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Fells welcome duo of premium South African producers

BY LIZZY O'RIORDAN
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In a push to boost its South African offering, Fells has announced the addition of two South African producers.

The importer revealed that Kaapzicht from Stellenbosch and Paul Clüver from Elgin are now part of the Fells network, with distribution set to begin in May.

The pair will sit alongside Fells' existing South African brands, which include Warwick, Capensis and Vilafonté.

Fells MD, Euan Mackay, said: "Strengthening our South African portfolio has been a major focus for over a year now. It was critical that we identified the right partners, and after a year of extensive searching, tasting and discussion, Kaapzicht and Paul Clüver were the clear standouts."

He continued: "Importantly, both are specialists, at the forefront of their respective regions and styles. Kaapzicht, in the classic Stellenbosch traditions of Pinotage and Chenin Blanc, Paul Clüver in the cool-climate wines such as Pinot Noir and Chardonnay that have made Elgin a household name for wine lovers."

Paul Clüver, CEO of Paul Clüver Family Wines, added: "We are proud to be working with Fells, a distributor whose commitment to family-owned producers and long-term relationships mirrors our own philosophy."

Meanwhile, Danie Steytler, owner and winemaker at Kaapzicht, commented: "We are delighted to be partnering with Fells as our new importer in the UK. Their strong reputation, deep market understanding, and shared passion for authentic, terroir-driven wines make them a natural fit for Kaapzicht."

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