



'To be associated with other leading international culinary capitals is a great honour.' comments Franschhoek Wine Valley CEO, Jenny Prinsloo. 'Home to some of the leading chefs our country has to offer, Franschhoek has earned its title over several years as South Africa's Culinary Capital.'



# DÉLICE NETWORK MEETING

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## CONTACTS

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[www.franschhoek.org.za](http://www.franschhoek.org.za)

**FRANSCHHOEK, CAPE WINELANDS**  
**SOUTH AFRICA**  
7 - 9 APRIL 2016

"Food and wine tourism as a factor for economic growth"







# DÉLICE NETWORK MEETING

## FRANSCHHOEK, CAPE WINELANDS SOUTH AFRICA 7 - 9 APRIL 2016

### THURSDAY 7 APRIL

14H00 **Délice Executive Committee Meeting** (EC members only)  
*The Franschhoek Cellar*

17H00 Return to hotel

18H30 Meet in hotel lobby  
*(dress code: elegant)*

19H00 **Welcome Reception**  
*La Motte Wine Estate*  
*Recipient of the Great Wine Capitals Award for two years.*



### FRIDAY 8 APRIL

08H30 Meet in hotel lobby - departure to The Franschhoek Cellar

09H15 **Délice General Meeting and EC Report**

09H50 Introduction of a local social development initiative for Délice

10H00 "Food and wine tourism as a factor for economic growth"

**Robert Joseph**, *International Wine Expert and Writer*  
The examination of the range of attractions and activities that wineries and food producers may profitably consider offering in order to appeal to potential visitors.

**Judy Lain**, *Chief Marketing Officer, Wesgro Destination Marketing Organization*  
The activation of food and wine tourism in the Western Cape.

**Christophe Chateau**, *Head of Communication, Bordeaux Wine Federation*  
15 years of wine tourism strategy in Bordeaux: from business opportunities to a better image of the city. Through the specific examples of "La Cité du Vin" and Bordeaux Wine Trip.

12H15 Lunch

14H00 "City marketing through gastronomy" - local examples

**Margot Janse**, *Executive Chef, Le Quartier Français*  
South African Food Trends - how these trends impact on promoting the Western Cape as a top tourism food destination.

**Angus McIntosh**, *Biodynamic student, grass farmer and carbon sequestrator, Spier Wine Estate*  
Organic farming as a contributor to economic growth in food tourism in the Cape Winelands.

**Rebecca Hurst**, *Owner, The Hurst Campus and Member of Institut Paul Bocuse Worldwide Alliance*  
The challenges faced by culinary schools when placing students from the Y Generation into the hospitality industry for a practical internship.

16H00 Depart for the hotel

16H30 **Working Committee Parallel Sessions**  
*Le Franschhoek Hotel*

18H45 Meet in hotel lobby

19H30 Dinner  
*The Tasting Room at Le Quartier Français*  
*San Pelligrino Top 50 Best Restaurants in the World - for nine years.*



### SATURDAY 9 APRIL

08H45 Meet in hotel lobby - departure to The Franschhoek Cellar

09H15 **Délice Working Committee Reports**

10H30 **Délice Best Practice Session**

12H30 Depart for lunch

12H45 Lunch  
*The Werf Restaurant at Boschendal Estate*



14H15 Return to hotel to get ready for afternoon activities and the evening farewell *(wear flat, comfortable shoes)*

15H30 Meet in hotel lobby

16H00 **Food Related Study Visit**  
*Tour of The Hurst Campus with a taste of local specialities*

18H00 **Farewell Dinner**  
*Babylonstoren*  
*Farewell dinner and guided walk through the fruit and vegetable garden, designed by French architect Patrice Taravella.*





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Cape Town & Western Cape  
Tourism, Trade & Investment

# OPTIONAL PROGRAMME

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## FRANSCHHOEK, CAPE WINELANDS SOUTH AFRICA

“Food and wine tourism as a factor for economic growth”







# OPTIONAL PROGRAMME

# FRANSCHHOEK, CAPE WINELANDS SOUTH AFRICA

## WEDNESDAY 6 APRIL

Breakfast at leisure from 07H30

10H15 Meet in hotel lobby

10H30 Historical guided walk through the village of Franschhoek with historian Siegfried Schafer (complimentary)

12H00 Depart - Spice Route - Paarl Centuries ago, anyone with a desire to explore exotic flavours and experiences would have needed to wait for the seasonal return of the traders travelling the Spice Route.



### Wine tasting

Renowned for its hand-crafted wines from the Swartland region, with exotic names such as Chakalaka and Malabar, Spice Route Wines can now be enjoyed in the Paarl Winelands (complimentary).

OR

### Beer tasting

Artisanal Beer Tasting with the Cape Brewing Company - Independent craft beer since day one (complimentary).

13H30 Lunch at La Grapperia

Relax in a casual atmosphere, under the oak trees or cosy inside at the fireplace and take in some of the most spectacular views, the Spice Route Destination has to offer (own expense).

Free time to explore the rest of the Spice Route artisanal offerings

15H30 Return to hotel OR drop off in Village for some shopping time (take a tuk-tuk back to the hotel - own expense).

19H00 Meet in hotel lobby

19H15 Dinner at French Connection The French Connection is a charming bistro-style restaurant with a welcoming and unpretentious atmosphere (own expense).

## THURSDAY 7 APRIL

Breakfast at leisure from 07H30

10H15 Meet in lobby

10H30 Bread & Wine Charcuterie demo by Charcuterie King Neil Jewell and his pig farmer Charlie Crowther (complimentary).

12H00 Lunch at Bread & Wine (complimentary)

13H30 Transfer to The Franschhoek Cellar (all delegates)

14H00 Franschhoek Tram ride and visit to Grande Provence Heritage Wine Estate (complimentary, non EC members)

17H00 Return to hotel

Délice Network Meeting (see official programme)

## SUNDAY 10 APRIL

Breakfast at leisure from 07H30

10H00 Depart - Groot Constantia - Cape Town Guided experience around Groot Constantia, South Africa's oldest wine producing estate (bus trip approximately 1h30 drive - complimentary).

13H00 Lunch at Jonkershuis At the Jonkershuis they are very conscious of provenance, sustainability and the ethical content of all the food they prepare, as well as reflecting the rich Cape Malay heritage (own expense).



15H00 Depart - Commodore Hotel

15H30 Check in to Commodore Hotel

18H30 Meet in hotel lobby

19H00 Dinner at GOLD The African menu is a taste safari that will transport you from Table Mountain to Timbuktu. This culinary experience is accompanied by unique interactive traditional entertainment (complimentary).

## MONDAY 11 APRIL

09H30 Depart - City tour and visit to Table Mountain (weather permitting - complimentary)



13H00 Lunch at Den Anker (own expense)

HOSTS BID DELEGATES FAREWELL!  
Rest of afternoon and evening at leisure