



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

1 July 2026

Dear WoSA member,

June was a busy and exciting month which included #DrinkChenin celebrations, trade and consumer tastings and experiences, shows, and educational initiatives in-market (across Africa, Asia and Europe) as well as a US buyer visit to South Africa.

This market activity newsletter is a snapshot of activities from the respective markets. Included in the UK section are also the links to access the UK WoSA webinar held this month and the Market Insight Guide launched in the session.

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# **AFRICA**

## **Angola Tastings**

WoSA, in partnership with Department of Agriculture Western Cape, presented a focus group wine tasting event in Luanda, Angola on the 12 June. The wine event was created to raise awareness of South African wines and provide a platform for South African wine producers in market to showcase their wines collectively in Luanda - the largest wine consuming market by volume on the African continent.

Held at A Carne da Vila Restaurant, the event welcomed over 80 trade guests, including importers, retailers, restaurateurs, wine enthusiasts, affluent wine consumers, and media

personalities. The walk-around format featured over 25 wine brands, with wines paired alongside canapés.

### [Media coverage from the event](#)

Please feel free to contact Matome via [matome@wosa.co.za](mailto:matome@wosa.co.za) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in Africa.



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## **ASIA**

### **Vinexpo Asia Pacific, Hong Kong**

From 28–30 May, WoSA showcased 16 producers on the South African Pavilion at Vinexpo Asia Pacific in Hong Kong. The pavilion featured a strong mix of established brands and boutique producers, helping to attract a diverse range of buyers to the stand. Despite mixed expectations ahead of the show, the pavilion attracted strong visitor traffic from China, Hong Kong, Thailand, the Philippines, and Japan. By the end of the event, most participating producers had established meaningful connections and left with promising leads for business development opportunities in the region. WoSA will return in 2027.

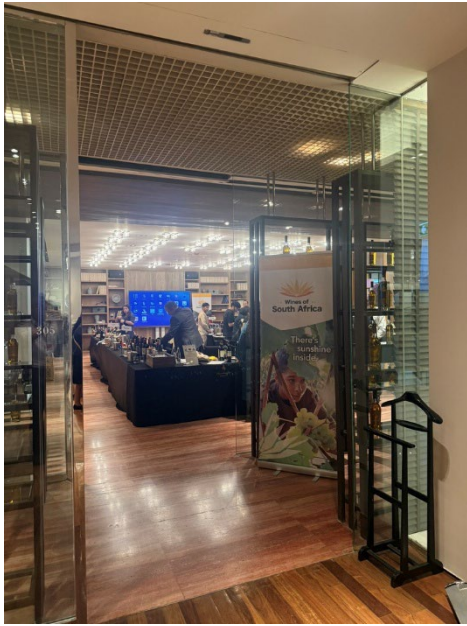


## South African Wine Showcase, Thailand

On 11 June, WoSA supported a South African Wine Showcase in Bangkok, initiated by a new wine importer. The event brought together 30 South African brands, eight importers, and six intrepid wineries entering the Thai market for the first time. The event exceeded initial expectations set when the concept was first introduced, welcoming over 180 guests, primarily from the trade, who attended to taste and engage with South African wines.

The event was a strong example of collaboration, with the Embassy assisting with sample imports and bringing distinguished VIP guests, while Wesgro supported trade visits and targeted B2B meetings. Participating importers also opened their networks and attracted key wine buyers from hotels and fine dining establishments across Bangkok. The showcase was well received by both participants and visitors, highlighting the growing interest and opportunities for South African wine in Thailand.

Please feel free to contact Marcus via [marcus@wosa.co.za](mailto:marcus@wosa.co.za) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in Asia.



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## CANADA

On 9 June, WoSA welcomed Logan van Driel of Ernie Els wines to Toronto, where he led a session focused on explaining what makes Stellenbosch Cabernet Sauvignon so compelling. He presented a selection from the Ernie Els portfolio alongside wines from Kanonkop, Glenelg, and Neil Ellis. The tasting also included older vintages, offering a valuable perspective on the ageing potential of South African Cabernet and reinforcing its quality and longevity.

Please feel free to contact Laurel via [keenan@propellerpr.com](mailto:keenan@propellerpr.com) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in Canada.



# GERMANY

## **Masterclass: "South Africa Today: A Wine Country Redefined" at the Deutsche Hotelakademie**

At the Deutsche Hotelakademie (DHA) – Germany's leading academy for hospitality professionals, directed by Sebastian Russold, former Best Sommelier of Germany – 32 sommeliers, hospitality professionals and wine students gathered for a three-hour masterclass on South African wine, led by country manager Petra.

The title of the masterclass set the tone. The idea was to move past the usual grape-variety walkthrough and show what really defines premium South African wine today – origin, old vines, climate and terroir. Across six flights and 13 wines, the group explored cool-climate Sauvignon Blanc, old-vine Chenin Blanc, site-driven Chardonnay, elegant Rhône varieties, the quiet renaissance of Cinsault and Pinotage, and finally Stellenbosch Cabernet Sauvignon with proven ageing potential.

This session made one thing clear: shifting the perspective of the hospitality trade takes both foundational knowledge and experiential depth. Breaking through clichés and showing how much South African wine has evolved over the past years requires high-calibre wines, a smart tasting sequence – and, every now and then, reaching into the “treasure chest”.

A particular highlight: Sebastian Russold was visibly impressed by the line-up and took the opportunity to discuss the sensory profiles of the wines with his graduates in an international context – a rare moment of peer-level exchange that showed just how much South African wine has gained in identity and sense of origin in recent years.

Please feel free to contact Petra via [petra@suedafrika-wein.de](mailto:petra@suedafrika-wein.de) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in Germany.





## NETHERLANDS

### **Rhône Blend Masterclass During Cape Cru, Amsterdam**

Cape Cru is a biennial wine event held at the Zuiderkerk in Amsterdam, bringing together leading South African winemakers to showcase the diversity and quality of South African wines. The event is organised by four specialist South African wine importers: WineMatters, Smaragd Wijnen, Benier Global Wines and Wijnkooperij De Lange. During Cape Cru, an exclusive masterclass for sommeliers on South African Rhône-style blends was presented by Rianne Ogink, DipWSET, wine educator, former sommelier and winemaker. Following the masterclass, 22 sommeliers were invited to submit a summary of the session and a motivation letter for a chance to attend the Sommelier Symposium in South Africa this September. After reviewing all submissions, two outstanding sommeliers—both working at three-Michelin-starred restaurants—were selected to participate.



### **Influencer Getaway at Safaripark Beekse, Bergen**

In the lead-up to #DrinkCheninBlancDay, WoSA hosted an exclusive influencer event at Safaripark Beekse Bergen, welcoming 11 influencers for a unique two-day experience. The event began with an evening reception at the Safari Lodge, where guests enjoyed a

carefully curated wine and food pairing dinner. The following morning, Udo Goebel, founder of WineMatters and Magister Vini, who wrote his Magister Vini thesis on Chenin Blanc, led an inspiring masterclass dedicated to the versatility of Chenin Blanc. During a surprising comparative tasting, participants explored Chenin Blanc wines from South Africa and the Loire Valley, with the South African wines emerging as the overall favourites.

After the masterclass, the group embarked on a safari truck tour through the park, providing a memorable and highly shareable experience. The event generated a significant amount of organic Instagram content, with influencers sharing stories, posts, and reels throughout the event. Engagement continued in the days that followed, particularly around #DrinkCheninBlancDay, extending the campaign's reach and creating strong online visibility for Chenin Blanc and the participating South African wines.

Please feel free to contact Harriet via [wosa@pitchpr.nl](mailto:wosa@pitchpr.nl) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in the Netherlands.



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## **SWEDEN**

This is by far one of the busiest periods of the year, with a wide range of activities taking place across trade, consumer, and producer engagement. Activities across May and June appear below.

### **Systembolaget Webinar**

This webinar, on 7 May, provided producers with a practical introduction to PCF (Product Carbon Footprint), covering what it is, why it matters, and how it can support producers in reducing carbon emissions while preparing for future market requirements. The session included an introduction from Systembolaget, followed by updates and insights from Gad Pettersson (Head of Product Quality & Sustainable Supply Chain), Anna Stolpe (Sustainability Specialist), Linda Johansson (Sustainable Supply Chain), and Matilda

Dannetun (Buyer). The webinar attracted over 70 registered producers, with very positive feedback received from participants.

## Vårsalongen, Malmö

WoSA participated in the premium consumer tasting event, Vårsalongen, in Malmö on 9 May. The event attracted 500 consumers, providing an opportunity to showcase South African wines to a highly engaged, quality-focused audience. A selection of 13 wines was presented at the WoSA stand, featuring brands including Allesverloren, Stellenrust, Kleine Zalze, Villiera, Mulderbosch, Krone, Boekenhoutskloof, Rust en Vrede, Catherine Marshall and Lelie van Saron.



## Consumer Tastings

As part of the Sweden country strategy, Maja continues to conduct consumer and wine club tastings to engage directly with interested wine enthusiasts and showcase the diversity of South African wine. During May and June, Maja hosted two tastings – one for Munsänkarna in Sigtuna and one for the Wine Affair wine club – reaching almost 90 consumers in total.

## Sommelier Education

Maja also leads the South African wine component of the Vinkällan Sommelier Academy in Sweden. During this period, she conducted three half-day seminars in Malmö, Stockholm, and Gothenburg. These educational sessions provide a valuable opportunity to introduce South African wines to the next generation of sommeliers and strengthen knowledge and awareness of the category.

## #DrinkChenin Trade & Consumer Tastings, Stockholm & Grönö

June is a key month for celebrating Chenin Blanc, and this year WoSA hosted two #DrinkChenin events – one focused on trade and one on consumers on 9 and 13 June. The trade event took place at Hotel Kung Carl in central Stockholm, where WoSA took over the outdoor seating area of the hotel's restaurant for an afternoon of Chenin Blanc exploration. Guests were able to taste 14 Chenin Blanc wines across a range of styles and price points, accompanied by snacks, charcuterie, and cheese boards. A DJ added to the atmosphere with music inspired by South Africa throughout the event. The event was one of the most successful #DrinkChenin Blanc activations in Sweden to date, welcoming almost 60 attendees, including high-end sommeliers and wine media.

Two days later, the annual consumer tasting took place in Grönö, a small village in the

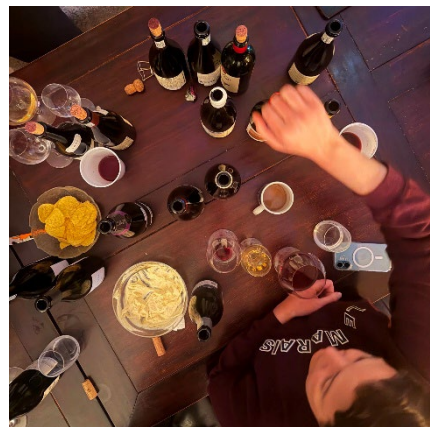
Swedish countryside. The walk-around garden tasting welcomed 45 guests, who enjoyed 12 different Chenin Blanc wines paired with a selection of food. The event was a success, with guests staying well beyond the scheduled closing time.



### Sommelier Getaway – Cape Wine Edition

This was the second edition of the WoSA sommelier getaway, designed to bring together a curated group of influential trade guests for an immersive South African wine experience. This year's guest list was expanded beyond sommeliers to include other key stakeholders attending Cape Wine, including Matilda Dannetun, Buyer at Systembolaget. The afternoon began with a focused tasting of 30 premium wines, followed by a collaborative cooking experience where guests prepared an eight-course meal, with each dish paired alongside selected South African wines. The experience created an opportunity for meaningful engagement around food and wine pairing, while strengthening relationships with key trade stakeholders.

Please feel free to contact Maja via [maja\\_berthas@hotmail.com](mailto:maja_berthas@hotmail.com) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in Sweden.



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# UK

June was a busy month in the UK market, with sustained activity across trade and consumer engagement, despite challenging weather conditions ranging from early-month rain to a subsequent heatwave.

## **Launch of New UK Market Insight Guide**

New UK Country Manager, Elona Hesseling, joined WoSA at the start of June. Together with Richard Siddle (The Buyer), she hosted a webinar to launch the new UK Market 2026 Insight Guide. The session introduced key findings from the report and provided producers with an overview of current UK market dynamics.

To those who could not attend, please find the links below to access:

[UK Webinar](#)

[UK Market 2026 Insight Guide](#)

## **Taste of London**

South African Tourism took part in Taste of London this year, a food festival held in Regent's Park, celebrating the best of London's culinary scene with top restaurants, chefs, and artisan producers. Elona attended the event, which saw various South African producers involved in both pouring their wines on the stand as well as in bespoke tasting masterclasses in the VIP section.



## **London Tastings & Events**

June also saw strong producer presence across multiple UK trade activations. Highlights included the Old Vine Conference tasting, the Veritas double gold evening hosted at High Timber, importer-led events, and the PIWOSA showcase at Quo Vadis. Not even an intense heatwave could curb the excitement and enthusiasm shown by the UK trade for South African wine.

Please feel free to contact Elona via [elona@winesofsa.com](mailto:elona@winesofsa.com) if you would like any further

information on these activities or if you would like to connect on WoSA's initiatives in the UK.



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## USA

Over the week of 7 June, WoSA USA Country Manager Jim hosted six buyers from prominent, multi-unit restaurant and retail chains on a visit to the Cape, including the Pennsylvania Liquor Control Board. WoSA USA organized the trip in collaboration with industry associations, focusing on varieties and categories important both to South Africa and to the U.S. market, to wit: the Chenin Blanc Association, the Stellenbosch Cabernet Collective, Sauvignon Blanc South Africa, the Pinotage Association, the Chardonnay Association, and the Cap Classique Producers Association. Each association spent a day with the group, conducting tastings, vineyard visits, and some touristic activities to show them South African hospitality, build relationships, and show them the quality of South African wine in a range of styles and price points.

Please feel free to contact Jim via [jim@wosa.us](mailto:jim@wosa.us) if you would like any further information on these activities or if you would like to connect on WoSA's initiatives in the USA.



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Kind regards,  
The WoSA Team