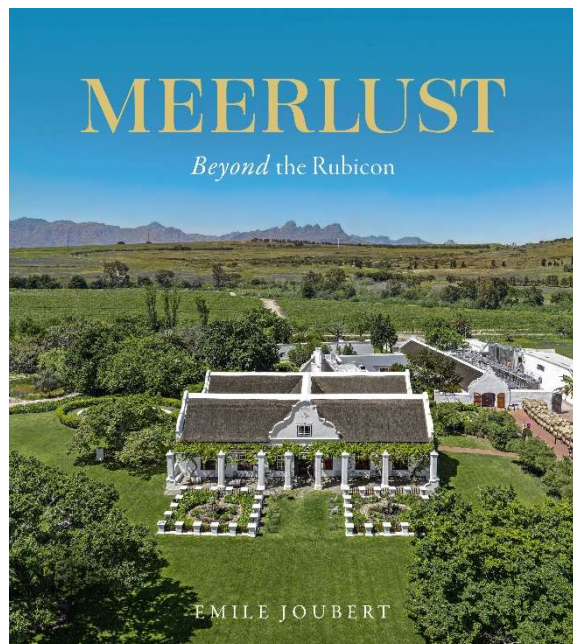




MEERLUST

Beyond the Rubicon

EMILE JOUBERT

KEY SALES POINTS:

- The story of Meerlust estate and their famous Rubicon wine
- 2025 is the 50th anniversary of the first vintage under the Meerlust label
- Includes 5 recipes from 5 of South Africa's top chefs, paired with a signature Meerlust wine
- Beautifully illustrated with colour photos

MARKETING AND PUBLICITY PLAN:

- Meerlust will be marketing the book
- #meerlustbeyondtherubicon

PUB DATE: 1 September 2025

PRICE: R495

ISBN: 9781776194650

PAGE EXTENT: 192pp

SIZE: HB (260mm x 230mm)

RIGHTS: World

CATEGORY: Viticulture, Wines

THEMA CODES: TVSW, WBXD1

ABOUT THE AUTHOR:

EMILE JOUBERT is a distinguished communication specialist renowned for his work with premier blue-chip wineries.

A wine writer and lecturer, Emile is the author of *Kanonkop: The Story of a Legend*.

In addition to his contributions to non-fiction, he has also ventured into the world of fiction.

Passionate about wine and storytelling, Emile shares his insights and musings on his popular wine blog, winegoggle.co.za.

He resides in Cape Town.

DESCRIPTION:

Nestled in the heart of the Stellenbosch wine district lies Meerlust Wine Estate, producer of the iconic Rubicon. For over three centuries and seven generations, the land has been tended to by the Myburgh family, who transformed it into one of the country's most revered wine estates.

For the first six generations of the Myburgh tenure, the vineyards were grown for making bulk batches of wine for selling on to the big traders dealing in the relatively unsophisticated world of South African wine at the time. In 1975 the estate produced its first vintage – a Cabernet Sauvignon – under its own label.

The Rubicon red Bordeaux blend, first made in 1980 by Nico Myburgh and his Italian-born winemaker Giorgio Dalla Cia, set Meerlust on a new trajectory. It announced not only a new path for Meerlust and the Myburgh family, but also a revolution in wine style. Today, this legacy lives on under owner Hannes Myburgh and cellar master Wim Truter.

Meerlust: Beyond the Rubicon delves deeper than the acclaim of a single blend. It is a celebration of the timeless bond between land, time, and artistry.

Discover the tale of Meerlust, where time, terroir and tradition converge to craft wines that honour both the legacy of the past and the promise of the future.

KEYWORDS: Meerlust, wine, Rubicon, Cabernet Sauvignon, Meerlust Merlot, Meerlust Estate Red, Pinot Noir, Chardonnay, Bordeaux, Nico Myburgh, Hannes Myburgh, Giorgio Dalla Cia, viticulture, Cape winelands, Stellenbosch, Chris Williams, Wim Truter, vineyards, lowlands, soil, Compagniesdrift, Liam Tomlin, Harald Bresselschmidt, Franck Dangereux, Christophe Dehosse, Bertus Basson

Contact details

Sales: Zelda Rowan | zelda.rowan@jonathanball.co.za

Publicity: Jané Rossouw | jane.rossouw@jonathanball.co.za

Client Services: 011 601 8000



JonathanBallPublishers