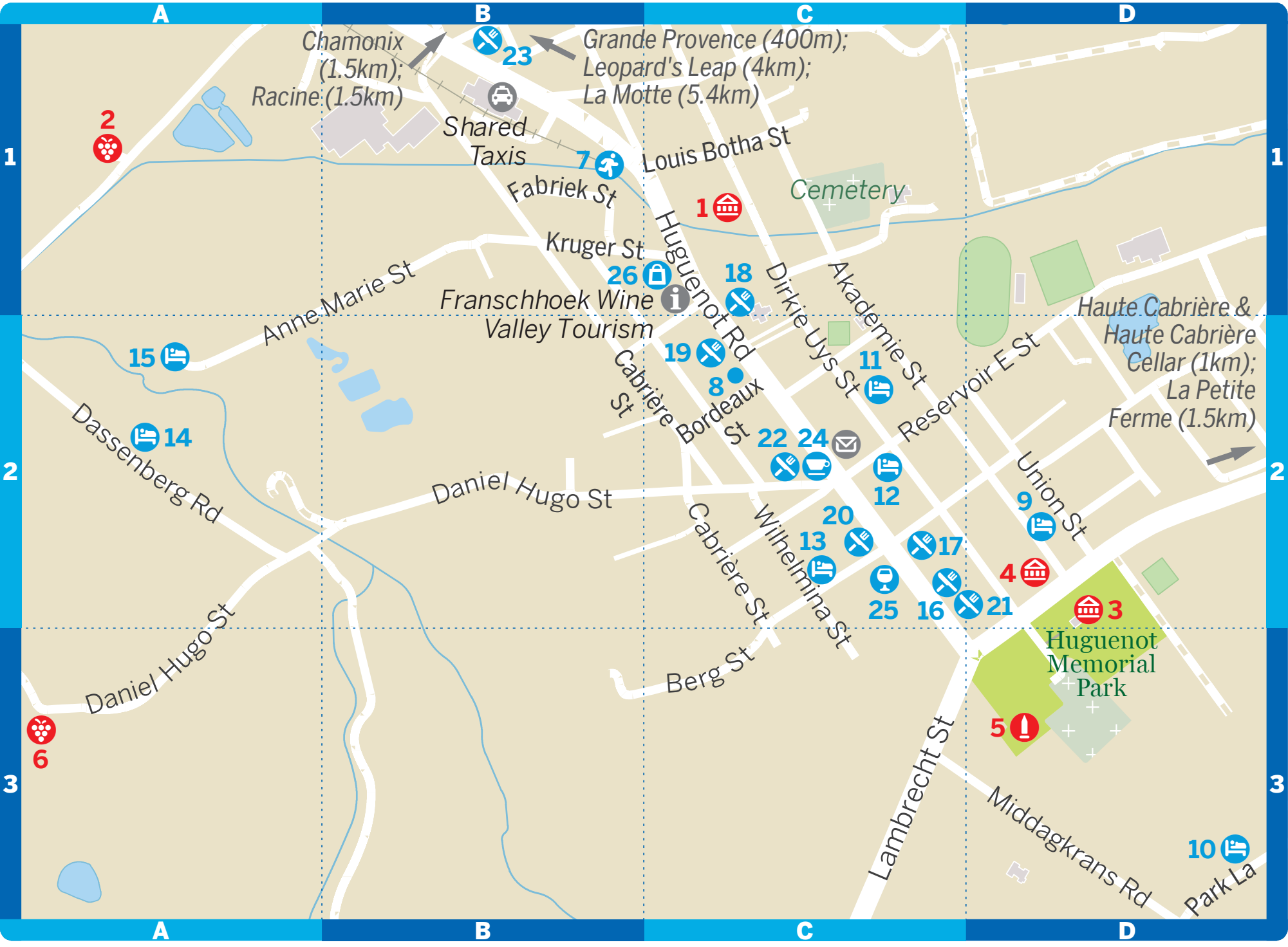Franschhoek