



Wines of South Africa **MARKET ACTIVITY**

7 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.

ASIA





On Monday, 2 February, we hosted two major events in Tokyo to celebrate South Africa's wine industry birthday, as well as the launch of the updated branding adapted specifically for the Japanese market.

The South African Embassy graciously hosted the press and trade reception at the Ambassador's Residence. The programme featured speeches by Marcus and Yoshi, as well as an inspiring opening address by Ms Annelize Schroeder, Head of Mission in Tokyo. More than 70 representatives from the trade and media attended the event, joining us for the presentations followed by an extended afternoon of networking and engagement.

On the same evening, with the tremendous support of the Grand Hyatt Tokyo, we hosted an exclusive Fine Wine Dinner at their Michelin-star restaurant, Signature.

The event was completely sold out, with guests paying nearly USD 200 per person to attend — a strong testament to the growing interest in premium South African wines in Japan.

The wines were expertly presented by Nosaka-san, widely regarded as Japan's number one sommelier, and beautifully paired with an exceptional selection of dishes. Having joined us at CapeWine last year, it is truly rewarding to see him now serving as such an enthusiastic ambassador for South African wines in Japan.

Marcus Ford
Market Manager: Asia

CANADA



At the end of February, WoSA Canada welcomed Ntsiki Biyela to Toronto, where she addressed an intimate gathering of media and trade, sharing the inspiring story of her winemaking journey and the path that has shaped her career.

Ntsiki then participated, alongside WoSA, in the annual Black Grapes event. A vibrant celebration of Black wine professionals and their invaluable contributions to the global wine industry. The event attracted more than 400 consumers, providing a powerful platform to showcase excellence, diversity and innovation within the sector.

Laurel Keenan

Market Manager: Canada

SWEDEN



Vintersalongen - Sundsvall

On 6 February, WoSA participated in Vintersalongen by Wine Table, a prestigious consumer wine show hosted in various cities across Sweden. This edition took place in Sundsvall, in the northern part of the country, and attracted close to 500 engaged wine enthusiasts.

A curated selection of premium South African wines was showcased across a range of price points, with overwhelmingly positive feedback from attendees. The portfolio featured

exceptional Cap Classique, diverse expressions of Chenin Blanc, elegant white blends, top-quality Sauvignon Blanc, and an exciting line-up of red wines from both established estates and emerging producers.

Among the standout wines presented were Reyneke Sauvignon Blanc, Mulderbosch Cabernet Franc, Miles Mossop Saskia, and Lelie van Saron Syrah, each receiving strong interest and praise from consumers.

Celebrating 367 years of winemaking

As part of the celebrations marking the birthday of the South African wine industry, we hosted an exclusive premium tasting in Stockholm for 30 wine enthusiasts and sommelier students.

The evening began with a deep dive into the rich history of South Africa's wine industry, followed by an engaging discussion on current trends and the ongoing evolution of our wines. We opened the tasting with Pongrácz Desiderius, creating the perfect platform to highlight Cap Classique as a world-class category. We then moved on to Richard Kershaw Clonal Selection Chardonnay, which allowed us to explore the history of Chardonnay in South Africa, the importance of specific clones and vineyard sites, and the growing significance of cool-climate expressions. The red wine line-up showcased the diversity and strength of South Africa's red wine scene, featuring Meerlust Rubicon, Boekenhoutskloof Franschhoek Cabernet Sauvignon, and Damascene Syrah — each representing distinct styles and regional influences.

Following the tasting, discussions continued around South Africa's positioning as a dynamic and quality-driven wine-producing country, while guests enjoyed a delicious buffet, rounding off an inspiring and celebratory evening.

Maja Berthas

Market Manager: Sweden

USA

On 24 February WoSA USA conducted a masterclass for members of the Syracuse Chapter of the American Wine Society. The blizzard that struck the Northeast of the U.S. prevented Country Manager Jim Clarke from attending in person, but 32 members gathered and tasted through seven wines while Jim led the class via speakerphone. The wines showed the range and history of South African wine, highlighting varieties from Cap Classique to Cabernet and from the Cape South Coast to Swartland.

Founded in 1967 at Dr. Konstantin Frank Vineyards in the Finger Lakes, not far from

Syracuse, the American Wine Society is the largest group of its kind in the United States, with over 6,000 members across the country.

Jim Clarke

Market Manager: USA

WINE PARIS 2026



Wine Paris 2026

The Wine Paris Trade Show took place from 9 to 11 February 2026 and proved to be a highly successful event, according to official statistics published by Vinexposium.

A total of 63,541 trade visitors from 169 countries attended the show, representing a 20.75% increase in international attendance compared to the previous year. The event

hosted 6,537 exhibitors from 63 countries, reaffirming its position as one of the leading global wine and spirits trade platforms.

Through the official business-matching platform, 25,958 pre-scheduled B2B meetings were conducted, alongside a 20% increase in top buyer attendance. When including exhibitors, visitors, buyers, and trade professionals attending sessions and activations, a total of 112,462 industry professionals participated across the three days.

South African wines and producers were exceptionally well received. The showcase delivered strong exposure and effectively highlighted the quality, diversity, and global competitiveness of South African wines on an international stage.

The WoSA pavilion was presented using the new brand positioning and updated materials, providing valuable visibility and reinforcing our refreshed identity within a prominent global marketplace.

Siobhan Thompson
CEO: Wines of South Africa

Kind regards,
WoSA Team