



Wines of South Africa **MARKET ACTIVITY**

2 October 2026

Dear WoSA member,

September was a particularly busy month for WoSA, with the Sommelier Symposium taking centre stage as we welcomed 22 international sommeliers and hospitality professionals to South Africa. Alongside the Symposium, our market teams were active across the USA, Canada, the UK and Sweden, engaging with consumers, trade and media through tastings, events and targeted activations. We also held our annual AGM, which provided an opportunity to connect with members, reflect on the work undertaken over the past year and share an update on developments across our international markets.

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WoSA Sommelier Symposium 2026

From 12-18 September, we hosted 22 sommeliers and hospitality professionals from our nine key export markets – Canada, China, Germany, Japan, Kenya, the Netherlands, Sweden, the UK and USA – for a week-long immersion in South African wine. Travelling across six wine regions and tasting more than 500 wines from over 150 members, the programme showcased the breadth and quality of South African wine across a wide range of regions, cultivars and styles, while giving guests the opportunity to engage directly with the people behind the wines and deepen their understanding of our industry.

Creating ambassadors for South African wine, positive feedback was received from all of the attending guests, with most of them highlighting the hospitality of South Africa, camaraderie amongst winemakers and the quality and diversity of our wine offering.

We would like to extend our sincere thanks to all the members who shared their wines and time with the group, as well as the industry associations, wine routes and other member groupings who helped host and bring the programme to life. We also thank our sponsors, Johnson Workwear, DHL, DGB and Hemel-en-Aarde Wines, for their support in making the 2026 Symposium possible.

Below is a breakdown of all the attendees:

Market	Guests	Representing
Canada	3	This is Wine School; Elisa Restaurant; Foxy Restaurant
China	2	67 Pall Mall Shanghai; Grapea Consulting
Germany	2	Cortiina Hotel / Grapes Wine Bar; Grill, Hotel Vier Jahreszeiten Hamburg
Japan	4	Jeroboam; Usagi Company; Andaz Hotel Group
Kenya	2	The Social House; Wine Routes Limited
Netherlands	2	Restaurant Schanz – Piesport; De Librije
Sweden	2	Freya; Misshumasshu
UK	1	Grantley Hall
USA	4	Angler SF; Terroir Wine Bar; SommTime



USA

Tourism Investment Forum Africa's conference, New Orleans

From the 24-27 of September WoSA USA sponsored and presented at the Tourism Investment Forum Africa's conference in New Orleans. South African Chenin Blanc and Pinotage featured at the opening reception, with WoSA USA Country Manager Jim Clarke flying straight from the WoSA AGM to the event. The following day, he presented an hour-long talk on South African wine, its importance to the Western Cape's economy, and the development, sophistication, and unique qualities of South African wine tourism. The presentation concluded with a brief guided tasting highlighting South Africa's mix of signature offerings like Chenin Blanc and Pinotage alongside the well-known "fighting varieties" like Cabernet Sauvignon and Sauvignon Blanc. The Forum was part of the International Arts Fest, and WoSA arranged for South African wines to be served as the featured wines in the VIP area during the three days of musical performances at the Fest.

Maxwell Park wine bar trade tasting, Washington DC

On 28 September, WoSA USA presented a late-night tasting for members of the trade at the wine bar Maxwell Park in Washington, DC. Seven suppliers presented wines, and over 30 members of the trade from DC, Virginia, and Maryland visited and spent the evening tasting a wide range of wines. The trade event was a follow-up to Maxwell Park DC's South Africa-themed walk-around consumer tasting a few weeks prior, where guests bought over 40 cases of South African wine over the course of a Sunday afternoon.

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



CANADA

Trade and consumer tasting, Montreal

On September 24, WoSA Canada hosted a trade and consumer tasting in downtown Montreal. The full SAQ buying team came out in support. The evening event for consumers featured a live DJ and lively atmosphere.

SAQ event

Then two days later, the SAQ hosted an event for their premium clientele, entitled “Savour BBQ and wines from the New World.” We were fortunate to have 5 principals represented: AA Badenhorst, Boekenhoutskloof, Glenelly, Ken Forrester and Radford Dale. Several hundred engaged consumers arrived to an eclectic downtown venue, full of BBQ, music and great wine. Our producers were kept busy pouring samples and fielding questions about South Africa.

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



UK

The UK had a busy September, with many importers and distributors hosting their annual or themed portfolio tastings around the country.

Cap Classique Brunch

To celebrate Cap Classique month, the Cap Classique Association hosted a press brunch at COMO The Halkin. Presented by Pieter and Ann Ferreira and organised by Island Media, the brunch had 15 attendees, including Greg Sherwood MW, Julie Sheppard (Decanter) and Patricia Stefanowicz MW (Glass of Bubbly), as well as influencers Janina Doyle, Jacinta Maddison-Williams and Amanda Selby.

For further information on these activities or to connect on WoSA's initiatives in the UK, please contact Elona at elona@winesofsa.com.



SWEDEN

Best Wine of the Year!

South Africa has been selected as the theme for this year's Best Wine of the Year competition organised by Munsökänkarna, Sweden's largest wine club. This means that almost 4 000 members will taste a selection of South African wines to determine which one will be voted number one. The six finalists currently selected by Munsökänkarna members for the 2026 winning wine are:

- Pongracs Brut
- Krone Borealis Brut
- Stellenbosch Reserve Vanderestel
- Rust en Vrede Estate
- Meerlust Rubicon
- Kanonkop Pinotage

Voting remains open until 15 October, with the overall result due to be announced in November.

Country manager, Maja Berthas made a guest appearance in one of the chapters (Södertälje) to guide the guests through the line up of wines.

Consumer Tasting in Söderköping

Maja Berthas was also invited to present a tasting focused on Stellenbosch for the Söderköping Wine Club. Around 50 guests attended the masterclass, followed by a South African-inspired dinner featuring lamb, corn fritters and chakalaka. The tasting generated strong interest in South African wine, with three attendees subsequently signing up for the user-pay trip taking place in March.

Cap Classique media activation

As part of Cap Classique Month, samples were sent to Swedish journalists, resulting in social media coverage across Instagram and Facebook, including several feed posts and a number of Stories.



AGM

Thank you to all members who joined us for the annual WoSA AGM on 23 September at Stellenrust Wine Estate.

Following the formalities of the meeting, the market managers feedback session provided updates on market performance and activities throughout the year. They shared insights into the challenges currently facing the industry in their markets, many of which are being experienced by other wine-producing countries, but also on a more positive note, they highlighted areas where South African wine continues to perform strongly and where there is scope for greater opportunity and member involvement.

The AGM also highlighted the importance of working collectively as an industry to showcase South African wine. In his address, Wahed Khan reminded members that “we are all wearing the same jersey” – a message that speaks to the shared role we all have in building the profile and promoting the value of South African wine internationally.

The **WoSA AGM presentation has been uploaded to the Member Portal** for members who would like to revisit the presentations and market updates.

To access the AGM presentation: Login to the [WoSA member portal](#) > Menu > Online Library > WoSA GENERAL INFORMATION > 3. WoSA AGM Presentations

If you have questions about a particular market or presentation, please reach out directly to the relevant market manager. For more general enquiries, please contact info@wosa.co.za

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**Kind regards,
The WoSA Team**