



## Wines of South Africa **MARKET ACTIVITY**

1 June 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” East Africa Tour 2026 aimed to raise awareness of South African wines while providing a valuable platform for producers, both those already represented in-market and those seeking representation, to collectively showcase their wines across the key African markets of Tanzania and Kenya.

The events created meaningful opportunities to strengthen wine education and highlight the diversity, quality, and unique stories behind South African wines to trade, media, influencers, and consumers in attendance. Through tastings, masterclasses, and interactive engagements, guests were introduced to the depth and versatility of South Africa's wine offering, while producers were able to build valuable market connections and

increase visibility within these growing markets.

The tour kick-started in Dar es Salaam, Tanzania and then moved on to Nairobi, Kenya over 4 days and rolled out presentation of masterclasses to 70 attendees per masterclass per market followed by free-pour themed tasting area with 150 guests per market sampling different wines.



The programme continued with influencer food and wine pairing lunches hosted at the Delta Hotel restaurant in Dar es Salaam and The Wine Shop in Nairobi, where 25

influencers per city explored a range of South African wines while creating engaging content for their followers. These activations were followed by ticketed consumer food and wine pairing dinners in each market, further extending exposure to South African wines among local consumers.

Special attention was given to wines not yet represented in-market, with these producers and wines specifically highlighted to attending importers and distributors as potential opportunities for representation.

Overall, the tour successfully generated strong visibility for South African wines within these strategic African markets. Guests across all events were encouraged to interact, engage in discussion, and share their tasting experiences in an informal and interactive environment designed to foster discovery and conversation.

The wines and overall event approach were very positively received, with several importers expressing interest in directly engaging with producers whose wines stood out during the tastings. In support of continued market engagement, attendee contact details were captured and shared to facilitate direct follow-up communication between producers and potential importers.



**Media Coverage links:**

[South African wine showcase highlights Tanzania's growing tourism appeal](#)

[Sunshine in glass: How South African wine is winning over East Africa](#)

[Kenya Imported Over 3mn Litres of South African Wine In 2025 | The Kenyan Wallstreet | The Kenyan Wallstreet](#)

[South African wine showcase highlights Tanzania's growing tourism appeal – The BizLens](#)

<https://youtu.be/3xBfuPUuJYA?si=Tp54qafXgjJHnV1g>

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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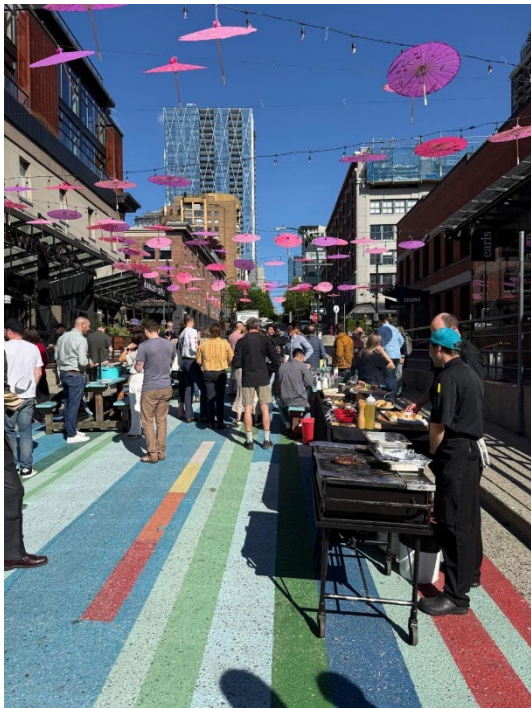
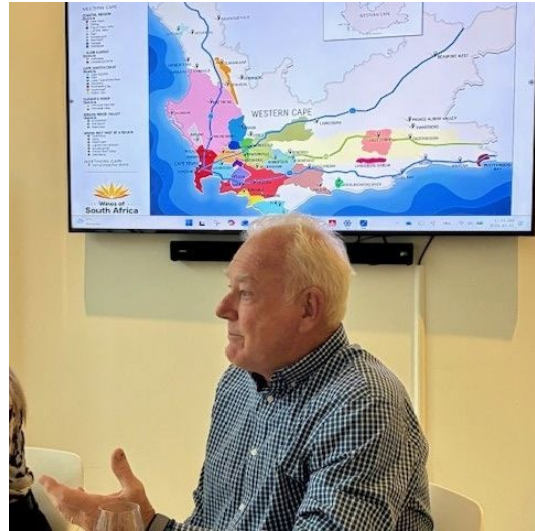
## CANADA

May was a busy and exciting month for South African wine in Canada, with many producers travelling across the country for valuable market engagement opportunities.

We supported a number of successful trade events, beginning in Toronto with acclaimed winemaker Eben Sadie, followed by an intimate press lunch hosted with Ken Forrester in Montreal.

A week later, we headed to Vancouver where we sponsored a vibrant “Breakfast Braai” for trade to kick off the annual Top Drop wine show. The event showcased five outstanding South African producers (Meerlust, IDUN, JC Wickens, Sadie Family Wines and Spier) and provided an excellent platform to connect with industry partners and highlight the diversity and quality of South African wine.

The strong participation and enthusiasm throughout the month once again demonstrated the growing interest and momentum for South African wines in the Canadian market.



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## GERMANY

Over the past few weeks, Petra hosted four interactive South African wine evenings across southern Germany in collaboration with selected specialist retail partners recommended by local importers.

Held in a warm and relaxed atmosphere, the events invited wine lovers on an enjoyable journey through South Africa's diverse wine regions through guided tastings, regional discoveries, and engaging stories from the Cape winelands.

The response was overwhelmingly positive, with guests showing strong curiosity and openness towards South African wines, from established classics to lesser-known regions, sustainability initiatives, and emerging styles such as lighter reds.

In particular, the authenticity, diversity, and strong sense of origin and social responsibility associated with South African wines resonated deeply with participants. The events also highlighted the value of close collaboration between WoSA, local importers, and dedicated independent retail partners.

The intimate format encouraged lively discussions, direct feedback, and meaningful engagement, further strengthening awareness and appreciation for South African wines in the German market.



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## SWEDEN

Just ahead of ProWein, Siobhan Thompson visited Maja Berthas in Sweden for a strategic market update and a series of important stakeholder engagements across the Nordic region.

The visit began in Oslo, Norway, with a meeting at Vinmonopolet to provide an update on the current status of the South African wine industry and to discuss opportunities within the Norwegian market. Discussions also focused on the Nordic monopolies' ongoing sustainability initiatives, including potential carbon footprint measurement requirements. Additional topics included upcoming tenders, current market trends, and WoSA's role in supporting both buyers and local market teams.

Following the Oslo visit, the team returned to Sweden to meet with several key importers. To maximise the effectiveness of the engagements, two group meetings were arranged with importers operating within the same company structures.

The first meeting was held with The Viva Wine Group, one of Sweden's largest wine import groups. Companies within the group represent a broad range of South African producers, including Perderberg, Kleine Zalze, Visio Vintners, Du Toitskloof, Simonsig, Meerlust, Crystallum and AA Badenhorst, among many others.

In the afternoon, meetings continued with Anora, another major player in wine sales within the Swedish monopoly system. Representatives from various divisions within the company attended, with portfolios including brands such as Heineken, Allesverloren, Jordan, Ken Forrester, Reyneke, Spier and Zonnebloem.

Siobhan also met with buyer Matilda Dannetun and sustainability manager Axel Kollberg to gain further insight into their ongoing work around environmental and social sustainability issues.

The visit provided valuable opportunities to strengthen relationships, better understand evolving market dynamics, and reinforce WoSA's commitment to supporting the Nordic trade.



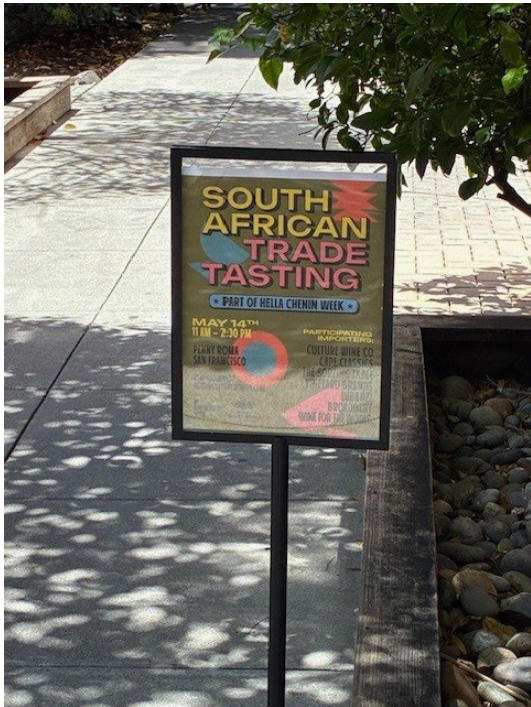
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## USA

The week of 4 May WoSA USA Country Manager Jim Clarke travelled across the state of Pennsylvania conducting a series of masterclasses for Pennsylvania Liquor Control Board sales staff. Over 150 sales staff from stores all over the state attended in-depth, three-hour sessions, tasting thirteen different wines, and responses were very enthusiastic. The PLCB has seen a huge growth in sales of South African wines. In the previous fiscal year 30,000 units were sold, whereas in the current year 56,000 units have been sold already, with three months remaining in the year.



WoSA USA sponsored the second annual HellaChenin event in the Bay Area of California. The event included a South Africa trade tasting on 14 May in San Francisco, with more than 10 importers or producers taking part and over 100 trade attendees. There were almost 30 “pop-up” ancillary events, ranging from in-store tastings and winemaker dinners to weeklong by-the-glass takeovers; the vast majority of them featured South African wines. A dozen South African producers and importers then took part in the main event, a walk-around tasting on 16 May which attracted over 500 enthusiastic guests, trade and consumer.



On 19 May WoSA USA hosted a walk-around tasting for the trade in Austin, Texas. Over 40 members of the trade and press attended, coming in from as far as San Antonio and Houston. Guests enjoyed a panel with the South African winemakers in attendance before tasting over 50 top South African wines. Texas has been a large and growing market for South African wine for some time.



On 27 May WoSA USA was the sole sponsor for the dinner of the annual National Association of Wine Retailers Summit in New York City. The summit gathers top retailers from across the country for two days to discuss the state of the market, legal and regulatory challenges, and other issues surrounding the wine retail scene in the U.S. Despite competing with BYO wines, some of remarkable pedigree, feedback on the three wines, a Cabernet-based blend and two Chenin Blancs, was overwhelmingly positive. Several attendees said they were the best wines ever presented at the dinner.

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**Kind regards,**  
**WoSA Team**