

# THE ~~EST. 2014~~ GARAJEEST

*"I am The Garajeest, expressing my fascination with life, vines and verse. My wines are my art, a passionate improvisation of who I am - a playful composer of cultivars and counterculture.*

*This is my muse,  
my music of differing tones,  
my beat without destination.*

*I am the Garajeest and this is my wine."*

*By  
Callan Williams, 2014.*

## **About Callan**

From an early age Callan Williams was drawn to both nature and culture. Her fascination with life and passion to express, led her to creating premium handcrafted wines - single varietals, structured and styled on old world techniques delivering progressive, new world, cool climate wines.

Callan's endeavors as an independent female winemaker, at the young age of 24, was rare at the time (2014) within the South African wine context - an industry laced by establishment networks.

Callan did not emanate from wine heritage nor viticulture privilege, yet unhesitatingly challenged the conventions of current local wine culture despite unfavorable odds and cynical wine spectators. Trailblazing a new generation of "1950's rebellious" winemakers, aptly naming her company "The Garajeest", she consistently, since inception of her company, delivered premium wines with edge and soul.

Her aptitude for creating not only authentic character in her wines produced from hand-selected vineyards but also, soulful branding and close connections with her audience is evident from her many accolades, including most popular wine brand in 2015.

Callan follows her heart. She applies her knowledge and experience with adventurous fervor. These attributes are the foundations on which she has built a niche in the local wine market, filling hearts and offering a connection in each bottle and brand. Each range salutes masters of their art, Bruce and Jim and her magnums, Jagger, Cobain and Mac. 2023 awaits a new era of expression of The Garajeest and Callan's multilayered appreciation of art with transcendental power.

The Garajeest's genre reflects Callan's winemaking style - its personal, playful and deeply rooted in the belief of beatific creation.

Callan's achievements are evident in the global footprint achieved since the release of her first vintage, in addition to the multiple export tenders secured during her 9 years of international marketing of her "lyrics and legends" wine range, Jim Semillon and Bruce Cabernet Franc. Her innate ability to market not only her wines but her core beliefs makes for fascinating content and loyal following on all her social media platforms.

It is however meeting her and experiencing her unfathomable love for her craft that is inspirational and irresistible to her progressive followers.

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### **Press release date:**

1 December 2022

## The “Lyrics and Legends” Range

The Garajeest is a premium, handcrafted wine brand. Focused on the unconventional and a creative spirit, Callan’s dream of making wine that has edge, authenticity, character and convincingly translates the honest and down to earth character of the cultivar, is now being realised.

Bruce Cabernet Franc & Jim Semillon - both produced in limited numbers - are inspired by icons that embody a time and movement that resonates with the unique taste profile of each vintage.

The music comes to life as the wine is enjoyed, swept up in an era of true talent and passion-filled freedoms. The Garajeest creates wines that are cultivar expressive and terroir driven, with minimal intervention in the cellar.

Vintages driven by quality and intrigue - wines that tell a story full of life.

The Garajeest is a wine brand that walks to the beat of its own drum. It’s the brain-child of a 30-something music enthusiast now in her 9th Vintage.

The aptly named Garajeest considers her wine making as a way of expressing a fascination with life, vines and verse. This inspired the concept “lyrics and legends”.

### Jim and Bruce

#### Jim Semillon

A profoundly seductive wine, upfront and self-indulgent, this Semillon offers a beatific character with edge, intrigue and a raunchy finish to satisfy a soulful palate.

#### Bruce Cabernet Franc

A handsome wine, bold and true, inspiring a raw complexity that exudes elegance and heart. This honest Cabernet Franc will gain notes of wisdom and depth when kept as a classic addition to any collection.



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For more information, please do not hesitate to contact Callan directly.