



Koosie Jordaan, pronounced 'Coors', recently stepped away from Meridian Wine Merchants, one of South Africa's largest distribution companies, to join Cape Coastal Vineyards.

As Head of Production/Winemaker for Cape Coastal Vineyards, Koos has been set the task of determining the requirements of each market, and marrying that with the wines produced by the five cellars who supply the Matuba portfolio of wines.

Koos Jordaan graduated with a Diploma in Cellar Technology at Elsenburg College in Stellenbosch. He then joined Nederburg in 1978, as assistant winemaker, eventually to rise in ranks and become the Marketing Manger for Nederburg from 1987 to 1990, overlooking all marketing, PR and overseeing the Nederburg auction.

From 1990, Koos went on to become National Marketing Director of Monis, and in 1995 to 1997 was the General Manager for the Western Cape for Stellenbosch Farmers' Winery, SFW, a responsibility which entailed the

management of the full supply chain, as well as a consultant to a wide spectrum of clients providing technical and strategic development.

In 1998, Koos packed his bags, and with his family, spent 4 months in Bordeaux, France. During his stay, he toured the wine regions studying the three critical phases of when to pick, when and how racking should take place, and how long the post-fermentation maceration should last.

On his return to South Africa, Koos worked as a consultant on technical and marketing issues with a range of clients from small estates to gigantic wine co-operatives across many districts.

In 1999, Koos was approached by La Motte and L'Ormarins to evaluate their estates. This in turn brought him into contact with Hein Koegelenburg, and together they formed a marketing and distribution company Historic Wines. Koos took leadership of Historic Wines and was the architect of the umbrella services company for the Rupert family's private owned wine estates; La Motte, L'Ormarins and Rupert & Rothschild. Koos then went on to establish Meridian Wine Merchants, a domestic South African distribution company.

Currently Koos is the Cellar Master for Cape Coastal Vintners, which allows him to use his skill in selecting grapes and wines with a unique quality, and blend the different batches and cultivars from the various regions. He is involved in every stage of the production of wine for the Matuba portfolio, passionately seeking something special to give Matuba that extra bit of magic.

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