

WINES OF SOUTH AFRICA

Dear Wine Growers & Producers

Wines of South Africa (WOSA), the generic marketing body, has initiated a campaign entitled 'Variety is in our Nature', which was very enthusiastically received at the recent MegaTasting in London where it was first launched.

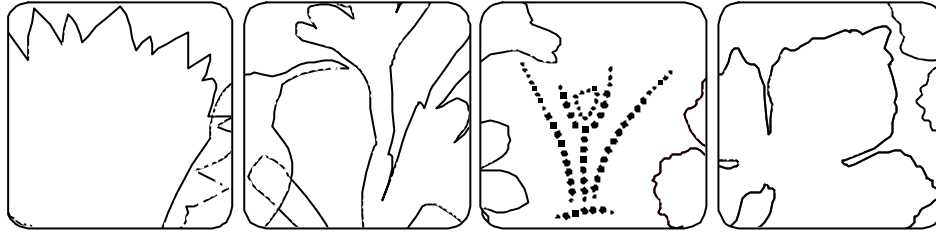
This diversity theme will be central to Cape Wine 2006, during which the first-ever Wine Diversity Conference in the world will take place.

Included in this pack, please find a copy of The Wine Grower/Producer's Commitment and The Diversity Survey which are to be read, signed and returned as soon as possible. These documents will then be bound and presented to a national and international audience of wine media and buyers at Cape Wine 2006, to show the world that the majority of our wine growers and producers have committed themselves to a sustainable future, and to cataloguing and protecting our unique heritage.

The signing of these documents and your support of this campaign will make a meaningful contribution to the South African wine industry, and be much appreciated.

Yours sincerely

Su Birch
CEO



WINES OF SOUTH AFRICA

VARIETY IS IN OUR NATURE

Wines of South Africa (WOSA) is the industry body which represents all exporters of South African wines and promotes these abroad. As such, it is responsible for building the Brand South Africa image. A repositioning has been approved by the WOSA board and the South African Wine and Brandy Company (SAWBCo) with the concept of diversity as a marketing campaign, based on the unique biodiversity of the Cape winelands. This biodiversity is a reflection of the diversity of soil and climate which impacts positively on wine quality. The marketing campaign will also reflect the diversity of our people and the resulting individuality of our wines.

This is supported and reinforced by the conservation drive of the Biodiversity and Wine Initiative (BWI) which aims to preserve the fynbos and renosterveld in the winelands in a commercially viable partnership with the industry. South African growers have been practising integrated fruit production for seven years. In a world first, biodiversity guidelines have been included in the Integrated Production of Wine (IPW) scheme from 2005.

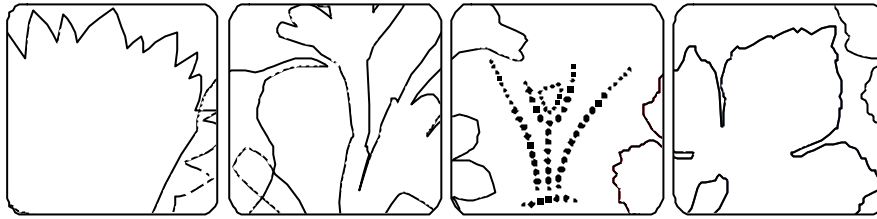
The headline theme of this ongoing campaign is 'Variety is in our nature' and in future all WOSA communications will feature biodiversity as a major element in all of its brochures, maps and videos. International wine journalists will be introduced to and taught about our fascinating fynbos and renosterveld. There will be a striking wild flower theme at wine tastings and biodiversity will be a central theme at Cape Wine 2006,

where the world's first-ever Wine Diversity Conference will take place. The diversity concept is a long-term positioning which we will build over several years, supporting a more premium position internationally for South Africa.

WOSA has drawn up The Wine Grower/Producer's Commitment, which will tell the world who we are – and how we produce our wines. WOSA requests each wine producer to sign this document and fill in The Diversity Survey. At Cape Wine in April 2006, WOSA wants to show the world that the majority of our wine growers/producers have committed themselves to these principles in recognition that there is no other wine industry quite like ours, with its unique natural heritage and passionate people, so committed to a sustainable future, so united in talking to the world about how we produce wine.

*The signed commitments will be bound and displayed at Cape Wine 2006.
The surveys will be documented, creating a valuable resource.*





WINES OF SOUTH AFRICA

THE WINE GROWER/PRODUCER'S COMMITMENT

Working With Nature For The Benefit Of All

My commitment is built on a farmer's natural respect for our land
and all her people.

I HEREBY COMMIT MYSELF:

- To farm sustainably.
- To be a custodian of the land and preserve it for our future generations.
- To nurture a culture of respect among the people who work with us on our farms and in our cellars.
- To promote an environment of dignity, equality and upliftment for all.
- To protect the unique and valuable biodiversity of our winelands.
- To safeguard the rich heritage of South Africa's winelands.

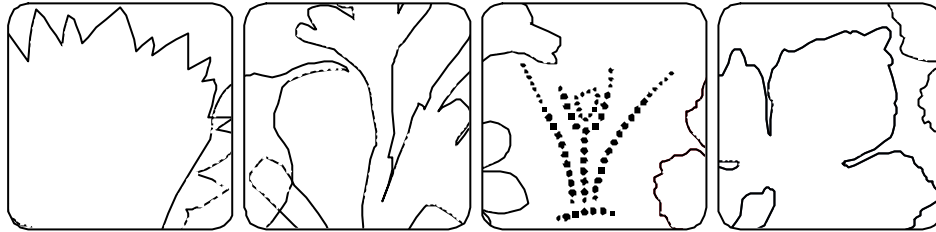
Name: _____

Date: _____

Signature: _____

*Please send this completed form to:
Thelma Harris, PO Box 987, Stellenbosch 7599; fax: (021) 883-3861.
For enquiries, telephone: 082 563 0688.*





WINES OF SOUTH AFRICA

THE DIVERSITY SURVEY

WOSA is in the process of cataloguing what is unique and of special interest in our winelands, be it a rare plant, an endangered species of tortoise, a very old vineyard or a gable. This survey will provide an invaluable information resource to the wine industry. The aim is to preserve and protect our unique wealth of biodiversity and historical heritage. Through creating awareness, we also hope to inspire people to think creatively – plant a fynbos garden around the tasting room, clear alien trees allowing a koppie on the farm to return to its natural vegetation, or plant indigenous trees along the driveway...

I REGARD THE FOLLOWING AS UNIQUE AND WORTH PROTECTING ON MY FARM:

Farm/Property name: _____

Region/District/Ward: _____

Erf no: _____

Farm size (ha planted to wine grapes): _____

Full name of owner, CEO or MD: _____

Physical address: _____

Postal address: _____

Tel: _____

E-mail: _____

Name: _____

Job designation: _____

Date: _____

Signature: _____

*Please send this completed form to: Thelma Harris, PO Box 987, Stellenbosch 7599;
fax: (021) 883-3861. For enquiries, telephone: 082 563 0688.*