

Stormhoek Wines extends partnership with world's largest ocean race

South African wine brand Stormhoek, based in the famous Western Cape wine region, has extended its partnership with the world's largest ocean race as Official Wine Partner for the 2017-18 edition of the Clipper Round the World Yacht Race.

This is the second consecutive race that Stormhoek has supplied the races intrepid crew and supporters with a variety of the eighteen wines in its range at race arrival celebrations and official events around the world during the 11-month, 40,000 nautical-mile challenge.

Welcoming Stormhoek, Clipper Race chairman Sir Robin Knox-Johnston said: "Stormhoek Wines celebrate adventure and human achievement, and there is simply no bigger human achievement on this planet than to circumnavigate the world's oceans.

"It is a joy to continue to partner with Stormhoek for the Clipper 2017-18 Race and we look forward to toasting our brave crew's accomplishments along their journey."

Stormhoek Wines, from the "Cape of Storms", has braved the elements just like Clipper Race crew members, and celebrates the friendships that are made, whenever life is lived. "Just like the Clipper Race, Stormhoek Wines celebrate life and the idea of dreaming big and being brave. We believe everyone has extraordinary abilities within themselves and that by coming together, through huge adventures like the Clipper Race, we can discover what makes life worth living," said Bernard Fontannaz MD of Stormhoek Wines.

"We learnt so much and had such a great time during the 2015-16 race edition that we simply had to get involved with the Clipper Race again.

"As we saw in the last race, and every race before that, it takes guts and persistence to sail across an ocean, and we're very much looking forward to celebrating with the Clipper Race crews, especially as they sail across the Atlantic, through the "Cape of Storms", to discover the beauty of our homeland in South Africa," Bernard adds.

During its debut as Official Wine Partner in the 2015-16 edition of the race, Stormhoek engaged with crew and supporters and the Stormhoek Social Spirit Award was introduced. The award celebrated the individual team spirit on board and allowed all-important support networks ashore to directly contribute to the experience by nominating teams for the award throughout the race on the Stormhoek Wines facebook page, which saw a 74 per cent increase in Stormhoek's social media interactions.

The Stormhoek Social Spirit Award allowed non-round the world crew members to feel included as they wait to complete their leg. Clipper 2015-16 Race crew member, Charlotte Willis, who had to wait 10 months before she could get on board her team *Garmin* for Leg 8 said: "For us to win the Stormhoek Social Spirit Award at the end of Race 2 was just incredible.

"It means such a huge amount to so many people; to the friends and family of our Skipper and crew who are tracking *Garmin* and her progress hourly on the Clipper Race Viewer, as well as building friendships with other supporters through the team social media pages (including supporting each other through Race Viewer addiction!); and to the *Garmin* crew who have either done their leg and returned home already or those of us that are still (not so patiently!) waiting to start their leg."

Founded by legendary yachtsman Sir Robin Knox-Johnston, the Clipper Round the World Yacht Race is the world's largest ocean race, uniquely for amateur sailors. Also known as one of the world's toughest endurance challenges, less people have circumnavigated the world than have climbed Mount Everest.

The Clipper 2017-18 Race will be the eleventh edition of the race. Set to start next summer, it is anticipated to be the largest ever edition of the race with over 700 crew members expected to take part to experience some of Mother Nature's most unforgiving conditions in some of the planet's most remote locations. To find out more visit: www.clipperroundtheworld.com

There is no doubt that Stormhoek Wines jump out at you when on the wine shelf, with fabulously fun and inspiring designs, you can't help but want to pick one up and smile. As Official Wine Partner, no fewer than 3,604,356 bespoke Clipper Race design bottles of Stormhoek Wine were delivered to countries around the world. A new design will be created exclusively for the Clipper 2017-18 Race edition and will be revealed in 2017.

Follow Stormhoek on Facebook and @StormhoekWines on Twitter to be kept up to date with its Clipper Race news, including the Clipper 2017-18 Race Social Spirit Award.

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About Clipper Round the World Yacht Race

The Clipper Round the World Yacht Race is the world's longest ocean adventure and is also regarded as one of the toughest endurance challenges on the planet. At 40,000 nautical miles long and taking almost a year to complete, it consists of twelve teams competing against each other on the world's largest matched fleet of 70-foot ocean racing yachts.

The Clipper Race was established in 1996 by Sir Robin Knox-Johnston, the first person to sail solo non-stop around the world in 1968-69. His aim was to allow anyone, regardless of previous sailing experience, the chance to embrace the thrill of ocean racing; it is the only event of its kind for amateur sailors. Around 40 per cent of crew are novices and have never sailed before starting a comprehensive training programme ahead of their adventure.

This unique challenge brings together everyone from chief executives to taxi drivers, nurses and firefighters, farmers, airline pilots and students, from age 18 upwards, to take on Mother Nature's toughest conditions. There is no upper age limit, the oldest competitor to date is 74.

Whether they choose to take on the whole circumnavigation or compete in one or more of eight individual legs, all our crew achieve something remarkable as they conquer some of the world's most challenging oceans.

The overall route is split into a series of global races and a maximum 12 points going to first place

ascending to 1 point for twelfth place. The team with the highest cumulative points at the end of the final race wins the series, and the Clipper Race trophy.

The next edition of the race is due to start in summer 2017.

For more information, go to: www.clipperroundtheworld.com

About Stormhoek Wines

Stormhoek is a range of wines from South Africa's Western Cape. The wide range consistently over delivers on quality without being too serious.

Stormhoek wines regularly challenge our perception of traditional wine labels and in doing so manages to appeal to a wider audience, many of who are new to wine. With their tag line 'Change the World or go home' we are challenged to challenge ourselves more often.

Stormhoek wines are available in South Africa, the UK, The Netherlands, USA, UAE and China. For more information, go to www.stormhoek.wine