



Wines of South Africa **MARKET ACTIVITY**

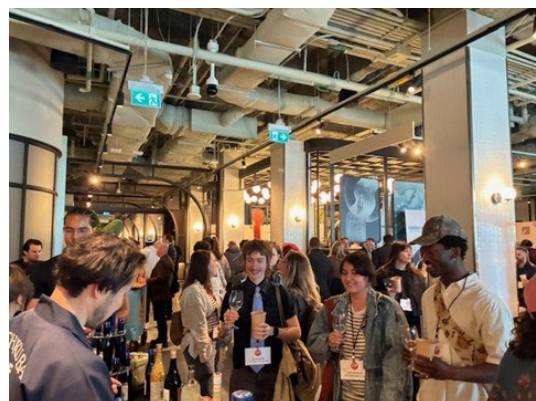
4 May 2026

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.

CANADA



On Thursday April 23, we participated in the inaugural SIP event in downtown Toronto. The day started with an industry power lunch where we shared a table with national wine columnist Chirs Waters and Genna Gingerich, our LCBO buyer. This was followed by a packed trade tasting with 500 attendees. The evening saw a reset and addition of a DJ for 330 consumer attendees. We were able to show a solid selection of wines covering general list selections, Vintages releases and a few special consignment offerings.

JAPAN



April proved to be an exceptionally busy and productive month for our team in Japan. A key highlight was a magnificent masterclass hosted by Cathy van Zyl, where she showcased a selection of her top wines for 2026.

The event was attended by a full house of 30 leading tasters and key decision-makers, creating an engaging and high-level platform for discussion and discovery. The calibre of the audience underscored the growing interest and appreciation for our wines in the

Japanese market.

We were also honoured to be hosted at the official residence by the Embassy, whose gracious support contributed to the success and prestige of the event.

Overall, the masterclass not only strengthened existing relationships but also opened exciting new opportunities in this important market.



The Sommelier Symposium in Japan continues to be a cornerstone initiative in identifying and nurturing top talent in the market. In collaboration with the Japan Sommelier Association, candidates are required to complete a written test as part of the initial application process. From this pool, Marcus and the JSA conduct a final selection, narrowing it down to four outstanding finalists.

The final round comprised a short written assessment, followed by individual presentations to the judging panel. The overall standard was exceptionally high, reflecting both the depth of knowledge and professionalism within the Japanese sommelier community.

We are delighted with the selected candidate, who demonstrated both technical excellence and a compelling personal approach, and we look forward to welcoming them on this exciting journey.



WoSA was also proud to support the Freedom Day celebrations in Tokyo, attended by a distinguished VIP audience of business leaders, government representatives, and trade. The event welcomed more than 300 guests, providing an excellent platform to showcase South African wine.

In collaboration with several Tokyo based importers, we hosted a dedicated wine tasting booth featuring 12 premium South African wines. This joint effort allowed us to effectively share resources while maximising exposure and engagement with attendees. The wines were exceptionally well received, and the event provided valuable opportunities to forge new connections and strengthen existing relationships within the market.

USA



WoSA USA hosted two groups of visitors to the Cape this month. The first consisted of five retail buyers from the New York and New Jersey markets, whose travel was in part funded by participating farms and brands. Over the course of 22 different appointments including individual producers and collective tastings the group enjoyed the hospitality, beauty, and (needless to say) the wines that South Africa has to offer. Within a week of their return home orders were being placed and new South African SKUs hitting the shelves.

The second group consisted of six sommeliers, who invested their own money into their flights while WoSA took care of accommodation and other expenses. The group came from all across the country – one from Chicago, two from California, one from Denver, and one from New York state. They enjoyed a very busy and far-ranging itinerary visiting a diverse range of producers.

Kind regards,
WoSA Team