



29 May 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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## ASIA







Spring in Asia is always a busy time for us in this part of the World. In April, we supported the Freedom Day event in Tokyo, which drew more than 200 VIP guests from both the Japanese and African business communities. Numerous government officials also joined us.

In every speech given by the VIP delegation, our wines were mentioned as a notable feature of the country. We partnered with six importers to showcase a range of Cap Classique, Chenin Blanc and Pinotage, which were all well received. The minister for trade in Japan left with a copy of the Platter guide and a delicious bottle of Chenin Blanc in her bag. We continue to explore all avenues in expanding trade and opportunities in Japan.

From May 9th to 11th, we headed to Wine 2 Asia in Shenzhen, China. We gathered 8 importers, showcasing more than a dozen producers. We hosted a brilliant masterclass with Julien Boulard MW (who will join us at CapeWine), and the event was far more successful than many of us anticipated. We have struggled for many years to find the right platform in South China and feel that this show provides great value to importers looking for better distribution in the South.

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## CANADA



On April 30th, we co-hosted an educational tasting for the trade at the official residence of the South African High Commissioner in Ottawa. Twenty five of Ottawa's top trade and educators were in

attendance to taste through a range of Cap Classique, Chenin Blanc and Pinotage.

On May 9th and 10th, we poured wine at the incredibly busy Toronto Wine Fest consumer event in downtown Toronto. Thousands of people attended each of three sessions to taste and learn about our wines. We also took part in a speed masterclass focused on South African Chenin Blanc.

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## NETHERLANDS

During the past three months we reached wine professionals to encourage them to visit CapeWine through advertisements on several wine websites with banners that registrations for CapeWine are open. This way we are informing the wine professionals about the largest wine fair of South Africa and try to stimulate them to register and book their tickets to Cape Town.

We have published advertisements on the website of the Dutch Sommeliers Guild, websites of magazines such as Misset Horeca and Perswijn, the website of wine journalist Hubrecht Duijcker and several other websites which will reach wine professionals.

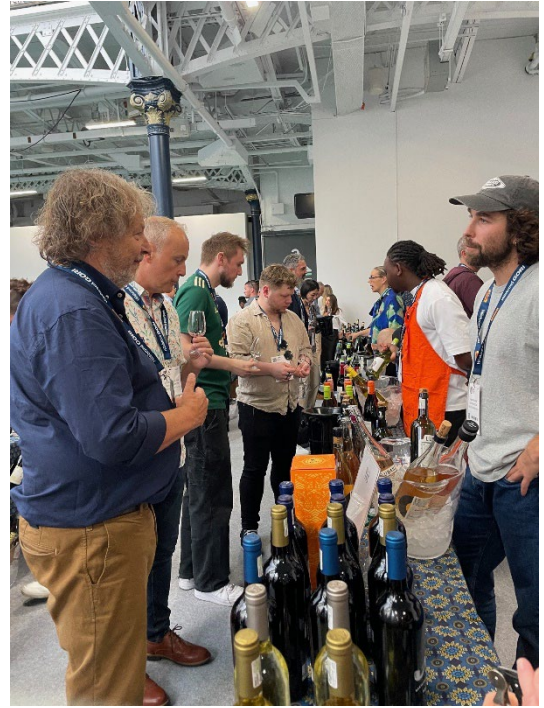
Currently some of the advertisements are still running, such as on [winebusiness.nl](http://winebusiness.nl) and [wino.sjakes.com](http://wino.sjakes.com). Both these website published the press release on the South African Harvest report.

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## UK





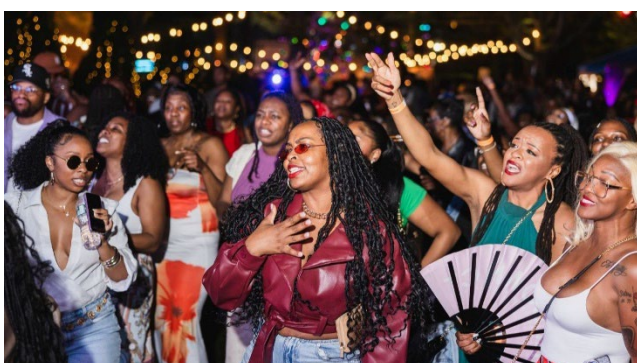


The London Wine Fair took place from 19th to 21st May and Wines of South Africa appeared in the pop-up tasting space on 20th May to showcase some of our premium wines. Several producers travelled to the event for the show and provided visitors with an opportunity to immerse themselves, talk to those behind the wines and get familiar with the latest vintages, Cap Classique, Sauvignon Blanc and much more.

The Wines of South African pop-up event was busy all day with influential press, importers, sommeliers and retail buyers. With a quarter of South African wine exports landing in the UK, it's vital to maintain South Africa's visibility in this highly competitive market. The London Wine Fair is a brilliant platform for us to do that and the feedback we've had from visitors has been very positive. We plan to return next year, so keep an eye out for the producer newsletters if you are interested in being part of the action in 2026.

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# USA



WoSA USA joined Wine Down CT on May 10th for an evening of music and wine in New Haven, Connecticut. This was the fifth anniversary of the event, which attracts over 500 Black professionals from across the state with wine, cocktails, games, and music. WoSA presented 6 different wines showing off Cap Classique and Chenin Blanc in particular.

On May 14th WoSA USA held our third online Bevinar with Mark Oldman, one of the U.S. most prominent wine authors, educators, and influencers. The virtual seminar focused on Chardonnay. Six

wines were presented, with five winemakers waking up in the middle of the night, South Africa time, to answer questions and talk about their wines. More than 120 viewers registered, and the audience followed along enthusiastically with the conversation, many purchasing some or all of the wines in advance courtesy of a set offered via wine.com.

From May 12th through 22nd WoSA USA made our way across three cities in Texas, hosting events in Austin, San Antonio, and Houston. We presented trade masterclasses in all three cities as well and led members of the trade on a visit to Texas Wine Country, visiting three wineries who also work together with winemakers such as Kathy Marshall, Arendsig, and Richard Kershaw to bring South African wines to Texas. For wine drinkers we hosted instore tastings at the Cape Bottle Room, Pullman Market, two locations of the Texas Wine School, and more. In total we reached over 250 consumers and 50+ members of the trade, showing a range of great South African wines.

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**Kind regards**

**The WoSA Team**