

# The House of J.C. Le Roux celebrates new elegant look and raises a glass to SA for recent award wins

Issued by [Heineken Beverages](#)

19 Sep 2022

J.C. Le Roux, SA's most loved sparkling wine, reveals a premium, elegant new look. At The House of J.C. Le Roux, South Africa's first dedicated sparkling wine cellar, celebrating in style is always just a pop away. J.C. Le Roux believes that it is not only the big occasions that are worthy of celebrating, but also those smaller everyday wins that are just as important to pop a bottle of your favourite bubbly and raise a glass to. Every bottle of J.C. Le Roux, from grape to bubble, is perfectly crafted with a special celebration in mind.



Now, there is even more to celebrate with the new elegant look from the J.C. Le Roux range of sparkling wines – Le Domaine, La Fleurette, Sauvignon Blanc and La Chanson; as well as the non-alcoholic bottles Le Domaine and La Fleurette. A premium, elegant look that is just as fresh and sparkling as the delicious bubbles inside, J.C. Le Roux has kept the same great taste that everyone knows and loves. With a new elegant look and same sparkling taste inside, your celebration awaits with every pop. Watch J.C. Le Roux's new television ad here to see the beautiful new bottles:

Upholding the position of South Africa's leading and most loved sparkling wine, The House of J.C. Le Roux is also extremely proud to announce recently winning a few local awards, and would like to raise a glass in thanks to the South African readers for voting. The awards include:

- City Press Readers Choice Awards 2022 – J.C. Le Roux won first place in the Champagne / Sparkling Wine category
- 2022/2023 Ask Afrika Kasi Star Brands – J.C. Le Roux won first place in the Champagne / Sparkling Wine Category as measured in the 2022/2023 Ask Afrika Kasi Star Brands™ benchmark
- Daily Sun 2022 Readers Choice – J.C. Le Roux voted the best Sparkling Wine in south Africa

The J.C. Le Roux range is available at leading retailers nationwide. To purchase the J.C. Le Roux range online, visit <https://store.jcleroux.co.za/>. To learn more about J.C Le Roux, follow J.C Le Roux on [Twitter](#), [Facebook](#) and [Instagram](#).



- **Three Ships Whisky launches a 13-Year-Old Single Malt Cape Ruby Cask finish** 14 May 2024
- **Fosta the sound with Hunter's Premium Cider and Jacquel Culture House** 17 Apr 2024
- **Jim Jeffries brought to you by Big Concerts and powered by Savanna Premium Cider postponed** 9 Apr 2024
- **Heineken Beverages honours history of entrepreneurship** 4 Apr 2024
- **Siyavanna SA - Get ready for the Savanna Comedy Bar 2024 spectacular comeback** 2 Apr 2024

#### [Heineken Beverages](#)



HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>