



Wines of South Africa **MARKET ACTIVITY**

28 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.

AFRICA



WoSA "Discover South Africa" Kampala, Uganda Theme Tasting activations took place on the 6 – 7 November 2025 at the Sheraton Hotel in Kampala, Uganda. The activities kicked off with a Pinotage masterclass, presented in a classroom-style setting to 80 guests from the trade and media, followed by Varietal Tasting pods that offered a free-pour zone to additional 100 trade guests including importers/distributors, F&B managers, and hospitality staff, who joined to explore various themed wine selections at their own pace and

sampled 36 wines.

A section for wines not yet represented in the market was clearly highlighted and brought to the attention of importers seeking new opportunities. The events were followed by influencer and consumer dinners held at the Sheraton Hotel and Mojo Restaurant on the evenings of 6 and 7 November, respectively, where all participating wines were showcased to guests.

The objective of these events was to showcase, raise awareness, strengthen wine education, and highlight the diversity of South African wines and to provide a platform for producers, both those who are already represented in the market and those seeking representation.

Guests were encouraged to interact and discuss the wines as they tasted, with the intention of fostering discovery and conversation in an informal and engaging environment. The wines and the new event format were well received and successful.

ASIA





In late October, we brought seven producers without commercial partners to Japan through our “New-to-market” Program. We hosted a full day of market visits followed by a reception at the Ambassador’s residence with 70 VIP guests. The following day, we held our annual Tokyo tasting with 22 importers and the seven “New-to-market” producers. More than 200 trade visitors came to the tasting, including some importers looking at SA for the first time.

From here, we took the show on the road to Osaka where 15 importers showed their wines to an audience of almost 100.

On to China where we covered Guangzhou, Beijing and Shanghai in 5 days, 3,000KM of travel in between! In each city we hosted fully-booked masterclasses for 80 guests and trade tastings for 200.

On Saturday 8 November, we supported an amazing tasting for the pre-opening members of 67 Pall Mall. This was their first large-scale tasting, and we were honoured to be the first showcase. It was great to meet 40 of Shanghai’s most sophisticated wine-lovers.

From the Roadshow, we went straight on to ProWine Shanghai, with 14 producers and the Chenin Blanc Association, our busiest ProWine in Shanghai ever. We also hosted two amazing masterclasses which were, as always, packed! I think we all felt that ProWine was a little bit slower than previous years, but the quality of the visitors was better than ever!

China is in a tough spot at the moment, but we all think it’s important to visit when it’s tough as well as when things are easier.

On 15 October, I took 6 producers on a tour of the wine scene in Shanghai., which was fascinating, It’s almost impossible to explain how fast things move in Shanghai. We had great feedback through this long series of events and had lots of fun in both Japan and China by hosting tastings of Chinese and Japanese wines along the way. We had lots of fun nights eating local highlights in each city, thanks to all who joined for the ride!!!

CANADA



It's been a busy year end in Canada! Several weeks ago we worked alongside Wesgro to support a group of producers coming to market for the Grocery Innovation Canada show. This spanned everything from consumer dinners to B2B meetings with importers to

facilitating a presentation on 'Doing Business in Ontario' from an industry veteran. The group learned a lot about the landscape here and left with several great leads for new business.

Jacky Blisson, MW, led a consumer seminar at the annual La Grande Degustation de Montreal event in early November that focused on interesting varietals from South Africa and New Zealand, pouring 4 wines from each country to an enthusiastic crowd.

GERMANY





How do you introduce a wine country in transition? And what makes South Africa such a compelling origin to study? These questions were at the heart of a four-hour lecture held on 5 September at Geisenheim University, where Petra Mayer, Market Manager Germany for Wines of South Africa (WoSA), engaged 20 students from the International Wine Business programme. Her topic: "South Africa, A Wine Country in Transition". Offering insights to a dynamic journey through the country's history, current developments, and future opportunities.

Rather than delivering a traditional lecture, Petra blended data-driven insights with personal storytelling, offering students a multi-dimensional view of the historical, socio-economic, and environmental context that shapes South African wine today. The students, future business leaders of the wine world, discussed everything from sustainability strategies and consumer trends to the legacy of political change and the complex challenges of global markets.

The highlight of the session: a guided tasting showcasing the diversity of styles and the character of place. From signature grape varieties to expressive old-vine wines, the tasting brought the lecture to life and sparked lively discussions around quality, origin, and international potential.

For WoSA, this event was more than an academic moment, it was a strategic investment in the next generation of the wine trade. Tomorrow's buyers, educators, and brand builders are in the classroom today. By engaging early through education, South Africa positions itself not only as a wine origin, but as a source of knowledge, innovation, and inspiration.

UK



On 7 November, Wines of South Africa UK assisted Perold Wine Cellars with a tasting of Black and Women-Owned South African Wine Brands at [Laytons ETL](#), London.

The event was held in collaboration with the [South African Chamber of Commerce UK](#) and the [International Trade Centre](#) (ITC) to celebrate innovation, inclusion, and the exceptional talent shaping the future of South Africa's wine industry.

Over 60 guests enjoyed a curated tasting from four outstanding producers: [Brothers In Vines](#), McFarlane Wines, [Moedi Wines](#) and Three Quarters.

One of the most inspiring moments of the evening came from [Lesege Serolong - Holzapfel](#), founder of Moedi Wines, who shared her powerful story about community empowerment and the transformative impact of inclusive trade.

It was wonderful to see UK trade professionals, investors, and wine lovers come together with a shared vision — to strengthen sustainable partnerships and elevate South African wine on the global stage.

USA





WoSA USA was all over the country the past month. Halloween saw the Old Vine Conference come to Napa Valley, and WoSA USA worked together with the Old Vine Project to pour a selection of wines at the opening gala tasting and dinner, demonstrating why South Africa is a leader in the Old Vine category.

Chenin Blanc led the way, but Cinsault and Pinotage were also on offer. Old Vine Project founder Rosa Kruger was the featured speaker this year, and concluded the first day of the conference with an inspiring speech reminding everyone that caring about old vines means caring about the farmers and workers who grow and protect them as well.

A few days later WoSA USA hosted Flight Night at San Francisco's Ferry Plaza Wine Merchant, one of the most influential and busy wine specialty shops and wine bars on the West Coast. The flight of five outstanding South African wines was extremely popular and went down well with the shop's enthusiastic and knowledgeable crowd.

On 7 November WoSA USA poured a cross-section of top South African wines at the American Wine Society National Conference in Washington, D.C. The South Africa table was extremely busy the whole evening; attendees were very keen to taste Chenin Blanc and Pinotage in particular, and once they had they were eager to taste through all seven wines on offer. The American Wine Society is the largest group of its kind in the U.S., with over 6,000 members and 180 chapters across the country.

On 18 November wine educator and author Mark Oldman hosted the final of four WoSA-sponsored virtual "Bevinars." This episode was devoted to Cap Classique, and six South African winemakers stayed up late and excelled at being "bubbly" at two in the morning. Mark's excitement for Cap Classique jumped from the glass to the viewer, and he enthusiastically placed the category in the top ranks of traditional method sparkling wines.

Houston's Iron Sommelier event, held this year on 20 November, is one of the most

idiosyncratic competitions of its kind, focused not on geekery and pouring skills but on a sommelier's ability to excite wine drinkers about that's in their glass. It is the standout event on Houston's wine calendar. WoSA USA Country Manager Jim Clarke was invited to judge this year, a role that also allowed him to present a top example of South African Chenin Blanc to both the competing sommeliers as well as the large audience of Houston wine aficionados and other members of the wine trade. Participants and attendees then tasted a selection of several other South African wines in the TK room while they awaited the results of the competition. And this year's co-winner, John Mason of the Coronado Club, made it to the top by pouring a great trio of South Africa wines!

Kind regards

The WoSA Team

