



24 June 2025

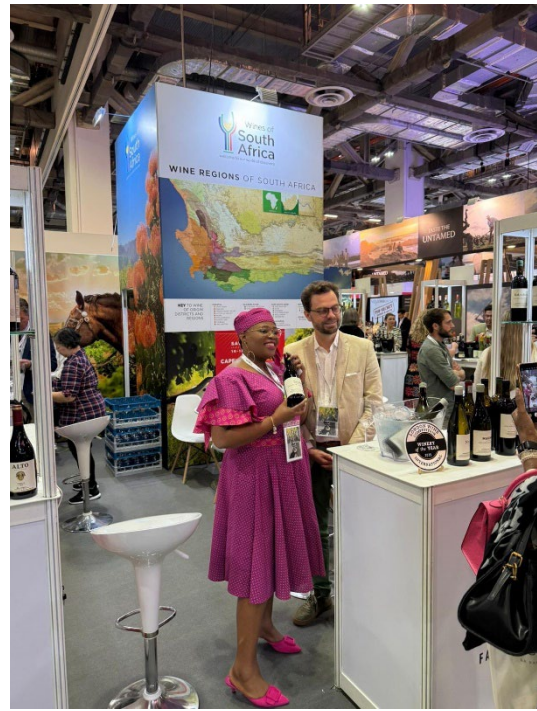
Dear member,

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





Singapore

Vinexpo Asia Pacific Singapore

From 27 to 29 May, South Africa had a strong showing at Vinexpo Asia Pacific Singapore on the Wines of South Africa Pavilion. Eight producers exhibited at the pavilion, while a further 12 South African wineries were represented elsewhere throughout the show. This high-profile presence reinforced the visibility and relevance of South African wines in the Asian market and created opportunities for both trade engagement and long-term brand awareness.

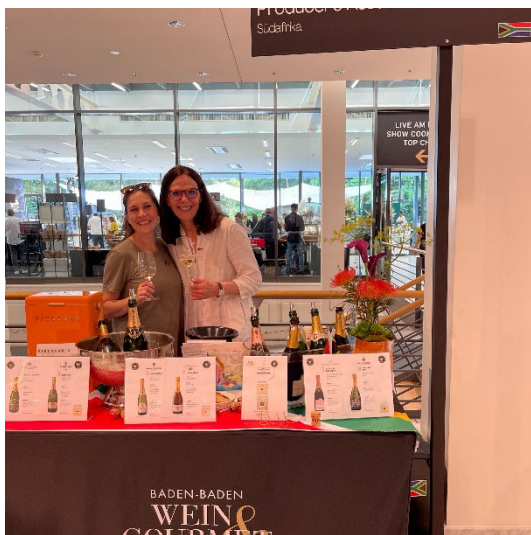
China

The China-Africa Economic and Trade Expo (CAETE), held from 11 to 15 June in Changsha, Hunan Province, serves as a flagship event for fostering economic collaboration between China and African nations. Hosted under the Forum on China-Africa Cooperation, CAETE is a key platform for building strategic partnerships.

A major announcement was made by Wang Yi, China's head of foreign affairs, declaring the removal of import tariffs on nearly all African countries — a game-changing policy shift that no one saw coming.

South Africa had a notable presence, with 12 wineries supported by Standard Bank and Wesgro, both of whom brought large delegations, including their CEOs. On the opening evening, WoSA organised a VIP wine tasting for nearly 200 guests, showcasing the richness and potential of South African wine in a high-level setting. The event demonstrated the strength of public-private partnerships and the increasing appetite for South African wines in emerging markets like China.

GERMANY



Cap Classique Shines at the 2025 Wein & Gourmet Festival

From 13–15 June 2025, Petra Mayer represented the Cap Classique Association at the prestigious Wein & Gourmet Festival in Baden-Baden. This elegant event attracts Europe's most discerning wine lovers — well-traveled, wine-savvy, and eager to discover new gems.

Six Cap Classique wines were showcased at a tasting table, receiving enthusiastic praise. "This is like a holiday in a glass," said one guest, recalling a trip to South Africa. Others remarked, "We didn't expect something this refined." Cap Classique stood out for its high quality, value for money, and emotional resonance linked to wine tourism. Petra's expertise and enthusiasm made her a true ambassador for the brand.

Another highlight was an exclusive masterclass led by Megan Mullis. Six premium cuvées

were presented to an audience of 30, combining technical depth, sensory precision, and storytelling — leaving a strong impression on trade professionals, sommeliers, and wine enthusiasts alike.

The event reinforced key takeaways:

Visibility: South Africa stood confidently alongside top global wine producers.

Emotional Connection: Many guests shared fond memories of travelling to South Africa. Cap Classique rekindled those experiences.

Style Definition: Cap Classique was recognized as a distinct and refined category.

Trade Leads: Several producers received direct purchase inquiries from local merchants.

This festival underscored the power of authenticity, storytelling, and expertise in building brand loyalty and international recognition. Cap Classique has not just an audience in Germany — it has true fans.

NETHERLANDS



Sampling Chenin Blanc Day

To celebrate Chenin Blanc Day on 14 June, we sent out 15 sampling packs to wine bloggers and journalists to encourage their audiences to #DrinkChenin. Each vibrant box featured colourful pink, orange, or blue sizzle, a cover letter introducing the wines, 'Drink Chenin' stickers, and two bottles of South African Chenin Blanc, generously sponsored by Delta Wines.

This year's selection featured De Kleine Oranjerie Chenin Blanc and Perdeberg Dry Land

Collection Chenin Blanc. We received many enthusiastic responses from the recipients, who celebrated this iconic grape with their followers on the 14th of June.

Other News

Thanks to WoSA's partnership with La Cité du Vin in Bordeaux, two cultural events were held in support of South African wine.

On Tuesday, 8 April, a roundtable discussion featured Naretha Ricome (Managing Director & VP, Advini South Africa), Rosa Kruger (wine consultant and founder of the Old Vine Project), and Candice Hunt (Communications & Export Manager at Klein Constantia). The discussion focused on the unique characteristics of South African wines, their adaptability, and international reach.

Then, on Tuesday, 17 June, visitors enjoyed an immersive tasting evening hosted by Cyril Meidinger. Four South African wines were paired with traditional dishes and live music from Kei McGregor's Trio, offering guests a true taste of South African culture.

SWEDEN





The Classical South Africa at Wine Table

This event took the form of a masterclass themed “Classical South Africa.” The aim was to highlight wineries and wine styles considered “national classics.” We tasted wines from some of Stellenbosch’s great estates, along with pioneering examples such as Cap Classique and sweet wines. After the tasting, guests enjoyed charcuterie and cheese boards featuring South African biltong.

Tryffelsvinet Wine Festival

Maja Berthas was invited by importer Tryffelsvinet to host two short talks on stage at their wine festival. She discussed the evolution of the South African wine industry, joined on stage by Peter-Allan Finlayson from Crystallum and Wim Truter from Meerlust.

Mulderbosch Seminars

Maja has hosted several tastings in collaboration with Mulderbosch and their importer, Wine Affair, for the Munsänkarna Wine Club. These events aimed to spotlight Mulderbosch as a producer, while also highlighting South African wine broadly, with a focus on Stellenbosch. To date, three tastings have been held in and around Stockholm, with strong interest and more scheduled for autumn.

#DrinkChenin

To celebrate #DrinkChenin, WoSA Sweden organized two separate events. The first was an intimate afternoon tasting for trade professionals in Stockholm. Seventeen wines were submitted by importers, and 35 guests mingled and tasted a diverse range of Chenin Blanc styles, with prices ranging from 139–499 SEK. Feedback was overwhelmingly positive, with many photos shared on social media.

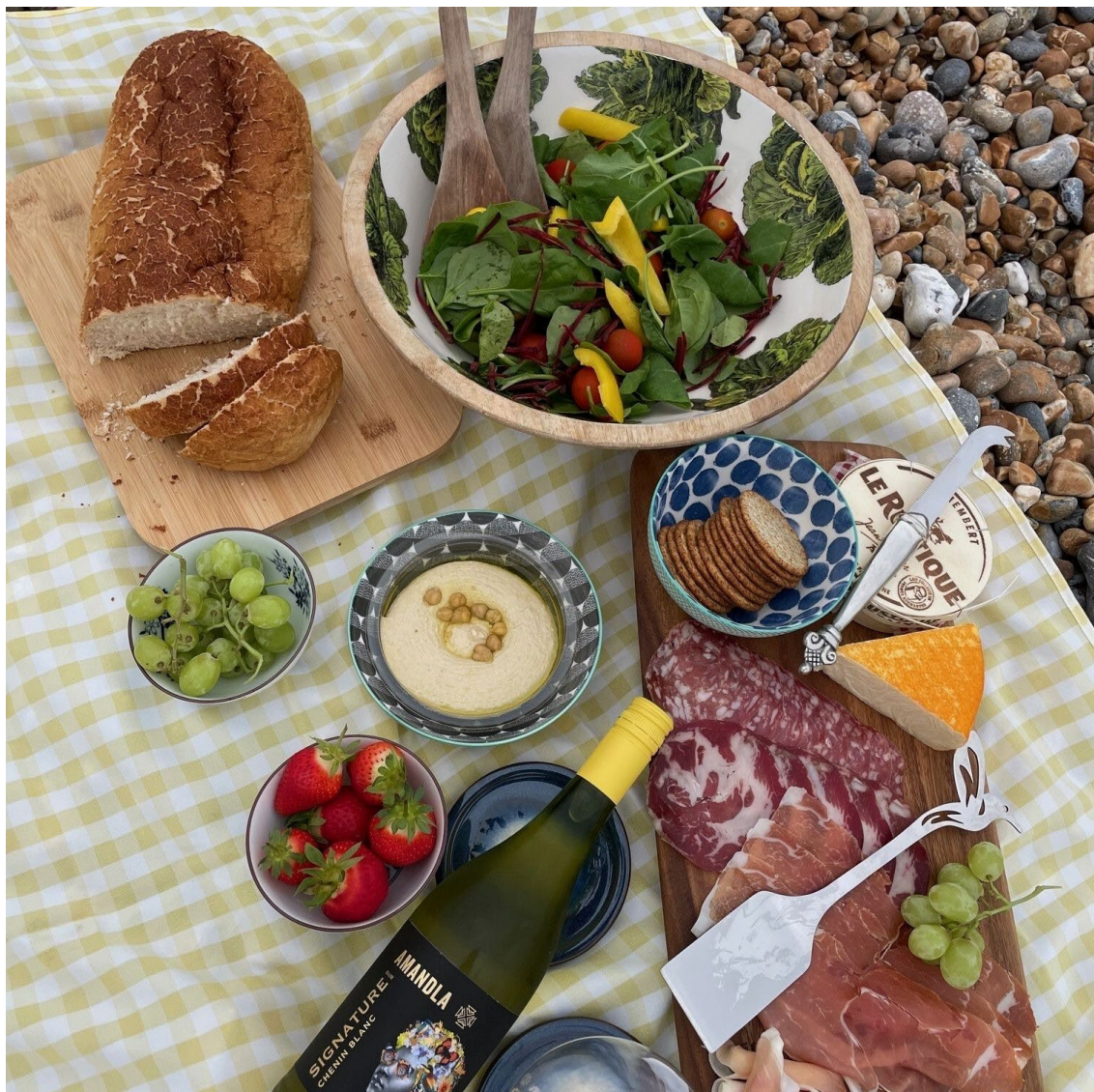
The second event was an outdoor, walk-around tasting in Maja’s garden for 39

enthusiastic consumers. The setting featured three wine stations, with offerings from bag-in-box and cans to premium bottles. After the tasting, guests enjoyed a buffet and relaxed with some of the best Chenin Blancs available in the Swedish market. It was a perfect afternoon, with guests reluctant to leave.

Vårsalongen, Stockholm

This was our first time participating in Vårsalongen, an upmarket consumer show focused on high-quality wines. Our stand featured 10 selected wines and received great feedback. We also hosted a mini tasting focusing on Chenin Blanc, showcasing the grape's versatility. With 650 visitors, our stand remained busy all day. Afterwards, we received numerous inquiries about travel to South Africa, proving that events like these are excellent platforms for engaging consumers and finding future ambassadors for our country.

UK





The UK office reminded importers about Drink Chenin Day and encouraged participation using #DrinkChenin. In response, we received a bottle of AMANDLA Signature Chenin Blanc, available in the UK via Laithwaites.

We used this as a hook to highlight Chenin Blanc Day in our consumer newsletter. On the day itself, we posted a carousel of images celebrating the versatility of AMANDLA Signature Chenin Blanc — the perfect pairing for a beach picnic. Sitting by the sea, we reflected on nature’s power, fitting since Amandla means “power within us.” The post emphasized harmony between people, wine, and nature — and celebrated South Africa’s cricket win over Australia, because, well, why not?

Kind regards
The WoSA Team