



BAYEDE!™

ROYAL SIGNATURE WINES



COMPANY PROFILE

Bayede! Marketing Pty Ltd was born following a meeting between wine farm owners Hansjuerg and Francesca Saager, Bayede! CEO Antoinette Vermooten and Ben Vermooten, and the King of the Zulu Nation, King Goodwill Zwelithini.

As a company that upholds Black Economic Empowerment and job creation, Bayede! has grown from strength to strength since its inception in 2009. More than a million bottles of wine has been sold to date. The focus of the business is to develop a range of Royal endorsed wines, selected and crafted by Altus le Roux with 40 years' experience in the wine industry.

Through Joint Venture agreements and license agreements the Bayede! Royal wine ranges were developed with selected South African producers. Bayede! is the fastest growing Black Owned wine brand. Bayede! is a 52% Black Owned company, and is a Level 2 BBEE company.

Bayede! is a SMME and focus on women empowerment. Bayede! has a liquor license for, on and off consumption, a distribution as well as an Importers/exporters license and is a registered wine producer.



*The first Royal and Luxury African Trade Mark for
the African continent endorsed by the Zulu King.*



BAYEDE! THE STORY OF BAYEDE! WINE AND SPIRITS

ORIGIN AND POWER OF THE BAYEDE! BRAND

Bayede! is the only Royal Signature and 'By appointment to' trademark on the African continent. It reflects royalty, history, culture and quality.

The story of Bayede! dates back more than 200 years ago, when King Shaka Zulu, the founder of South Africa's Zulu Kingdom, was greeted by his subjects with the royal salute "Bayede!", which translates as "Hail the King!" King Shaka reorganized the Zulu fighting units and is famed for uniting and developing his tribe into a formidable and powerful force.

Today the amaZulu people are the largest ethnic group in South Africa and numbers more than 17 million. To date this great nation had nine Zulu kings, each with a distinctive legacy.

As with the rich Zulu history of successive kings, the Bayede! Royal brand endures beyond generations. The brand is a living legacy, a tangible product reflecting royalty, culture and history.

THE FIRST LIVING CUSTODIAN OF BAYEDE! - KING GOODWILL ZWELITHINI KABHEKUZULU

King Goodwill Zwelithini kaBhekuzulu was the eighth reigning King of the Zulu nation under the Traditional Leadership clause of the South African Constitution. In 1971, at the age of 23, he was crowned at a traditional ceremony at Nongoma.

He played an instrumental role in the peaceful transition to the first Democratic election in South Africa. The king was called upon by many world leaders to intervene and to facilitate peaceful transition. He was also known as "King of Peace" and remembered for preserving and re-igniting Zulu culture.

The passing of HM King Goodwill Zwelithini in 2021 - the first living custodian of the Bayede! Royal Trademark - is sad, but the brand continues to carry forward the legacy of the Zulu nation.

*"The Bayede! Trademark is not a personal asset, but a national one.
It is the brand that will put people to work and that will give hope to many people,
especially to women in rural areas.
It is the brand that will make a difference in the country."*

Goodwill Zwelithini kaBhekuzulu (1948 – 2021) custodian

BAYEDE! THE STORY OF BAYEDE! WINE AND SPIRITS

THE CURRENT CUSTODIAN OF BAYEDE! - KING MISUZULU SINOBOLE KAZWELITHINI

King Misuzulu is the ninth monarch to reign over the Zulu Nation. He is the oldest surviving son of King Goodwill Zwelithini. His mother is the late Queen Mantfombi, the sister of the King of Swaziland. This bloodline is unique, for King Misuzulu is a descendent both of the great King Shaka Zulu as well as the bloodline of the King of the Swazi people.

47 years old, Misuzulu was named to be King in the will of King Goodwill Zwelithini. The new Zulu King Misuzulu pledged his support for the Bayede! project and the legacy of the Zulu nation and Bayede! brand will endure.

*"I hereby give my wholehearted support and blessing to the Bayede! project.
The aim of our project is for South Africans as a nation to join hands, exchange expertise,
put people to work and as a result produce unique goods.
I would like to urge you and lay it upon you to support the venture
and thereby become part of the building and upliftment of the nation."*

HM King Misuzulu kaZwelithini

HOW THE BAYEDE! BRAND CAME ABOUT

After a cup of tea shared with King Goodwill Zwelithini and Queen Mantfombi in September 2008, entrepreneur Antoinette Vermooten realised that not only was His Majesty King Goodwill completely non-discriminatory, but his obvious integrity and evident sincerity to help the poor and needy was music to her ears. The King asked her, his 'sister', to help him to create jobs in South Africa. The King gave his warrant, the official Royal seal and signature to the Bayede! company. He gave his support for the Bayede! brand to keep the Zulu legacy alive.

THE FIRST BOTTLE OF BAYEDE! WINE

On 27 July 2009, on the occasion of the King's 60th birthday, the first bottle of wine was handed to His Majesty. Fifty Thousand Zulu attended that function. Just when the first Bayede! bottle of wine was handed to the King, everybody jumped up and shouted "Bayede!"

In the same way as the name of the company, the Bayede! salute will always be part of the Zulu culture and nation.

BAYEDE! THE STORY OF BAYEDE! WINE AND SPIRITS

THE BAYEDE! COMPANY

It is the mission of the Bayede! company to preserve the legacy, culture and history of the Zulu nation and the Zulu kings. The vision is to be the Number One internationally recognised African brand.

Bayede! Marketing Pty Ltd is a registered Level Two black majority owned company and has been operating for over eleven years. It operates in a sustainable manner with no financial support required of its shareholders.

The company Bayede! Marketing Pty Ltd aims to provide employment opportunities - not only to provide sustainable jobs but also to empower people through skills transfer and capacity building. A range of diversified products was developed using labour mainly from local communities.

The focus of the dedicated administrators of Bayede! to uphold the values of the company ensures that for the past six years the budget was surpassed in performance. Currently seven employees are dependent on the company, as well as thirty part-time ladies whose only source of income is the beadwork.

BAYEDE! WINE AND SPIRIT RANGES

The company evolved and the dedicated Bayede! team developed new wine ranges and products following the Royal protocol: the Prince, Princess, Queen and King Shaka Zulu ranges. As the brand grew, more wine ranges were developed, Bayede! 7 Icons, the Bayede! Royal, and the Bayede! Royal Reserve wine ranges.

Bayede! wine ranges such as those with the names of the Majesties were awarded numerous gold, double gold and international gold medals. The wines are crafted and selected by Altus le Roux, the Bayede! winemaker with 45 years' experience of his craft.

In 2019 the Bayede! brand expanded to spirits and the premium Bayede! Royal XO Cape Brandy was launched. Two months after the launch it won the trophy for the best Spirits in South Africa. Since then, the Bayede! XO has won numerous gold and double gold medals.

Bayede! Marketing Pty Ltd signed supply agreements with the top producers of wine and spirits in South Africa to ensure that consistency and quality standards are met. Through these agreements, Bayede! sensitised the wine producers to transformation and assisted them to expand their capacity.

BAYEDE! THE STORY OF BAYEDE! WINE AND SPIRITS

BAYEDE! JOB CREATION

Since Antoinette loves Zulu beadwork, it was decided to add beads to enhance the Bayede! wine and other products. At present thirty ladies do beadwork for the Bayede! wines and spirit range, each telling a story with the different bead colours used, also reflecting the colours of the South African flag. In 2012 there were around 1 200 direct and indirect beneficiaries to the company either by active involvement, service delivery, manufacturing or through the beading projects.

More than 1.4 million rand had been paid out to the beading ladies, impacting positively on their lives. During the annual beading 'graduation', the impact of the beading money is shared with the group and the Bayede! team ensures that all the details are recorded.

The Zulu King envisages that the Bayede! Royal trademark will be "the instrument that puts food on tables and people to work".

BAYEDE! WOMEN EMPOWERMENT FOUNDATION

Because of the Covid pandemic in 2021, and ensuing challenges regarding alcohol abuse, Antoinette Vermooten decided to register a non-profit company, named the Bayede! Women Empowerment Foundation. This foundation will focus training on responsible drinking and cover issues such as domestic violence and early childhood Development. Thus the story of Bayede! continues to continue.





Umshuthi Ocean Photography

KING MISUZULU KAZWELITHINI

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BY APPOINTMENT TO HIS MAJESTY
HM KING MISUZULU KAZWELITHINI

"The Bayede! Trademark is not a personal asset, but a national one. It is the brand that will put people to work and that will give hope to many people, especially to women in rural areas. It is the brand that will make a difference in the country."

Goodwill Zwelithini kaBhekuzulu (1948 – 2021) custodian



COMPANY PROFILE

Bayede! differentiates itself by embodying a brand that portrays African traditions and heritage. The brand is about story-telling, a true authentic brand with 200 years of history. The fundamentals of creating employment and empowering previously disadvantaged communities. We are a brand that does good!

All our wines are endorsed by HM King Goodwill Zwelithini, the King of the Zulu Nation. Our uniquely developed packaging and product quality makes us a distinctively South African.



ISLO

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

B ROYAL RANGE



CHENIN BLANC

A crisp off dry wine with upfront flavours of apple, pear and pineapple and tropical fruit on the nose. The wine is medium-bodied with good balance between fruit, acidity and residual sugar ending with a crisp, pleasing taste on the palate.

AWARDS & ACCOLADES

VITUS VINIFERA 2020 GOLD

PINOTAGE

Dark ruby in color, this wine offers aromas of ripe plums, cherries, chocolate and a slight scent of dried banana, all wrapped in sweet, oaky vanilla. Dry, supple tannins add a silky mouth-feel of black cherries.

AWARDS & ACCOLADES

VITUS VINIFERA 2020 GOLD



B ROYAL RANGE



CABERNET SAUVIGNON - 3L

Smooth full bodied style wine with hints of ripe berries and red fruit supported by soft tannins, served in a stylish 3L Box. The perfect companion to any hearty stew or roast. Enjoy a Royal moment at any occasion!



ROYAL RANGE



ROYAL JUBILEE MERLOT

Rich ruby red colours with a dark berry and chocolate bouquet. This smokey Merlot explores an elegantly wooded palate with a silky finish. Dryland irrigation. Bush vines. Decomposed Granite and Oak Leaf.

ROYAL JUBILEE SAUVIGNON BLANC

This Sauvignon Blanc releases invigorating flavours of apple and green pepper on the nose, followed by lively passion fruit and white peach on the pallet. Vines planted in 1999. Decomposed Granite & Oak leaf.



ROYAL RESERVE SYRAH

This wine has a deep dark ruby red colour. Intense and complex flavours of white pepper, cloves, cinnamon supported by dark fruit flavours. A full-bodied wine with soft ripe tannins and intense spicy flavours.

THE SHIELD RANGE



CABERNET SAUVIGNON

Upfront berries with delightful cherry overtones. Ripe fruit on the palate with a powerful finish. Typical blackcurrant and plum flavours compliment the well-integrated slightly wooded oak tannins.

AWARDS & ACCOLADES

BEST VALUE PRIZE: CHINA SAA PREMIUM CLASS
2017 VERITAS 2018 BRONZE MEDAL
3 STARS PLATTERS 2020
VITUS VINIFERA 2020 DOUBLE GOLD



MERLOT

Complex, young, fresh, spicy taste of ripe fruit, cherry, blackberry, pear aromas with roasted spices and vanilla oak. Mouth filling, well balanced, soft tannin and flavourful with a long finish and plenty of intensity and complexity.

AWARDS & ACCOLADES

SAA PREMIUM CLASS 2016
MICHELANGELO 2016 SILVER MEDAL
VERITAS 2017 BRONZE MEDAL
MICHELANGELO 2018 GOLD MEDAL
VERITAS 2018 SILVER MEDAL
3 STAR PLATTERS
MICHELANGELO 2019 GOLD MEDAL
VITUS VINIFERA 2020 DOUBLE GOLD



THE QUEEN RANGE



QUEEN NANDI MCC BRUT ROSÉ

This stylish MCC will compliment any occasion. A stylish Méthode Cap Classique Brut Rosé Sparkling wine made from Pinot Noir. The wine spent 12 months on the lees in the bottle and shows harmonious savour nuances with luscious red berries.

AWARDS & ACCOLADES
GOLD MICHELANGELO 2018



PRINCESS CHARDONNAY PINOT NOIR

A crisp off dry wine with upfront fresh floral flavours and a soft and fruity finish. An easy-drinking, uncomplicated wine. Chardonnay contributes elegance and crisp acidity whilst the Pinot noir brings intensity and richness. Combined they create an exciting, delightful taste experience.

AWARDS & ACCOLADES
GOLD MICHELANGELO 2018
3 STARS PLATTERS 2020



THE KING SHAKA-ZULU RANGE



CHENIN BLANC

This unwooded Chenin Blanc has a soft green appearance. Fresh, fruity and soft-drinking wine with a tropical bouquet and golden apple whiffs. A zesty wine with a refreshingly crisp finish.

AWARDS & ACCOLADES
MUNDUS VINI 2016 GOLD MEDAL
SAA PREMIUM CLASS 2017
SAA WHITE WINE OF THE YEAR TROPHY 2017
MICHELANGELO 2018 DOUBLE GOLD MEDAL
3 STARS PLATTERS
MICHELANGELO 2020 DOUBLE GOLD MEDAL



PINOTAGE

An elegant deep red wine with plum and mulberry tones. This well-balanced wine encompasses red berry aromas with ripe bananas combined with hints of spicy vanilla, leading to a most pleasant finish.

AWARDS & ACCOLADES
MUNDUS VINI 2016 SILVER MEDAL
COMAIR BUSINESS CLASS 2016
NATIONAL LISTING 11 BIDVEST LOUNGES COUNTRY WIDE
3 STARS PLATTERS
MICHELANGELO 2020 DOUBLE GOLD MEDAL



THE KING RANGE



HM KING GOODWILL SHIRAZ

The smokiness on the nose blends with vanilla flavours that come from maturing in small oak and soft on palate with enough tannin to bring it in good balance.

AWARDS & ACCOLADES

GOLD MICHELANGELO 2016
3 STAR PLATTER AWARD 2016
VERITAS SILVER MEDAL 2017
HIDDEN GEM PLATTERS 2020



KING GOODWILL JUBILEE

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. Tannins elegantly integrated.

AWARDS & ACCOLADES

YANTAI GOLD AWARD CHINA AWARDED IN 2011
SILVER MICHELANGELO AWARD 2012
THREE STAR PLATTER AWARDS
D'ESCOFFIER DISCIPLE 2012 FRANCE selection
VERITAS 2017 BRONZE MEDAL
VERTIAS 2018 SILVER MEDAL
3 STARS PLATTERS 2020



7 ICON RANGE



BAYEDEL! 7 ICON SHIRAZ

This is a single vineyard wine, reflecting the best terroir and showcasing the oldest vineyard dating back to the early 1970's. A full body wine with soft pepper aromas and rich berry flavours and a beautiful rich dark fruit aftertaste.

AWARDS & ACCOLADES

2018 & 2019 4 STAR PLATTER

BAYEDEL! 7 ICON CABERNET SAUVIGNON

This is a single vineyard wine, reflecting the best terroir and showcasing the oldest vineyards. Intense Red berry flavours with hints of vanilla and spice complemented by a rich black pepper character on a balanced palate, with good acidity and soft tannins.

AWARDS & ACCOLADES

2018 & 2019 4 STAR PLATTER



BAYEDEL! 7 ICON MERLOT

This is a single vineyard wine, reflecting the best terroir and showcasing the oldest vineyard. Aromas of Red berries with strawberry being prominent, subtle layers of dried herbs complements the soft ripe tannins.

AWARDS & ACCOLADES

2018 & 2019 3 STAR PLATTER
2020 MICHELANGELO GOLD MEDAL
BEST MERLOT FROM WINE OF THE MONTH CLUB



PREMIUM SOUTH AFRICAN BRANDY

BAYEDE! XO ROYAL CAPE BRANDY

Delicate peach and apricot notes delight the nose, with deeper layers showing cloves and curry leaf. Exceptionally smooth on the palate with a lingering aftertaste of vanilla and honey.

DISTILLATION

Double-distilled in copper stills from Chenin Blanc and Colombard base wines.

MATURATION

A combination of French and American oak barrels. The blend consists of brandies ranging from 10 - 14 years in age.

AWARDS & ACCOLADES

OLD MUTUAL GOLD MEDAL WINNER 2019

MICHELANGELO 2019 TROPHY WINNER KEUHNE & NAGEL TOP SCORING

SPIRITS GRAND PRIX

4,5 STARS PLATTERS 2020

*This rare Cape Brandy is crafted by appointment to
His Majesty King Goodwill Zwelithini kaBhekuzulu*



ROYAL V&L GIN

V&L GIN

The gin represents diversity in a sip, not only in taste but also in the brand. Named after Vanessa and Louisa two young ladies that represent the beauty of South Africa. Bayede! Royal brand stands for unity and to Unite the Nations. "Diversity in a Sip"

DISTILLATION

Distillation of fermented mash and grain together with juniper berries and botanicals, it has distinctive taste and aroma characteristics. With alcohol content of 43%.

TASTING NOTES

Potpourri of flowers, Rose, Geranium, Candy, Liquorice.

*The V&L Gin was developed by women and is a contribution to all women.
The Royal Gin reflects our beauty, and our diversity.*



ACCOLADES

Runner up of the Old Mutual Most Diligent Company.

Business Day Accelerator finalist.

Gordon Institute of Business second runner up award for Bayede! Business Plan.

Small Enterprise development winner for Western Cape.

Selected for the SA Vmpro Empowerment Program.

BAYEDE! WINES

Numerous International Gold Medals Received.

93 Tim Atkins Points. 4 & 4.5 Star Platter Wines.

Best White Wine 2017 SAA as well as best Merlot Wine of the Month Club 2017

Selected for Nederburg Wine Auction.

Listed for 4 years on SAA and Comair Business Class, as well as Bidvest lounges.

Listed in retail, on as well as off consumption. Local market as well as export market sales focus

BAYEDE! SPIRITS

Bayede Spirits, best spirits in South Africa Kuehne Nagel Trophy.

As the eighth monarch, of the Zulu Nation I, King Goodwill Zwelithini, urge you to support the Bayede! venture and thereby participate in the upliftment and building of our nation. I hereby, give my support and blessing to the Bayede! project. Creating employment opportunity sharing expertise and resources and, as a result of combined input, producing a unique selection of goods.

EMPOWERMENT

INTERN PROGRAM:

Bayede! takes in 4 interns a year for 3 months to give a platform to gain work experience.

After the term Bayede! assists in finding jobs for the interns.

BEADING GROUPS:

There are 3 different beading groups. Women from rural areas are doing the beadwork for the Bayede! wine bottles.

Bayede! contributed more than R 1 000 000 to buy beads from the different groups for the wines.

Through all of these efforts Bayede! has managed to create in excess of 1 500 direct and indirect jobs.

BY APPOINTMENT TO HIS MAJESTY

HM KING MISUZULU KAZWELITHINI



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