



2 September 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.

CANADA





This past weekend WoSA Canada participated in the SAQ Grand Apero consumer show, a festival style event with food trucks and live music in the old port of Montreal. MW Jacky Blisson led a packed master-class focused on South African Chenin Blanc. We also poured an assortment of nine products throughout the weekend.

GERMANY





Open Day at the German Foreign Ministry – On 23 - 24 August 2025, South Africa was invited as official partner country to the Open Day at the German Foreign Ministry in Berlin. This was a prestigious platform to highlight our country's diversity and to strengthen the close partnership between South Africa and Germany at political, cultural and economic levels.

Wines of South Africa proudly represented the wine industry at the Embassy stand, which formed part of a colourful programme including food, music and a children's corner. The stand attracted thousands of visitors, with many guests curious to learn more about South African wines. Tastings and conversations created enthusiasm and provided excellent opportunities to tell the story of our origin. Phumelele Stone Sizani, Ambassador, welcomed Dr. Johann Wadephul, Federal Minister for Foreign Affairs, at the stand. His visit and words of appreciation were an important signal of recognition at the highest political level.

On stage, during the panel discussion *"Reiseland Südafrika – Tourism and Sustainability"*, Petra Mayer ensured that wine was visible as a cultural ambassador. She underlined that sustainability must not be reduced to a CO₂ balance sheet. Wine tourism is not only a driver of economic revenue, but also a force for social sustainability, contributing to job creation, supporting local businesses, and enabling transformation in rural areas. These messages resonated strongly with the audience and positioned wine as an integral part of South Africa's sustainable tourism offering.

Petra was supported by importers Christoph Puff (Uniwines/Dashbosch) and Summer Carne (Taste of Opera), who added great value with their expertise, presence and passion. Their contribution helped to connect the wine story with culture, music and personal experience, which enriched the overall presentation and made a lasting impression.

JAPAN

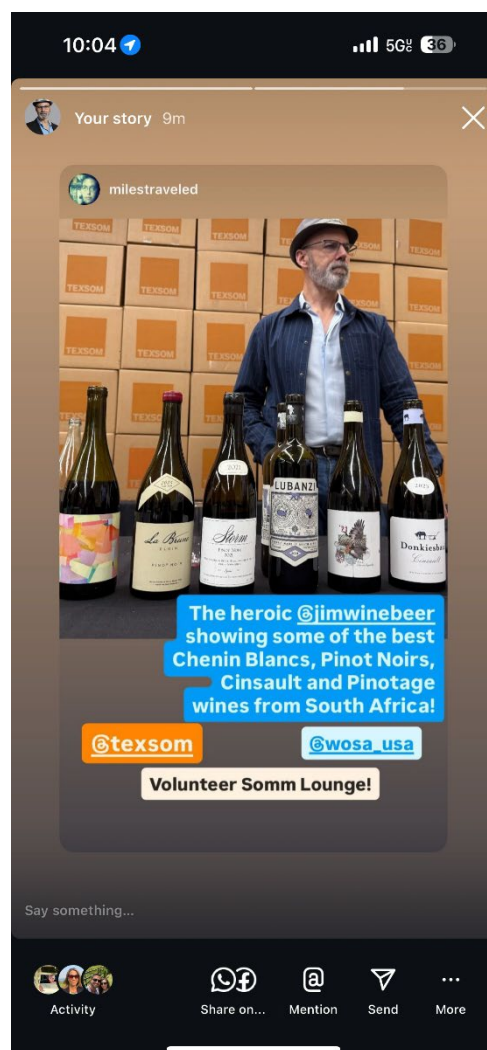


The Tokyo International Conference on International Development was held in Japan in late August. WoSA Asia collaborated with Brand South Africa and the Embassy in Tokyo to support the TICAD event, which was attended by President Ramaphosa.

We laid out 3 Cap Classiques, 3 Chenin Blancs and 3 Pinotages for guests of the South Africa Business Forum event. These wines were kindly supplied by Importers in Japan, and we had an excellent platform to tell our wine stories.

We have a great working relationship with the Embassy in Tokyo and this was another important event where we could be present - at very short notice!

USA





WoSA USA made our annual visit to Dallas, Texas for TexSom – the Texas Sommelier Conference. The conference attracts sommeliers and other members of the wine industry from all over the U.S. for three days of tastings, seminars, and networking. As we have for over a decade, WoSA USA sponsored the Sunday Somm Lounge for the volunteer sommelier team. The 100 or so members of the sommelier team come from around the country; some are invited and others have to apply. In total they represent a cross-section of floor sommeliers and wine directors from a wide range of wine businesses, mostly on-premise.

WoSA showed twenty wines in the Somm Lounge. In honour of Pinotage's 100th birthday, the focus was "Pinotage and its Parents," with six Pinotages of different styles and terroirs shown alongside three Cinsaults and three Pinot Noirs. The selection was rounded on the white wine side with eight Chenin Blancs. The reception for all the wines was fantastic, and somms were "three deep at the bar" for much of the day. For many of the sommeliers this was their first chance to taste South African Chenin Blanc and Pinotage in context and in quantity, stamping the quality of South African wines in their minds in a way occasional tastings with sales reps and tasting groups can never do.

Kind regards
The WoSA Team

