



Wines of South Africa **MARKET ACTIVITY**

31 March 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.

AFRICA



Wines of South Africa hosted five media influencers, including national radio personalities, in the Winelands from 22–29 March 2026. During their visit, the guests explored a diverse range of wines, gained insights into food and wine pairing, and experienced the richness of Winelands

tourism.

The objective of the programme was to showcase the diversity of South African wines, raise consumer awareness, and amplify the category through authentic content created by the influencers for their audiences.

Over the course of the week, the group visited 17 wineries, engaging directly with winemakers and owners while enjoying curated tastings and dining experiences. These interactions, both formal and informal were designed to foster discovery, storytelling, and meaningful conversation.

We anticipate that the resulting content and media coverage will support increased interest and participation from producers at the upcoming WoSA East Africa Tour 2026, taking place in Dar es Salaam, Tanzania (12–13 May) and Nairobi, Kenya (15–16 May). [Newsletter](#)

Tour Social media reels, links, and pics

<https://www.instagram.com/reel/DWOAyIAGuPO/?igsh=aG0zenprZXIxb25n>

<https://www.instagram.com/p/DWa2gMIgo1k/?igsh=MTY5ZzZ0MGZic2p3ZA==>

<https://www.instagram.com/reel/DWd6rUWDcuP/?igsh=MWJwdmo2ZjFyMDM0Nw==>

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<https://www.instagram.com/reel/DWQHTxdCEwb/?igsh=dDdtbG9zemMyaXgy>

<https://www.instagram.com/reel/DWYdGprCGFq/?igsh=djNwZ3Nna2xvYzdo>

CANADA



At the beginning of March, WoSA Canada proudly sponsored the Rugby Sevens tournament in Vancouver, British Columbia. This high-profile event provided an excellent platform to engage with key trade partners, including sommelier ambassadors Andrew and Maya, while elevating brand visibility.

To maximise impact, the sponsorship was complemented by a cross-promotional campaign with Everything Wine retail stores. This integrated approach included staff training, in-store tastings for consumers, a targeted social media campaign, and engaging competitions for both customers and store teams, designed to drive awareness and boost sales.

Overall, the initiative delivered strong results and marked a positive step forward in reaching new audiences and expanding market presence.

GERMANY



ProWein 2026: Focused, Relevant – and Distinctly Different

ProWein 2026 marked a noticeable shift in tone and structure. While quieter in certain areas, the overall experience was more focused, clearly signalling a move towards quality over quantity.

With approximately 40 South African exhibitors, WoSA secured a strong and visible presence for the category. The new positioning, “There is Sunshine Inside,” was not only communicated but

brought to life through an open, professional, and consistently welcoming stand design. Even in Hall 6, where overall footfall was lower, the WoSA stand maintained steady engagement and activity throughout the three days.

Feedback from producers was consistent: fewer visitors, but more meaningful conversations. Buyers arrived well-prepared, meetings were more targeted, and many exhibitors reported tangible business opportunities, including early-stage orders.

With 3,400 exhibitors and 31,000 trade visitors, ProWein continues to evolve into a highly targeted business platform. Tools such as Fair Match and the enhanced Hosted Buyer Programme are reshaping how connections are made, making them more structured, efficient, and outcome driven.

Within this context, WoSA's role is increasingly important: to provide a clear and reliable framework that cuts through complexity, connecting the right stakeholders, amplifying South Africa's presence, and enabling meaningful exchange.

The consistent activity at the stand, combined with positive exhibitor feedback and the quality of interactions, reinforces a key takeaway: presence alone is no longer enough, it is how we show up that defines impact.

At the same time, the broader market landscape is evolving. Reduced walk-by traffic, shifting international buyer flows, and growing competition from other trade fairs call for a more strategic approach to participation. For South African producers, ProWein remains a critical touchpoint in the European market, particularly when approached with clear intent, thorough preparation, and strong follow-up.

NETHERLANDS

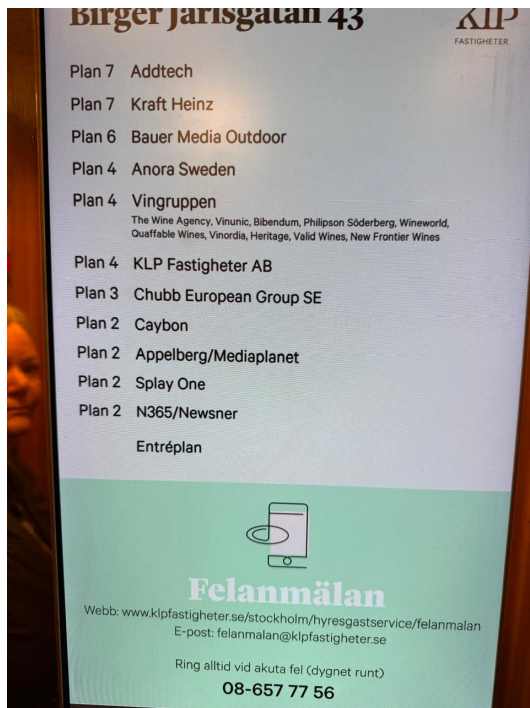


On 12 March, just days ahead of ProWein, the second edition of Amsterdam Uncorked took place, welcoming six South African producers to the Dutch capital. The event attracted 150 wine industry professionals, offering valuable opportunities for engagement, networking, and market exposure.

In the afternoon, a focused masterclass titled “The New Old World: A Contemporary Perspective on South Africa as a Wine Country with 350 Years of History and a Modern Focus on Terroir” was presented to an audience of 25 trade professionals. The session highlighted the unique balance between heritage and innovation that defines South African wine today.

A sincere thank you to Bacco Estate, Ses Fikile Wines, Alto Wines, Bergsig Estate, Redamancy Vineyards, and Gabb Family Wines for their participation. We look forward to seeing the meaningful connections made at the event translate into exciting new opportunities.

SWEDEN & NORWAY MARKET VISITS



Just prior to ProWein Dusseldorf, Siobhan Thompson, Wines of South Africa CEO conducted a market visit to Norway and Sweden to engage with key monopoly and importer partners and to provide an update on developments within the South African wine industry and opportunities to grow our market share.

The visit commenced in Oslo, Norway with a meeting at Vinmonopolet, where discussions focused on the status of the South African wine industry, opportunities for growth within the Norwegian market, and upcoming tenders. In addition, sustainability remained an important topic, particularly the Nordic monopolies' ongoing work around sustainability frameworks and potential

carbon footprint measurement requirements. WoSA also discussed its role in supporting buyers, category development, and industry communication.

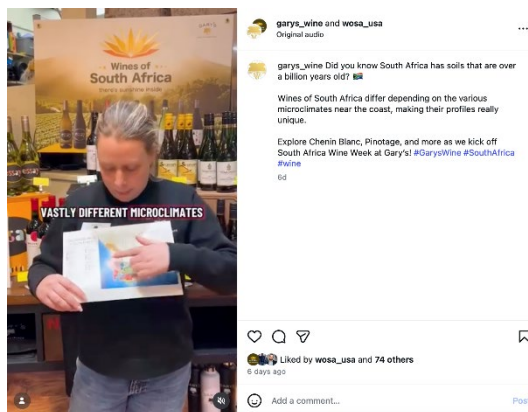
Following the visit to Oslo, meetings were held in Stockholm, Sweden with several key importers. To maximise efficiency and engagement, meetings were arranged in group formats where multiple companies operate within the same group structure. One of the primary meetings was held with The Viva Wine Group, one of the largest wine import groups in Sweden representing a large number of South African producers.

In the afternoon, meetings were held with representatives from Anora Group, one of the largest companies supplying wine to the monopoly. The meeting included representatives from various divisions within the company. The large selection of South African brands and producers represented within their portfolio highlighting the continued importance of South African wine within their overall offering.

In addition, broader portfolio discussions, were held with Systembolaget representatives, buyer Matilda Dannelun and Sustainability Manager Axel Kollberg.

These engagements form part of Wines of South Africa's ongoing market support and relationship-building efforts with key stakeholders in the Nordic markets, ensuring that the South African wine industry remains informed, visible, and aligned with market developments and requirements.

USA



On 7–8 March, WoSA USA proudly sponsored the Boston Wine Expo, the largest wine exhibition of its kind in New England. South African wines took centre stage, with the new “There’s Sunshine Inside” logo featured prominently on all 4,000 attendee entrance badges, ensuring standout visibility across the event.

Four South African producers and importers showcased their wines at dedicated stands, pouring to engaged audiences across two busy trade sessions and four high-traffic consumer sessions. In addition, WoSA USA hosted a South African Chenin Blanc seminar, attracting a sold-out audience of 50 trade and consumer attendees, further reinforcing the category’s quality and

diversity.

For the fourth consecutive year, WoSA USA partnered with Gary's Wine & Spirits in New Jersey to drive a comprehensive retail promotion spotlighting South African wines across all three stores. While ten wines were featured, the campaign supported the broader category, encouraging discovery and trial.

The promotion officially ran from 16–25 March, with prominent in-store displays and endcaps positioned at the front of each store throughout the month. This was supported by a robust marketing mix, including email and SMS campaigns, in-store tastings, website banners, and a dedicated landing page. Staff training sessions were also conducted to ensure knowledgeable engagement with customers, contributing to a strong and impactful campaign overall.

Kind regards,
WoSA Team