



25 July 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.

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## AFRICA





WoSA 's East Africa Tour 2024 events kickstarted with a 3rd Edition in Tanzania on the 8th of May where we presented an Introductory South African Wines Course to 100 delegates from the trade. This was followed by a wine exhibition on the 9th of May held at the Hyatt Regency Dar es Salaam, where over 150 trade and media guests sampled over 20 brands with the objective to build and enhance partnerships in Tanzania and creating a platform for new brands to be introduced to the market.

The tour proceeded on to Nairobi, Kenya where, on Friday 10th May we presented the 9th edition of the Introductory South African Wines Course to 160 delegates from the trade. This activity was also followed by a wine exhibition in the evening at the new Hyatt Regency Nairobi Westlands where 200 trade and media guests sampled wines from more than 50 brands.

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## UK





Tim Atkin MW has just completed his latest visit to the Cape for his much anticipated South Africa 2024 report. The WoSA UK team, alongside Lesley in our Stellenbosch office, has been working with Tim for many months to ensure these visits were as comprehensive and detailed as possible.

During his time in South Africa, Tim tasted 2,248 wines, had countless in-depth conversations with winemakers and visited several wine farms and regions to fully immerse himself in, and understand, the South African wine scene.

We can expect to see Tim's report published in September and no doubt it will be full of insights that give context and perspective to South Africa's position on the global stage.

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## USA





In July 2024 WoSA CEO, Siobhan Thompson, came to the U.S. and we visited two key states, Texas and New York, to examine the state of the market and South African wine's place within it. We were heartened to see substantial South African offerings on the shelves of Austin and Houston; the shelves were well-stocked with premium offerings, even at large supermarkets like HEB. Buyers we spoke to were enthusiastic about the category as well. On-premise, buyers at wine bars as well as restaurant chains told us their customers enjoyed South African wines and that the category, especially South African Chenin Blanc, was particularly well-suited in terms to by-the-glass offerings. One sign of the category's traction was the news that Austin's Cape Bottle Room, dedicated solely to South African wines, is planning to open another location in nearby San Antonio soon.

In New York we visited VinExpo America. We were happy to see some South African producers there, but the visit confirmed our general impression that trade shows struggle for relevance in the fragmented U.S. market. The show was smaller than in previous years, and not particularly busy. We also met with several importers, some with a lot of experience with South African wines, and some new to it; both were enthusiastic about what they see happening with South African wines. And of course we made our pilgrimage to Kaia Wine Bar, Suzaan Hauptfleisch's beacon of South African wine, on the Upper East Side of the city.

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# THE NETHERLANDS



This month there were 11 Dutch sommeliers very lucky to go on Safari and feel the South African vibe... in The Netherlands.

In the lodge on Safari Park Beekse Bergen we welcomed them with a glass of Cap Classique and melktert, and then they hopped on the truck to see the Big Five. After this exiting experience they got an intensive masterclass from Master of Wine Cees van Casteren, with 24 different wines. All wines were sponsored by the [www.capecru.nl](http://www.capecru.nl) importers, so it was an impressive lineup we tasted. In the evening they enjoyed great dishes with fish, lamb and chakalaka. Despite the rain they stayed on the covered terrace until 2:00 in the morning to finish all the wines.

After a good night's sleep and dreaming about South Africa they all returned home or to their restaurants. As a result, we already saw some nice wine orders which were sent to the importers.

**Kind regards**

**The WoSA Team**

