



31 January 2025

Dear member,

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





The Cap Classique Focus Group Tasting event has become a major highlight in the calendar of events for trade and consumers in the Coastal Region of Mombasa, Kenya, and as of WoSA's growth strategy beyond the capital Nairobi, this event is an invaluable platform to showcase some of South Africa's best Cap Classique wines. This year's 4th Edition kickstarted with the presentation of an Introductory South African Wines Course, with a focus on Cap Classique, to 65 trade delegates on the 10th December 2024 at Tamarind Village Hotel. This was followed by a wine exhibition on the 11th of December 2024 where 100 trade, media, and select guests sampled wines from over 16 brands with the objective to build and enhance partnerships and awareness of the Cap Classique wine style and to introduce new brands to the market.

<https://ommydalla.co.ke/lifestyle/item/3977-wosa-hosts-cap-classique-celebrations-in-mombasa>

CANADA





On November 29th, together with New Zealand Winegrowers, we participated in a seminar for 45 consumers at La Grande Degustation de Montreal, one of the largest trade and consumer events in Quebec focused primarily on wine. Educator Kler-Yann Boutellier led a fun and interactive session on “Winter Whites.” The event is attended by SAQ buyers, all major import agencies as well as wine media.

UK





Four UK based journalists visited South Africa in November and for a few of them, it was their first visit to our winelands. The itinerary was built on their specific requests and the commissions that they have secured prior to the trip. Aleesha Hansel is an ambassador for Fairtrade UK and will no doubt find plenty of wines, stories and initiatives that will assist her in this role as well as for her freelance journalism work. Also on the trip was Kate Hawkings, a well-known freelance wine writer and Jason Millar who has a commission to write an article on South Africa for Decanter. Last but definitely not least, we have Brad Horne who has a loyal and engaging audience on his Instagram page, [@winetimelondon](#). Brad has 13.7K followers and has posted an enormous amount about his trip, with more to follow. His page is an engaging and inspiring place to discover wines from all over the world. We highly recommend that you follow him and all the journalists on the trip – their Instagram handles are below.

Aleesha Hansel: [@aleeshahansel](#)

Kate Hawkings: [@kate_hawkings](#)

Jason Millar: [@Jasonmillar](#)

Brad Horne: [@winetimelondon](#)

Kind regards

The WoSA Team