



26 August 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 West Africa Tour 2024 events have become major highlights on the Nigeria and Ghana calendars and acts as an invaluable platform to showcase some of South Africa's best wines. This year's tour kickstarted with a 10<sup>th</sup> edition in Nigeria on the 17<sup>th</sup> of July where we presented an Introductory South African Wines Course to 100 trade delegates, followed by a wine exhibition on the 18<sup>th</sup> of July in celebration of the Nelson Mandela Day held at the Marriot Hotel, Ikeja Lagos, where over 250 trade and media guests sampled over 25 brands with the objective to build and enhance partnerships in Nigeria and creating a platform for new brands to be introduced to the market.

The tour proceeded on to Accra, Ghana on Friday, 19<sup>th</sup> July and presented the 9<sup>th</sup> edition of Introductory South African Wines Course to 150 trade delegates at the Labadi Beach Hotel, which was followed by a wine exhibition on the 20<sup>th</sup> of July where 300 trade and media guests sampled wines from over 25 brands and also collaborated with the Ghanaian Chocolatiers, who paired their chocolates with wine.

<https://youtu.be/CTRI3j8Om7o?si=xQcPjuWo6-MGjy->

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# CANADA



PIWOSA took Toronto and Montreal by storm in June, with a full schedule of trade and consumer tastings, as well as in-store SAQ tastings, radio interviews and more!

This bunch worked their tails off to show Canadians what premium South African wine is all about. Planning for this started at CapeWine in 2022 which goes to show just how far out liquor board planning can be, but also that we can work together as a category to raise the bar for all. Sincere appreciation to all of them for taking the market seriously and continuing to commit resources.

**UK**







The influential wine writer and critic at Vinous Magazine, Neal Martin, was in South Africa earlier this month visiting several producers, regions and tasting a catalogue of wines.

WoSA UK, alongside Lesley in our Stellenbosch office, has worked closely with Neal to ensure the itinerary meets Neal's requirements and supports him in writing the comprehensive report on South Africa for Vinous Magazine.

During his visit, Neal tasted a plethora of wines, interviewing producers and enjoying a Park Run or two with those winemakers game enough to join him. We are looking forward to reading Neal's thoughts on the South African wine scene, his new finds and perceptions on South Africa as a global player in 2024.

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# USA



Pinot Noir makes up a small but highly regarded segment of South African wine, so it was exciting to present South African Pinot Noir at the International Pinot Noir Celebration, held in McMinnville Oregon at the end of July. WoSA

USA Country Manager, Jim Clarke, moderated two panels of three South African Pinot Noir winemakers: Emul Ross (Hamilton Russell), Andries Burger (Paul Cluver), and Morgan Steyn (De Grendel).

In true South African spirit, each winemaker showed one of their own wines while also showing off the wine of a neighbour from the same wine region. The winemakers also presented their wines at walk-around tastings during the weekend-long event. Reception for South African wines was enthusiastic, and the country held its head high alongside wines from Willamette Valley, Burgundy, California and New Zealand.

In mid-August WoSA accepted an invitation from Relais and Chateaux property Twin Farms in Vermont to host a South African Wine Weekend for their guests. Wine Director Morgan LaCroix was a WoSA Sommelier Symposium in 2023 and has been flying the flag high ever since. Twin Farms guests enjoyed a braai, a by-the-glass “take over”, an afternoon tasting, and a five-course dinner paired with South African wines. Guests explored the category enthusiastically and South Africa made a number of enthusiastic converts, many of whom still struggled with a perception that South Africa only made “cheap and cheerful” wines.

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# SWEDEN



**#drinkchenin:** In celebration of Chenin Blanc, WoSA Sweden arranged two separate events for consumers and trade. The first one was set in one of Sweden's most iconic hotels – Elite Hotel Knaust, in Sundsvall, and the second event was a masterclass at Strömsbergs Café just north of Stockholm, including a tasting and a braai.

Elite Hotel Knaust - This event has become a standing tradition and due to its popularity, it always sells out very quickly. The event spreads over two nights that includes a special tasting on the Friday followed by a gala dinner on Saturday. The guests (both trade and consumers) travel from all over Sweden



to participate. The guests who stay at the hotel always get a special treat in their rooms and this time we arranged for two cans of Lubanzi Chenin Blanc in their mini bars – all along with the amazing story behind the wine and the brand.

On the second evening we had a full house with 85 guests and the menu was composed to match the different wines – and I can tell you the guests thought they'd all gone to heaven! Our very own Maja Berthas was the host of the event and guided the guests through the wines while eating. She does not only present the wines, but also shares fun and exciting stories from the South African wine history and the producers behind the labels.

**Kind regards**

**The WoSA Team**

