

ONLINE

Leopard's Leap - Lion's Land Wines

Brief

Design and develop a website for international stakeholders that communicates the product portfolio and essence of the brand.

Solution

An elegant design with atmospheric African wildlife photography sets a dramatic background for minimal text and brand-related photography. The overall impression is one of adventure and discovery that supports the brand positioning in international markets.

The screenshot shows a web browser window with the URL <http://www.lions-land.com/pinotage.html>. The page features a dark background with a lion's head silhouette on the left. The navigation menu includes: HOME, THE LION'S LAND STORY, WINE PORTFOLIO, LION'S LAND SOUTH AFRICA, VINEYARDS & TERRIOR, DISTRIBUTION, and CONTACT. The main content area is titled 'OUR WINE PORTFOLIO' and lists categories: LION'S LAND RED WINES, LION'S LAND WHITE WINES, VIA AFRIKA RED WINES, and VIA AFRIKA WHITE WINES. The selected category is 'PINOTAGE SHIRAZ', which includes 'SHIRAZ' and 'CABERNET SAUVIGNON MERLOT'. The '2007 PINOTAGE SHIRAZ' section provides a description: 'Dry plums, mulberry and vanilla. Great balance, spicy and peppery character with firm tannin structure.' It also includes a table of wine characteristics and a 'Download full tasting notes' link. A bottle of the wine is shown on the right. The footer contains the text 'Lion's Land supports responsible drinking.' and '© 2009 Lion's Land Site by LIMBIK'.

Lion's Land Wines | South Africa | Wine Portfolio | Lion's Land 2007 Pinotage Shiraz

[HOME](#) [THE LION'S LAND STORY](#) [WINE PORTFOLIO](#) **LION'S LAND SOUTH AFRICA** [VINEYARDS & TERRIOR](#) [DISTRIBUTION](#) [CONTACT](#)

OUR WINE PORTFOLIO

[LION'S LAND RED WINES](#) [LION'S LAND WHITE WINES](#) [VIA AFRIKA RED WINES](#) [VIA AFRIKA WHITE WINES](#)

PINOTAGE SHIRAZ

SHIRAZ

CABERNET SAUVIGNON MERLOT

2007 PINOTAGE SHIRAZ

Dry plums, mulberry and vanilla. Great balance, spicy and peppery character with firm tannin structure.

Sourced from the Swartland area, with its down cool effect created by the sea breeze from the Atlantic Ocean. The soil type is mostly hard and dry, but has a clay substrate for optimum water retention.

Variety	52% Pinotage, 48% Shiraz
Wine style	Medium-bodied, fruity
Nose	Dry plums, mulberry and vanilla.
Palate	Great balance, spicy and peppery character with firm tannin structure.

[Download full tasting notes](#)

Lion's Land supports responsible drinking. © 2009 Lion's Land Site by LIMBIK

