



*Manley Communications*

PERCEPTION MANAGEMENT CONSULTANTS

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### **FROM CHANCE TO VICTORY**

*South Africa - Riebeek Kasteel, March 2009;* **CHANCE**, creativity and a natural entrepreneurial spirit has secured top honours for Kloovenburg Olives owner, Annalene du Toit. She's the *Landbouweekblad* and Sanlam Female Entrepreneur for 2008/2009, honoured for the success of her business that started out of her farmhouse kitchen in the Riebeek Valley.

**W**inning a year's subscription to *Landbouweekblad* along with a cash prize, Annalene says she never dreamed that a venture which started in 2000 for pocket money would now be a thriving business. With over 30 different product lines, Kloovenburg Olives' extensive current offerings include traditional and flavoured bottled olives, unusual tapenades, sundried and smoked olives, oil infusions and Annalene's personal favourite: cold pressed extra virgin olive oil. Fascinated by ancient Egyptian beauty products, Annalene also produces an extensive range of natural olive-based creams, oils, balms and soaps.

"**I**t all started by chance," says Annalene. "Olives happened to me. I am a creative person and enjoy experimenting with different and new techniques. I started bottling olives over 15 years ago, and all the other products have been gradually added over the years. I am constantly on the lookout for new ideas and new ways of presenting olives. It's my passion."

**K**loovenberg Olives is today a multi award-winning business, perfectly complementing the estate's lauded wines, which include its award-winning flagship Shiraz, as well as its Chardonnay, Cabernet Sauvignon and Merlot. "Olives and wine are a perfect complement," adds Annalene.

She says the secret to success is definitely in starting small. "I test all my products on friends and family first. If they like them, I produce them on a small scale and test the market." Which is how more unusual combinations like olive and fig jam as well as Shiraz jelly came into being – "because I like to keep things interesting for both the customer and myself.

"The days of a farmer's wife being a housewife are long gone," she laughs. "Now most farmers' wives work or are entrepreneurs – and they manage the household and raise children at the same time. It's quite possible and very enriching, because in the process not only do you diversify the farm's interests, but you empower other women by employing them. It's a way to show by example that anything is possible. Passion leads to success."

#### **ACCOLADES**

**2004 – Kloovenburg Estate Extra Virgin Olive Oil voted the world's best certified extra virgin olive oil in the 'Fruttato Intenso' category.**

**2008 – Voted South Africa's best extra virgin olive oil by *Wine* magazine.**

Kloovenburg is open for wine tastings, cellar tours and sales from Monday to Friday from 09:00 to 16:30 as well as on Saturdays from 09:00 to 14:00. For further information or group bookings, contact Kloovenburg on (022) 448 1635; email [info@kloovenburg.com](mailto:info@kloovenburg.com); or visit [www.kloovenburg.com](http://www.kloovenburg.com).

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