



Boschendal Cellar Master

JACQUES VILJOEN

Raised in the Cape's Winelands, his most memorable experience with wine was at the impressionable age of five during a pre-school outing to a wine cellar. After the winemaker handed out small cups of must (freshly crushed grape juice) to all the pupils, Jacques was enamoured: "It was a taste revelation. I recall the juice being so sweet and concentrated, and a very specific smell of fermentation esters floating in the air. It certainly triggered something in me," he reflects.

From there, the decision to become a winemaker came naturally. At 18, Jacques went on to study winemaking at Stellenbosch University. Following a formative period in France where Jacques learnt his style that merges classic and modern techniques. On his return to South Africa he spent a further 16 years refining his winemaking skills before joining Boschendal.

Based on his inherent love and respect of nature, Jacques endeavours to stay true to it. He is an expert in honouring terroir and the natural fruit to produce award-winning vintages. "Winemaking is like preparing a meal for someone. You know the effort that went into making it and it is rewarding to see your guests enjoy it," explains Jacques.

Jacques is particularly strategic in his response to tackling challenges of any sort, with an 'If you fail to plan, you plan to fail' perspective.

Ultimately, winemaking is a team sport, and for Jacques, it is about ensuring he is able to support every person and encourage their strengths in order to reap the best results – vintage after vintage.



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