



31 October 2024

Our international team is 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.

AFRICA

Wines of South Africa presented a Group Tasting event in Luanda, Angola on the 6th September 2024 at Carne da Vila restaurant, where 75 guests consisting of wine enthusiasts, affluent consumers, and media personalities joined in a walk-around format with canapes and wine pairing.

The venue and setup was well organized with a good flow of service and representatives of wineries presenting their pouring stations in a creative and colourful way resulting in positive feedback from attendees. The objective of creating an event and a platform that showcased wine brands already in market was well achieved with Graham Beck and Boschendal Wines complementing each other well, as Graham Beck presented Cap Classique and Boschendal focused only on still red and white wine.

The Angolan market is open for business and expressed interest in more of what South African wine has to offer.

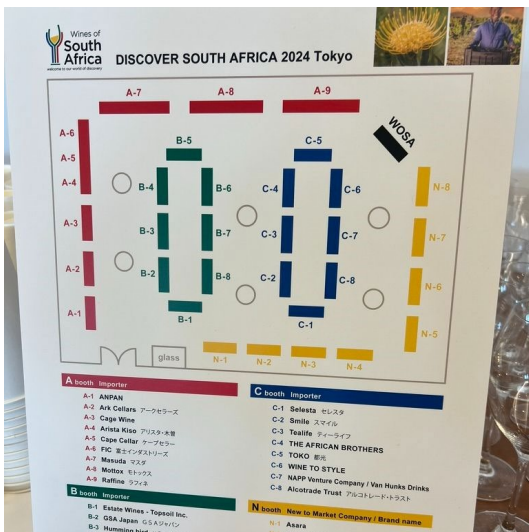
Click [here](#) to see some video media coverage of the event.



WoSA - DoA, Luanda Angola, Focus Group Tasting 2024

<https://www.youtube.com/watch?v=1zx12JIQ2VEI>

ASIA



The autumn season is always a very busy time and 2024 was no exception. We had 14 importers showing approximately 24 brands at our tastings in Hong Kong, where trade joined us in the afternoon, followed by almost 200 consumers in the evening.

From Hong Kong we went straight on to Tokyo. On Monday the 21st October we had an insightful day of market visits with 8 producers who are new to the Japanese market getting a snapshot of Tokyo. The same evening the SA Embassy received us for what is becoming an annual gathering for Team SA in Japan. Many high-level Japanese officials joined the gathering and many networks and opportunities were explored.

Our trade tasting took place on Tuesday 22nd October with 34 tables representing the length and breadth of South African wine in Japan. More than 70 brands were showcased to a crowd of 200 plus trade visitors.

On the 24th October we hosted a smaller tasting in Osaka, again with the importers showcasing their wines to the local trade. Whilst smaller in scale the tasting was a huge success!

CANADA



In September we attended the 30th annual Elsie Awards, sponsored by the LCBO each year to recognize collaboration with trade partners.

We were fortunate to win the Elsie for “Best Aeroplan Trade Partner” for 2024, in recognition of working with our Category Manager to use the points program in an innovative way, in an attempt to reach a younger demographic.

NETHERLANDS





Happy International Pinotage Day! On 12th October we celebrated the grape which is inseparable from South Africa: Pinotage. International Pinotage Day is, just as #DrinkChenin Day, a returning moment for WoSA The Netherlands to do a market activity.

This Pinotage Day we sent out sampling packages to various wine journalists, magazines and influencers. For this sampling we worked closely with Spier Wines, DGB South Africa together with Dutch wine importer LFE and African Wines. A triple pack consisting of Bellingham 2019, Mhudi 2021 and Spier 21 Gables Pinotage were sent to 15 persons. All wines are a perfect example of why Pinotage deserves a wave of appreciation!

The sampling packages were enjoyed by the receivers, who shared the celebrating of International Pinotage Day online with their followers and readers. See you next year!

SWEDEN

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Wine Table Masterclass – On the 5th September, Maja hosted a full house masterclass at Wine Table in Stockholm. 30 people came and enjoyed a great line up of wines from Krone, Pecan Stream, Reyneke, Glenelly, Kleine Zalze and Naudé, to name a few.

We also treated the guests to some snacks and a compendium with info about South Africa and the wines. It was great to see the excitement amongst the attendees and we received great feedback afterwards. This also resulted in another private event where Maja was invited to host a birthday celebration dinner (with a SA theme) for 40 people!

Winelands visit - From 21st to 25th September, Maja had a group of ten people travelling the winelands. This group made up of consumers as well as restaurateurs and we visited different regions including Franschhoek, Paarl, Stellenbosch and Tulbagh. Amongst the things we had set up for the group was bubbles in Tulbagh, a braai in Stellenbosch and wine bar-hopping in Franschhoek. A trip like this really creates ambassadors for life!

Gastromerit - Full day seminar at the sommelier-education “Gastromerit” in Stockholm. This is great for making sure that relevant and updated information is given to the sommelier students, and we can see the build-up of excitement amongst the future sommeliers. Maja is now the head teacher at two of the top sommelier schools in Sweden, which is very exciting.

UK





Butler's South African Wine Festival - On Friday 6th September, [Butler's Wine Cellar](#) in Brighton hosted a South African Wine Festival. Wines of South Africa supported the event by providing marketing collateral for the event, promoting ticket sales via our UK newsletters and social media platforms. We also attended the event.

Over the years, the range of South African wines at Butler's Wine Cellar has grown exponentially. Both Henry and Cassie have fallen in love with the people, our stories and of course the quality of our wines. It was fantastic to see so many enthusiastic consumers tasting our wines, planning their visits to South Africa and talking to the winemakers and suppliers who made the journey to Brighton for the event. The feedback has been fantastic, and we look forward to supporting Butler's South African Wine Festival again next year!

Tim Atkin MW report - In recent weeks, we have seen the publication of Tim

Atkin MW's South Africa 2024 report. Tim has been coming to South Africa for 34 years and this is his 12th (and longest) in-depth report. It has become an extremely valuable resource for many in the industry who need to be updated on where South Africa sits on the global wine stage.

With CapeWine on the horizon, it's interesting to read Tim Atkin's introduction where he notes the "tenacity, loyalty, creativity and generosity of spirit of the people" who live in South Africa. Also worth noting is the recognition that has been given to inclusivity and the increasing pool of young talent that are shining a light on South Africa through the wines they are making.

In May next year, Tim plans to host a tasting of wines that scored 95 points or more in his latest report. This London-based event will be for both UK trade and consumers.

To buy the Tim Atkin MW South Africa 2024 report, [click here](#).

USA



In the first week of October WoSA USA spent a couple of days in Boston working with a couple of local universities. We did a masterclass for the Harvard Business School's Wine and Cuisine Society, tasting six wines with seventy students. The reaction was enthusiastic, with many students revisiting the wines and looking up local retailers afterward. The following day WoSA presented to students of the Food and Wine program at Boston University – a top culinary program developed under the guidance of the great Julia Childs. Again we

tasted six wines, and the inquisitive and engaged audience followed us on a deep dive into South African wine.

Fortunately this year's hurricane season spared the Georgia coast, so on the 18th and 19th October WoSA was able to take part in the inaugural St. Simons Island Wine Festival. The event included a trade tasting, VIP event, silent auction, and a gala tasting. It was exciting to see how much name recognition Chenin Blanc had, and the enthusiasm of attendees in general. South Africa had a great presence at the festival; aside from the WoSA tables Avondale, Babylonstoren, and importer Cape Classics had tables, and other wines such as the Neil Ellis West Coast Sauvignon Blanc and Klein Constantia Estate Red made appearances at other importer tables.

Kind regards

The WoSA Team