



22 November 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





WoSA hosted the 8th edition of South African Wine Tasting Event in “The Pearl of Africa” Kampala, Uganda on the 7th – 8th November 2024. This event has become an annual tasting in the Uganda calendar that trade, media, and consumers look forward to and an invaluable platform for our producers to showcase their wines. This year’s activities kickstarted with the presentation of the Introductory South African Wines Course to 65 trade delegates and students from Uganda Culinary School on Thursday 7th November 2024, followed by a wine exhibition on Friday 8th November 2024 at Sheraton Hotel, Kampala, where over 250 trade, media and consumer guests sampled over 30 wines with the objective to build and enhance partnerships in Uganda and creating a platform for new brands to be introduced to the market. The event was successful and supported by the South African High Commissioner Ms. Lulu Xingwana.

ASIA





As usual the end of the year is pretty hectic in Asia. In late October we hosted part 2 of our online series in Japan with over a 100 people joining a 90 minute seminar and tasting (via special bottlings) of 6 great South African reds. The tasting was led by Ryoga who is an alumni of the Sommelier Symposium and one of Japan's top Sommeliers.

ProWine China in Shanghai from November 12th to 14th November -

Alongside the support of the Department of Agriculture, Standard Bank and Wesgro we put together one of best Pavilions ever with the Chenin Blanc Association showing their Standard Bank top 10 wines of the year. 13 Producers were showcased and it was great to have such a strong travelling contingent this year. In addition, we hosted a masterclass with a special accent on Chenin Blanc with Julien Boulard MW presenting (in Chinese of course). On the day after the events Marcus led a small but dedicated group on a tour of the wine scene in Shanghai. We finished with some exotic Chinese wines too (there are some good ones!). It was a great event filled with positive vibes and collaborations.

CANADA



On 29th October, our Canada office pulled together a Come Over October tasting with 70 consumers turning up at Paris Paris wine bar, a hip spot in Toronto's west end. There they were invited to sip from a selection of premium SA wines while sampling South African inspired canapes.

GERMANY





Old Vines Tasting Events - In collaboration with the Old Vine Project, winemakers, importers, and regional groups from the Sommelier Union, WoSA Germany organised five tasting events throughout the year. Each event featured a curated selection of 10 to 12 wines and was expertly moderated by Maximilian Wilm, an award-winning sommelier and WoSA Sommelier Ambassador 2019. Maximilian's passion for South African wines shines through his work at his Hamburg-based restaurant, *Kinfelts Kitchen*, as well as in his podcast and social media presence.

Petra played a pivotal role in these tastings, organising the wine selection, coordinating the events, and moderating several sessions. Her hands-on involvement included a memorable live event in Südbaden at Europa Park. The tastings, conducted online and in person, drew an average of 15 to 18 participants per session. Petra's contributions, alongside Maximilian's, underscored the dedication to showcasing South Africa's exceptional Old Vine wines to an engaged and diverse audience.

The concept of wines made from old vines is gaining significant traction, particularly in fine dining circles. Their complexity, structure, and distinctive character make them ideal pairings for gourmet menus. As a mark of authenticity and quality, the story behind the Old Vine seal adds unique value that resonates with guests and provides an easily conveyed narrative. South African winemakers' commitment to preserving their cultural heritage while proactively addressing climate change and sustainability complements the story of these exceptional wines.

The events, held in Hamburg, Thuringia, Nuremberg, Baden, and Munich, were met with great enthusiasm. Interest in continuing this series into the next year is strong and encouraging. Furthermore, the close collaboration with Maximilian and the Sommelier Union highlights the value of initiatives like the Sommelier Trophy, which foster meaningful, long-term partnerships. These efforts reaffirm the importance of relationship management, which, like nurturing a plant, requires patience and care before it bears fruit.

A Cap Classique Showcase at the International Sparkling Festival in Mainz

- WoSA Germany, in collaboration with the Cap Classique Producer Association, made a significant impact at the prestigious International Sparkling Festival, held at the Kurfürstliches Schloss in Mainz on 3rd November. This remarkable and unique Sparkling wine event brought together over 210 premium producers from 80 wineries across 12 countries, attracting an enthusiastic audience of around 360 guests on a beautiful autumn day.

South Africa was prominently represented with an impressive selection of premium Cap Classique wines. Six distinctive wines were showcased at the WoSA stand in partnership with Cap Classique Producers Association. Renowned producers Graham Beck, Villiera, and Simonsig enhanced South African presence in collaboration with their importers. The response was overwhelmingly positive, with attendees praising the exceptional quality, unique stylistic character, competitive edge compared to other countries, and outstanding value for money. The discovery factor of South Africa's dynamic Cap Classique as a category left a lasting positive impression.

A standout feature of the event was the expertly curated MasterClass, co-hosted by Petra Mayer and award-winning sommelier and South African ambassador Jo Wessels. Nearly 30 participants engaged in in-depth presentations and lively discussions while tasting six meticulously selected Cap Classique wines. This session represented the quality and versatility of South Africa's Cap Classique category.

The enriching event fostered valuable connections with wine retail professionals and consumers. South Africa's unified presence under its country's flag attracted attention and strengthened relationships with importers. The feedback from the South African-linked exhibitors confirmed a shared enthusiasm for continuing such collaborative initiatives in the future.

SWEDEN



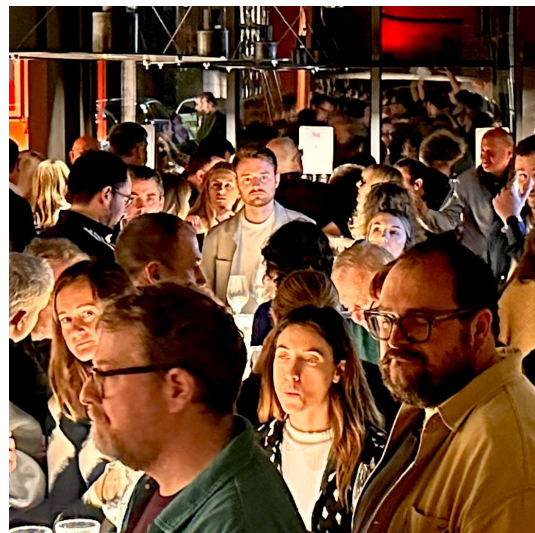
User-Pay trip to the Winelands - Between the 28th of October and 5th of November Maja had a group of 16 people travelling the Cape winelands. The group was made up of trade, consumers as well as restaurateurs. We had a very diverse itinerary visiting regions like, Swartland, Hemel-en-Aarde, Robertson, Stellenbosch and Constantia. The different visits all had different purposes like sustainability, classical estates, cool climate, deep dives in regions, and grape varieties and it was a mix of bigger and smaller wineries. We also included a tourism element with had selected visits to places like The Cape Of Good Hope, Robben Island and Zeitz Mocaa.

We also included a visit to the Pebbles Academy in Hemel-en-Aarde – an unforgettable visit. The group brought gifts to the children in forms of outdoor activity items, pens, papers, padel equipment and new running shoes for ten of the kids.

The guests were all very excited about the visit to the winelands and some of them have already signed up to attend CapeWine 2025. There is also a fundraising event for Pebbles in the planning for April 2025 as a direct result of the visit in Hemel-en-Aarde.

At the same time, we also had a smaller **group of trade** travelling on their own schedule. This group included a top journalist called Alf Tumble and a three-star Michelin sommelier by the name of Frida Winters. We got great social media coverage from the trip including Alf's popular posts on Instagram.

UK



Blossom Street Social, Manchester - Wines of South Africa UK teamed up with Blossom Street Social in Manchester for our first consumer tasting held outside London since 2018. The tasting took place on 6th November 2024 at Blossom Street Social in Manchester from 6pm – 9pm.

Our aim was to work with a trendy wine venue to highlight South Africa as an innovative, exciting wine making country to UK consumers. We wanted to highlight our Cap Classique wines and our regional offerings to encourage exploration outside of the more traditional regions while also highlighting the tourism opportunities.

Richard Kershaw MW was in the UK and gave two fantastic snapshot talks on Chardonnay and the Elgin region. A small group of very enthusiastic consumers enjoyed learning more about these subjects while tasting two wines from each category.

The event was very well received and the tasting had a professional yet vibrant feel. There was a real buzz about the tasting and several people were blown away by the wines and tasting in general. There were about 100 wines on show and we had 60 attendees. We have had great feedback and several requests for us to run the event again in 2025. Watch this space!

USA





On 29th October WoSA USA capped a month of industry-wide events and promotions for Come Over October with a concert and tasting at The Jazz Gallery, one of New York City's premier jazz venues. Before the concert guests enjoyed a mix of Sauvignon Blancs, Chardonnays, and Cap Classiques; during the show South Africa's leading red varieties were featured, and then the party continued on into the evening with Chenin Blancs, Cinsaults, and a few other wines.

The music also had a South African theme, with Bakithi Kumalo, bassist on Paul Simon's Graceland album and several other Grammy-winning recordings, playing with his group. Local singer Kate Curran joined the band for several numbers, including the Jaco Pastorius tune, "[Come on, Come Over](#)," which has consequently become the informal anthem for the Come Over October campaign.

On 13th November WoSA USA held our second online Bevinar with [Mark Oldman](#), one of the U.S. most prominent wine authors, educators, and influencers. The virtual seminar focused on Cabernet Sauvignon; more than 140 viewers registered, and the audience listened enthusiastically to stories about South Africa's most-planted red variety. Six wines were presented, with four winemakers waking up in the middle of the night, South Africa time, to answer questions and talk about their wines.

Kind regards

The WoSA Team