

Farm-fresh fare and artisanal wares at Windmeul Kelder's new neighbourhood market

 By [Lauren Hartzenberg](#)

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Windmeul Kelder, situated in the picturesque region of Paarl, is known for its affordable range of quality wines - an impressive number of award-winners among them. Now, tapping into the growing appreciation for artisanal fare, the cellar has introduced an on-site marketplace packed to the brim with locally-sourced homemade goods and responsibly-farmed produce.



Located in a delightful space fashioned in the style of an old-fashioned pantry, the Parskuip Neighbourhood Marketplace is home to the wares of a collective of diverse merchants from Paarl and the surrounding areas.

Think plump olives, gourmet charcuterie, traditional biltong, creamy cheeses, home-baked rusks, a fine selection of jams and preserves, and tasty homemade breakfast pizza (which I can personally vouch for). There's also a range of specialist coffees, braai spices, marinades, drizzles and dips, and unique seasonal produce like indigenous waterblommetjies.

Extending beyond goods of the edible variety, the marketplace houses a collection of handcrafted wooden toys, purses, handbags and organic pamper products. A one-stop proudly-local gifting shop, if you will.

Committed to craftsmanship



Over the last decade, there's been a marked shift away from mass-produced goods of all sorts, and a renewed appreciation for local, artisanal products - the latter often utilising age-old traditional methods of production. In addition to the visible love and care that goes into handmade and homemade goods, there's also the positive aspect of knowing that, as a consumer, you're directly contributing to the success of a small business.

According to cellar master Danie Marais, Windmeul is committed to craftsmanship, not only with their wines, but also in the produce stocked in Parskuip.

“The art of creating something with passion and excellence is something that has almost become extinct in our society of instant gratification, but fortunately the appreciation of craftsmanship is slowly making a return. Consumers are increasingly looking for artisanal products that have been crafted with care. It is also very important for us to support local businesses, which focus on sustainability and most of our suppliers are located in close proximity to Windmeul.”

The Parskuip Neighbourhood Marketplace runs every week from Monday to Saturday. On Saturdays, Windmeul's Kontreikombuis serves an array of tasty breakfasts, pizzas and *roosterkoek* – a traditional scone-like bread baked on an open fire.

For visitors hoping to sample Windmeul's award-winning range of wines, the tasting room is also open throughout the week. *Roosterkoek* and wine pairing anyone?

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It doesn't get any more South African than a roosterkoek and wine pairing. 💎💎 @windmeulkelder
#SouthAfricanFood #SouthAfricanWine #ParskuipKontreimark #DiscoverPaarl #WindmeulWines
#Paarl

A post shared by Lauren Hartzenberg (@lauren_hartzenberg) on Oct 25, 2017 at 8:20am PDT

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visit [windmeulkeider online](https://www.windmeulkeider.com) for more information on the Parskuip Neighbourhood marketplace, and the cellar's other food and wine offerings.

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