

## SOMMS LIKE IT HOT: KEEN INTEREST IN WINES OF SOUTH AFRICA'S SOMMELIER CUP

With South Africa singled out by tastemakers as one of the world's most exciting and innovative wine countries right now, the competition to make it into the Wines of South Africa (WOSA) Sommelier Cup finals is heating up. Entries have been coming in since the beginning of March, when participation officially opened.

The triennial event is open to sommeliers currently working in the restaurant trade residing in one of the nine key growth markets for South Africa. These are the US, Canada, Asia, Germany, Sweden, the UK, the Netherlands, Kenya and Ghana.

Finalists will visit the Cape Winelands and Cape Town from September 18 to 24, hosted by WOSA. But first they will have to prove their in-depth knowledge of South African wines in a series of initial competition stages held in the participating countries.

As gatekeepers to consumers, these influencers are an important target group for WOSA in building the country's winemaking profile amongst international winelovers. The idea is to expose finalists firsthand to the best in South African wines and winemaking, equipping them with the information and context to become de facto ambassadors.

This year's judging panel comprises six acclaimed international and local sommeliers. WOSA will be working closely with the judging panel and the South African Sommelier Association to create a world-class finale, scheduled for September 23 in Cape Town.

WOSA CEO Siobhan Thompson says: "Now that the country's reputation for trailblazing, unusual and individualist winemaking has captured the wider public imagination, South Africa has become a 'hot' category and interest in competing in the 2016 Sommelier Cup is at an unprecedented high."

"Part of the attraction is undoubtedly the opportunity to spend time with a selection of the winemakers who are shaping this reputation. They're remarkably passionate, visionary but down-to-earth people who have found a voice that is unique and refreshing.

"Engaging with such original winemakers and encountering what must count as some of the world's most beautiful wine-growing spots will make this an experience of a lifetime."

For more information on how to enter and the various rounds entailed to reach the finals, go to [www.wosasommelierecup.co.za](http://www.wosasommelierecup.co.za)

#CAPESomm

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ISSUED BY	DKC
ON BEHALF OF	WINES OF SOUTH AFRICA
QUERIES	ANDRÉ MORGENTHAL, WOSA, <a href="mailto:andre@wosa.co.za">andre@wosa.co.za</a> + 27 82 8833860, +27 82 658 3883
	PIPPA CARTER, WOSA <a href="mailto:pippa@wosa.co.za">pippa@wosa.co.za</a> + 27 21 883 3860
	TESSA DE KOCK, NICKY BAYLY, DKC + 27 21 422 2690, + 27 82 579 235