

3 November 2026

Dear WoSA member,

October was another busy month for South African wine across our international markets. Highlights included **Japan's annual trade tasting and New-to-Market programme, a WoSA x Wesgro trade mission to Canada, Heritage Day celebrations in the USA, and sommelier training, ambassadorial engagements and more in Sweden.** In the **UK**, we reflect on the success of our **flagship trade and press tasting** that made a return to London, while **Germany** shares some **interesting market insights**.

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ASIA – JAPAN

New-to-Market Programme & Embassy Reception, October 22

For the past several years, through the "New-to-Market programme", we have brought a group of **six producers** to Japan for their "first look" to gain first-hand insight into this notoriously challenging market and build valuable connections. The programme began with a **six-hour exploration of Tokyo's diverse wine retail landscape**, from more mainstream outlets to highly specialised stores offering premium selections. This was followed by a **reception jointly hosted by WoSA and the South African Embassy**,

attended by around **70 dignitaries**, alongside importers and other industry friends. It was encouraging to see such a strong awareness of the potential impact of the anticipated tariff reduction, both among our Japanese counterparts and from a South African perspective.

Tokyo Trade Tasting, 23 October

Our annual generic tasting brought together **16 importers**, occupying 20 tables, alongside a dedicated **New-to-Market section** where producers could showcase their wines to the trade. While attendance was slightly lower than last year, feedback indicated that the **quality of visitors was higher**. Importers showed genuine interest in exploring new products, with a couple of larger companies actively looking to expand their portfolios. This is encouraging news for South African wines in the market. With around **80 wineries represented**, the tasting was also a wonderful showcase of the breadth and quality of South African wines already available in Japan.

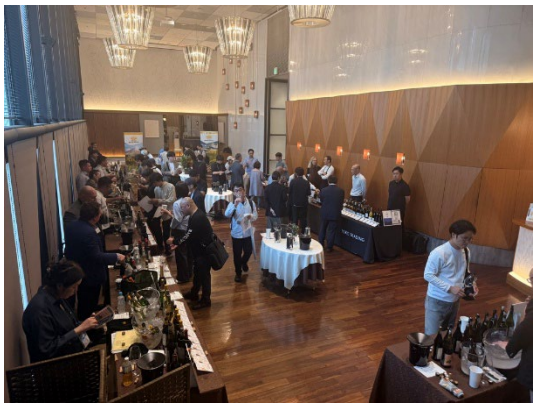
Osaka Trade Tasting, 26 October

With Osaka experiencing a particularly severe storm, we were understandably concerned about attendance at our trade tasting. However, our "sunshine inside" prevailed, with almost **70 buyers** joining us on the day. The turnout was very encouraging, and feedback from importers was **exceptionally positive**, making for a successful event despite the challenging weather conditions.

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









CANADA

WoSA x Wesgro Trade Mission

For several months, **Wesgro and WoSA Canada** have been working worked together to develop a meaningful, **immersive market programme** for a group of South African producers visiting **Quebec**.

The week kicked off with a group visit to **RASPIPAV, Montreal's largest private wine listing show**. The producers then visited a selection of **retail outlets** and met with the head of **A3**, an association representing 100 import agencies in Quebec, gaining valuable insight into the market and its distribution landscape.

The programme also included **visits to local restaurants** to better understand consumer trends and identify which wines and styles are gaining traction. One of the highlights was **Le Virunga**, home to Canada's only **100% South African wine list**.

The following day, producers had the opportunity to present their wines to an **audience of agents and trade representatives**, including the **buying team from the SAQ**. On the final day, the group travelled to Ottawa for an introduction to the **Ontario market**. The programme included visits to **LCBO stores**, followed by a tasting hosted at the **South African High Commission**.

By all accounts, the visit was a great success and a strong example of how collaboration can deliver a more comprehensive and impactful on-the-ground market programme for South African producers.

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









GERMANY

Beyond market activities alone, Germany country manager Petra shares the following market insights:

Helping consumers discover unfamiliar wines

A Lidl-commissioned survey published in October offers useful insight into **how German consumers choose unfamiliar wines**: region of origin (56%) and grape variety (47%) were cited more often than price (44%). Half of respondents also expressed a willingness to buy wine from a small, little-known family producer. Although focused on German wine, **the findings offer a practical pointer for South African wineries**: give importers and retailers clear, accessible information about your region, wine styles and the people behind the label. This can help consumers understand what makes an unfamiliar wine worth trying.

Read more: Lidl, 8. Oktober 2026 – Befragung und Methodik.

Recognition for South Africa's distinctive wines

South Africa's growing confidence and distinctive wine styles received a **positive spotlight on German wine platform Wein am Limit's STORECHECK podcast**. In episode 21, winemaker Rüdiger Gretschel joined host Hendrik to discuss **how South African producers have developed their own identity**, with origin, character and individuality at the heart of their wines. Drawing on his work at Boekenhoutskloof, Reyneke and his own Holism project in Piekenierskloof, Gretschel offers a personal perspective on this transformation. Promoted on Instagram on 17 October, the episode presents an encouraging endorsement to German-speaking wine enthusiasts: South African wines deserve recognition on their own terms. Their distinctive character is a compelling reason to discover them.

Read more and listen here (German language).

For further information on these activities or to connect on WoSA's initiatives in Germany, please contact Petra at petra@suedafrika-wein.de.

SWEDEN

Nordic Sommelier Academy

As an ongoing activity to **engage sommelier students with South African wines**, we are hosting half-day seminars at the Nordic Sommelier Academy in **Stockholm, Gothenburg and Malmö**. These **in-depth masterclasses** cover the South African wine industry, including its history, regions, varieties, wine styles, inclusiveness, sustainability programmes and certifications, as well as current trends and industry statistics. The masterclasses are extremely valuable for WoSA, as they provide an opportunity to ensure that students r**eceive accurate and up-to-date information about the industry**. We consistently receives **excellent feedback** from students on both the information shared and the wine selection presented during the sessions. Over the past three weeks, country manager Maja has visited the academies in both Stockholm and Gothenburg.

Consumer Tastings for Wine Clubs

We work closely with Munskänkarna in Sweden, with Maja conducting several tastings with different local chapters. During September and October, she visited Torekov, Kiruna, Falun and Gävle, reaching a total of **200 participants**.

Höstsalongen Stockholm

WoSA had a stand at Höstsalongen in Stockholm on 17 October. This is one of **Sweden's most prestigious wine shows for both consumers and trade**, attracting around **1,000 visitors on the day**. The stand was busy throughout the event, and our wines were very well received. Shows like this provide a **clear indication of the growing interest in South African wines** and how they continue to impress audiences in the Swedish market.

Meeting with Ambassador Zenani Mandela-Dlamini

On 20 October, Maja Berthas met with **South African Ambassador to Sweden**, Zenani Mandela-Dlamini. It was a positive meeting, with plenty of discussion around potential future collaborations. The Ambassador was particularly interested in learning more about the performance of South African wines in the Swedish market. Maja also provided her with an overview of the South African wine industry and the logistics of Systembolaget's tender process.

For further information on these activities or to connect on WoSA's initiatives in Sweden, please contact Maja at maja_berthas@hotmail.com.









UK

Press Dinner at Kudu Marylebone, 12 October

WoSA UK's Country Manager, Elona Hesseling, and CEO, Siobhan Thompson, hosted a small group of **leading UK media** at South African restaurant, Kudu, in central London. The focus was on **Cap Classique and Old Vines**, with the CCPA's Billie Lambrechts and Old Vine Project's Cathy van Zyl MW co-hosting the dinner. 12 different wines were served over the course of the evening, paired with 5 different courses. Notable press in attendance includes **Dr Jamie Goode, Jason Millar, Greg Sherwood, Susie Barrie MW, Sophia Longhi and Janina Doyle**. Both the wines and food pairings were very well received, with plenty of interesting information shared and lively discussions throughout the evening.

There's Sunshine Inside Trade and Press Tasting, 13 October

WoSA returned to London on 13th October 2026 with a flagship trade and press tasting. The event showcased more than **670 wines** through a collaborative effort of **130 South African wine producers**, industry bodies, sustainability partners and trade organisations at London's Lindley Hall, Westminster.

There was a brilliant energy and excitement around the room, with the producers really

bringing the South African sunshine to life. Highlights included the **Cap Classique x Coravin bar, Old Vine Project Masterclass** (presented by Cathy van Zyl MW and Victoria Mason MW), **Sensory Notes session** and **traditional South African food** from Now Now Chow. Various industry organisations and associations were involved, including Cap Classique, Stellenbosch Cabernet, Old Vine Project, Pinotage, Sauvignon Blanc, Chardonnay, Fairtrade Foundation and the Pebbles Project. The event was further supported by two **sponsors, Albatrans and Coravin**.

The event saw over **450 trade and press attendees**. Notable media joining us on the day included **Oz Clarke (BBC), Richard Siddle (The Buyer), Julie Sheppard (Decanter), Sarah Neish (The Drinks Business), Greg Sherwood, Roger Jones, Jamie Goode and Susie Barrie MW**. Many notable **buyers** from both the **on and off trade** also joined us, with a few well-known names including **Victoria Mason MW (The Wine Society), Graham Nash and Lucy Laister (Tesco), Becky Hull MW (Waitrose), Lauren Ballantyne (Sainsbury's), Sam Lawton (Molson Coors), Dave Roberts (Virgin Wines), Liz Conway (British Airways), Becca Reeves (Direct Wines / Laithwaites) and Andy Bray (Majestic)**.

In terms of social media, the event generated a very positive buzz. On WoSA UK's Instagram we noted over **100 stories posted** about the event, as well as a further **25+ grid posts** from attendees. As a result, we have gained **130 new followers** and seen **views up to 41.4K** between the end of September and end of October. We also had nearly **1,700 interactions** during that time period.

Thank you so much for everyone that was involved – either behind the scenes or on the day.

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









USA

On 3 October, WoSA USA collaborated with the **South African Consulate in Los Angeles, African Angel Tours and Motherland Republic** to host a **Heritage Day celebration**, bringing together South African wine, music and art. The event brought together **150 Los Angeles residents**, including South African expats and local Californians, for a day of celebration. South African Chenin Blanc helped beat the sweltering heat, while Pinotage and Cinsault were on hand to accompany a classic braai.

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