



Wines of South Africa **MARKET ACTIVITY**

1 September 2026

Dear WoSA member,

The past month saw WoSA teams around the world hosting a member webinar on the Chinese market, launching an influencer activation in Canada, showcasing South African wine at the Chefs in het Bos festival in the Netherlands, and connecting with sommeliers at TexSom in the USA. Here is a snapshot of these activities.

Asia: China

On 27 August, WoSA hosted an **online member webinar** with Asia Market Manager Marcus Ford focused on the Chinese market, based on the newly launched **WoSA China Toolbox 2026**. Thank you to all members who attended this informative session.

As a reminder, the toolbox is available on the WoSA Member Portal. Members who were unable to attend the webinar can access the recording below, which is also available in the same folder on the Member Portal.

To access the toolbox: Login to the [WoSA member portal](#) > Menu > Online Library > Asia > China > China Toolbox 2026

[Webinar Recording](#)

For further information on these activities or to connect on WoSA's initiatives in Asia, please contact Marcus at marcus@wosa.co.za.

Canada

From 20 July to 16 August, WoSA Canada ran an **LCBO thematic promotion**, kicking off the activity with a special event for **17 influencers** in the food, wine and lifestyle space.

The group enjoyed the wines featured in the promotion during a sunset cruise on Lake Ontario (yes...still called Lake Ontario), with the Toronto skyline providing the backdrop. Each wine was introduced and tasted alongside sushi in a relaxed setting and thankfully the weather cooperated offering a beautiful sunset to cap the evening off.

The event generated more than **3.5 million impressions**, over **100 social media posts** and a **television mention** by Bill Coulter (a weatherman for his day job) on regional news show CP24.

For further information on these activities or to connect on WoSA's initiatives in Canada, please contact Laurel at keenan@propellerpr.com.

Netherlands

WoSA Netherlands participated in **Chefs in het Bos**, a **culinary festival** where food, wine and nature come together. Held across two weekends, from 31 July to 2 August and 7 to 9 August, the event welcomes approximately **25,000 visitors** per edition.

WoSA showcased a selection of **seven South African wines** from Delta Wines at a **branded tasting booth**. The range highlighted the diversity of South African wine, from fresh and fruity wines to fuller-bodied whites and rich reds, with Chenin Blanc and Pinotage among the varieties represented.

The wines attracted strong interest throughout the festival, with many visitors stopping to taste and discover more about South African wine.

For further information on these activities or to connect on WoSA's initiatives in the Netherlands, please contact Harriet at wosa@pitchpr.nl.

USA

From 23 to 25 August, WoSA USA attended **TexSom**, the Texas Sommelier Conference in Dallas. The conference brings together sommeliers and other wine industry professionals from across the United States for three days of tastings, seminars and networking.

As it has done for more than a decade, WoSA USA sponsored the **Sunday Somm Lounge** for the conference's volunteer sommelier team. Around **100 sommeliers from 24 states** participated, representing a cross-section of floor sommeliers and wine directors from a wide range of wine businesses.

WoSA showcased **20 South African wines** in the Somm Lounge, including five Chenin Blancs highlighting different regional expressions of the variety. The reception for all the wines was fantastic, and somms were “three deep at the bar” for much of the day. For many of the sommeliers this was their first chance to taste South African wine in context and in quantity, stamping the quality of South African wines in their minds in a way occasional tastings with sales reps and tasting groups can never do.

For further information on these activities or to connect on WoSA's initiatives in the USA, please contact Jim at jim@wosa.us.

Kind regards,
The WoSA Team

