



FRANCIS WINES

Presenting *Chardonnay & Pinot Noir*

THE KING + QUEEN OF WINES

CRAFTING elegant  
*and expressive*  
*Pinot Noir & Chardonnay*  
that tells a story from  
**SOIL** *to SOUL*



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THE GROUND BENEATH US HOLDS OUR STORY

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*Born in South Africa. Bred in Burgundy, France.*

FROM KICKING-OFF BAREFOOT ON AN ICY, COBBLED-TOGETHER RUGBY FIELD IN A SMALL SOUTH AFRICAN TOWN, TO TRAVERSING THE VINE-COVERED SLOPES OF BURGUNDY, AND VOYAGING BACK TO DIG HIS HEELS INTO THE SOIL OF HEMEL-AND-AARDE - THIS IS THE STORY OF SOUTH AFRICAN SPORTSMAN, BURTON FRANCIS, AND HIS JOURNEY THAT BIRTHED FRANCIS WINES.

A WINE ABOUT HIS JOURNEY + LOVE FOR BOTH REGIONS

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Determined to see the soil under his feet *change*...

*At the heart of Francis Wines lies the story of a youngster*

WHO'S HAD TO FACE MUCH ADVERSITY AND ENDURED HIS FAIR SHARE OF HARDSHIPS GROWING UP IN THE - THEN RURAL - TOWN OF PAARL, SOUTH AFRICA. HE REMEMBERS MAKING TRACKS AS HE RAN FROM INTRUDERS BREAKING INTO THEIR HOUSE - AND HAVING TO PLAY RUGBY BAREFOOT ON FROZEN GROUND. THROUGH IT ALL, **A DETERMINATION WAS BIRTHED TO SEE THE SOIL UNDER HIS FEET CHANGE.**

FAST FORWARD TO A YOUNG MAN TASTING THE FRUIT OF HIS HARD WORK AND HIS PERSEVERANCE THAT HELPED HIM OVERCOME THE CHALLENGES OF HIS ENVIRONMENT, AND SAW HIM EXCEL IN HIS RUGBY CAREER - ON HOME TURF, AND ABROAD.

AFTER YEARS ON FOREIGN SOIL - **TASTING  
DIRT** ON BOTH RUGBY FIELD AND AMIDST  
FRENCH VINEYARDS, AND NOW EXPLORING  
THE TERROIR OF THE HEMEL-AND-AARDE  
RIDGE APPELLATION, FRANCIS IS PROOF THAT  
ENDURANCE AND A WILL TO CONTINUALLY  
RISE, PRODUCE CHARACTER AND HOPE, AND  
CAN CHANGE A STORY FOR THE BETTER.

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**FRANCIS WINES** is a *tribute*  
to the **SOIL** that nurtured  
Burton's dreams and  
passions, and to the *soul*  
that inspired him to share his  
wines with the *world*.



*from*

**SOUL**

*to*

**SOUL**





THE **SOIL ANALOGY** IS CENTRAL TO BURTON'S PHILOSOPHY AND VISION. "Soil is not only the foundation of wine quality, but also of *life quality*." **SOIL IS A SYMBOL OF ORIGIN, IDENTITY, DIVERSITY AND POTENTIAL**. HE RESPECTS AND CHERISHES *the* soil that shaped his character AS A PERSON AND AS A WINE PRODUCER. **SOIL IS DYNAMIC AND EVOLVING, influenced** BY CLIMATE, HUMAN INTERVENTION AND **NATURAL FORCES**. "WE STRIVE TO **UNDERSTAND AND HONOUR THE SOIL** CONDITIONS OF EACH VINTAGE, AND TO EXPRESS THEM FAITHFULLY IN THESE WINES."





OUR  
*Approach*

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THE APPROACH: FROM SOIL TO SOUL

## Inspired by the purist winemaking traditions *witnessed in Burgundy*

FRANCIS' DREAM WAS TO CAPTURE THE ESSENCE OF BURGUNDY IN EVERY BOTTLE. TO ACHIEVE THIS, WE HONOUR TRADITIONAL METHODS WHERE POSSIBLE. WE PAY SPECIAL ATTENTION TO THE CONCEPT OF CLIMATS, WHICH REFERS TO DELIMITED PLOTS OF LAND - PRECISELY DEFINED AND RECOGNISED FOR THEIR UNIQUE MICRO-CLIMATE AND GEOLOGICAL FEATURES, WITH ITS OWN IDENTITY AND PERSONALITY. BY RESPECTING AND PRESERVING THE CLIMATS, WE AIM TO PRODUCE WINES THAT REFLECT THE DIVERSITY AND RICHNESS OF OUR TERROIR, AND BRING OUT THE TRUE EXPRESSION OF THE GRAPES. THE RESULT IS A WINE THAT EMBODIES THE ELEGANCE, FINESSE, AND COMPLEXITY FOUND IN BURGUNDY'S FINEST OFFERINGS.

BY JOINING HANDS WITH WINE-VETERANS, SUCH AS THE RENOWNED KEVIN GRANT AS LEAD CONSULTANT, AND INCORPORATING THIS THINKING INTO THE UNIQUE TYPICITY OF THE HEMEL-AND-AARDE RIDGE APPELLATION, WE AIM TO CREATE WORLD-CLASS WINES THAT ARE NUANCED BY THE SUBTLE VARIANCE IN ALTITUDE, ASPECT AND THE SOIL OF THE SPECIFIC VINEYARD SITE WITHIN HEMEL-EN-AARDE RIDGE. WITH THIS APPROACH INFLUENCING THE QUALITY AND IDENTITY OF THE WINE, WE STRIVE TO CAPTURE THE ESSENCE & CHARACTER OF BOTH ICONIC WINE REGIONS AS HARMONIOUSLY AS POSSIBLE.

WE AIM TO HERO THE PURITY, INTEGRITY + IDENTITY OF THE FRUIT



*Francis Wines is a boutique Wine Producer*

THAT AIMS TO CREATE WINES OF ELEGANCE, FINESSE AND COMPLEXITY THAT REFLECT THE UNIQUE TERROIR OF THE HEMEL-EN-AARDE RIDGE APPELLATION IN SOUTH AFRICA.

INSPIRED BY THE BURGUNDIAN WINEMAKING STYLE AND THE METHODS THAT HAVE BEEN HONED FOR CENTURIES, OUR WINES ARE NOT MEANT TO BE FLASHY OR TRENDY, BUT RATHER TO EXPRESS THE ELEGANCE, BALANCE AND COMPLEXITY OF AN OLD WORLD WINE. WE BELIEVE THAT BURGUNDY REPRESENTS THE PINNACLE OF QUALITY AND EXCELLENCE IN WINEMAKING, AND WE HOPE TO SHARE OUR PASSION AND RESPECT FOR THIS NOBLE HERITAGE WITH OUR CUSTOMERS.



WE STRIVE TO PRESERVE THE **PURITY** OF THE FRUIT, THE FRESHNESS OF ACIDITY AND THE **FINE TANNINS** THAT ARE CHARACTERISTIC OF *Hemel-en-Aarde Ridge wines*. 

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THE SUN-KISSED GRAPES OF HEMEL-EN-AARDE  
RIDGE GIVE BIRTH TO EXQUISITE WINES THAT  
ECHO THE **ELEGANCE** AND **COMPLEXITY** OF  
BURGUNDY. CHARDONNAY AND PINOT NOIR ARE  
THE STARS OF THIS REGION, EXPRESSING THEIR  
TERROIR WITH **FINESSE** AND **BALANCE**.

EACH SIP REVEALS A **NEW LAYER** OF FLAVOUR  
AND AROMA, REFLECTING ITS TERROIR &  
UNIQUE STORY.

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Enjoy the *sensory experience* that  
delights the **PALATE**, the nose and  
the mind. It is a *celebration* of nature,  
culture and artistry. It is a way of  
connecting with the **SOUL** of the *Soil*  
and the spirit of the story. It is a  
journey **FROM SOIL TO SOUL**.

*The Tasting Notes*



FRANCIS WINES  
CHARDONNAY  
2022



HEMEL & AARDE RIDGE

**The 2022 Chardonnay has a brilliant light yellow hue with green flecks.**

**On the nose - stone fruit, lime zest, and white floral notes.**

**The palate is taught and focused due to a vibrant acidity. Nectarine and yellow fruit flavours combine with hints of brioche and toasty notes on a tight and lingering aftertaste.**

**IT PAIRS WELL WITH:** Grilled seafood, roasted chicken, or creamy pasta dishes.

**SERVING TEMPERATURE:** 8-10 °C

**ORIGIN:** Babylon Vineyards from the Hemel-en-Aarde Ridge appellation.

**THE SOIL:** Shale soil of Bokkeveld Series in Hemel and Aarde Ridge.

*Wine of South Africa*

**WINEMAKING:** Healthy grapes handpicked and cooled overnight.

**Bunches destemmed and whole berries pressed in pneumatic press. First 400 litres / ton was cold settled and pumped to barrels to complete natural spontaneous fermentation. Wine was left on its lees for 9 months in older 500 litre French oak barrels.**

**The best barrels were selected, blended and prepared for bottling.**

**ANALYSIS:**  
Alcohol: 13.6 %  
Residual Sugar: 3.3 g/l  
Total acidity: 7.04 g/l; pH: 3.12

**AGEING:**  
9 Months in older 500 litre French oak barrels

**PRODUCTION:**  
1 160 bottles were produced

**RELEASE DATE:**  
July 2023

**OUR APPROACH:** Our winemaking approach is influenced by Burton's education and experience in Burgundy, but also by his own personality and journey. We follow the Burgundian tradition of honouring the terroir and the grape variety, and of producing single-vineyard wines that reflect the uniqueness of each site. Authentic winemaking techniques are honoured - techniques that allow us to preserve the purity, integrity and identity of the fruit, and to create wines that are expressive, harmonious and authentic.



F R A N C I S W I N E S

P I N O T N O I R

2 0 2 2

H E M E L & A A R D E R I D G E

**The 2022 Pinot Noir displays bright hues of plum and ruby.**

**A classically medium bodied wine with complex aromas and flavours of raspberry, pomegranate, cherry and hints of mushroom, forest floor and spice.**

**Beautifully balanced on an enduring finish.**

**IT PAIRS WELL WITH:** Lamb, game, roasted duck, or mushroom risotto.

**SERVING TEMPERATURE:** 16-18 °C

**ORIGIN:** Babylon Vineyards from the Hemel-en-Aarde Ridge appellation.

**THE SOIL:** Shale soil of Bokkeveld Series in Hemel and Aarde Ridge.

*Wine of South Africa*

**WINEMAKING:** Ripe and healthy grapes were selected and hand picked. Bunches were cooled down overnight and 80% were destemmed with 20% wholebunch in fermentation tank.

**After three days of cold soak, the spontaneous fermentation started. Two pumpovers were done daily on skins to prevent aggressive extraction. With fermentation completed, the skins were pressed lightly and wine pumped to 228 litre French oak barriques for maturation. After 11 months the best barrels were selected, blended and prepared for bottling.**

**ANALYSIS:**  
Alcohol: **13.6 %**  
Residual Sugar: **1.8 g/l**  
Total acidity: **5.66 g/l; pH: 3.58**

**AGEING:**  
11 Months in older 228 litre French barriques

**PRODUCTION:**  
1 380 bottles were produced

**RELEASE DATE:**  
July 2023

**OUR APPROACH:** Our winemaking approach is influenced by Burton's education and experience in Burgundy, but also by his own personality and journey. We follow the Burgundian tradition of honouring the terroir and the grape variety, and of producing single-vineyard wines that reflect the uniqueness of each site. Authentic winemaking techniques are honoured - techniques that allow us to preserve the purity, integrity and identity of the fruit, and to create wines that are expressive, harmonious and authentic.



## The Founder | *Burton Francis*

THE OWNER OF FRANCIS WINES, BURTON FRANCIS, HAS A REMARKABLE STORY THAT SPANS FROM THE RUGBY FIELD TO THE VINEYARD. A FORMER PROFESSIONAL RUGBY PLAYER, BURTON DEVELOPED A PASSION FOR WINE AFTER HIS CAREER IN FRANCE ENDED DUE TO INJURY. HE DECIDED TO PURSUE HIS DREAM OF STARTING A WINE BRAND AND OBTAINED AN MBA IN WINE AND SPIRITS BUSINESS AT THE BURGUNDY SCHOOL OF BUSINESS IN FRANCE. THERE, HE FELL IN LOVE WITH THE BURGUNDIAN LIFESTYLE AND CULTURE, AS WELL AS THE WINES THAT CAPTIVATED HIS PALATE. HE LEARNED THE ART AND SCIENCE OF MAKING WINES THAT EXPRESS THE ESSENCE OF THEIR ORIGIN AND RESPECT THE NATURAL ENVIRONMENT.

HE DECIDED TO RETURN TO SOUTH AFRICA AND LOOK FOR THE RIGHT COLLABORATORS TO START HIS OWN WINE BRAND. HE FOUND IT IN HEMEL-AND-AARDE RIDGE AND WITH MENTOR AND WINEMAKING GENIUS, KEVIN GRANT FROM ATARAXIA WINES.

## The Specialist | *Kevin Grant*

"I HAVE EVOLVED OVER THE YEARS TO UNDERSTAND THAT WINEMAKING IS A SMALL FUNCTION OF WHAT WE ACTUALLY DO. PRIMARILY, I AM A SOIL FARMER."

BORN IN BLANTYRE, MALAWI, AND SCHOOLED AT RONDEBOSCH BOYS' HIGH IN CAPE TOWN, KEVIN GRADUATED FROM THE UNIVERSITY OF PRETORIA WITH A BSC HONOURS DEGREE IN ZOOLOGY. ALWAYS DRAWN TO WINEMAKING, HE WENT ON TO COMPLETE A DIPLOMA IN CELLAR TECHNOLOGY AT EISENBURG AGRICULTURAL COLLEGE, GRADUATING AS THE DUX STUDENT IN 1990.

WHILE WORKING AT TOP-END ESTATES IN SOUTH AFRICA, HE WAS ABLE TO UNDERTAKE STUDY/HARVEST TRIPS TO FRANCE, OREGON IN THE USA, AUSTRALIA AND NEW ZEALAND. MAKING THE INEVITABLE DECISION TO EMBARK ON A SOLO CAREER CAME IN LATE 2004 WHEN KEVIN LAUNCHED HIS OWN LABEL - ATARAXIA. HAVING EXTENSIVELY SCoured THE WALKER BAY FOR THE PIECE OF LAND THAT WOULD AT LAST MEASURE UP TO THE EXACTING CRITERIA OF LOCATION, CLIMATE, SOIL AND SLOPE OF THIS SELF-CONFESSED TERROIRIST, HE FOUND AND PURCHASED THE 'ULTIMATE SITE' IN HEMEL-EN-AARDE. HERE HE POURS HIS CONSIDERABLE ENERGY AND WINEMAKING SKILLS INTO DEVELOPING A SMALL, FOCUSED RANGE OF HAND-CRAFTED, INDIVIDUAL AND TERROIR EXPRESSIVE WINES. - SAUVIGNON BLANC, CHARDONNAY, PINOT NOIR AND A CLASSICALLY STYLED RED BLEND NAMED 'SERENITY'. [SOURCE: CAPE WINEMAKERS GUILD]







*The best of South African terroir and Burgundian tradition.*

WE ARE PASSIONATE ABOUT HONOURING THE OLD WORLD WINE HERITAGE AND SHARING IT WITH WINE LOVERS EVERYWHERE. WE ARE PROUD OF OUR WINES, WHICH COMBINE THE BEST OF SOUTH AFRICAN TERROIR AND BURGUNDIAN TRADITION.

FRANCIS WINES IS THE RESULT OF MY LOVE AND ADMIRATION FOR THE BURGUNDIAN WINEMAKING STYLE AND TRADITION. AFTER STUDYING AND LIVING IN BURGUNDY FOR SEVERAL YEARS, I RETURNED TO MY HOMETOWN OF SOUTH AFRICA TO PURSUE MY DREAM OF PRODUCING WINES THAT REFLECT THE UNIQUE TERROIR OF THE HEMEL-EN-AARDE RIDGE APPELLATION. THIS REGION OFFERS A MOSAIC OF SOILS AND A COOL MARITIME CLIMATE THAT ARE IDEAL FOR GROWING CHARDONNAY AND PINOT NOIR, THE NOBLE GRAPES OF BURGUNDY.

INSPIRED BY THE BURGUNDIAN WINEMAKING STYLE AND THE METHODS THAT HAVE BEEN HONED FOR CENTURIES, OUR WINES ARE NOT MEANT TO BE FLASHY OR TRENDY, BUT RATHER TO EXPRESS THE NUANCED PROFILE OF AN OLD WORLD WINE. SIMILARLY, OUR WINES ARE NOT MEANT TO IMITATE OR COMPETE WITH BURGUNDY, BUT RATHER TO COMPLEMENT AND HONOUR IT. OUR WINES SHOWCASE THE ELEGANCE, BALANCE AND COMPLEXITY THAT ARE CHARACTERISTIC OF BURGUNDIAN WINES, BUT ALSO REVEAL THE DISTINCTIVE PERSONALITY AND DIVERSITY OF SOUTH AFRICAN TERROIR. OUR WINES ARE A TRIBUTE TO THE BURGUNDIAN HERITAGE THAT INSPIRED ME, BUT ALSO A CELEBRATION OF THE SOUTH AFRICAN IDENTITY THAT SHAPED ME.

IN SOUTH AFRICA, FRANCIS WINES CAN TAP INTO THE GROWING MARKET FOR HIGH-QUALITY WINES FROM OUR OWN COUNTRY, ESPECIALLY AMONG THE AFFLUENT AND EDUCATED CONSUMERS WHO VALUE LOCAL PRODUCTS. WE BELIEVE THAT OUR WINES WILL SATISFY THE DISCERNING WINE LOVERS WHO ENJOY THE SUBTLETY AND NUANCE OF BURGUNDIAN-STYLE WINES - PARTICULARLY THOSE WHO APPRECIATE THE FINESSE AND COMPLEXITY OF CHARDONNAY AND PINOT NOIR. FRANCIS WINES CAN OFFER THEM A UNIQUE AND HIGH-QUALITY WINE EXPERIENCE THAT OFFERS BOTH FAMILIARITY AND NOVELTY.

AS WE INVITE SPECIFIC PARTNERS IN SOUTH AFRICA TO JOIN US IN OUR JOURNEY, WE HAVE THE OPPORTUNITY TO CREATE A LOYAL AND NICHE CUSTOMER BASE. WE ARE CONFIDENT THAT FRANCIS WINES CAN OFFER A UNIQUE AND DISTINCTIVE VALUE PROPOSITION TO THE SOUTH AFRICAN MARKET, AS A PREMIUM LOCAL WINE BRAND THAT PAYS HOMAGE TO BURGUNDIAN-STYLE WINES. WE HOPE TO SHARE OUR JOURNEY THROUGH- AND RESPECT FOR THIS NOBLE HERITAGE WITH YOU.



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**BE PART OF**

*the Journey*

BY HONOURING AN AUTHENTIC WINEMAKING PHILOSOPHY, WE CREATE WINES THAT PAY HOMAGE TO BURGUNDY WHILE EXPRESSING THE DISTINCTIVENESS OF THE HEMEL-EN-AARDE REGION AND THE RIDGE APPELLATION.

MY HOPE IS THAT THOSE WHO TASTE THIS CHARDONNAY OR PINOT NOIR WOULD TASTE THE ESSENCE OF HEAVEN AND EARTH, THE SOUL OF MY JOURNEY, AND THE HARMONY OF BURGUNDY AND HEMEL-AND-AARDE. IT IS A SENSORY JOURNEY THAT REVEALS THE BEAUTY AND DIVERSITY OF NATURE, THE ARTISTRY AND PASSION OF THE TEAM BEHIND IT, AND THE JOY AND PLEASURE OF SHARING. IT IS A WAY OF CONNECTING WITH THE SOUL OF THE SOIL AND THE HEART OF MY ADVENTURE. IT IS A JOURNEY FROM SOIL TO SOUL.

WE INVITE YOU TO SAVOUR THE FLAVOURS AND EXPLORE THE JOURNEY OF FRANCIS WINES.

**BURTON FRANCIS**

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