



## Wines of South Africa MARKET ACTIVITY

2 February 2026

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.

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## AFRICA





The WoSA “Discover South Africa” Tasting 2025 took place in Mombasa, Kenya during 11–13 December 2025. The events aimed to increase awareness of South African wines in Kenya’s coastal market and provide a collective platform for producers, both represented and seeking representation, to showcase their wines. The activities supported wine education and highlighted the diversity of South African wines to trade, media/influencers, and consumers.

The programme consisted of three components namely a Pinotage masterclass, a free-pour themed tasting and a consumer tasting. The three-day programme successfully increased visibility of South African wines among coastal consumers and trade. The informal, interactive tasting format encouraged discussion, discovery, and engagement. The new approach was positively received, and importers expressed interest in directly engaging with producers. WoSA has captured attendee contact details to support follow-up communication between producers and importers.

Link to **Influencer Luncheon**

<https://www.instagram.com/reel/DSO68okiP33/?igsh=NmwxejNkdTJ2dTli>

YouTube link to the **Wine Fair Mombasa edition**

[https://youtu.be/ltc1Dyl8f-Q?si=P\\_NhdvEJMX3fTm34](https://youtu.be/ltc1Dyl8f-Q?si=P_NhdvEJMX3fTm34)

Link to **Media Coverage**

[https://open.substack.com/pub/sheelahoguda/p/matome-mbatha-redefining-south-african?utm\\_campaign=post&utm\\_medium=web](https://open.substack.com/pub/sheelahoguda/p/matome-mbatha-redefining-south-african?utm_campaign=post&utm_medium=web)

Please feel free to contact me if you need further information on any of these activities.

Matome Mbatha

Market Manager: Africa

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# ASIA

## 販売現場に見る南アフリカワイン WINE MARKET PARTY

東京・恵比寿のWINE MARKET PARTYは、約2,500種のアイテムを揃える総合ワインショップだ。南アフリカワインは約100種を常時取り扱う。同店で南アフリカを担当する青山香菜子氏に、販売現場での手応えを聞いた。



定番の4,000円以下のワインコーナー。単一品種が売れ筋だ。



—この2〜3年で、キャップ・クラシックに起きた重要な変化は何でしょうか？  
世界規模での関心の高まりです。数字がそれを裏付けています。2024〜2025年の輸出成長率は13%に達し、現在は年間350万本が約50の国・地域市場へ輸出されています。5年前の輸出比率は20%でしたが、今では33%に達しました。

—SAWISの統計データ（2024年）では、日本は第7位の市場です。日本の可能性をどう見えていますか？  
日本は特別です。キャップ・クラシックが全ての輸出市場の中で、最も高い価格で取引されています。本場に感謝しています。日本への訴求点は3つあります。



### ピーター・フェレイラ会長に聞く、 キャップ・クラシックの今と未来

グラハム・ベアワインズの最高執行責任者（COO）であり、キャップ・クラシック生産者協会（CCPA）会長でもあるピーター・フェレイラ氏は、オンラインでインタビューを行った。市場の成長、品質向上への取り組み、そして日本への期待について聞いた。

Our key project in Japan over December and January was an 18-page feature in *WANDS Magazine*, published in January 2026. The feature included dedicated tasting panels on Cap Classique and Pinotage, supported by a retailer promotion, in-depth interviews, reviews from CapeWine 2025, and additional editorial coverage. A snapshot of the feature is shown below.

On 27 January 2026, we kicked off the year with our first importers' meeting in Tokyo, welcoming 18 importers. The meeting was a great opportunity to reflect on the past year and to share our exciting plans and refreshed branding for 2026.

Marcus Ford  
Market Manager: Asia

# CANADA



WoSA Canada kicked off the new year on a high note with sponsorship of the Tasting Climate Change conference in Montreal, Quebec. The event continues to attract a strong international following, and this year was no exception, welcoming media and producers from around the world.

South Africa's renowned viticulturist, Rosa Kruger, delivered a compelling presentation on Old Vines, alongside a stand-alone keynote address on Building Resilience. Building on this momentum, we brought Rosa to Toronto to lead an Old Vines masterclass for key trade and media, which was met with an overwhelmingly positive response.

Our sincere thanks go to the producers who generously donated wines, enabling us to present

a truly world-class line-up across these events.

Laurel Keenan

Market Manager: Canada

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## NETHERLANDS



Wine Professional is the leading trade fair in the Netherlands for wine and gastronomy professionals. Held annually at RAI Amsterdam, the event brings together wine importers, producers, sommeliers, and hospitality experts to discover new wines, participate in tastings and masterclasses, and exchange knowledge. Renowned for its high-quality focus, strong educational programme, and excellent networking opportunities, Wine Professional is a key meeting point for the wine and hospitality industry.

The 2026 edition took place from 12–14 January, with WoSA represented by one stand. While the original ambition was to host a larger WoSA square featuring 6–8 South African wineries, unfortunately no wineries were able to participate this year. As a result, the WoSA stand was shared with different importers across the three days: Taste-Tailors presented their wines on Monday, African Wines on Tuesday, and Delta Wines on Wednesday.

Visitor interest in both the wines and South Africa as a wine-producing country was consistently strong throughout the fair. Over the three days, we engaged with approximately 325 wine professionals, making the event a clear success and ensuring that South African wines were firmly top of mind once again. A key learning for future editions is to distribute the information

letter earlier in the year in order to encourage greater winery participation.

Instagram posts:

[Taste-tailors](#)

[Dutch.wine.sister](#)

Harriet Boekholt

Market Manager: The Netherlands

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# USA





WoSA USA began 2026 in Los Angeles, where Learn About Wine, a wine education company, hosted its Great Wines of the World tasting on 27 January. More than 100 members of the wine trade sampled a selection of seven wines, including two examples each of South Africa's most widely planted white and red varietals, complemented by several lesser-known styles. The response was highly enthusiastic, with some buyers contacting their distributors on the spot to place orders.

Jim Clarke  
Market Manager: USA

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**Kind regards**  
**The WoSA Team**