



Wines of South Africa **MARKET ACTIVITY**

4 November 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





The beginning of October was a busy time for Canada! We headed west to Victoria to take part in the annual Victoria International Wine Festival. Just off the back of CapeWine, wine writer and all-things SA supporter Treve Ring led a full seminar on "New Wave South Africa" for Victoria's top sommeliers. This was followed by two seminars, a general one for consumers in Victoria and a trade session focused on "Pinotage and its Kin" in Calgary, led by Cellar Master Johan Jordaan from Spier.

GERMANY



Sommelier College: In the latest training module the Sommelier College put South Africa's Old Vines on the centre stage. Together with WoSA Germany the initiative brought together engaged young professionals from across the on-trade, deliberately reaching beyond fine dining to include the next generation shaping wine lists across Germany.

Nine Old Vine wines were tasted and presented by Maximilian Wilm and Marc Almert, both closely connected to South Africa through their successful

participation in the WoSA Sommelier Cup. Both count among the most renowned sommeliers in Germany: Marc Almert was crowned ASI Best Sommelier of the World in 2019, while Maximilian Wilm was named Sommelier of the Year 2022 by Schlemmer Atlas. Two strong ambassadors for origin and craftsmanship in wine.

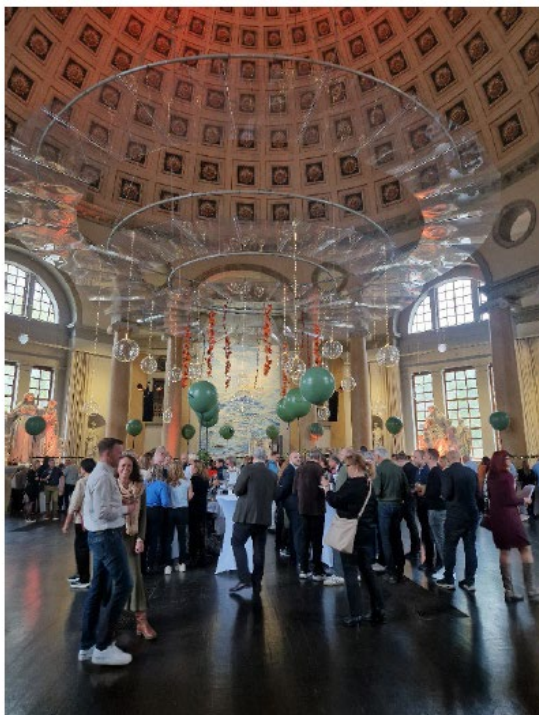
The session explored heritage vineyards, varietal diversity and the philosophy behind the Old Vine Project. The format combined focused tasting flights with compelling storytelling: origin before variety, texture before technique, people and place before jargon.

The response in the room was outstanding. Conversations quickly moved from “what’s in the glass” to “why it matters”: soils and sites, climate and canopy, picking decisions and cellar touch. Attendees left with practical arguments for wine lists and pairings and with a renewed curiosity for South African regions and producers.

WoSA Germany provided wines, background materials and personal engagement. For Petra Mayer (Market Manager Germany), the strong response confirms the long-term value of investing in sommeliers who have experienced South Africa first-hand: they become credible, enthusiastic advocates in restaurants, retail and education. The outcome is tangible; deeper knowledge, stronger brand affinity, and more confident placements for South African wine.

WoSA will continue to partner with the Sommelier College and allied training bodies to broaden reach and deliver high-quality, hands-on education. Producers interested in contributing wines or insights to future modules are warmly invited to connect with us.

SWEDEN



CapeWine 2025: With an official delegation of 50 guests including trade, wine educators, buyers, journalists and sommeliers from Denmark, Sweden, Norway and Finland, WoSA Sweden by far exceeded the expectations for this year's

CapeWine. By managing to collaborate with both the Swedish Sommelier Association and the Munsökarna wine club we maximized the amount of user-pay visitors. All itineraries were customized towards each individual with the aim to give every single person a unique experience of the Cape Winelands. The reactions and feedback from all the guests were amazing and I think it's safe to say that this was the most successful CapeWine ever.

Höstsalongen Stockholm & Gothenburg: As part of showcasing premium wines from South Africa to high end consumers and trade WoSA participated in two shows arranged by Wine Table – one in Stockholm and one in Gothenburg on the west coast of Sweden. These shows are super premium and the quality of the visitors is really high. Amongst the wines shown at the Wines of South Africa stand we highlighted Sauvignon Blanc as a special theme aiming to show the guests how diverse and site specific this grape can be in South Africa. In Stockholm the number of visitors came to almost 700 and in Gothenburg we hosted approximately 500 guests. The interest of our stand was been great and it's very encouraging to hear the positive comments about our wines.

Mulderbosch seminars: The collaboration with Mulderbosch and their importer Wine Affair continued throughout the autumn. So far approximately 220 members of the wine club have attended these special tastings, and the results are looking positive. It's a great way of spreading the word about South Africa in general and Stellenbosch/Mulderbosch in particular.

USA

On 25 September WoSA USA and other wine industry representatives a roundtable discussion at the South African Consulate in New York City. Also in attendance were Minister of Trade, Industry, and Competition Parks Tau, other government officials, and representatives of a wide range of industries that export to the U.S. Discussions centered on the tariffs and the state of ongoing negotiations, the status of the AGOA agreement, and hopes and plans for rebalancing trade relationships between the U.S. and South Africa.

WoSA rallied Atlanta-based wine importers to a reception of South African

producers attending the Go Global Conference at the end of September. The event was organized by WESGRO, with six wine brands taking part alongside other producers from the Western Cape.

On 14 October WoSA USA supported an SA Tourism lunch at the Embassy of South Africa in Washington, D.C. Attendees were VIP clients of Peermont, a hospitality group with resorts, hotels, and casinos across southern Africa, along with travel agents and other partners.

Kind regards

The WoSA Team