



Wines of South Africa **MARKET ACTIVITY**

3 August 2026

Dear WoSA member,

South African wine continues to make an impact across the globe, with our country managers driving and supporting a wide range of initiatives to build awareness, engagement and commercial opportunities across key markets. In this edition, highlights include additional media generated from our past Angola, participation in a new trade show in Japan, the results of recent digital campaigns in China, an innovative South African wine experience launched in the UK, and consumer education and tasting initiatives in the USA.

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AFRICA

Following last month's mention of the WoSA **wine tasting event in Angola**, hosted in partnership with the Western Cape Department of Agriculture, we are pleased to share **additional media coverage generated** from the initiative with our members.

BAIGA MAGAZINE: "Vinhos da África do Sul Conquistam Luanda numa Celebração de Sabores, Cultura e Oportunidades"

[**Read the Article**](#)

Please feel free to contact Matome via 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.

ASIA

Wine Complex, Sapporo

In July, WoSA took its Japan programme on the road by participating in a new trade event, Wine Complex, in Sapporo. WoSA supported and coordinated the participation of **six importers**, marking our first activation in Hokkaido's capital and Japan's fifth-largest urban area, home to approximately 2.5 million people.

The event attracted more than **130 trade visitors and guests**, giving importers a strong platform to build new distribution in northern Japan. Subject to feedback from participating importers, WoSA will consider supporting this event in additional Japanese cities in 2027.

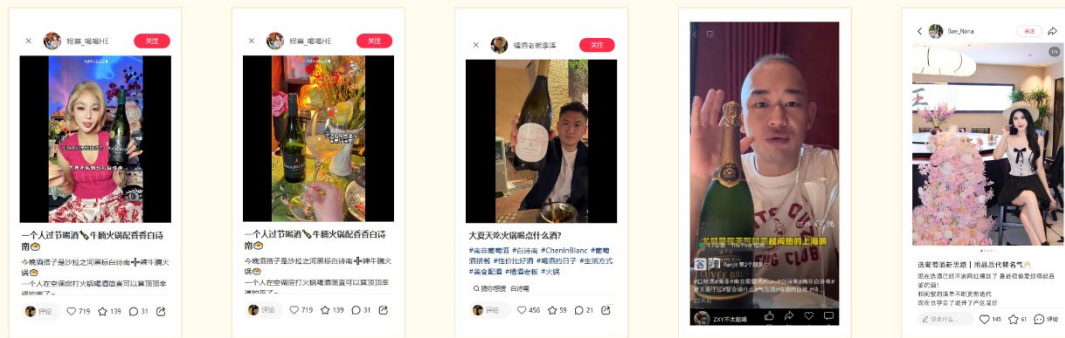
China Digital Campaign & Livestream Promotion

During May and June, WoSA launched a new digital marketing campaign in China focused on Chenin Blanc, across Douyin (TikTok), WeChat and Xiaohongshu (Red Book).

A total of **43 pieces of content** were developed, combining lifestyle-focused storytelling with educational wine content. Working with a mix of **Key Opinion Leaders (KOLs)** and **Key Opinion Consumers (KOCs)**, the campaign generated widespread visibility through videos, images and social media posts distributed across China's leading digital platforms. The campaign **reached over 542,000 people** and delivered strong engagement, further raising awareness of South African Chenin Blanc among Chinese wine audiences.

In parallel to the above campaign, WoSA partnered with **Xiao Pi**, one of China's most influential online wine advisors, as part of his June promotional activities. Fifteen South African wines were featured during a four-hour livestream, which attracted nearly **4,000 unique attendees**. The session generated strong audience interaction, with approximately **450 viewers making direct purchases** during the livestream.

KOL & KOC Content Examples



New China Market Toolbox

Members are reminded that the new China Market Toolbox was uploaded to the WoSA member portal in July. The toolbox comprises five updated resources designed to provide practical guidance and current market intelligence, helping members better understand and navigate opportunities within the Chinese market.

To access the toolbox: Login to the WoSA member portal > Menu > Online Library > Asia > China > China Toolbox 2026

WoSA Member Portal Login

Please feel free to contact Marcus via 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.

UK

July in the UK has been marked by yet more heatwaves, as well as the conclusion of the much-anticipated World Cup. With schools now closed for the summer holidays, the events calendar has slowed and will remain relatively quiet until activity resumes in September. A lot of work is currently also underway preparing for our flagship “There’s Sunshine Inside Trade Tasting taking place in London in October.

House of Sisters Grimm Launches Sensory Notes Experience

UK Country Manager Elona attended the opening night of Sensory Notes at the House of Sisters Grimm, **immersive tasting that combines fine wine, art, film and storytelling – with guidance from leading South African wine experts**. The launch follows a successful year for Sisters Grimm, whose Grammy-nominated production INALA was featured at West End Live in Trafalgar Square in June.

The 20-minute experience combines premium South African wines with a unique audiovisual journey experienced through wireless headphones, offering a new approach to wine discovery by immersing guests in the landscapes, people and stories behind each wine. With capacity limited to just eight guests per session, Sensory Notes has been designed as an intimate and approachable introduction to South African wine, breaking down traditional barriers to wine appreciation and welcoming new audiences to the world of fine wine.

[Read More About This Initiative](#)

Please feel free to contact Elona via 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.



USA

American Wine Society Masterclasses, Pittsburgh

On 24 June, WoSA USA hosted a masterclass for three American Wine Society chapters in the Pittsburgh area, welcoming **46 members** for an in-depth exploration of South African wine. Participants tasted seven wines while learning about South Africa's wine history, diverse terroirs and key wine styles. Feedback was overwhelmingly positive, with Chenin Blanc and Chardonnay emerging as particular favourites. Many attendees also commented

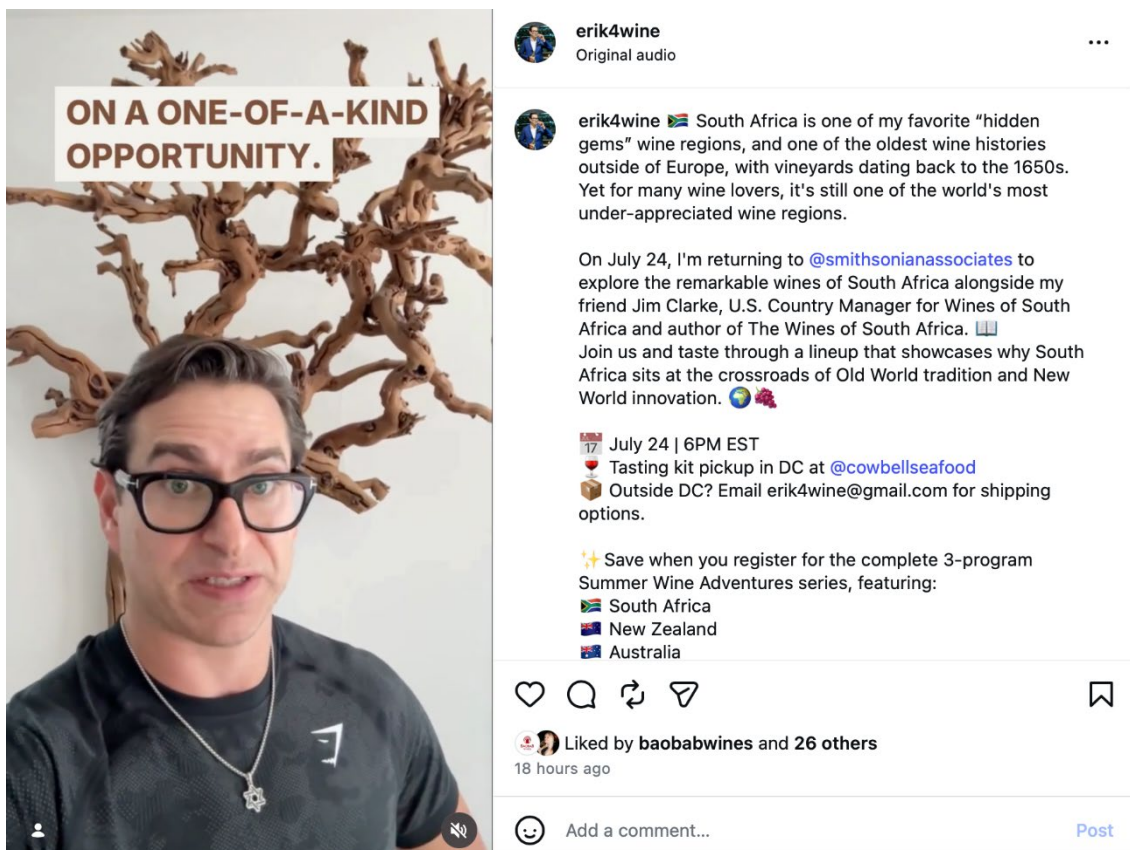
that the session had significantly changed their perceptions of Pinotage, highlighting the value of ongoing education and engagement in the market.



Smithsonian Associates Virtual Tasting

On 24 July, the WoSA USA Country Manager Jim co-hosted a virtual tasting experience for members of Smithsonian Associates alongside renowned wine educator Erik Segelbaum. More than **400 participants** from the Washington, DC area joined the online session. Each attendee received a tasting kit containing seven South African wines in advance, enabling them to taste along during the presentation. The audience was highly engaged throughout the event, responding enthusiastically to both the wines and the stories behind them. Strong interest was also generated in purchasing the featured wines, with participants eager to follow up through the programme's retail partner.

Please feel free to contact Jim via 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.



UPCOMING EVENTS

Below is an overview of WoSA events and international activities taking place from August through to the end of the year.

31 Jul-2 Aug & 7-9 Aug	Chefs in het Bos, Amsterdam
Aug (TBC)	WoSA Members China webinar
23-25 Aug	Somm Lounge @ TEXSOM Conference, Irving
02-Sept	Celebrating Cap Classique, Stockholm
23-Sept	WoSA AGM, Stellenbosch
24-Sept	Sipping South Africa, Montreal
24-27 Sep	Tourism Investment Forum Africa, New Orleans
26-Sept	A Taste of the New World, BBQ Style, Montreal
8-10 Oct	Retail in-store promotions, Nairobi
9-10 Oct	There's Sunshine Inside food & wine pairing dinner, Nairobi
13-Oct	There's Sunshine Inside WoSA trade tasting, London
17-Oct	Höstsalongen, Stockholm
19-23 Oct	Wesgro x WoSA Quebec Trade Mission
22-Oct	Japan New-to-Market Programme, Tokyo
23-Oct	'Discover South Africa' trade tasting, Tokyo

26-Oct	'Discover South Africa' trade tasting, Osaka
27-Oct	Stars of Cabernet, LA
6-7 Nov	Victoria International Wine Festival
6-7 Nov	Wine Expo, New Brunswick
10-12 Nov	ProWine Shanghai
13-Nov	WoSA members Shanghai tour
28-Nov	Halifax International Wine Festival
10-11 Dec	There's Sunshine Inside food & wine pairing dinner, Mombasa
10-12 Dec	Retail in-store promotions, Mombasa
12-Dec	The Wine Fair, Mombasa – Varietal theme masterclasses & pods

For events where detailed information has not yet been shared, please contact the relevant WoSA Country or Market Manager for more information.

[Get Contact Details](#)

**Kind regards,
The WoSA Team**