WELCOME

TO OUR
WORLD OF
DISCOVERY







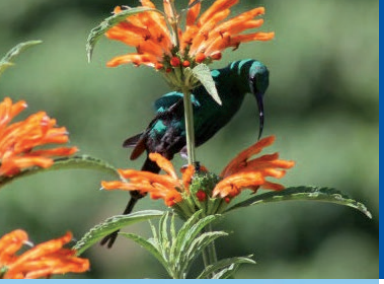
CELEBRATE
THE CAPE

AT THE SOUTHERN TIP OF THE AFRICAN CONTINENT WHERE TWO OCEANS MEET LIES THE CITY OF CAPE TOWN, A GREAT WINE CAPITAL OF THE WORLD AND THE GATEWAY TO THE SCENIC CAPE WINELANDS.

For over 350 years, the cultures of Africa, Europe and the East have met and mingled here in the shadow of its famous landmark, Table Mountain, creating a city both ancient and modern, culturally vibrant and rich in colourful history.

The Cape has witnessed many events in South Africa's history and it was here that Nelson Mandela, in 1990, took his historic 'walk to freedom'. And it was here too, four years later, that Archbishop Desmond Tutu described the new South African nation as 'the rainbow people of God', and the rainbow nation was born.

Today, South Africa is a vibrant democracy, a dynamic country of enormous diversity. A winemaking tradition and history dating back over three-and-a-half centuries blends the restrained elegance of the Old World with the accessible fruit-driven styles of the New World, making for varied and exciting wines which eloquently express the unique terroir, extraordinary diversity and fascinating people of the Cape.



BIODIVERSITY
IS OUR HERITAGE



THE CAPE WINELANDS ARE LOCATED IN THE CAPE FLORAL KINGDOM.

One of six such plant kingdoms in the world, it is the smallest, yet richest, home to over 9 600 plant species – more than in the whole of the northern hemisphere. Table Mountain alone has more floral species than the entire United Kingdom.

One of 36 recognised biodiversity hotspots – 70% of the plants found here are not found anywhere else on earth – the Cape Floral Kingdom is a World Heritage site.

In the South African winelands, you will find some of the oldest viticultural soils in the world, traceable back over 500 million years ago. Diversity of soils is matched by diversity of climate and geography, creating a treasure trove of winemaking possibilities. The options are endless.

BIODIVERSITY IS OUR HERITAGE

This is clearly demonstrated in the range of flavour profiles which make a Sauvignon Blanc from Elim so different to one from Elgin – or a Shiraz from Paarl so different to one from the Swartland.

Preserving this unique natural heritage is deeply ingrained in the nature of the South African wine producers, many of whom have farmed their land for generations. Our 57 Conservation Champions collectively own 45 650 hectares of land, of which 23 340 hectares are conserved as a pristine part of the CFK.

For more information visit:
www.swsa.co.za

The South African wine industry is acknowledged as a world leader in terms of sustainability and adapting to climate change. Independently audited Integrated Production of Wine (IPW) guidelines, which were introduced in 1998, ensure the use of sustainable growing methods, the protection of our biodiversity heritage and the careful management of water resources. More than 380 cellars, bottling facilities and 2 500 farms are participants. Statistics show that 95.8 % of the total bottled wine of certified South African wines qualified for IPW certification.

AUTHENTICITY GUARANTEED

In 1973, legislation was introduced to recognise and protect the distinctive qualities that wines derive not only from certain areas, but also from specific grape varieties and vintages. South Africa's winegrowing areas have been classified by region, each of which is broken down into smaller districts, wards and units for the production of estate and single vineyard wines. This classification is administered by the Wine Certification Authority (WCA). Wine which has been certified by the WCA carries a seal, guaranteeing the reliability of all information relating to origin, grape variety and vintage as stated on the label.



South Africa has a visual guarantee, not only for the integrity of origin, vintage year and grape variety but also for sustainable (environmentally responsible) production and traceability up to the final product. This is a great advantage for the South African wine industry and a world first.

Wines of South Africa



A WORLD IN **THE WINELANDS**



THE CAPE WINELANDS ARE AMONG THE MOST BREATHTAKINGLY BEAUTIFUL IN THE WORLD.

Several of the wine routes, including Constantia, Durbanville, Darling, Stellenbosch, Helderberg, Paarl, Franschhoek, Wellington, Elgin and Bot River, are within approximately an hour or less easy driving distance from Cape Town. Others, like Breedekloof, Worcester, Robertson, the Little Karoo, Tulbagh, Walker Bay, Stanford, Agulhas, Plettenberg Bay, Swartland, Olifants River and Northern Cape take you on a slightly longer journey through constantly changing and spectacular landscapes.

A WORLD IN **THE WINELANDS**

Currently, 86 544 hectares (213 855 acres) of vines producing wine grapes are under cultivation over an area some 800 kilometres (500 miles) in length. These vineyards are cultivated by 2 255 primary producers and wine is made in more than 508 wineries.

Under the auspices of the Wine of Origin Scheme, production zones in the Cape winelands are divided into officially demarcated regions, districts and wards. There are five main regions – Breede River Valley, Cape South Coast, Coastal Region, Klein Karoo and Olifants River – encompassing 30 diverse districts and some 101 smaller wards.

SOUTH AFRICAN WINE TODAY

South Africa is currently the world's eighth largest producer, responsible for 3.9% of overall volume production. The 2024 wine grape harvest amounted to 1 116 780 tons (884.0 million litres) with wine production at 747.0 million litres, 28.5 million litres down from the 2023 figure of 775.5 million litres.

IN 2024 SOUTH AFRICA HAD:

2 255 primary grape growers

508 wine cellars crushing grapes (comprising
45 producer cellars,
437 private wine cellars and
26 producing wholesalers)

114 bulk wine buyers



PROMOTING **ETHICAL TRADE**



CONSUMERS ARE INCREASINGLY LOOKING FOR PRODUCTS WITH ACCOUNTABILITY.

South Africa has a special responsibility because of our past and, as a result, our supply chain has come under closer scrutiny than those of our competitors. By the same token, we are proud of having more Fairtrade wineries than any other country.

Fair for Life is active in South Africa too. We also have the Wine and Agricultural Ethical Trading Association (WIETA). The benefit is that while today's consumers may be looking for good value in the current uncertain economic climate, they are also looking for solid values behind the brands they choose.

PROMOTING
ETHICAL TRADE

ETHICAL TRADE IN ACTION

The year 2002 saw the formation of WIETA, a unique multi-stakeholder, non-profit, voluntary organisation, which actively promotes ethical trade in the wine industry value chain through training, technical assessment and audits to assess members' compliance with its code of good practice.

Now well established and securely funded, with the support of all wine industry associations and organisations, WIETA launched the Fair Labour Certification seal in 2012, guaranteeing full traceability of ethical and good labour practices for workers working and living on the farms and cellars producing these wines. WIETA now has some 1 356 producer-members and cellars involved in and committed to ensuring fair and equitable labour standards. In 2024, 356 audits were performed, impacting the lives of 24 683 farm workers. Those members that achieve accreditation are entitled to display this seal.

WIETA drives a pro-active, world-class and sustainable ethical trade programme for the South African wine industry and aligned sector. WIETA continues to participate in international benchmarking best practice by engaging global structures such as the Consumer Goods Forum Sustainable Supply Chain Initiative (SSCI), ensuring global recognition as a social scheme within the South African wine industry.

"With global supply chains becoming far more vigilant around issues of human rights and sustainability, it is increasingly important to assure wine buyers and retailers that wine businesses are demonstrating the necessary due diligence around social responsibility and climate change best practices. Ethical traceability of wine products provides much needed assurance to strengthen the industry's market reach and to ensure that our farm and cellar workers are protected from negative social and economic impacts, often exacerbated by the global Covid-19 pandemic. The wine industry has done tremendous work in demonstrating commitment towards the improvement of working and living conditions for their workers. Wine beneficiation will remain critical to reaching transformation milestones within the industry within the next few years."

– **Linda Lipparoni,** CEO, WIETA



PROMOTING **ETHICAL TRADE**



WIETA'S MISSION STATEMENT

WIETA strives to ensure fair treatment, respectful relationships and dignified lives toward achieving a transformed agricultural sector. As an organisation WIETA is committed to ensuring that the following values are embedded in its vision, mission, strategic programmes, and operating and performance standards.

The service to our members and clients is focused on the provision of a framework for the creation and improvement of equitable and harmonious relationships in the workplace, ensuring

- the improvement of the lives of employees;
- increasing market access; and
- providing assurances that South African products are ethically produced.

THE WIETA ETHICAL CODE OF BEST PRACTICE

The code, which is based on the International Labour Conventions' ETI base code and South African legislation within the agricultural context, contains the following 13 important principles:

- Social management systems and ethical code implementation
- No child labour and the protection of young workers
- No forced labour or modern slavery
- A safe and healthy work environment
- Freedom of association and the right to bargain collectively
- No discrimination
- Fair treatment and fair disciplinary measures
- Working conditions are fair and hours shall not be excessive
- Fair wages and sustainable incomes
- Regular employment shall be provided
- Housing and tenure security
- Striving towards social responsibility and community development as best practice
- Environmental stewardship

The code constitutes 13 principles that apply to all members of WIETA within South Africa who strive to be ethically accredited by the organisation, inter alia producers, cellars, estates, cooperatives and temporary employment services. The code affords the highest protection to workers.





BUYING FOR A **BETTER WORLD**

FAIRTRADE IS AN ETHICAL CERTIFICATION AND ITS MAIN AIM IS TO PROMOTE EQUALITY AND SUSTAINABILITY IN THE FARMING SECTOR.

A product that carries the FAIRTRADE mark has met the rigorous Fairtrade standards, which focus on improving labour and living conditions for farming communities, and on promoting a more sustainable way of farming. Using the Fairtrade logo on a bottle of wine makes it instantly recognisable as being ethically and sustainably produced. By purchasing Fairtrade wines, consumers are contributing directly towards the social development of rural communities.

For every bottle of Fairtrade wine sold, 70 cents goes back to farm workers, to invest in improving the lives of their families and communities, such as education bursaries, alcohol rehabilitation programmes and investments for the youth.

South Africa, which boasts the highest number of Fairtrade certified wineries in the world, is leading the way in Fairtrade certified wine sales. Each producer and trader is physically audited and accredited annually.

South African wines have carried the Fairtrade logo in international markets since 2003, supported by Fairtrade Africa that was established in 2005. Fairtrade Africa is working towards a world in which all producers and their workers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future. In 2021 Fairtrade Africa also introduced its Commercial Directorate with the task to further build awareness for Fairtrade products and be a catalyst for Fairtrade wine sales worldwide.



BUYING FOR A **BETTER WORLD**



THE BENEFITS OF FAIRTRADE WINE

FOR FARM WORKERS

- High labour standards & no child or forced labour
- Non discrimination
- Fairtrade development premium to invest in social and economic projects for the whole community

FOR PRODUCERS

- Minimum price on wine grapes guaranteed to ensure producers can cover the costs of sustainable farming
- Value added to wine label
- Stronger relationship between the wine brand, its customer and the farming community

FOR THE ENVIRONMENT

- Sustainable farming methods
- Strict regulations on pesticide use
- No GMOs; progressive CO_2 standard

BUYING FOR A **BETTER WORLD**

SOME INTERESTING FACTS & FIGURES:

- More than 80% of global Fairtrade wine sales are from South Africa, making the country the largest producer of Fairtrade wine globally.
- About 8% of South Africa's grape production is Fairtrade certified.
- There are currently 50 certified companies producing and trading wine in South Africa. The 23 growers extend over 7 000 ha and employ some 2 500 farm workers. Counting their families, we estimate that the sale of South African Fairtrade wine is a key contributor in the improvement of living and working conditions for nearly 12 000 people.
- The top-selling markets are the UK, Sweden and Germany.
- Fairtrade wine sales have increased by 180% since 2015, with more than 46 million litres of South African Fairtrade wine sold to consumers globally in 2020.





BUYING FOR A **BETTER WORLD**

SETTING STANDARDS FOR SOCIAL ACCOUNTABILITY & FAIR TRADE

The Fair for Life Social & Fair Trade Certification Programme offers operators of socially responsible projects a solution for brand neutral third party inspection and certification in initial production, manufacturing and trading.

It combines strict social and fair trade standards with adaptability to local conditions. The programme, which is designed for both food and non-food commodities (like cosmetics, textiles or tourist services), includes detailed environmental criteria and complements existing fair trade certification systems.

The Fair for Life programme builds on widely acknowledged baseline standards, such as the conventions of ILO, FLO standards, SA 8000 and IFOAM's social criteria.





FLAVOURS OF THE **CAPE**

A SPIRIT OF RENEWAL IN THE SOUTH AFRICAN WINE INDUSTRY

In keeping with the spirit of renewal in the South African wine industry, in recent years over 40% of the vineyards have been replanted as the industry has realigned its product to compete globally, moving from volume production to noble varieties and quality wines.

South African vineyards were once dominated by white grape varieties but the predominantly red new plantings shifted that. In the last six years, winegrowers have started planting more whites than reds, a reversal of the 10-year trend to planting more reds.

Red-wine varieties now constitute 45% of the national vineyard, with white-wine varieties accounting for 55%. Our winegrowing roots go back over three-and-a-half centuries and have strong French and German influences.

In the past decade there's been a renaissance in the wine industry, with new plantings, new knowledge and a new generation of enthusiastic winemakers producing wines which are winning international accolades.

World-class sweet wines – from luscious dessert wines to fortified muscadels – are produced at the Cape. Also noteworthy are our port-style fortified wines and Cap Classiques, made according to the traditional champenoise method.



FLAVOURS OF THE **CAPE**



RED-WINE VARIETIES

Cabernet Sauvignon: This noble grape variety is grown in almost all the regions of the Cape, but most extensively in Paarl and Stellenbosch. In recent years, Cabernet Sauvignon has become our most widely planted red variety. It now accounts for over a quarter of the vineyards planted to red-wine grapes in this country.

Merlot: Traditionally blended with Cabernet Sauvignon, Merlot is now increasingly bottled on its own. This fruity, rich variety is found mainly in Stellenbosch, Paarl and the Swartland.

Pinotage: In 1925, a professor at the University of Stellenbosch crossed Pinot Noir with Hermitage (Cinsaut) and Pinotage was born. This variety is unique to South Africa and is celebrated worldwide for the distinctively rich and spicy wines it produces.

Pinot Noir: Although plantings of this variety are still relatively small in South Africa, some outstanding wines have been produced, particularly in the cooler Walker Bay and Elgin areas.

Shiraz: This grape, the second-most planted red-wine variety, is well suited to the Cape where intense smoky and spicy wines are being produced.

Other red wine varieties include Cinsaut, Cabernet Franc, Grenache, Mourvèdre, Malbec, Petit Verdot and Ruby Cabernet.

WHITE-WINE VARIETIES

Chardonnay: Many new vineyards planted to this noble variety have come on stream in recent years. Whether matured in oak or left unwooded, Cape Chardonnay always makes elegant wines full of fruit flavours.

Chenin Blanc: This is the Cape's most widely planted wine grape variety. Today, modern growers are raising the standard of Chenin to new heights. Produced in a variety of styles, these food-friendly wines are full-flavoured with excellent maturation potential.

Sauvignon Blanc: South African wines made from this variety are recognised internationally for their quality and complexity. Fine examples are produced in most of South Africa's diverse winegrowing regions.

Semillon: Two centuries ago, this was the Cape's most dominant variety, but today it represents only a small percentage of our total vineyard area. It is regaining popularity and wines of great intensity and flavour are being made.

Viognier: Increasingly fashionable internationally, this variety has shown promise here, producing delicate yet complex wines with peach, apricot, honey and spice aromas. It is also sometimes used as a blending component, particularly with Shiraz.

Other white wine varieties include Colombard, Gewürztraminer, Hanepoot, Muscat, Nouvelle, Pinot Gris and Riesling.



VINTAGE GUIDE



THE NUMBER OF WINE REGIONS, THEIR GEOGRAPHIC DISTANCE AND CLIMATOLOGICAL DIVERSITY DEFY GENERALISATION BUT THE OVERALL CHARACTERISTICS OF THE LAST 10 VINTAGES MAY BE SUMMARISED AS FOLLOWS:

2025 The 2025 wine grape harvest was characterised by exceptional fruit quality due to sustained mild and dry conditions that delivered grapes of superb balance, flavour concentration and structure – the hallmarks of premium wine production.

2024 The 2024 harvest season was marked by diverse climatic adversities and various disruptions, from frost and heavy winter rainfall to floods and wind. Careful planning and adaptability of wine producers transformed this harvest into one of the most remarkable in recent memory, with optimal ripening tempo, small berries and moderate, dry conditions during harvest setting the stage for wines of unparalleled excellence.

2023 Excellent wines were the result of from a much cooler and smaller 2023 wine grape season. Compared to other seasons, the 2023 harvest particularly resembled the combination of cold and wet conditions of 2014 and 2019.

2022 Exceptional quality wines from a somewhat smaller crop than in 2021. A cooler season and moderate weather conditions slowed down ripening, which gave the vines time to develop concentrated flavour and colour.

2021 A bumper crop was hailed as exceptional for both reds and whites due to cooler temperatures coupled with a later and slower harvest than usual.

2020 A bigger crop following favourable conditions throughout the season was welcomed after the smaller yields due to the drought, with wines showing concentration, freshness and modest alcohols.

2019 Another dry but cooler year resulted in a record low but pristine crop showing great quality and concentration of flavours.

2018 After a third year of continuous drought, there was a 20% decline in yields. Some regions were worse affected than others. However, despite this decline, there was no compromise in terms of quality with many of the older vineyards truly showing their worth in terms of flavour complexity and richness, which translated into elegant, flavourful wines.

2017 Despite the continuing drought in the Western Cape, the 2017 harvest has been touted as one of the best in over 50 years. Richness and complexity abounded in both red and white varieties. A vintage to be remembered as producing wines of exceptional quality.

2016 Challenging conditions led to a reduced wine grape crop for South African producers in 2016. However, grapes were healthy and concentrated which promised good flavour in wines.

2015 The South African wine industry will remember the 2015 season as one of the driest and earliest in years, with a somewhat smaller wine grape harvest delivering some exceptional wines.