

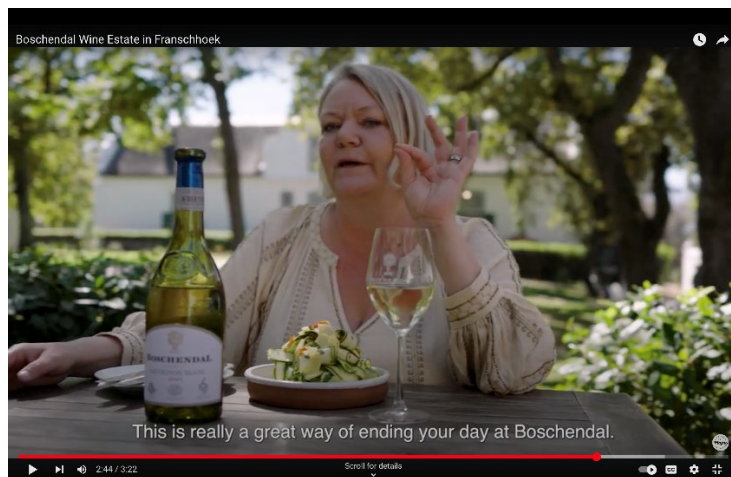


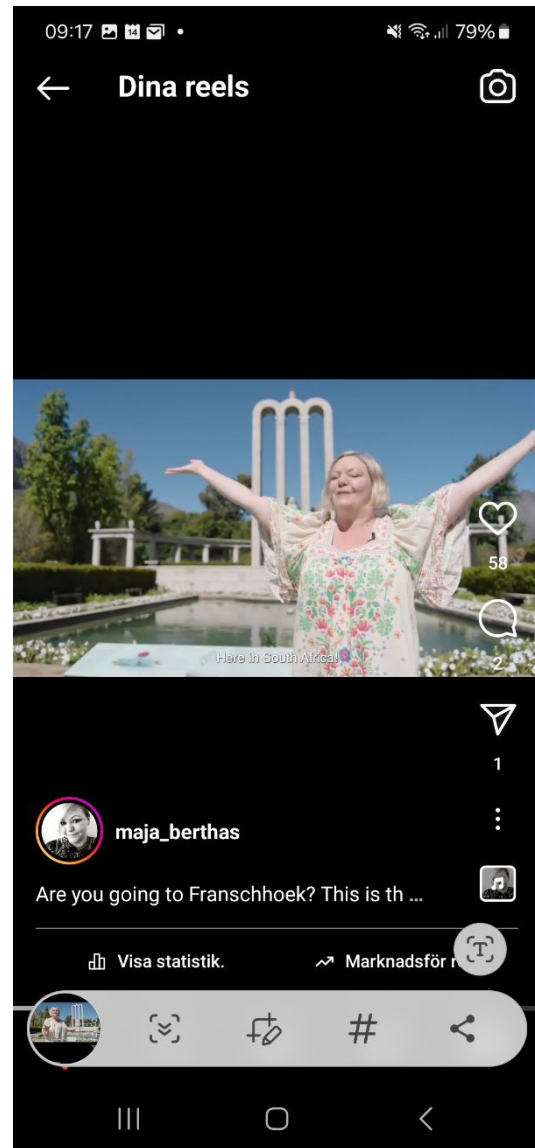
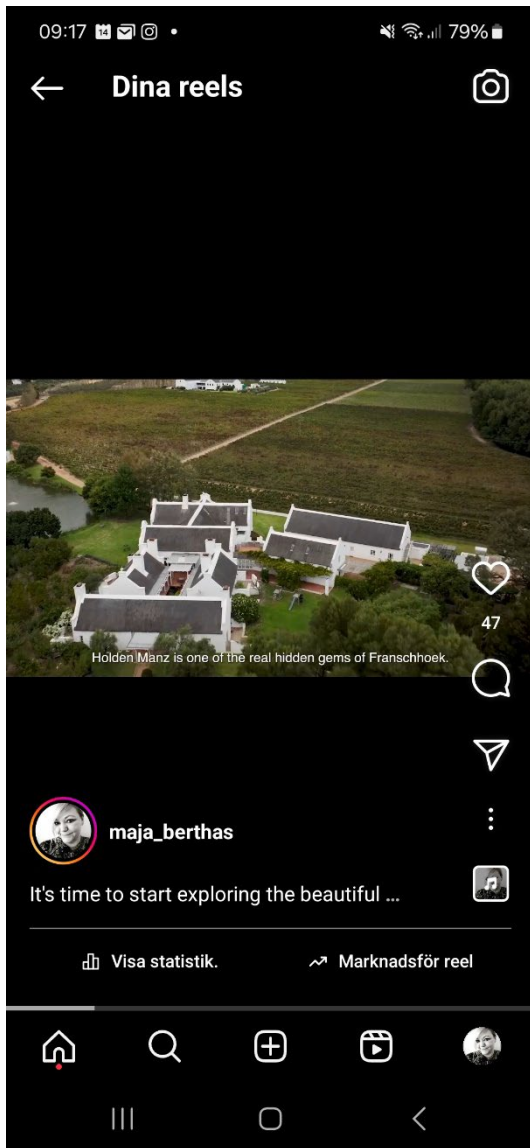
24 June 2024

Our international team are constantly busy with exciting activities in their respective markets to help promote South African wine.

The Market Activity Newsletter is a snapshot of some of the key activities that they've been busy with.

## Sweden





## Majas.Wine.Magazine.Franschhoek

At the beginning of April, Maja and her brother Måns (a professional film maker) made their way to beautiful Franschhoek (user-pay) to make a series of videos to promote the region as a tourist destination. Over the course of 8 days they visited a number of wine farms to try and capture the essence of the different places and show the viewers what they can expect when visiting. The aim was to show places that in different ways represents the diversity of Franschhoek as a tourist destination. The trip included farms like Holden Manz, Boekenhoutskloof, Haute Cabriere, Boschendal and many more. The themes we chose to focus on was accommodation, old vine Semillon, Cap Classique,

transformation projects, themed wine tastings, nature, sustainability and local cuisine. We also included things like the Franschoek Motor Museum, horse-back riding and a cooking class.

The series has aired once a week on our social media channels (Facebook, Instagram and YouTube) during the course of May and June. It's been really successful, and we have achieved lots of views, comments and interactions on the different platforms. What region shall we take on next time?

### [Sommelier.getaway](#)

As a follow-up on the Sommelier Symposium last year, Maja invited seven sommeliers and hotel managers to her summer house for 24 hours of wine and dine. The guests arrived at the destination by train, bus and finally an old military transport vehicle. On arrival they were treated to some Cap Classique followed by a walk around tasting of both red and white wines. The sun was shining and we couldn't have asked for better weather. After the initial tasting the group were presented with a table full of ingredients (fish, meat, veggies, dairy products and spices) and then they had to create and cook their own menu. The ambitions were high and the end result was amazing! They also had to pair the different courses with wines chosen from the walk around tasting. After a long day and night they all went to bed to wake up to a morning braai with toasties and wors.

## Canada





### West.Coast.Tour

Fourteen producers made their way to the west coast of Canada in early June to wave the flag for South Africa. The tour started off in Vancouver, BC, then moved on to Calgary and Edmonton in Alberta. Tastings and master classes were focused on key trade and media in each city, with some consumer events hosted by individual properties. The reception was incredibly warm in all stops and made a real impression of the quality South Africa offers in the glass.

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## USA







In May WoSA USA hosted two in-store tastings and a VIP Braai with [The Urban Grape](#) in Boston and Washington, D.C., with seven winemakers/winery owners sharing their wines and importer representatives adding to the range. More than 600 people attended and sales topped \$30,000 USD. The Urban Grape has been a consistent supporter of premium South and this is the second time we've collaborated to highlight the quality and breadth of South African wines to their customers.

On May 21<sup>st</sup> we also held our first online Bevinar with [Mark Oldman](#), one of the U.S. most prominent wine authors, educators and influencers. The virtual seminar focused on Chenin Blanc; more than 120 viewers registered, and the audience listened enthusiastically to stories about South Africa's most-planted grape variety. The next Bevinar will be in November, this time focusing on Cabernet Sauvignon.

We also hosted two groups visiting the Cape. Interest from last year's Sommelier Symposium was so great that it spilled over into this year, with four sommeliers from [FLX Hospitality](#), [Saison Hospitality](#), and the [Grape Collective](#) visiting and enthusiastically placing orders as they went.

Our second group were trade buyers from five multi-unit companies: [Landry's](#),

[Lunds & Byerlys](#), [Vino Volo](#), [GoPuff](#), and [Norwegian Cruise Lines](#). Between them they represent almost 700 wine sales venues. This trip would not have been possible without the support of industry associations focused on key varieties and wine styles: Chenin Blanc, Cap Classique, Stellenbosch Cabernet, Chardonnay and Pinotage. The associations subsidized the guests' airfares and each association spent a day with the guests. But we also made time to pet some cheetahs and go up Table Mountain, creating unforgettable memories for our guests.

## UK







Wines of South Africa returned to the London Wine Fair (LWF) with a generic, one day 'pop-up' tasting on 21<sup>st</sup> May 2024 at Kensington Olympia from 10:30 – 18:00. This was the first WoSA generic tasting space held at the LWF for at least five years.

As WoSA had not had a presence at the LWF for a number of years, we were confident that there would be plenty of interest and enthusiasm in the pop-up concept. It also gave producers a cost-effective way to showcase their wines, do business and meet with buyers at the event. WoSA shared the space with New Zealand Wines who ran a free pour tasting on the first day and Wines of Georgia who took the space on the last day. The second day was the ideal day for Wines of South Africa to occupy the space.

Overall, the event went very well and the area was exceptionally busy for the whole day. The tasting had a professional, yet vibrant feel. We were able to utilise the African print tablecloths, first used at Encounter South Africa last year, to give the space a South African look and feel. There was a real buzz about the tasting and the new pop-up concept worked well. There were 22 wineries participating on 15 tables and we had over 300 people visiting the space during the day.

This was a piece of 'user pay' activity and producers were able to purchase either a full table (12 wines) or a half table (six wines). Associations and specialist South African importers were also given the opportunity to participate. We have received positive feedback from both exhibitors and visitors about seeing South Africa back at the LWF. Exhibitors mentioned that they saw a lot of good buyers and have also expressed an interest in attending the event again in 2025. We will be working with the London Wine Fair to attend the event again next year so please do keep an eye on the producer newsletters for further information in due course.

## ASIA







We have had a busy and fun couple of months in China, Japan and Hong Kong- despite gloomy economic news and a subdued market for wine drinking occasions the trade seems broadly optimistic that better times are ahead- the challenge is figuring out when!!!

In Tokyo we supported a Freedom Day event with 300 of the great and the good from the world of business, diplomacy and even rugby. We showcased wines from 6 brands with Cap Classique, Chenin Blanc and Pinotage to the fore.

In Hong Kong we kicked off the month with a special promotion at Mato wine bar with more than 20 South African wines available by the glass and many more by the bottle, from there we scooted up to Shanghai for a fine wine dinner with Matt Manning at a historic colonial venue where 24 guests sampled a great Cape-inspired menu paired with amazing wines from Sadie Family, Le Riche, Klein Constantia and more.

To blow away the cobwebs from that bacchanalian feast, we put together the Shanghai Braai again, with 180 paying guests feasting, and of course, tasting more than 60 wonderful wines from across the Cape. 100's of bottles were

purchased and there may even have been some dancing