

# Creation on being Social

Social media has firmly taken its place, and in some cases superseded the role of traditional media in many company's toolkits for marketing and client interaction. We at Creation have embraced new media in all its forms as it provides innovative ways of keeping our clients up to date with our activities.

Even more importantly, it is the ideal way for soliciting feedback and client interaction. We can only meet the needs of our clients if we know what is important to them and in fact, many of our latest innovations have come from listening carefully to our clients. These include among others our 10AM Brunch Pairing, our Non-Alcoholic Pairing option as well as unique products such as our Tasting Kit. To read further, click [here](#).

## **Wine Word of the Week: Body**

When assessing wine, tasters will often refer to the 'body' of the wine. This term is used to indicate the density and weight of the wine as it is perceived in the mouthfeel. The simplest way to think of light, medium and full-bodied wine is to compare the density to other liquids. Wines that are light in body have the density of water while medium-bodied wines are similar in texture to full cream milk and full-bodied wines have the texture of cream. Body is one of the key aspects to consider when pairing wine and food.

## **Highlights and Happenings on the Creation Calendar**

Ranging from fun functions and sensational shows on the Creation Estate to maintaining a strong presence at prestigious wine events, we love to see you there! Here are some of the latest attractions.

## **CAPE TOWN**

### **8 August 19h00 for 20h00: Fashion Flavour & Art, Shimmy Beach Club, V&A Waterfront**

Expect an evening of elegance, rich flavours, inspiring creativity and all the fine things in life. R450 per person – all funds raised will go to the Cancer Association of South Africa (CANSA). Tickets available from [WebTickets.co.za](http://WebTickets.co.za). Click [here](#) for more information.

### **11 August 16h00 to 19h00: Tasting at Wine Concepts, Kloof Street, Cape Town**

### **21 & 22 August 15h00 to 20h00: Big Bottle Festival at the Cape Town Club, 18 Queen Victoria St, Gardens, Cape Town. R450 pp.**

Join wine and food lovers at South Africa's super-sized and grandest annual wine tasting extravaganza, celebrating Big Bottle masterpieces. Participation of producers is strictly by invitation to maintain the superior level set for the event. For details, click [here](#).

### **29 August: Casa Labia Sanlam Portrait Awards, 192 Main Rd, Muizenberg, Cape Town**

Tel: 021 788 6068 Email: [gallery@casalabia.co.za](mailto:gallery@casalabia.co.za)

## **HERMANUS**

### **7, 8 and 9 August: Hermanus Food and Wine Festival, Wine Village, Hermanus**

Voted one of South Africa's Top 10 Wine Festivals, this celebration brings together more than 65 of the premium wine and craft beer producers in South Africa. R150 per person per day – tickets available at the door. Click [here](#) for information.

Don't miss out on the Hemel-en-Aarde Master Class presentations to be held as part of the Hermanus Food and Wine Festival! The presentations take place on 8 and 9 August at the Wine Village with the first one featuring eight Hemel-en-Aarde Pinot Noirs and the second one Wines With Attitude from

the Hemel-en-Aarde. To secure one of the limited 45 seats available please book with Frieda Lloyd at [frieda@hermanuswineroute.com](mailto:frieda@hermanuswineroute.com).

## **DURBAN**

**13 August, 19h00: Wine Pairing, Nonna Makaranga Lodge, Kloof**  
R300 per person. RSVP Collin on [nonna@makaranga.com](mailto:nonna@makaranga.com)

**26 August: Creation Wine Dinner at 9th Ave Bistro, Morningside**  
R395 for 5 course dinner. RSVP 031 312 9134

## **27 to 29 August: The Mercury Wine Week, Suncoast Sunstrip**

It's hip, happening and funky – a week that rocks the Durban wine calendar each year! The fun has a serious side too as a key fund-raising event for The Mercury Hibberdene Children's Holiday Home on the KwaZulu-Natal South Coast. Click [here](#) for information please.