



24 April 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.

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## CANADA

For the weeks of March 10 and March 17, WoSA Canada organized a virtual training program for 1,077 SAQ (Quebec monopoly board) store staff. Each session was an hour long and included a tasting of three wines. MW Jacky Blisson put together an extensive presentation and trained 10 SAQ staff, who subsequently conducted the sessions. This was a big win for us! A follow-up survey on usefulness of the training came back with a 97% satisfaction rating.

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# GERMANY



## ProWein 2025 - A Strong Showcase for South African Wine

Located in Hall 12, the 600 square metre WoSA pavilion featured 55 South African wine exporters and provided a world-class platform to showcase their wines to global trade professionals. A curated tasting zone showcased over 120 wines in ten rotating varietal-driven themes - including a special focus on Cap Classique.

High visitor engagement and strong demand at the stand attracted consistently high visitor traffic for the duration of the show. Exhibitors held in-depth, high-quality discussions, nurtured existing relationships and made promising new international business contacts. Many reported concrete orders and a strong interest in South African wines, despite challenging global market conditions.

For the WoSA Germany team it was truly a pleasure and an honour to support our exporters - not only with a well-executed stand, but also with fresh coffee, biscuits and chocolate - and warm smiles.

The atmosphere on the stand was energetic. Meetings were well prepared, visitors were engaged and the feedback we received was overwhelmingly positive. More than once we heard: "This was the best ProWein ever!" A sentiment that speaks volumes about the growing professionalism and global relevance of our producers.

This vibrant presence did more than facilitate good business - it helped to shine a light on the dynamic, positive and forward-looking identity of South African wine on the world stage.

Strong numbers, global reach ProWein 2025 welcomed around 4,200 exhibitors from 65 countries and over 42,000 trade visitors from 128 nations. Approximately half of the visitors came from Germany, with the remainder from key international markets such as Benelux, the UK, Scandinavia, the USA, Africa and Asia - many actively seeking new products and partnerships.

Wines of South Africa's participation in ProWein 2025 was a great success - both in terms of exposure and concrete business opportunities. The strong international interest in South African wines reinforces the importance of these global platforms. WoSA recommends further strengthening international marketing initiatives and maintaining a visible presence in key export markets.

**The next ProWein** will be held from 15 to 17 March 2026. We're already looking forward to continuing the success - together with you.

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## SWEDEN







Vin i Norrköping: This consumer tasting took place in the city of Norrköping, last weekend in March. 21 exhibitors with food, wine and spirits were represented and Wines of South Africa had the only generic table in the room. Our theme was “Wines for the Summer Braai” and we had 27 wines for tasting – all in different price ranges, formats (bottles, BiB’s and cans) and taste profiles. Over 1,500 people came through the doors and our stand was by far one of the most popular: we poured just over 1,200 samples!

Vårsalongen, Stockholm: This was the first time we took part in Vårsalongen in Stockholm. This is a high profile, up-market, consumer show with a focus on high quality wines. We had a stand with 10 wines and the feedback from the visitors was great! We also conducted a small tasting at the stand with a Chenin-focus, showing the guests the diversity of our “national grape”. This was well received. During the day we had 650 visitors, and our stand was really busy! Afterwards we received a number of emails from people who wanted information about travelling to South Africa, so attending shows like this really is a great way of finding interested consumers and potential ambassadors for our country.

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## UK





Tim Atkin MW visited the Cape Winelands in the first of two trips to create his 2025 South Africa report.

Tim has been writing these detailed reports for many years, tasting as many wines and visiting as many producers as he can conceivably fit into his time frame. He will do a second visit to South Africa in June/July this year. Tim's report is the most detailed report on South African wines produced anywhere in the world. He is passionate about South Africa and tries to see as much as is possible. Not only the well-known estates, but also new producers and a raft of young black winemakers, making themselves known in the industry. He makes every effort to encapsulate the challenging and evolving world that is South African wine.

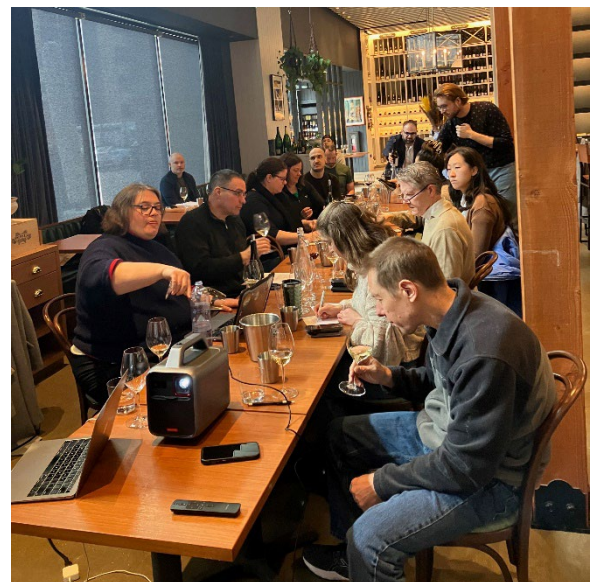
Tim is a well-respected journalist and has [his own very successful website](#) he is an authority on many wine regions, but has a genuine passion for South Africa, a country he has visited for many years. On his latest trip he saw over 60 producers and will taste a plethora more in the coming months.

He is planning a tasting in London this May of the 95+ point wines from his 2024 report. This will be for wine interested consumers and also trade. This is a project of his own volition.

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# USA



The Jazz Gallery celebrates their 30th anniversary this year, and Wines of South Africa USA is there! One of the leading jazz venues in New York City, The Jazz Gallery is marking the occasion with a monthly series of concerts by top names, each doing 2-4 nights of shows. WoSA is the official wine sponsor for the series, and a number of different South African brands are being poured for guests at each concert, with signage, logos, and onstage thank you's and mentions before each set.

At the end of March WoSA presented a masterclass for Second City Somms, an influential group of

interested trade members in Chicago; the theme was Stellenbosch vs. Swartland, with a dozen wines showing the breadth and terroir of both regions. WoSA also conducted a consumer presentation at the wine shop BottlesUp, with ticket proceeds going to the Pebbles Project.

WoSA USA spent the first week of April in San Francisco and Napa. In the former we hosted a masterclass for the trade at Saison Wine Bar, showing a range of wines; we also hosted an evening tasting for the private wine club's members. In Napa WoSA attended the Wine Market Council's annual meeting, garnering important market insights and garnered rave reviews for our tasting seminar for Napa Valley College. We rounded out the week with consumer classes at two wine shops, Decant SF and Decant Napa.

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**Kind regards**

**The WoSA Team**