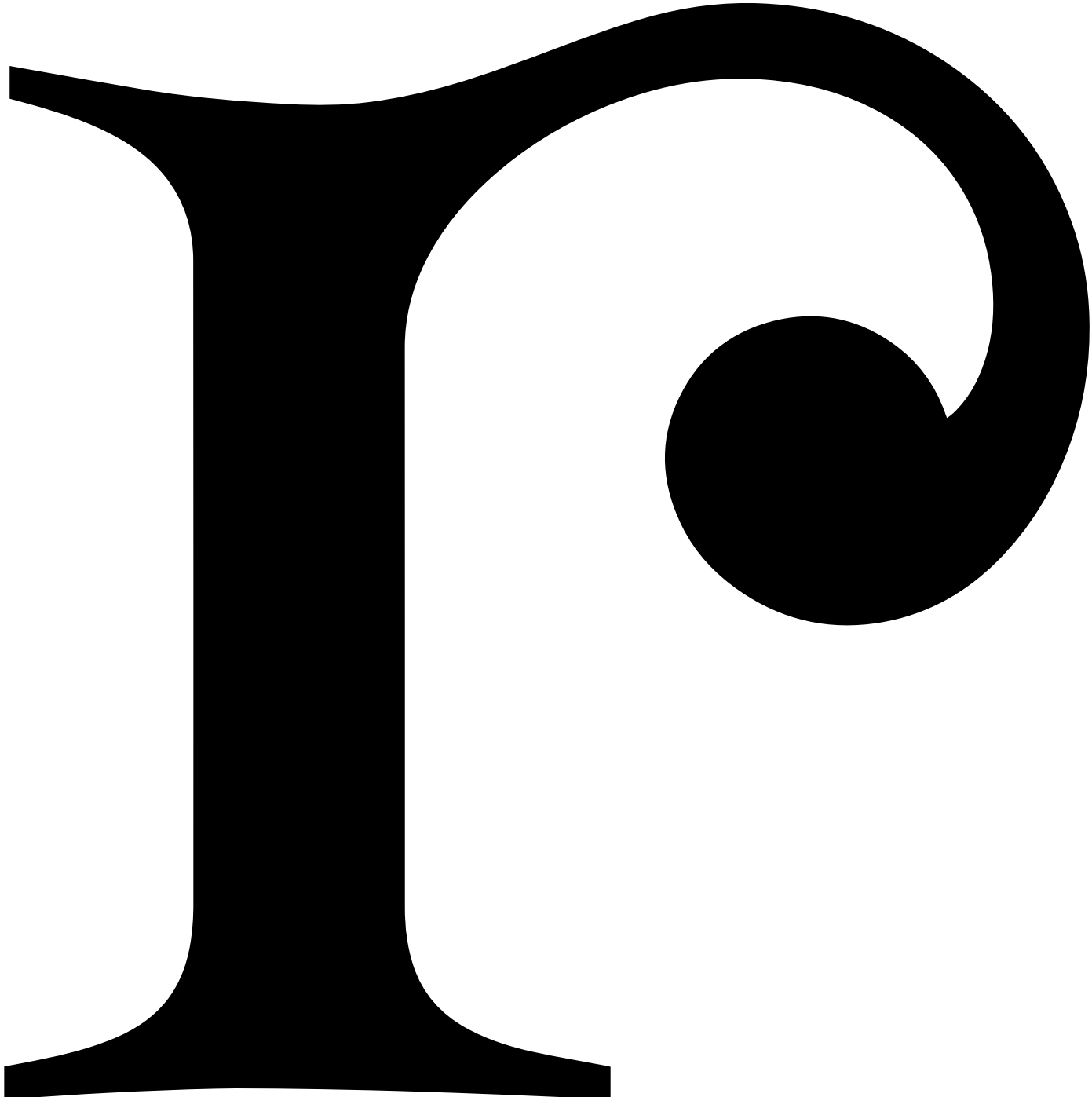




cornerstone

reyneke

Cornerstone

It didn't begin with an idea.

It began with a cold day.

We were pruning Cabernet in the middle of winter. I went home and put on a wetsuit under my clothes. When I came back, the others had lined theirs with newspaper.

It's a small difference.

But not really.

You notice something like that and it stays with you. Even if you try to move on.

At the time I was reading Amartya Sen. He wrote that development is the ability to choose. That if you have a choice, you have power.

I'm not sure we believed that fully. But we spoke about it anyway.

The idea of building something together came up. A wine. A business. Something shared.

It didn't last long.

It was too risky.

People chose something more immediate. Housing. Education. Stability.

They were right.

So Cornerstone was never really a plan.

It was more like a promise that stayed behind after the conversation ended.

Over time, that promise became a wine.

And the wine did what wine sometimes does, it travelled further than we expected. It opened doors we didn't know were there. At one point, it even brought us into a room with Nelson Mandela.

That kind of thing makes you uncomfortable if you think about it too much.

Because the question remains the same.

What does it mean to do good,
when doing well is always close by?

At Reyneke we often speak about sustainability as if it has three parts. Environmental. Social. Financial.

But in reality, it's never that balanced. One always pulls harder than the others.

And lately the word itself has started to feel insufficient.

Sustaining something only holds it in place. It doesn't ask whether the place is worth holding. It doesn't account for what was taken before we arrived.

So we have started using a different word. Restorative.

Not because it sounds better.

Because it asks more of us.

Cornerstone was our way of not ignoring that imbalance.

Not fixing it.

Not solving it.

Just staying with it.

The workers chose first — housing, schooling, the ground beneath their families. In time, that choice may become something else. Equities perhaps. Something different. The point is that it stays open.

The choice that Sen wrote about doesn't have to stop with us.

Now the same question moves outward. To the people who grow the wine, supply it, pour it and drink it.

If others — growers, suppliers, buyers, drinkers — choose to take part. Not because they are asked to, but because, at some point, they noticed something they couldn't unsee.

There is no real system for this.

No perfect model.

We don't want to own this.

We want it to be shareable. Teachable.

Something other people can pick up and make their own, in their own places, with their own people.

Just the possibility of giving a small part back into the place it came from.

Maybe that is enough.

Maybe it isn't.

We are still working that out.

— Johan Reyneke



*Reyneke,
Old Polkadraai Road,
Stellenbosch, 7600,
South Africa*



Cornerstone — In Practice

Cornerstone is a wine and a long-term social initiative developed by Reyneke.

It originates from a moment in the late 1990s, when the realities of farm labour and inequality became impossible to ignore. Since then, Cornerstone has evolved into a practical expression of Reyneke's belief that sustainability must include a social dimension.

To date, the initiative has contributed to:

- Housing for 5 farm worker families
- Access to tertiary education, resulting in 2 completed graduations
- Ongoing support structures within the Reyneke community

Looking forward, Cornerstone is being extended beyond the farm itself.

Partners across the wine value chain — including distributors, retailers, and hospitality — are invited to contribute a small percentage of their sales toward the initiative.

Participation is voluntary.

The intention is to create a shared model in which value is redistributed more consciously, while remaining transparent, measurable, and open.

Cornerstone is not positioned as a finished system, but as a framework that can evolve over time.



Cornerstone Wines

Cornerstone is produced as both a white blend and a red blend from grapes farmed biodynamically on the Reyneke estate in the Polkadraai Hills of Stellenbosch.

Where the Estate Range focuses on the individual expression of specific vineyard sites and varieties, Cornerstone reflects the broader philosophy of the farm itself — balance, regeneration, restraint, and long-term thinking.

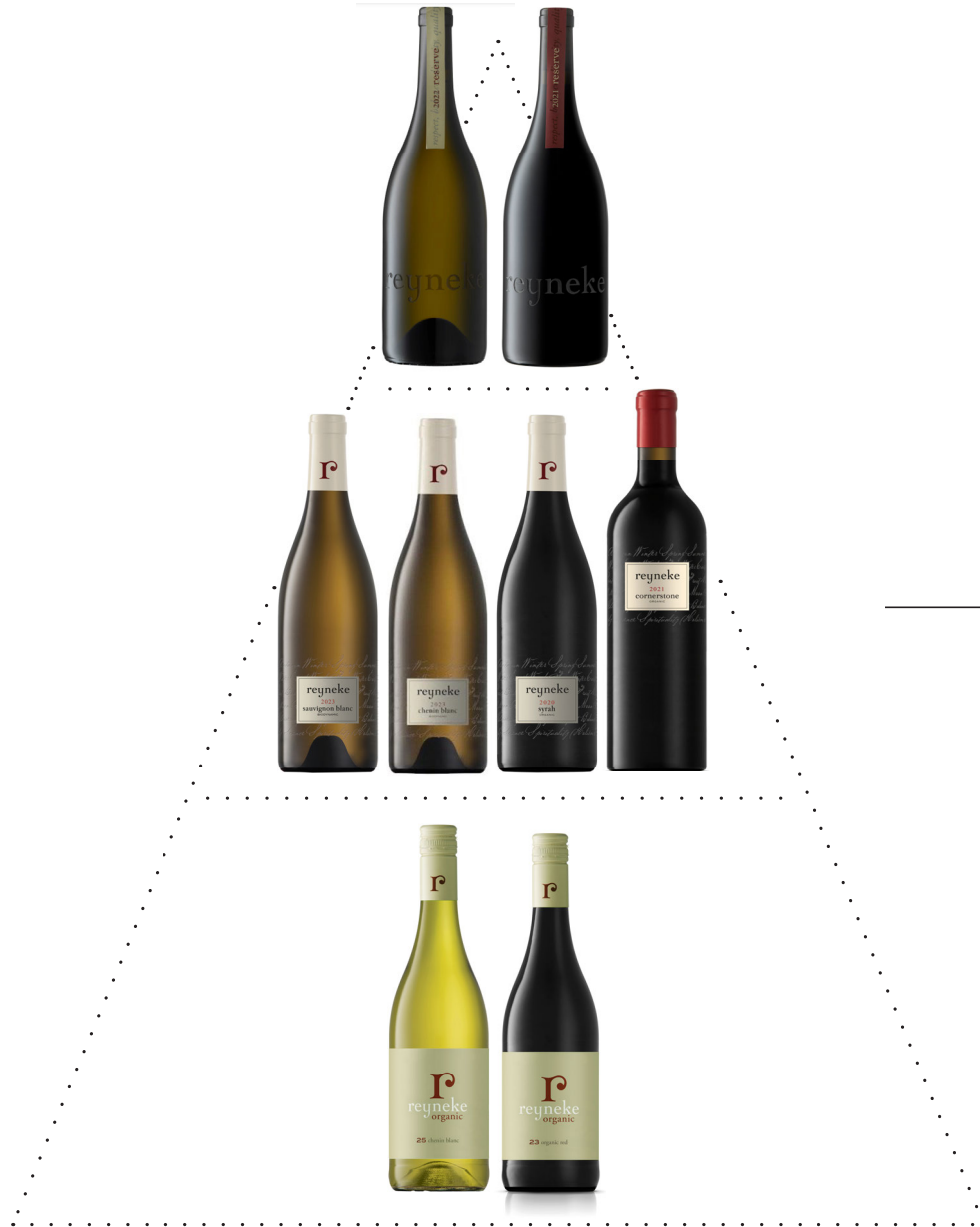
The wines are intended as an honest expression of place and process, shaped as much by the people and ecosystems around them as by the vineyard alone.

The new Cornerstone label

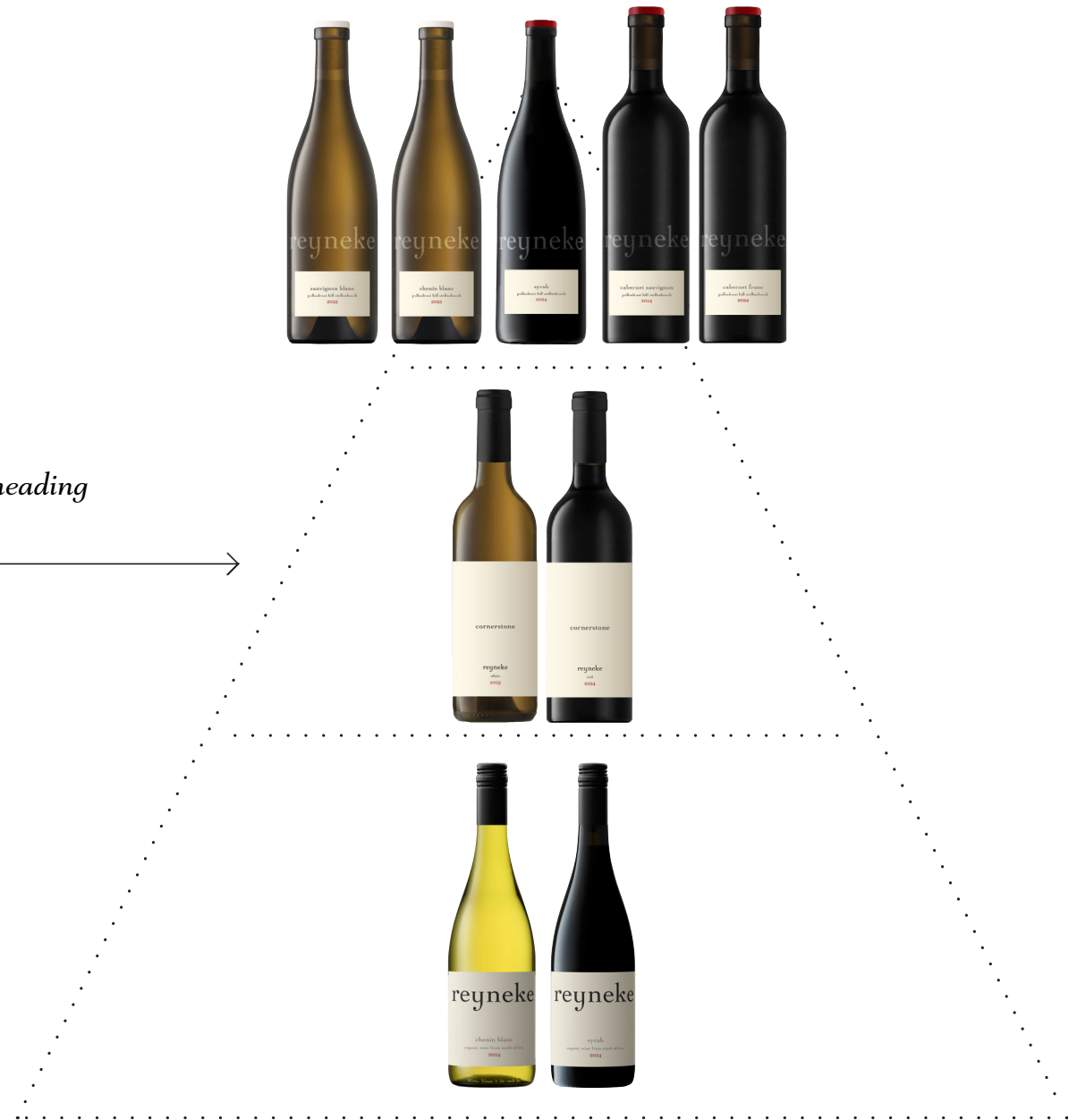
We have developed a new label for Cornerstone where the Cornerstone name and the Reyneke logo are presented at equal scale. This is a deliberate decision. It reflects the idea that Cornerstone is not a sub-range, but a fully realised expression of the Reyneke philosophy in its own right.

By giving Cornerstone equal prominence, the label signals confidence in the strength of the concept and allows it to stand independently in the market, while still being clearly anchored in the Reyneke brand. This balance also reinforces the importance of the Cornerstone Project itself, particularly its social impact, positioning it not as a secondary story, but as a central part of what Reyneke represents. All of the Reyneke's labels are made from the same, premium recyclable paper. The paper has a light speckle and a lemony hue.





Where we are heading





About Reyneke

Reyneke, located on the picturesque Old Polkadraai Road in Stellenbosch, South Africa, is a pioneering estate renowned for its commitment to biodynamic farming. As the first and only certified biodynamic wine farm in the country, Reyneke has set a benchmark for sustainability and excellence in winemaking. The estate produces premium-quality organic wines that reflect the unique terroir of Stellenbosch, with each bottle crafted using holistic, nature-driven practices that respect the rhythms of the land. Reyneke's dedication to biodynamics not only ensures the production of wines of exceptional character and flavour but also fosters a deep connection with the environment, making each wine a testament to the estate's commitment to both quality and sustainability.



On Commitment

— Goethe

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. The moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issue from the decision, raising in one's favour all manner of unforeseen incidents, meetings and material assistance. Whatever you can do or dream you can, begin it. Boldness has genius, magic and power in it. Begin it now.