



28 March 2025

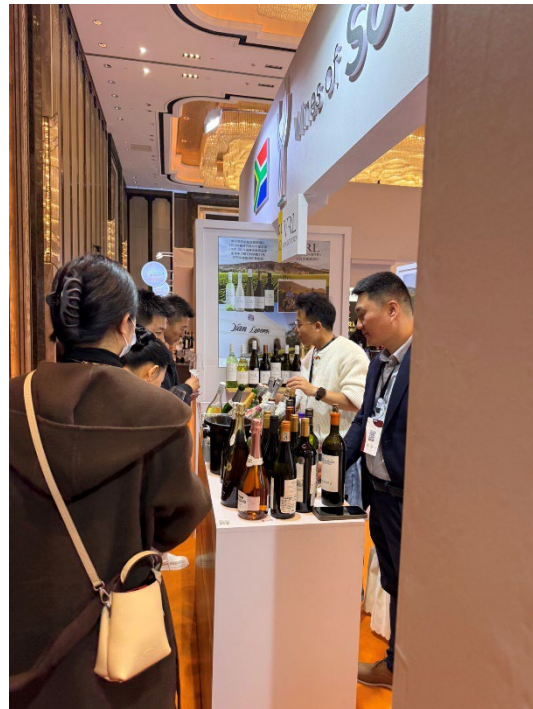
Dear member,

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.

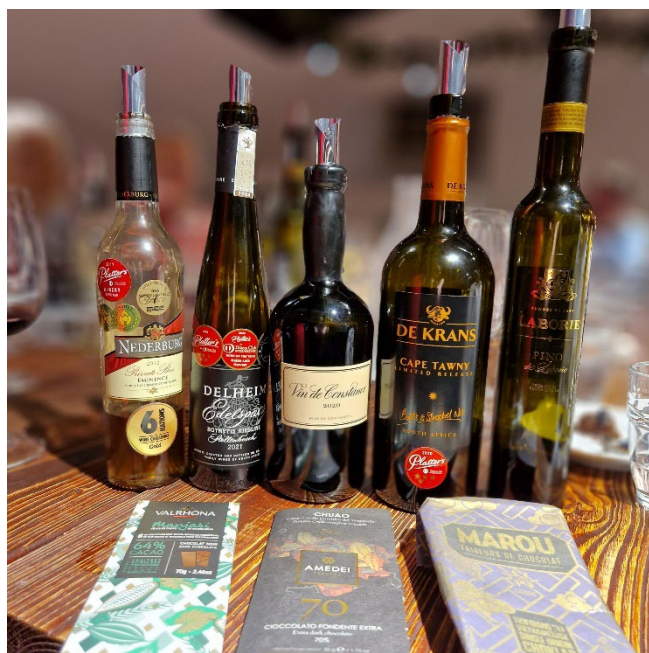
ASIA





The Chengdu Fair in Sichuan, China took place from March 20th to 24th. In 2025, we continued our program for Chengdu with 8 Importers, one generic WoSA booth, and two masterclasses showing the finest South African wines. The fair was slightly slower than we had hoped, but most importers had productive meetings with their partners and potential customers. The overall market is showing some signs of recovery, but things are still heavy going.

SWEDEN





A good number of tastings have been conducted for consumers during the first three months of the year. The focus has been on giving the guests full coverage on the South African wine industry and how that has been developing during the past 20 years. This is done by presenting the history of South Africa and after that discussing how South Africa has changed since 2000.

Interest in these seminars is huge and we can also see a direct impact of regional sales afterwards, as well as emails and questions about travels to South Africa. In conclusion, this is a direct and easy way to meet consumers and get them excited about our wine industry.

During the first three months we conducted three smaller tastings for consumers, one crash course that ran over three evenings, as well as two half-day masterclasses for professionals. In total we have met over 100 people face to face. We also included an exclusive sweet wines and chocolate tasting, which was a real treat.

As a new strategy WoSA Sweden has also decided to take part in consumer shows (user-pay format together with the importers). The first show we attended was Wine Table's Vintersalong in Sundsvall – which was a great success! WoSA had a table with 10 wines and 280 people came to the show, that only lasted for three hours. I can tell you that we were busy, and we almost ran out of wine!

The next consumer show that we will be attending takes place at the beginning of April and it's a collaboration with seven importers supporting us financially. The theme will be "Wines for Your Summer Braai" and we expect 1,500 visitors over two days.

USA



On March 3rd WoSA USA helped kick off the SlowWine Tour, pouring a set of great South African wines at Eataly in New York City alongside a large group of top Italian and American producers. This is the first time SlowWine, which is devoted to promoting sustainable wines, has included wines from outside their official members; South Africa's IPW program highlighted the country's commitment to the same values as the SlowWine organization.

The tasting was attended by a range of sommeliers, buyers, press, and other members of the wine trade.

This month WoSA USA also launched our third annual promotion with Gary's Wine and Spirits in New Jersey. Gary's has three locations; from March 17th – 26th each store is featuring South African wine with in-store tastings, extra signage and displays, end-caps, and email and social media blasts. WoSA USA visited each store to beat the drum and provide training so the stores could make the most of the South African category.

WoSA USA also collaborated with [Maxwell Park DC](#) on their South African Wine Month promotion. The popular winery bar is featuring a set of 30 South African wines by-the-glass for the month of March. On March 16th they welcomed over 100 guests for an in-store walk-around tasting; aside from the wines enjoyed on-site guests purchased over 250 bottles to enjoy later at home. WoSA USA then sponsored a trade late-night tasting at the bar the following day, with six suppliers showing off their portfolios to trade from across the greater DC area.

Kind regards

The WoSA Team