



24 July 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 WoSA East & West Africa 2025 Roadshow which took place between 8th and 18th July was a major success with the presentation of masterclasses that kicked off in Dar es Salaam, Tanzania and then on to Nairobi, Kenya where Beyers Truter, Chairman of Pinotage Association presented to 80+ trade & media guests for the Pinotage Centenary Celebration followed by Varietal Tasting pods that offered a free-pour zone where buyers and media guests explored various themed wine selections at their own pace.

The roadshow proceeded on to Nigeria where a masterclass was also presented to 80+ trade & media guests on Chenin Blanc, prepared by the Chenin Blanc Association. Our objective with these masterclasses and varietal theme pods was to provide a platform for producers to showcase their wines and raise awareness about South African wines in a cost effective way for both brands already represented and those seeking representation, collectively showcasing their wines in these key strategic African markets.

Media links: https://youtu.be/_gJjh65U1iw
<https://www.capitalfm.co.ke/business/2025/07/wosa-expands-presence-in-kenya-as-demand-for-premium-wine-grows/>

CANADA



On Monday 21st July, the WoSA team took over the patio at The University Club in downtown Toronto. Thirty food, travel and lifestyle bloggers and influencers came out to taste through the 9 South African wines on promotion at the LCBO for the next month, including two new to market listings. It was a great evening with loads of social media content created.

GERMANY



Petra Mayer represented the South African wine sector at this year's Africa Business Forum hosted by IHK Ulm, earning significant interest and recognition. The event took place on 10th July at the Hochschulzentrum Vöhlinschloss in Illertissen. Under the theme "Africa on the Rise," experts discussed the potential and opportunities within African markets, particularly in automotive, food processing, and digital industries.

Petra Mayer highlighted the South African wine industry's vital economic role, providing approximately 270,000 sustainable jobs and extensive training opportunities. The clear trend towards localization, with increased processing, added value, and quality control from the vineyard to the export markets, received positive feedback.

Attendees particularly were impressed by the technological innovations and sustainable solutions, such as traceability, CO₂ monitoring, and specialized social standards for the wine industry. Despite the competitive European wine market, South Africa stands out with its cooperative export structure (WoSA), robust sustainability and social standards (WIETA, IPW, SWSA), and authenticity linked to origin and its people.

Another key discussion point was the importance of Public-Private Partnerships (PPP). An ongoing EU funding initiative totaling 15 million euros targets support for Black-owned brands, educational structures, and sustainable infrastructure, creating both economic and societal value. Finally, market opportunities for South African wines in Europe were highlighted, particularly emphasizing origin as a differentiating factor, wine tourism as an emotional brand amplifier, and the value of long-term, collaborative partnerships.

Petra Mayer effectively conveyed to approximately 40 attendees from SMEs, politics, and institutions that the South African wine sector is exceptionally well-equipped to face

international challenges and optimistic about the future. Participation in this event was initiated through a recommendation by the South African Consulate General in Munich.

NETHERLANDS



Amsterdam Uncorked! - Pitch PR organised the first edition of Amsterdam Uncorked on Monday the 30th June, an event of different wine regions, including Ribera del Duero, Italy, Jerez, Alsace, Moldova and 10 producers from South Africa. Amsterdam Uncorked took place at the Postillion Hotel in Amsterdam, with the aim of connecting producers and wine regions with professionals during the day and with wine enthusiasts during the evening. Participants had the opportunity to engage with winemakers, taste a wide variety of wines and deepen their knowledge of the wine industry while networking with likeminded individuals.

We were very pleased that Boland Kelder, BoD, Eikendal Winery & Lodge, Doran Family Vinters, De Meye, Cordier South Africa, La Motte & Leopards Leap, Piekenierskloof,

Doolhof Wine Estate, Van Hunks, Cape Wine Stand and AMGO Beverages showcased their wines at Amsterdam Uncorked. In addition, CapeWine flyers and banners were strategically placed to inform the attendees about the fair in September.

UK



The UK office has been working closely with media and assisting with itineraries for the high-profile reports on South African wines from both Tim Atkin MW and Neal Martin for Vinous. Tim's trip is complete and he is working on his 2025 report. Neal's trip is upcoming, starting in a month. Also, the UK office has also been deep into confirming bookings for press and retailers for CapeWine 2025.

To celebrate the centenary of Pinotage the UK team attended a masterclass on 25th June with Kanonkop, Kaapzicht and Beyerskloof. This was a well-attended and interesting event for both media and retail customers of the importer who put it together. Definitely a showcase for the variety and underscoring how the reputation of Pinotage is changing with these showcase producers.

The UK team had a meeting with the organisers of London Wine Fair to discuss plans for 2026, after a successful 2025 event – detail in the report are on the WoSA library.

Kind regards

The WoSA Team

