

Event Review

SwissCham – Social Event

**27th of August 2011, held at the De Hoek
Country House, in Magaliesburg**



DE HOEK
Always for Excellence



De Hoek – the Stone House – the only 5 star country house in Magaliesburg, is situated in a unique valley; distinguished by its pocket of indigenous bush, amongst a sprawling farming community and a small but bountiful river. The original house was built 16 years ago, but has the charm of a much older historical building. Stone and timber, with cool dark rooms of elegant proportions, a vast dining room opening onto terraces – East and West; a living room above the entrance leading out to a balcony; and bedrooms upstairs in the wings of the house, each with its own special view. Sixteen beautifully appointed rooms Superior Rooms are situated along the river in North, West and South Quarters.

The house and garden provide perfectly for entertainment purposes, as well as conference and team building exercises. Different areas of the hotel cater for different occasions: breakfast on the East terrace, or out in the gardens under shady bush-willows; a formal lunch or dinner in the dining room with all the French doors open in Summer, or a roaring fire in Winter.

The unique service at De Hoek has spread steadily by word of mouth. The team comprises of the manager and owner, Michael Holenstein, his wife Michelle, and a complement of excellent staff, who provide world class service.

Michael Holenstein offers cuisine extraordinaire. Swiss born and trained, he has worked in some of Johannesburg's top restaurants; at the Gleneagels in Scotland, and in his home country – Switzerland. Dinners at De Hoek are refined elegant affairs involving the best of French cuisine with influences of the Mediterranean and Swiss. Michael is passionate about food, and delights guests with his presentation and quality.

Members and guests of SwissCham Southern Africa had the privilege for the 2nd time, to spend a special day at the De Hoek Country House.



SwissCham President Juerg Schalch welcomed the 40 guests who had come to enjoy a day in a tranquil and serene scenery.

A special welcome the President extended to Mr. Heinrich Maurer, Chargé D’Affairs, of the Embassy of Switzerland in Pretoria, and his Wife. He further welcomed Dorothee Hoffmann (Roedl & Partner Inc.), and Ralph Bornman (Borman & Mostert Inc.), both new members of the Chamber.

The President gave a short overview of the day’s events, and invited the guests to the **SwissCham - Fair** where Antoinette Vermooten, CEO of Bayede (Pty) Ltd. gave a presentation of Bayede!, followed by a wine tasting.

About BAYEDE! – In 2008 Hansjuerg and Franziska Saager co-owners of Eikendal Wine Farm invited HM King Goodwill Zwelithini KaBhekuzulu and HRH Princess Queen Mantfombi Zulu to visit their farm Eikendal.



After discussions between HM King Goodwill Zwelithini, Hansjuerg Saager and Ben Vermooten, the idea was born to create jobs in South Africa, to develop the first Royal Luxury brand for South Africa in an effort to elevate poverty and ignite small and medium enterprises.

In honour of the 60th birthday of HM King Goodwill a new range of wines was developed, called BAYEDE!

Bayede Marketing (Pty) Ltd. was established to explore the development of other products, and so Antoinette Vermooten and Franziska Sagger joined the BAYEDE! team.



The origin of the word Bayede means “Hail the King”, which is a royal Zulu salutation, dating back to the time of the great warrior King Shaka Zulu and was a shout to greet the King.

Royal Warrant to BAYEDE!

A Royal Warrant is a mark of recognition to individuals or companies who supply goods or services of excellent quality to his Majesty the King.

Bayede! has its home at the Eikendal Wine Farm on the R44, between Stellenbosch and Somerset West, offering facilities such as: Boutique Showroom, Restaurant, Conference & Wedding Centre.



The upmarket BAYEDE! BOUTIQUE SHOWROOM - A choice selection of diverse product ranges are on display in the spacious showroom, representing the most skillful craftsmanship and culture from our country and continent.

The wide range of products includes something for every taste and occasion:

BAYEDE! WINES - bearing the king's royal crest, all wines are appointed to and signed by His Majesty King Goodwill Zwelithini.

BAYEDE! HANDBAGS - ostrich/crocodile/Italian leather with silk linings.

BAYEDE! LINEN & RAMIE COTTON SHIRTS & CAFTANS - 100% designer shirts with beadwork and top stitching for men and ladies.

BAYEDE! BEDDING/LINEN - 200-600 thread count cotton percale with satin stitching and embroidery.

BAYEDE! SOAPS - hand crafted organic scented soaps.

BAYEDE! BEADING - eloquent traditional symbolic language of the Zulu and Ndebele cultures.

BAYEDE! RESTAURANT –has one of the top South African Chefs, who is tasked to prepare Progressive African Cuisine. The restaurant with the modern African Sjik designer interior, reflects the Royal Culture and History of the South African Nation.

The restaurant can seat 60 people and overlooks the beautiful dam and fountain on Eikendal wine farm, and is the selected choice of Kings, Queens, Ambassadors and VIP's, catering for private functions, groups and promise a unforgettable experience!

BAYEDE! CONFERENCE CENTRE - is equipped with state of the art equipment and can host up to 70 conference delegates. The Conference centre makes provision for handicapped people. In honour of the mission of Bayede Marketing (Pty) Ltd, beaded pens and hand painted conference bags can be ordered and used by delegates to support Job Creation in South Africa.

BAYEDE! WEDDING CENTRE - is the preferred choice for small and private weddings. The Wedding venue can accommodate up to 70 people inside and if the choice is to include the beautiful gardens and dam outside the Restaurant and Conference venue, the option is available and the garden area could be booked for a garden wedding.

The Wines

HM King Goodwill Pinotage Reserve 2010 – Dried herb and Buchu nuances in the wine's lush and concentrated blueberry flavours, giving immediate drinkability, the wine has good ageing potential – A wine with personality.

HM King Goodwill – Merlot 2007 – The intense red colour of this full-bodied red is an invitation to savour the rich, concentrated aromas. The impressive core of rich and ripe fruit is complemented by soft oak on the palate, while hints of chocolate and violets add further interest. This unfiltered and naturally fermented wine has firm, yet soft tannis, and is ultimately defined by the extended aftertaste that lingers on long after the last sip.

King Shaka Jubilee 2006 (Cultivars: Cabernet Sauvignon 42%, Merlot 39%, Cabernet Franc 16%, Petit Verdot 3%) - The wine has a beautiful dark, rich colour. An exceptionally complex wine with dark fruit and cloves on the nose. Full bodied, succulent and approachable. Tannis elegantly integrated.

HM King Goodwill – Shiraz 2005 – Very deep opaque in colour. Complex aromas of spices, prunes, plums and blackberries with hints of liquorice, mint, earthy and exotic spices. New characteristics emerge each time you return to the glass. Sweet rich complex, concentrated and dense with chewy textured tannis; very long and memorable. It shows a rich, well-structured body with an elegant long finish.

The Prince Red 2009 (Cultivar: Cabernet Sauvignon and Shiraz) - Pleasing aromas of mocha and vanilla with a lingering aftertaste of toffee.

Queen Thomo – Sauvignon Blanc 2010 – Rich tropical tones, laced with grapefruit and crisp green pepper liveliness.

The Prince White 2010 (Cultivar: Sauvignon Blanc and Chenin Blanc) – Combining the tropical flavours of Chenin Blanc with the fresh citrus of Sauvignon Blanc.

Queen Mantfombi – Dry Sparkling Rosé 2009-MCC – A Full flavoured dry rosé with aromas of rose petals and red berries. An explosion of fruit in the mouth, leading to a crisp and refreshingly dry finish.

BAYEDE! has launched the new *23/40 Pinotage Reserve 2010 limited Edition*, at the SwissCham function, developed to celebrate the 40 years of reign of HM King Goodwill Zwelithini, the longest reigning King of the Zulu nation. He was crowned at only 23 years of age.

NGIYABONGA! to Bayede and Antoinette Vermooten

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Amongst Bayede! and Okapi Arts, we have had the pleasure of Lucinda Campbell presenting Litchi Fashion at the SwissCham Fair.



Litchi Fashion offers a unique clothing experience. Every woman needs a wardrobe that is both versatile and functional. Litchi understands the lifestyle of a woman in the 21st century, their budgets and more importantly their individuality.

Litchi offers interesting and timeless pieces that can complement and expand a current wardrobe – a functional and working wardrobe is always an ongoing process....

Contact Lucinda for Styling and Wardrobe consulting, or just to receive the monthly newsletter!!!

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Under the motto:

De Hoek goes **Italian** for SwissCham!

Members and guests of SwissCham, once again had the privilege to taste Michael's delightfully prepared, broad variety of typical Italian food..... JUST DELICIOUS!





A truly wonderful day came to an end. We have thoroughly enjoyed not only the deliciously prepared Italian food, but the superb BAYEDE! wines along with it.

Michael, we've had a great time visiting De Hoek again, as always you have our 5star rating, Thank You!

Thank you to all the members for making time to enjoy yet another wonderful day at De Hoek with us!





Daniela Maurer for
SwissCham Southern Africa - South Africa Chapter