CHOOSE SOUTH AFRICAN WINES. CHOOSE SUNSHINE INSIDE.

SOUTH AFRICA IS DEFINED BY OPTIMISM – RESILIENT, VIBRANT AND FULL OF PROMISE.

Wines of South Africa's new positioning, **"There's Sunshine Inside"**, reflects the warmth, energy and character found in both our people and our wines. Shaped by abundant sunshine and diverse climates, South African wines deliver rich fruit, vibrant acidity and a true sense of place. In the face of global pressures, our industry continues to thrive through sustainability, innovation and transformation.

Every bottle captures the spirit of a country that turns challenges into possibilities and puts sunshine inside.

Why South African Wine?

South Africa offers a compelling proposition: unmatched value, with 17 million glasses enjoyed globally every day. It's a wine industry rooted in over 360 years of winemaking heritage, a global leader in sustainability and now captures the world's attention through bold innovation and recognised quality.

SOUTH AFRICAN WINE AT A GLANCE



What's in the Bottle?

- **Sun-kissed** fruit.
- **Vibrant** acidity.
- **Elegant** structure.

FROM COASTAL SAUVIGNON BLANC TO SWARTLAND SYRAH, SOUTH AFRICAN WINES DELIVER PRECISION, PERSONALITY AND PLACE, OFFERING EXCEPTIONAL DRINKABILITY AND DISTINCT REGIONAL CHARACTER.



17 MILLION
Glasses* of South African wine are enjoyed globally **every day**
*based on a 125ml glass

107
BLACK-OWNED
Brands in Market

360+ YEARS
Winemaking Heritage

300 DAYS
Average sunshine per year in South Africa

100+ **International Wine Awards** annually

Wines of South Africa
there's sunshine inside



INTEGRITY & SUSTAINABILITY CERTIFIED
WINE CERTIFICATION AUTHORITY www.wineauthority.org 29456 997961

Sustainability · Origin · Vintage · Grape Variety · Traceability

A world-first advantage for South African wine.

LAND CONSERVED THROUGH WWF CHAMPIONS
24 300ha

95%
Vineyards certified sustainable

Explore more: wosa.co.za **Connect with us:** info@wosa.co.za

Taste the sunshine inside. Choose Wines of South Africa

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5 REASONS TO LIST SOUTH AFRICAN WINES NOW

Wines of South Africa

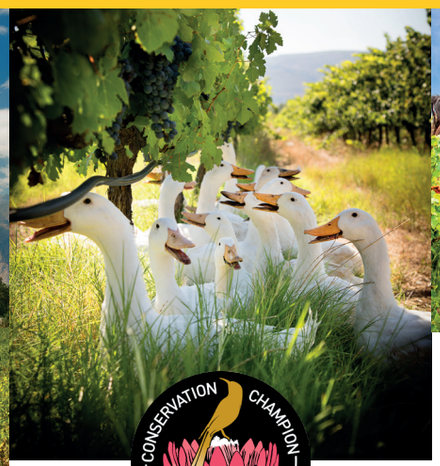


1. Radiance Assured with Globally Recognised Quality

AWARD-WINNING WINES FROM DIVERSE TERROIRS, and signature cultivars like Chenin Blanc and Pinotage, blend centuries of tradition with innovation.

- Trophies at **IWSC, IWC and CMB** for Chenin, Chardonnay, Cabernet, Pinot Noir, Sauvignon Blanc, and more.
- **Hundreds of international awards annually** – from Decanter Golds to CMB Grand Golds.

Source wines that stand up to the world's best and prove it in the glass.



2. Sustainability for a Brighter Tomorrow

SOUTH AFRICA IS A GLOBAL LEADER IN CERTIFIED SUSTAINABLE WINEGROWING, with transparent, traceable practices from vine to shelf.

- **95% of vineyards certified sustainable.**
- **24 300+ hectares conserved** through WWF's Conservation Champions.
- **Winner of the IWC Sustainable Trophy 2023** (Paul Clüver Seven Flags Chardonnay, 2021).

Meet growing consumer and trade demand for responsible sourcing.



3. Driving Inclusion by Creating Opportunity

THE SOUTH AFRICAN WINE INDUSTRY LEADS IN TRANSFORMATION, creating a more inclusive and equitable future for producers and communities.

- **107 black-owned brands** and 81 black-owned farms are supported.
- **Over 24 000 workers** operate under **WIETA-audited ethical conditions**.
- More than **80% of the world's Fairtrade wine sales** comes from South Africa.
- Powers **270 000+ jobs** and contributes **R50 billion** to the economy, with wine tourism **supporting over 40 000 livelihoods.**

Offer more than just great wine, offer a story of progress and impact.



4. Shining at Every Level and Always Over-delivering

South Africa consistently over-delivers on **QUALITY-TO-PRICE**, offering scalable, flexible sourcing from entry to premium tiers.

- **Options** for bottled brands, exclusive labels and bulk-to-bottle supply.
- Competitive pricing and **high trade margin** potential.

Maximise profitability without compromising on quality.



5. Global Momentum

SOUTH AFRICAN WINE IS GROWING IN GLOBAL VISIBILITY with expanding reach in key international markets and rising recognition from buyers, critics and consumers.

- **17 million glasses** enjoyed daily around the world.
- **46+ million litres of Fairtrade wine sold globally** in 2020 – a 180% increase since 2015.
- The value of our wines continues to rise globally, driven by **strong international demand**.

Tap into a brand on the rise and grow your portfolio with confidence.