

Diverse Flavours add Overhex range of Innovative South African wines to its portfolio with launch at TFWA WE in Cannes

By **Ryan White** on October, 11 2013 | Spirits & Tobacco



Overhex Wines International (OWI) is a major player among South Africa's new-generation wine companies. Founded in 2005, OWI has been built on the simple motto that quality is everything. Their commitment to quality products, quality marketing and quality service levels have since resulted in OWI becoming one of South Africa's fastest growing exporters of wine.

Their highly experienced management team, under the leadership of Managing Director Gerhard van der Wath, promotes an innovative, modern corporate culture. This encourages entrepreneurial thinking, allows for flexibility and facilitates prompt, efficient customer service.

Constant research allows OWI to stay ahead of the ever-changing trends in the global wine market. This is manifested in an innovative, flexible wine portfolio with each wine tailor-made for a specific target market. Ranging from entry level to super premium, the portfolio of vibrant, consumer-driven brands caters for contemporary wine lovers the world over. The impressive portfolio includes sought-after brands such as Balance, Soulo, Kamina, Bonsella, Cape Zebra and Ostrich Landing to name a few.

Managing Director Gerhard van der Wath, comments on the company's recent partnership with Diverse Flavours: "Our vision is to be a meaningful competitor within the wine industry by building global brands that sell successfully across a wide range of target markets. We regard our clients as our partners and thus take the trouble to cater for their individual needs and requirements. Differentiation and innovation are key points of focus and novel concepts, attractive labels and chic packaging have contributed greatly to our clients' success.

"We are delighted to join forces with Anthony and Michiko at Diverse Flavours and are very excited about the opportunities in travel retail/ duty free for our brands. We have already tasted our first success by having our Balance Winemakers Selection Chenin Blanc 2012 selected for Business Class pouring on Dragonair, one of Asia and China's most respected airlines."

Anthony Budd, Managing Director of Diverse Flavours, added: "Gerhard and his dynamic team fill a gap in our portfolio that can really deliver quality innovative products to suit the specific requirements of different duty free channels, operators and consumer segments at the right time."

Gerhard van der Wath will be present in Cannes along with his range of wines at the Diverse Flavours stand at Red Village L34.