards...soil type, sea influence and weather patterns.

By using near infrared aerial imaging and by evaluating parcels of vines within these vineyards blocks, specific vines have been isolated for creating this exceptional wine.

Through the study of each vine, the wine has been crafted slowly over a long period, with painstakingly dedication and patience.

We are confident to state that **PLINY THE ELDER** would have been proud to see this wine released under his name.

<p>The philosophy of this early author of the Roman Encyclopedia – <i>NATURALIS HISTORIA</i>, reveals the secrets and virtues we are now re-discovering.</p>	<p>growing exceptional grapes to produce exquisite wine.</p>
<p>In AD 77, two years before Pliny's death, he completed his Natural History Book. In Book XV11, he reviews the history of wine, the viticulture and vinification process. In the writing it becomes very clear that site/terroir is the most important attribute of</p>	<p>PLINY constantly lamented about the quality of vintages deteriorating and the increased production of cheap wine...the same phenomena is repeated now in modern times.</p>
	<p>BOOK XVII we have gone back to the original virtues of making wine by hand and applying intense attention to detail to each phase.</p>



EXTREME WINE MAKING TECHNIQUES THAT WERE ADOPTED INCLUDE:

- Dropping crop loads to 300g per vine
- Cold hand de-stemming
- Foot stomping
- Hand punch-down
- Submitting to 200% new premium French oak for 18 month
- No machinery or mechanical equipment used
- Hand bottled with no filters

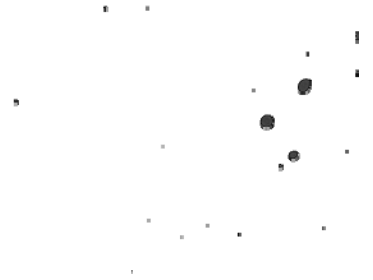


TASTING NOTES from the Wine Advocate (Robert Parker) –

Neil Martin for ROBERT PARKER Jr – “It has a super-ripe crème de-cassis, fruitcake and fig scented bouquet with a palate that is ostentatious to the point of vulgarity. However, this full-bodied turbo-charged wine is so damn silky smooth and seductive in a super-Tuscan kind of way, that its charms will be near impossible to resist. I found this to be a big, powerful, quite alcoholic wine that is more reminiscent of some cult Napa Valley wines and they would certainly appeal to those who appreciate that style.”

ANALYSIS

- Alcohol 15.5%
- Sugar 4.60g/l
- Acidity 5.36g/l
- pH 3.67



LIMITED RELEASE...

- BOOK XVII is a collector's item and **only 650 bottles** of 750ml are to be released into the market - each specially crafted bottle numbered to ensure authenticity.
- It is easily forgotten the hardship of traditional wine making when confronted with a lavish packaged fine wine, uncorking it with such grace in front of close friends...
- BOOK XVII however is one such perfect wine that will give you the complete privilege of honoring the past, but applauding the present...claiming balance, distinction and complete respect to who appreciates it.
- **CHF 175.00** per numbered bottle handcrafted with the utmost care and finesse, portraying the harmony of ancient flavors.





DISCOVER MORE...

- The influence of weather upon the trees...what is the proper situation for the vine?
- What soils are to be considered the best?
- The eight kinds of earth boasted of by the Gauls and Greeks
- The intervals to be left between trees
- The culture of the vine and various shrubs which support it
- How grapes are protected from the ravages of insects
- Remarkable facts connected with irrigation
- Errors that may be committed in pruning

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Emil den Dulk

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Gregor Drescher

PS. Wait for further releases from **expression UNIQUE** to come from France (2012), Austria(2013), and another wine from South Africa (2014).

DO NOT MISS THIS OPPORTUNITY TO GET THIS WINE IN YOUR CELLAR. IT IS A COLLECTOR'S ITEM.

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In Switzerland available at www.kapweine.ch