

# PLATTER'S IN YOUR POCKET

*Platter's by Diners Club South African Wine Guide*

With its eye-catching jacket and wide-ranging content, **Platter's by Diners Club South African Wine Guide** has been an industry institution and a best-selling hardcover book for more than 40 years.

As institutions in the wine industry go, the Platter's by Diners Club South African Wine Guide is one of the most respected globally. A veritable wine bible, its annually changing cover colour brightens up home libraries across the country and around the world, and copies can be spotted in diverse and sometimes unexpected places, from eateries to luxury trains.

For collectors, there's the pleasure of discovering a well-thumbed (and slimmer) edition from yesteryear, plus the possibility of a financial reward - complete collections have been known to change hands for around R10,000.

## IN YOUR POCKET

Less visible perhaps, but equally valuable to the wine lover are the digital versions of the guide - apps, e-books, and the website, [Wineonaplatter.com](http://Wineonaplatter.com).

The apps have been designed to provide the quickest and most direct access to the wine descriptions and ratings - ideal for when you are in a restaurant and presented with multiple options on the wine list, or in a retail outlet with many different wines displayed on the shelves. With the "Platter's In Your Pocket", you're able to home in on a wine's most important details before making an informed decision, with the option to read

about the wine producer, any other wines in the portfolio, older releases, and more.

After you have made your selection, ordered and sampled the wine, you may want to write something about it, either as a private note-to-self or, optionally, a comment shared with other members of the app community. You can even give the wine a rating of your own and, if sufficiently impressed (or depressed) by its quality and character, bookmark it for future reference.

In addition to serving as your digital sommelier, Platter's app is intended to ease and inform your travels around the Winelands. With a single tap, you can see which wineries are in your area and get directions to the venue of your choice via the built-in map.

Depending on the version (Android or iOS/Apple), your app can also recommend when you should drink a wine, and let you chat with the Platter's team in real-time about any queries, questions, or suggestions for new features and enhancements.

For those who know Platter's and prefer a digital experience more like the physical book, there is the e-book to consider. It is downloadable to any device that runs the Kindle free e-reader app. Beyond looking exactly like the book, in the smallest detail, the e-book offers the benefits inherent in

the electronic book format, such as bookmarking, search, multiple navigation options, and hyperlinked websites and email addresses.

The Kindle platform is also the place to download Platter's starter guide, *Everything You Wanted To Know About*





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To access the Five Star wines list, and all ratings and reviews, purchase a subscription.

- Subscribe now for website access to all ratings and reviews in Platter's back to 2008.
- You can also use your username and password to access our apps on iOS and Android.
- You also get first option on upcoming events and offers.

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*Wine But Were Too Afraid To Ask.* Conceived as a “cheat sheet” on wine for the self-conscious newbie, the e-book covers everything from tasting wine to cooking with it, matching wine with food, dealing with wine snobs, collecting, and (of course) drinking wine.

Witty and a little irreverent, *Everything Wine* will answer frequently asked questions such as “is older wine better?” and generally help raise your pronouncements on wine from cringeworthy to captivating.

### ON THE WEB

The web-based version of Platter's (accessed via Wineonaplatte.com) was the first digital incarnation of the guide, and it is still the flagship, with a range of value-added features such

as advanced search, news, shopping, and detailed information about wine-country accommodation, specialist tour operators, and dining options among the vines.

Ongoing digital development sees new features added and existing ones updated, with the core aim of serving wine aficionados during all stages of their wine journey.

Diehard hardback fans are not overlooked, however. Preparations for publication of the 43rd edition in the last quarter of 2022 are well underway (and the Platterati are already speculating about the new cover colour). For collectors and aspiring collectors alike, the online store offers bundles of older hardcovers under the banner of Instant Library. Individual

copies going back to 2001 are also available on enquiry.

Visit [www.wineonaplatte.com](http://www.wineonaplatte.com) to experience the vast and ever-growing digital world of the Platter's by Diners Club digital vineyard. 

